

# B.COM - LOGISTICS & SUPPLY CHAIN MANAGEMENT

## Syllabus

**AFFILIATED COLLEGES**

## Program Code

**2025–2026 onwards**



# BHARATHIARUNIVERSITY

(A State University, Accredited with “A” Grade by  
NAAC, Ranked 13<sup>th</sup> among Indian Universities by MHR

D- NIRF,

World Ranking: Times-801-1000, Shanghai-901-1000, URAP-982)

<b>Program Educational Objectives (PEOs)</b>	
The B.COM LOGISTICS AND SUPPLY CHAIN MANAGEMENT program describe accomplishments that graduates are expected to attain within five to seven years after Graduation	
PEO1	Students will able to understand the concepts of commerce and Logistics
PEO2	To enhance knowledge and skills among students which built confident to Identify their career opportunities in multiple dimensions.
PEO3	Students will develop and understanding of various commerce functions and Supply Chain Management
PEO4	Empower the students with necessary competencies and decision-making skills to foster the innovative thinking to become exporter and importer
PEO5	Strengthen the students to become expert in the field of international communication with ethical consciousness.

<b>Program Specific Outcomes (PSOs)</b>	
After the successful completion of B.COM LOGISTICS AND SUPPLY CHAIN MANAGEMENT program, the students are expected to	
PSO1	To provide strong base on the course relevant to the area of Logistics which helps to choose their career
PSO2	Programme aims to develop comprehensive professional skills which are required for commerce (Logistics and Supply chain Management) graduates.
PSO3	Programme aims to develop comprehensive professional skills which are required for commerce (logistics and supply chain management) graduates.
PSO4	Students will be able to prove the proficiency with the ability to engage exams like C.A, C.S and CMA
PSO5	Students can do international business-oriented research and consequence of this; they can become Professors in Colleges and Universities.

<b>Program Outcomes (POs)</b>	
On successful completion of the B.COM LOGISTICS AND SUPPLY CHAIN MANAGEMENT program	
PO1	Build the wide range of knowledge in the areas of Logistics and Supply chain Management and techniques to meet the current and future requirement of the industry.
PO2	Develop the strong knowledge in the areas of export, import, foreign exchange, Customs procedures, logistics and supply chain management and related areas.
PO3	Understand the dynamic and complex working environment of International Business. their professional career and growth.
PO4	Disseminate students to develop decision making and problem-solving skills to undertake their own venture as a feasible career option.

PO5	Orient and motive the students to develop the needed knowledge in international business and academics to develop their employments Opportunity
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**BHARATHIAR UNIVERSITY, COIMBATORE 641046**

**B.COM LOGISTICS & SUPPLYCHAIN MANAGEMENT  
(OBE PATTERN)  
(Affiliated Colleges)**

*(For the students admitted from the academic year 2025–26onwards)*

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
I	Language-I	4	6	-	25	75	100
II	English-I	4	6	-	25	75	100
III	Core–I: Principles of Accountancy	4	6	-	25	75	100
III	Core - II: Introduction to Logistics	3	6	-	25	75	100
III	Allied Paper I: IT for Business	3	4	-	25	75	100
III	EnvironmentalStudies#	2	2	-		50	50
	Total	20	30		125	425	550
SECOND SEMESTER							
I	Language–II	4	6	-	25	75	100
II	English–II	2	6	-	25	25	50
III	CoreIII: Financial Accounting	4	6	-	25	75	100
III	Core IV: Principles of Marketing	4	4	-	25	75	100
III	Allied Paper II: Warehouse Management	3	4	-	25	75	100
IV	Value Education–Human Rights*	2	2	-	-	50	50
	Naan Muthalvan - Skill Course Effective English	2	2	-	25	25	50

	<b>Total</b>	<b>21</b>	<b>30</b>		<b>150</b>	<b>400</b>	<b>550</b>





<b>THIRD SEMESTER</b>							
I	Language-III	4	6		25	75	100
II	English-III	4	4		25	75	100
III	CoreV: Higher Financial Accounting	4	5		25	75	100
III	Core VI: Executive Business Communication	3	4		25	75	100
III	Core VII: Domestic Logistics Management	4	4		25	75	100
IV	Allied: III: Business Economics	3	3		25	75	100
IV	Tamil**/ Advanced Tamil*(OR)Non- major elective-I(Yoga for Human Excellence) */ Women's Rights*	1	1		-	25	25
	Health and Wellness	1	1		25	-	25
	Naan Mudhalvan skill course	2	2		25	75	100
	<b>Total</b>	<b>26</b>	<b>30</b>		<b>175</b>	<b>575</b>	<b>750</b>
<b>FOURTH SEMESTER</b>							
I	Language-IV	4	6		25	75	100
II	English-IV	4	4		25	75	100
III	Core VIII : Cost Accounting	4	5		25	75	100
III	Core IX: Import and Export Documentation	4	4		25	75	100
III	Core X: Organizational Behavior	4	4		25	75	100
III	Allied:IV:Mercantile Law	3	3		25	75	100
IV	Tamil**/Advanced Tamil* (OR)Non-major elective-II (General Awareness*)	2	2		-	50	50
	Naan Muthalvan–Skill Course Office Fundamentals	2	2		25	75	100
	<b>Total</b>	<b>27</b>	<b>30</b>		<b>175</b>	<b>575</b>	<b>750</b>

<b>FIFTH SEMESTER</b>							
III	Core XI: Management Accounting	4	6		25	75	100
III	Core XII: Production and Material Management	4	5		25	75	100
III	Core XIII: Marine Insurance	4	5		25	75	100
III	Core XIV: Transportation and Distribution Management	4	6		25	75	100
III	Core XV: Business Application Software I	3	3		20	55	75
	Elective–I:	4	3		20	55	75
	NaanMudhalvanskill Course	2	2		25	75	100
<b>Total</b>		<b>25</b>	<b>30</b>		<b>165</b>	<b>485</b>	<b>650</b>
<b>SIXTH SEMESTER</b>							
III	Core XVI : Total Quality Management	4	6		25	75	100
III	Core XVII: International Business Strategy	4	6		25	75	100
III	Core XVIII: Air Cargo Logistics Management	4	5		25	75	100
III	Core XXI: Business Application Software - II	3	3		20	55	75
III	Elective–II:	3	4		20	55	75
III	Elective–III:	3	4		20	55	75
V	ExtensionActivities**	2	-		50	-	50
	NaanMuthalvan		2		25	75	100
<b>Total</b>		<b>25</b>	<b>30</b>		<b>210</b>	<b>465</b>	<b>675</b>
<b>GrandTotal</b>		<b>144</b>	<b>180</b>		<b>1000</b>	<b>2925</b>	<b>3925</b>

**\*No Continuous Internal Assessment (CIA).Only University Examinations.**

**\*\*No University Examinations. Only Continuous Internal Assessment (CIA).**

- English II-University semester examination will be conducted for 50 marks (As per existing pattern of Examination) and it will be converted for 25 marks.
- Naan Mudhalvan – Skill courses- external 75 marks will be assessed by Industry and internal will be offered by respective course teacher.

List of Elective Papers (Colleges can choose any one of the papera selective)		
Elective–I	A	International Logistics Management
	B	Management Information system for Logistics
	C	Customer Relationship Management in Logistics
Elective–II	A	Supply Chain Management I
	B	Supply Chain Management II
	C	Cargo Management
Elective–III	A	Agricultural Export and Import Management
	B	Agricultural Logistics and Supply Chain Management
	C	Agricultural and Food Retailing





## **First Semester**

## SEMESTER-I

Courses		Introduction to Accountancy	L	T	P	C
Core I		Principles of Accountancy		5	0	0
Pre- requisite		Basic knowledge in Accountancy	Syllabus version	2025-2026 onwards		
Course Objectives						
The main objectives of this course are to: 1. To enable the students to learn basic Principles of Accountancy. 2. To make the students skillfully to prepare and present the final accounts of sole trader. 3. To learn about various types of errors and calculation of depreciation in accounts. 4. To understand about bank reconciliation statement and accounting for professionals 5. To provide knowledge about consignment and joint ventures						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Recalling Accounting Concepts and Conventions and use Accounting Rules to record business transactions in the form of Journal, Ledger, subsidiary books and preparation of Trial Balance.					K1
2	Understanding the steps involved in locating errors and prepare them To understand the preparation of final accounts for sole traders.					K3
3	Outline the concepts of Bills of exchange, Average due date and Account Current					K2
4	Examine the concepts of consignment and joint venture.					K4
5	Analyze the bank reconciliation statement, Receipts and payments, Income and expenditure and Balance sheet and accounting for Professionals to enhance the knowledge.					K4
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1			15			
Introduction of Accounting and Concepts–Accounting concepts and conventions – Accounting Standards–Meaning Double entry system – Journal, Ledger, Subsidiary books, Trial Balance						
Unit-2			20			

Final Accounts of sole traders with adjustment entries-Rectification of Errors.		
Unit-3		15
Bills of exchange–Average due date–Account Current.		
Unit-4		20
Consignments and Joint Ventures Accounts		
UNIT-5		20
Bank Reconciliation Statement. -Accounts For Non-Profit Organization : Receipts and Payment, Income and Expenditure statement		
Total Lecturer Hours		90
Text Book(S)		
1	N.Vinayakam, P.L.Mani, K.L.Nagarajan–Principles of Accountancy–S.Chand&CompanyLtd.,	
2	T.S.Grewal–Introduction to Accountancy- S.Chand&CompanyLtd.,3.R.L.Gupta,V.K.Gupta,	
3	M.C.Shukla–Financial Accounting–Sultanchand & sons	
4	T.S.Grewal, S.C.Gupta, S.P.Jain–Advanced Accountancy- Sultanchand & sons	
ReferenceBook(s):		
1	K.L.Narang,S.N.Maheswari-Advanced Accountancy-Kalyani publishers	
2	S.K.Maheswari,T.S.Reddy-Advanced Accountancy-Vikas publishers	
3	A.Murthy-Financial Accounting–MarghamPublishers	
4	P.C.Tulsian-Advanced Accountancy–Tata McGrawHill Companies.	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>

Courses		LOGISTICS	L	T	P	C
Core – II		INTRODUCTION TO LOGISTICS		5	0	0
Pre– requisite		BASICS KNOWLEDGE OF LOGISTICS	Syllabus version		2025-2026 onwards	
Course Objectives						
To acquaint the students with the challenges and opportunities they will face when managing their lives ,the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a teamand to develop skills necessary for effective work team performance.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To describe the evolution and concepts behind logistics and Supply chain management practices in today's business environment					K1
2	To describe the key logistics and supply chain processes and the Interfaces among them.					K3
3	To evaluate the role of integrated logistics management decisions In performance and competitive advantage of the firm					K2
4	To discuss the principles and strategies that guide planning and Management of an effective supply chain network.					K4
5	To distinguish between the various logistics processes(e.g. Inventory management, transport, materials handling, customer service) in a firm.					K4
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5- Evaluate;K6 - Create						
Unit:1				15		
Logistics-Definition-HistoryandEvolution-Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics- Emerging concept in logistics.						
Unit-2				15		
Logistics Management-Definition-Achievement of competitive advantage Through logistics Framework-Role of Logistics Management-Integrated Logistics Management- Evolution of the concept- model - process-activities						
Unit-3				12		



Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers(4pl)-Stages-Role of logistics providers		
<b>Unit-4</b>		15
Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy .		
<b>UNIT-5</b>		15
Quality customer service & integrated logistics-customer service-importance elements-the order cycle system-distribution channels-Functions Performed-Types designing- Logistical packaging		
<b>TextBook(S)</b>		
1	David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management	
2	Kindle Edition Fundamentals of Logistics Management (The Irwin/Mcgraw - Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Grawhill / Irwin, First Edition, 1998. Vinod V. Sople (2009)	
<b>Reference Book(s):</b>		
1	Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-Hill/Irwin, First Edition, 1998. Vinod V. Sople (2009)	
2	Logistic Management (2 <sup>nd</sup> Edn.) Pearson Limited., .David J. Bloomberg, Stephen LeMay & :Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd. ,New Delhi, 2003. Donald J. Bowersox & David J. Closs	
3	Logistical Management, Tata Mc Graw Hill Publishing Co. Ltd, New Delhi, 2004 Satish C. Ailawadi & Rakesh Singh	
4	Logistics Management, Prentice- Hall of India Pvt Ltd., New Delhi, 2005 Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah:	
5	Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>



Courses		INFORMTATION TECHNOLOGY	L	T	P	C
Allied Paper - I		INFORMTATION TECHNOLOGY FOR BUSINESS		5	0	0
Pre – requisite		Basics of Information Technology	Syllabus version		2025-2026 onwards	
CourseObjectives						
Practice core competencies in computing to analyze, design, develop, and implement secure Information Technology solutions.						
<input type="checkbox"/> Advance professionally with increased work place contributions.						
<input type="checkbox"/> Adapt to change through continued professional development.						
<input type="checkbox"/> Serve in profession organizations and local communities.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Analyze a complex computing problem and to apply principles Of computing and other relevant disciplines to identify solutions.					K1
2	Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.					K3
3	Communicate effectively in a variety of professional contexts.					K2
4	Recognize professional responsibilities and make in formed Judgments in computing practice based on legal and ethical principles.					K4
5	Function effectively as a member or leader of a team engaged in Activities appropriate to the program's discipline.					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1				15hours		
Computer Concepts and Applications: Introduction to Information Technology, Scope of IT in business -Categories of Machines- Servers- How Computers work-Hardware-Input Hardware Processing and Memory -Hardware: Storage						

Hardware, Output hardware, Software-System software, Application Software, History Input-Output devices- How the processor or CPU works:Control unit, ALUandRegisters –How memoryworks :RAM,ROM,Flash, FloppyDisks, Harddisks,OpticalDisks,MagneticTapes,Smartcards,FlashMemoryCards		
<b>Unit-2</b>		15
Introduction to Software: Introduction to Software: System Software, Components of System software-The operating system: What it does-Bootting- User interface- CPU Management-File Management- Task Management: Multitasking, Multiprogramming, Timesharing, Multiprocessing, Formatting – System software: Device Drivers and Utility Programs- Desktop and Laptop- Operating Systems: DOS, Network operating systems, windows versions, UNIX, Linux		
<b>Unit-3</b>		15
Application of IT in functional Areas: IT and Marketing, IT and Finance, IT and Operational Management, IT and Human Resource Management –Enterprise Systems- Knowledge Management		
<b>Unit-4</b>		15
Data Communication, Networks, and Internet Concepts: Data Communication, Networks and Internet Concepts: Benefits of Networks, Types of Networks, Types of LAN, Components of LAN, Topology of LAN, Analog and Digital signal- Internet Concepts: The internet and World Wide Web, Sending and Receiving E-mail, Search Engines, Other Internet Resources-FTP, Telnet, E-Commerce.Net work and internet security issues, Extra net and Intranet		
<b>UNIT-5</b>		15



Programming Concepts and Tools: Introduction to Programming, Concepts, and Tools, Five-step programming, Design the program, code the program, test the program, Document and maintain the program, Five generations of programming languages, programming languages used today, Pseudo Code



<b>TextBook(S)</b>	
1	Alexis Leon & Mathew Loen, Introduction to Computers with MS-OFFICE-2000,TMH,-2001.
2	Williams/Sawyer,Using InformationTechnology,2009.
3	Norton.P., Introduction to computers,7Ed,TMH,2010.
4	Curin,D.P.,Foley,K.Sen,andC.S.Morin, Introduction to InformationTechnology–BreakingWave,TMH,1999.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>



# **Second Semester**

## SEMESTER-II

Courses			L	T	P	C
Core-III		<b>FINANCIAL ACCOUNTING</b>	6	5	0	6
<b>Pre– requisite</b>		BASICS OF ACCOUNTANCY	Syllabus version		<b>2025-2026 onwards</b>	
<b>CourseObjectives</b>						
The main objectives of this course are to:						
1. To explore various methods of calculating and recording depreciation						
2. To make them to understand about royalties and investment accounts						
3. To offer an idea about single entry system of accounts						
4. To promote knowledge about departmental and branch accounting						
5. To inculcate knowledge about hire-purchase and installment system of accounting						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Describing the concepts based on depreciation and its Methods in books of accounts.					<b>K1</b>
2	Outline about the nature of Investment and Royal excluding Sublease.					<b>K2</b>
3	Identifying the essential characteristics of single entry system.					<b>K3</b>
4	Applying the basic concepts of departmental and branch accounting.					<b>K4</b>
5	Familiarize the procedure relating to hire-purchase and Installment in books of accounts.					<b>K2</b>
K1-Remember; K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
Unit:1			15			



Accountingfor Depreciation – DepreciationMeaning- Causes -need and significance of depreciation- methods of providing depreciation- Straight line,Writtendown Value,Annuity,Sinkingfund(Excludingchangingmethod Of Depreciation).Reserves and Provision		
UNIT-2		15
Single Entry system-meaning and features-Statement of affairs method and Conversion method		
Unit-3		15
Departmental accounts–transfers at cost or selling price–Branch excluding Foreign branches		
Unit-4		15
Hire-purchase and instalment systems including Hire Purchasing Trading account-Goods on sale or Return		
UNIT-5		15
Royalty including Sublease-Human Resource Accounting and Inflation Accounting(Theoryonly)		
TextBook(S)		
1	Advanced Accountancy-R.L. Gupta & M. Radhasamy	
2	Advanced Accountancy-S.P. Jain & K.L. Narang	
ReferenceBook(s):		
1	Advanced Accountancy- M.C. Shukla & T.S. Grewal	
2	Financial Accounting-T.S. Reddy & A. Murthy	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>

Courses			L	T	P	C
Core - IV	PRINCIPLES OF MARKETING		4	5	0	4
Pre – requisite			Syllabus version		2025- 2026 onwards	
Course Objectives						
The main objectives of this course are to:  1. To conceptualize an idea about marketing and related terms 2. To provide in sight about various forms and types of marketing 3. To analyze various components of marketing channels 4. To understand various concepts relating to consumer behavior 5. To introduce the components of marketing mix 6. To understand the importance of retailing in today’s context To understand emerging marketing trends and regulatory mechanisms						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Defining the various concepts and terms related to marketing					K1
2	Explaining about various marketing functions					K2
3	Understanding terms of consumer behavior and examined about Different concepts related to consumers.					K2
4	Identifying the marketing mix and its elements					K1
5	Understanding different provisions related to trends in emerging markets.					K2
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
Unit:1			18--hours			
Marketing–Definition of market and marketing-Importance of marketing– Modern Marketing concept-Global Marketing-Marketing Ethics-Career						

Opportunities in Marketing-Marketing and Government: Bureau of Indian Standards-Agmark		
Unit:2		18--hours
Marketing functions-Buying-Selling-Transportation-Storage-Financing-Risk Bearing-Standardization-Market Information		
Unit:3		18--hours
Consumer Behavior-meaning-Need for studying consumer behavior-Factors influencing consumer behavior-Market segmentation – Customer Relations Marketing		
Unit:4		19--hours
Marketing Mix – Product mix –Meaning of Product-Product life cycle-Branding-labelling-PriceMix-Importance-Pricingobjectives-Pricingstrategies –Personal selling and Sales Promotion - Place mix-Importance of channels of distribution-Functions of middlemen-Importance of retailing in today’s context		
Unit:5		15--hours
New Approaches in Marketing: –E-marketing –Tele marketing -Web-Based Marketing-MultiLevelMarketing-SocialMediaMarketing-Neuro-marketing – Green marketing –Referral marketing- Social responsibility in marketing - Ethics in Marketing -Consumerism – Consumer Protecting – Rights of consumers-Forward Trading in Commodities		
Text Book(S)		
1	Marketing Management-Rajan Sexena	
2	Principles of Marketing- Philip Kotler & Gary Armstrong	
3	Marketing Management-V.S. Ramasamy and Namakumari	
4	Marketing Management–S.A. Sherlekhkar and R.Krishnamoorthy, Himalaya Publishing House	
Reference Book(s):		
1	Marketing –William G. Zikmund & Michael D’Amico	
2	Marketing - R.S.N. Pillai & Bagavathi	


Courses			L	T	P	C
Allied Paper - II	<b>WAREHOUSE MANAGEMENT</b>		4	5	0	4
<b>Pre – requisite</b>			Syllabus version		<b>2025-2026 onwards</b>	
<b>Course Objectives</b>						
The main objectives of this course are to:						
1. To understand the fundamental concepts of warehousing and develop decision-making skills related to warehousing operations						
2. To understand the purpose and necessity of Warehouse Management Systems (WMS)						
3. To learn about warehouse operations, including receiving, picking, locating, organizing, and dispatching inventory						
4. To Recognize the strategic importance of warehousing in the supply chain						
5. To analyse how warehouse information can be caused to improve operational efficiency and strategic decision-making						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Gain a solid understanding of the fundamental concepts of Warehousing					K1
2	Gain insights in to the logic behind determining warehouse locationsandsequences					K3
3	Gain practical knowledge of the equipment commonly used in Warehouse operations					K2
4	Gain insights into the significance of warehouses in the overall Value chain of a business					K4
5	Develop skills in utilizing warehouse information for effective decision-making and process optimization					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						



<b>Unit:1</b>	Introduction to Warehousing	15
Concepts – Decision making – Operations – Need for warehousing – Issues affecting warehousing–Various warehousing facilities –Different types Of warehouses –Characteristics of ideal warehouses.		
<b>Unit-2</b>	Warehouse Management Systems	
Introduction–The necessity of WMS– Logics of determining locations and sequences – Independent demand systems – Uncertainties in material management systems – Dependent demand systems – Distribution resource planning.		
<b>Unit-3</b>	Warehouse and its Operations	
Introduction–Objectives-Warehouse Structure-Warehouse Operations – Receiving inventory-Picking inventory-Locating inventory-Organising Inventory -Dispatching inventory-Equipment Used for a Warehouse.		
<b>Unit-4</b>	Strategic Aspects of Warehousing	
Introduction–Objectives-Different Types of Customers in Warehousing- Importance of Warehousing Value Chain -Warehouse Location-Modern Warehouse Operations - World class Warehousing		
<b>UNIT-5</b>	Warehouse information	
Introduction–Objectives-Importance of Warehouse Information-Decision Making Using Warehouse Information-ICT Applications in a Warehouse		
<b>TextBook(S)</b>		
1	Martin Christopher. Logistics and Supply Chain Management.	
2	Pearson RaghuramG .Logistics and Supply Chain Management. Mac Millan	
3	Warehouse management–Student Study Guide–by Gwynne Richard	

4	.Essentials of inventory management by Max muller—publishers- Harper Collins
5	Warehouse distribution & operations hand book by DAVIDE MULCAHY
6	Inventory strategy by Edward H Frazelle

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>L</b>



# **Third Semester**

Courses		SEMESTER-III	L	T	P	C
Core - V		HIGHER FINANCIAL ACCOUNTING	4	5	0	4
Pre– requisite			Syllabus version	2025-2026 onwards		
Course Objectives						
The main objectives of this course are to:						
1. To provide insight about maintaining partnership accounts						
2. To promote understanding about maintaining books of accounts at the time of retirement						
3. To offer understanding about dissolution and insolvency of partnership						
4. To facilitate knowledge about individual insolvency and claims						
5. To promote knowledge about human resource and inflation accounting						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Understanding the basic concepts of partner and procedures Related to calculation of ratios.					K2
2	Acquiring the principle at the time of retirement in the books of Partner					K1
3	Analyzing dissolution and insolvency of firms and individuals.					K4
4	Evaluate the insolvency or loss of individuals or firms					K5
5	Examine the concepts based on voyage, Human resource and Inflation accounting.					K4
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6– Create						
Unit-1						15
Introduction-Admission of a Partner-Treatment of Goodwill-Revaluation of Assets and Liabilities -Calculation of Ratios for Distribution of Profits -Capital Adjustments.						
Unit-2						20

Retirement of Partner - Calculation of Gaining Ratio- Revaluation of Assets and Liabilities Treatment of Goodwill –Adjustment of Goodwill through Capital A/c only - Settlement of Accounts -Retiring Partner’s Loan Account with equal Installments only		
Unit:3:		20
Dissolution-Insolvency of Partners-Garner Vs Murray-Insolvency of all Partners -Deficiency A/c-.Piece meal Distribution-Proportionate Capital Method only.		
Unit-4		20
Insolvency of Individuals and Firms		
Unit-5		15
Voyage Accounts–Social Accounting-Responsibility Accounting		
<b>TextBook(S)</b>		
1	S.P.Jain & K.L.Narang,“Advanced Accounting”,Kalyani Publications, New Delhi.	
2	Reddy &Murthy, “Financial Accounting”,Margham Publicatuions, Chennai, 2004.	
3	Dr.M.A.Arulanandam, Dr.K.S.Raman, “Advanced Accountancy Part-I”, Himalaya Publication, New Delhi.	
<b>ReferenceBook(s):</b>		
1	GuptaR.L.& RadhaswamyM., ”Corporate Accounts“, Theory Method and Application-13 <sup>th</sup> Revised Edition 2006, Sultan Chand & Co., New Delhi	
2	Shukla M.C.,Grewal T.S.&GuptaS.L., “Advanced Accountancy”, S. Chand &Co., New Delhi.	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>S</b>	<b>L</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>



Courses			L	T	P	C
Core VI	EXECUTIVE BUSINESS COMMUNIATION			4	0	0
Pre – requisite			Syllabus version	2025-2026 onwards		
Course Objectives						
The main objectives of this course are to:  1. To provide information one effective business communication and techniques to respond to business queries.  2. To provide knowledge about banking correspondence and Company secretarial correspondence						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Outline the importance of effective business communication					K2
2	Understand the intricacies of responding to business related Queries					K2
3	Categorizing effective correspondence with banks, Insurance and Agencies					K3
4	Examine effective response to company secretarial Correspondence					K4
5	Analyze new innovative and effective ideas for business Communication					K4
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5- Evaluate;K6 - Create						
Unit:1				8--hours		
Business Communication :Meaning–Importance of Effective Business Communication-Modern Communication Methods –Business Letters: Need–Functions - Kinds - Essentials of Effective Business Letters - Layout.						

Unit:2		9—hours			
Trade Enquiries -Orders and their Execution-Credit and Status Enquiries – Complaints and Adjustments - Collection Letters – Sales Letters – Circular Letters.					
Unit:3		8--hours			
Banking Correspondence-Insurance Correspondence-Agency Correspondence.					
Unit:4		7--hours			
Company Secretarial Correspondence (Includes Agenda, Minutes and Report Writing)					
Unit:5		11--hours			
Application Letters–Preparation of Resume- Interview: Meaning–Objectives and Techniques of various types of Interviews–Public Speech–Characteristics of a good speech– Business Report Presentations					
TextBook(S)					
1	Rajendra Pal Korahill, “Essentials of Business Communication”, Sultan Chand & Sons, New Delhi, 2006.				
2	Ramesh,MS,&C.C Pattanshetti,“Business Communication”, R.Chand&Co,New Delhi,2003.				
Reference Book(s):					
1	RodriquezMV,“Effective Business Communication Concept” Vikas Publishing Company,2003				
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	M	M
CO3	S	S	M	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

Courses			L	T	P	C
Core VII	DOMESTICS LOGISTICS MANAGEMENT			4	0	0
Pre– requisite			Syllabus version	2025-2026 Onwards		
CourseObjectives						
The main objectives:						
1.To provide knowledge and insight about the planning ,vehicle selection in domestic logistics management						
Expected Course Outcomes						
On the success full completion of the course, student will be able to:						
1	To understand the basic concepts of planning and resourcing				K1	
2	To gain practical knowledge about the vehicle selction				K3	
3	To know about the preparation of Documentation and to Understand the information flow				K2	
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5-Evaluate;K6 – Create						
Unit:1			12			
Planning and Resourcing: Need for Planning – Fleet management – Main types of road freight transport–Transport resource requirements –Vehicle routing and scheduling issues – Data requirements – Manual methods of vehicle routing and scheduling – Computer routing and scheduling – Information system applications–GPS–RFID						
Unit-2			12			
Vehicle Selection: Types of vehicles – Types of operations – Load types and characteristics –Main types of vehicle body-Implications of vehicle selection– Vehicle acquisition.						
Unit-3			12			

Vehicle Costing:Reasons for road freight transport vehicle costing – Main types of costing systems –Vehicle standing costs –Vehicle running costs –Overhead costs – Costing the total transport operation – Whole life costing – Vehicle cost comparisons–Zero-basedbudget		
<b>Unit-4</b>		12
Documenting and Information Flow: Advices–Planning–FTL–LTL– Documentation–Road Receipts/Truck Receipts/Way Bills(RR/LR)- Consignment note CMR(EU &Canada)Booking–Invoicing & Information Flow- Long Haul–Co ordination with terminals Exceptional Loads (Project Cargo).		
<b>UNIT-5</b>		12
Legislation: Operator licensing–Driver licensing–Driver’s hours regulations– Road transport directive–Tachographs-Vehicle dimensions.		
<b>TextBook(S)</b>		
1	Logistics of facility location and allocation /Dileep R. Sule (Marcel Dekker)	
2	Logistics &supply chain management/Martin Christopher(Prentice Hall FinancialTimes)34	
3	.The management of business logistics/John J .Coyle, Edward J. Bardi, C. JohnL angley(West Publishing Company)	
4	Manufacturing operations and supply chain management: the LEAN approach/[edited by]David Taylor and David Brunt(Thomson Learning	
5	Operations and process management: principles and practice for strategic impact/Nigel Slack(Financial Times Prentice Hall)	
6	6.Logistics and Distribution Management: Alan Rushton, Phil Croucher, PeterBaker(CILT	



	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>
<b>CO3</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>S</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>





Courses			L	T	P	C
Allied Paper - III	BUSINESS ECONOMICS			3	0	0
Pre-requisite			Syllabus version		2025-2026 onwards	
Course Objectives						
To expose students of Logistics and Supply Chain Management to basic Micro Economics Concepts and inculcate and the analytical approach to the subject matter.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To stimulate the student's interest by showing their lievable and Use of various economic theories.				K1	
2	To apply economy increasing to problems of business.				K3	
3	To understand the concept to demand and supply				K2	
4	To know the factors of production and economics of largescale production.				K4	
5	To understand the concept of pricing under perfect and monopolistic competition and To learn fiscal policy of the Government				K4	
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1			15			
Introduction: Definition, Nature and Scope of Economics – Art or Science – Concepts - Tools of Economic Analysis – Micro and Macro Economics – Decision making in Business –Meaning of Business Economics-The Economic System–Objectives of the Business Firm						
Unit-2						
Demand Analysis: Types of Demand – Law of Demand – Demand curves – Utility Analysis of Demand–Elasticity of Demand and Demand Forecasting– Production function and law of returns: Factors of production– Law of variable proportions–The law of returns to scale–Economies of scale –Consumer's Equilibrium.						

<b>Unit-3</b>		
Analysis of Supply: Supply– Law of Supply-supply schedule and supply curve – Determinants of supply – Measurement of Elasticity of supply – Market Structure – Equilibrium of firm and industry – Optimum firm – Pricing under perfect&Monopolisticcompetition-Typesofsupplycurves.		
<b>Unit-4</b>		
Competitions And Theories of Factors Of Production: Perfect Competition– Imperfect Competition–Theories of Rent, Wages, Interest and Population– National Income and Expenditure – Measurement – Fiscal policy method.		
<b>UNIT-5</b>		
Cost and Revenue: Concepts of Cost – Cost of Production in short and long period–Demand and revenue curves –Relation between average and marginal revenue – Break Even Analysis.		
<b>TextBook(S)</b>		
1	Business Economics by T.Aryamala–vijay Nicole Imprints Private Limited–Chennai.	
2	Business Economics by Dr.S.Sankaran–Margam Publication, Chennai.	
3	Business Economics by K.P.M.Sundaram and Sundharam-Sultan Chand & Co., New Delhi.	
4	.Business Economics by Misra & Puri–Himalaya Publications, Mumbai.	
5	.Business Economics by P.N.Reddy & Appannaiah–S.Chand& Co.,Chennai	

	<b>HEALTH &amp; WELLNESS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C**</b>
<b>AUDIT</b>		<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

'(First four digits in the subject code is branch code and Seventh digit is Semester)

\*\* Health & Wellness has one credit for the third semester only and it has no credits for other semesters.

**Skill Areas:**

Physical Fitness, Nutrition, Mental Health. Awareness on Drug addiction and its effects

**Purpose:**

The Health & Wellness course focuses on teaching the elements of physical. Mental. Emotional, social. Intellectual. Environmental well-being which are essential for overall development of an individual. The course also addresses the dangers of substance abuse and online risks to promote emotional and mental health.

**Learning Outcomes:**

Upon completion of the Health & Wellness course, students will be able to:

1. Demonstrate proficiency in sports training and physical fitness practices.
2. Improve their mental and emotional well-being. Fostering a positive outlook on health and life.
3. Develop competence and commitment as professionals in the field of health wellness.
4. Awareness on drug addiction and its ill effects

**Focus:**

During the conduct of the Health & Wellness course, the students will benefit from the following focus areas:

1. Stress Management.
- 2 Breaking Bad Habits.
3. Improving Interpersonal Relationships.
4. Building Physical Strength & Inner Strength

**Role of the Facilitator:**

The faculty plays a crucial role in effectively engaging with students and towards achieving learning outcomes Faculty participation involves the following areas:

- 1. Mentorship & Motivation:** The Facilitator mentors students in wellness and self -discipline while inspiring a positive outlook on health. Faculty teach stress management, fitness, and daily well-being.
- 2. Promoting a safe and Inclusive Environment:** The facilitator ensures a safe, inclusive, and respectful learning environment for active student participation and benefit
- 3. Individualised Support and Monitoring Progress:** The facilitator plays a crucial role in providing personalized support, monitoring and guidance to students.

### **Guided Activities:**

In this course, several general guided activities have been suggested to facilitate the achievement of desired learning outcomes. They are as follows:

1. Introduction to Holistic Well-being.
2. Holistic Wellness Program- Nurturing Body and Mind
3. Breaking Bad Habits Workshop.
4. Improving the elements of physical, emotional, social, intellectual, environmental and mental well-being.
5. Creating situational awareness, digital awareness.
6. Understanding substance abuse, consequences and the way out.

### **Period Distribution**

The following are the guided activities suggested for this Audit course.

The Physical Director should plan the activities by the students.

Arrange the suitable Mentor / Guide for the wellness activities.

Additional activities and programs can be planned for Health and Wellness.

<b>S.NO</b>	<b>GUIDED ACTIVITIES</b>	<b>Period</b>
1.	<b>Introduction to Holistic Well-being</b> 1. Introduce the core components of Health & Well-being namely Physical, mental and emotional well-being 2. Provide worksheets on all the four components individually and explain the interconnectedness to give an overall understanding.	
2.	<b>Wellness Wheel Exercise (Overall Analysis)</b> <ul style="list-style-type: none"> <li>• Guide students to assess their well-being in various life dimensions through exercises on various aspects of well-being, and explain the benefits of applying wellness wheel.</li> <li>• Introduce Tech Tools:</li> </ul>	



	<ul style="list-style-type: none"> <li>• Explore the use of technology to support well-being.</li> <li>• Introduce students to apps for meditation, sleep tracking, or healthy recipe inspiration.</li> </ul>	
3	<p><b>Breaking Bad Habits (Overall Analysis)</b></p> <ul style="list-style-type: none"> <li>• Open a discussion on bad habits and their harmful effects.</li> <li>• Provide a worksheet to the students to identify their personal bad habits.</li> <li>• Discuss the trigger, cause, consequence and solution with examples.</li> <li>• Guide them to replace the bad habits with good ones through worksheets.</li> </ul>	
4	<p><b>Physical Well-being</b></p> <p><b>1. Fitness</b>  Introduce the different types of fitness activities such as basic exercises, cardiovascular exercises, strength training exercises, flexibility exercises, so on and so forth. (Include theoretical explanations and outdoor activity).</p> <p><b>2. Nutrition</b>  Facilitate students to reflect on their eating habits, their body type, and to test their knowledge on nutrition, its sources and the benefits.</p> <p><b>3. Yoga &amp; Meditation</b>  Discuss the benefits of Yoga and Meditation for one's overall health. Demonstrate different yoga postures and their benefits on the body through visuals (pictures or videos)</p> <p><b>4. Brain Health</b>  Discuss the importance of brain health for daily life. Habits that affect brain health (irregular sleep, eating, screen time) Habits that help for healthy brains (reading, proper sleep, exercises). Benefits of breathing exercises and meditation for healthy lungs.</p> <p><b>5. Healthy Lungs</b>  Discuss the Importance of lung health for daily life. Habits that affect lung health (smoking, lack of exercises). Benefits of breathing exercises for healthy lungs.</p> <p><b>6. Hygiene and Grooming</b>  Discuss the importance of hygienic habits for good oral, vision, hearing and skin health Discuss the positive effects of grooming on one's confidence level and professional growth.</p> <p><b>Suggested Activities (sample):</b>  <b>Nutrition:</b>  Invite a nutritionist to talk among the students on the importance of nutrition to the body or show similar videos shared by experts on social media. Organize a 'Stove less/fireless cooking competition' for students where they are expected to prepare a nutritious dish and explain the nutritive values in parallel.</p>	
5	<p><b>Emotional Well-being</b></p> <p><b>1. Stress Management</b>  Trigger a conversation or provide self-reflective worksheets to identify the stress factors in daily life and their impact on</p>	

	<p>students' performance. Introduce different relaxation techniques like deep breathing, progressive muscle relaxation, or guided imagery. (use audio recordings or visuals to guide them through these techniques). After practicing the techniques, have them reflect on how these methods can help manage stress in daily life.</p> <p><b>2. Importance of saying 'NO'</b>          Explain the students that saying NO' important for their Physical and mental well-being. Performance Growth and Future. Confidence, Self-respect, Strong and Healthy Relationships, budding reputation for self and their family (avoid earning a bad name)          Factors that prevent them from saying ' NO'          How to practice saying "NO"</p> <p><b>3. Body positivity and self- acceptance</b>          Discuss the following with the students</p> <ul style="list-style-type: none"> <li>• What is body positivity and self- acceptance</li> <li>• Why is it important</li> <li>• Be kind to yourself</li> <li>• Understand that everyone's unique.</li> </ul> <p><b>Suggested activities (sample)</b>          (Importance of saying "NO")          Provide worksheets to self- reflect on...          ...how they feel when others say "no" to them          ...the situations where they should say "no"</p> <p>Challenge students to write a song or rap about the importance of saying no and how to do it effectively.          Students can perform their creations for the class.</p>	
6	<p><b>Social Well- Being</b></p> <p><b>1. Practicing gratitude</b>          Discuss the importance of practicing gratitude for building relationships with family, friends, relatives, mentors and colleagues.          Discuss how one can show gratitude through words and deeds.          Explain how practicing gratitude can create "ripple effect".</p> <p><b>2. Cultivating kindness and compassion</b>          Define and differentiate between kindness and compassion.          Explore practices that cultivate these positive emotions.          Self- compassion as the foundation.          The power of small gestures.          Understanding another's perspective</p> <p>The fruits of compassion</p> <p><b>3. Practising Forgiveness</b>          Discuss the concept of forgiveness and its benefits Forgiveness          What is it? and What It isn't?          Benefits of forgiveness.          Finding forgiveness practices.</p>	

	<p><b>4. Celebrating Differences</b>  Appreciate the value or individual differences and foster inclusivity The World A Tapestry of Differences (cultures. beliefs. abilities. and appearances)  Finding strength In differences (diverse perspectives and experiences lead to better problem-solving and innovation).  Celebrating differences. not ignoring them (respecting and appreciating the unique qualities)  Activities for celebrating differences (share culture, learn about others, embrace new experiences)</p> <p><b>5. Digital Detox</b>  <b>Introduce the students to:</b>  The concept of a digital detox and its benefits for social well-being How to disconnect from devices more often to strengthen real-world connections  <b>Suggested Activities (sample):</b>    <b>(Practicing Gratitude)</b>    Provide worksheets to choose the right ways to express gratitude. Celebrate ‘gratitude day’ in the college and encourage the students to honour the house keeping staff in some way to express gratitude for their service.</p>	
7	<p><b>Intellectual Well-being</b>  <b>1. Being a lifelong Learner</b>  Give students an understanding on:  The relevance of intellectual well-being in this 21<sup>st</sup> — century to meet the expectations in personal and professional well-being  The Importance of enhancing skills.  Cultivating habits to enhance the intellectual well-being (using the library extensively. participating in extra-curricular activities, reading newspaper etc.)</p> <p><b>2. Digital Literacy</b>  <b>Discuss:</b>  The key aspect of digital literacy and its importance in today’s world.  It is more than just liking and sharing on social media.  The four major components of digital literacy (critical thinking, communication, problem-solving, digital citizenship).  Why is digital literacy Important?  Boosting one's digital skills.</p> <p><b>3. Transfer of Learning</b>  <b>Connections between different subject- how knowledge gained in one area can be applied to others.</b>  <b>Suggested Activities(sample):</b>  Intellectual Well-being  Provide worksheets to students for teaching them how to boost intellectual well-being.</p>	



	<p>Ask the students to identify a long-standing problem in their locality, and come up with a solution and present it in the classroom. Also organize an event like 'Idea Expo' to display the designs, ideas, and suggestions. to motivate the students to improve their intellectual well- being.</p>	
8	<p><b>Environmental Well-being</b></p> <p>1. The Importance of initiating a change in the environment.</p> <p><b>The session could be around:</b></p> <p>Defining Environmental well-being (physical, chemical, biological, social and psychosocial factors) — People's behaviour, crime, pollution, Political activities, infra-structure, family situation etc.</p> <p>Suggesting different ways of initiating changes in the environment responsibility, Creating, awareness, Volunteering. Approaching administration).</p> <p><b>Suggested activities (sample).</b></p> <p>Providing worksheets to self-reflect on how the environment affects their life, and the ways to initiate a change.</p> <p>Dedicate a bulletin board or wall space (or chart work) in the classroom for students to share their ideas for improving environmental well-being</p> <p>Creating a volunteers' club in the college and carrying out monthly activities like campus cleaning, awareness campaigns against noise pollution, (loud speakers in public places), addressing antisocial behaviour on the campus or in their locality</p>	
9	<p><b>Mental Well-being</b></p> <p><b>1.Importance of self-reflection</b></p> <p><b>Discuss:</b></p> <p>Steps involved in achieving mental well-being (self-reflection, self- awareness, applying actions, achieving mental well-being).</p> <p>Different ways to achieve mental well-being (finding purpose, coping with stress, moral compass, connecting for a common cause).</p> <p>The role of journaling in mental well-being.</p> <p><b>2. Mindfulness and Meditation Practices</b></p> <p>Benefits of practicing mindful habits and meditation for overall wellbeing.</p> <p>1. <b>Connecting with nature</b></p> <p>Practising to be in the present moment — Nature walk, feeling the sun, listening to the natural sounds.</p> <p>Exploring with intention — Hiking, gardening to observe the nature.</p> <p>Reflecting on the emotions, and feeling kindled by nature.</p> <p>2. <b>Serving people</b></p> <p>Identifying the needs of others.</p> <p>Helping others.</p> <p>Volunteering your time, skills and listening ear.</p>	



	<p>Finding joy in giving.</p> <p><b>3. Creative Expressions</b></p> <p>Indulging in writing poems, stories, music making/listening. creating visual arts to connect With inner selves.</p> <p><b>Suggested Activities(Sample):</b>  (Mindfulness and Meditation) — Conducting guided meditation every day for 10 minutes and directing the students to record the changes they observe.</p>	
10	<p><b>Situational Awareness (Developing Life skills)</b></p> <p><b>1. Being street smart</b></p> <p><b>Discuss:</b>  Who are street smart?  Why is it important to be street smart?  Characteristics of a street smart person: Importance of acquiring life skills to become street smart - (General First-aid procedure, CPR Procedure. Handling emergency situations like fire, flood etc).</p> <p><b>2. Digital Awareness</b></p> <p><b>Discuss:</b>  Cyber Security  Information Literacy  Digital Privacy  Fraud Detection</p> <p><b>Suggested Activities (sample):</b>  (Street Smart) Inviting professionals to demonstrate the CPR Procedure  Conducting a quiz on Emergency Numbers.</p>	
11	<p><b>Understating addiction</b></p> <p><b>Plan this session around:</b>  Identifying the environmental cues, triggers that lead to picking up this habit.  Knowing the impact of substance abuse- adverse health conditions, social isolation, ruined future, hidden financial loss and damaging the family reputation.  Seeking help to get out of this addiction.</p> <p><b>Suggested activities:</b>  Provide Worksheets to check the students' level of understanding about substance addiction and their impacts.</p> <p>Share case studies with students from real-life.  Play/share awareness videos on addiction/de-addiction, experts talk  *Conduct awareness programmes on Drugs and its ill effects.  (Arrange Experts from the concerned government departments and NGOs working in drug addiction issues) and maintain the documents of the program.</p>	

**Closure:**

Each student should submit a Handwritten Summary of their Learnings & Action Plan for the future.

**Assessments:**

- Use Self-reflective worksheets to assess their understanding
- Submit the worksheets to internal audit/external audit.
- Every student's activities report should be documented and the same have to be assessed by the Physical Director with the mentor. The evaluation should be for 100 marks. No examination is required.

Part	Description	Marks
A	Report	40
B	Attendance	20
C	Activities (Observation During Practice)	40
	Total	100

**References/Resource Materials:**

The course acknowledges that individual needs and resources may vary  
However, here are some general that may be helpful,

**1. The Well-Being Wheel**



**2. Facilities & Spaces:** Some activities may require access to specific facilities, resources or spaces. Students may need to coordinate with the college administration to reserve these as required.

**3. Online Resources:**

1. United Nations Sustainable Development Goals - Goal 3 - Good Health & WellBeing: <https://www.un.org/sustainabledevelopment/health/>
2. Mindfulness and Meditation: Stanford Health Library offers mindfulness and meditation resources: <https://healthlibrary.stanford.edu/books-resources/mindfulness-meditation.html>
3. Breaking Bad Habits; James Clear and break bad ones, <https://www.jamesclear.com/hits>
4. 6 Ways to Keep Your Brain Sharp <https://www.lorman.com/blog/post/how-to-keep-your-brain-sharp>
5. What Is Social Wellbeing? 12+ Activities for Scaa/ <https://positivepsychology.com/socialwellbeing/>
6. How Does Your Environment Affect Your Mental Health? <https://www.verywellmind.com/health-5093687>
7. How to say no to others (and why you shouldn't feel guilty) <https://www.betterup.com/blog/how-to-say-no>







# **Fourth Semester**

### SEMESTER-IV

Courses			L	T	P	C
Core - VIII	<b>COST ACCOUNTING</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	2025-2026 onwards		
<b>Course Objectives</b>						
The main objectives of this course are to:						
1. To understand the concept and various components of costing						
2. To assist preparation of accounts under process costing						
3. To familiarize with the techniques of operating costing						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Recall various concepts of costing and costing methods					K1
2	Analyze the various elements of costing.					K4
3	Explain the labour wage payment system					K2
4	Outline the cost under process costing system					K2
5	Examine about operational costing, contract costing and Reconciliation of Cost and Financial Statements					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1			15 hours			
Introduction of Cost Accounting Definition-Nature and Scope –Principles of Cost Accounting – Cost Accounting and Financial Accounting - Cost Accounting Vs Management Accounting – Installation of Costing System – Classification of Costs–Cost Centre–Profit Centre-Preparation of Cost Sheet.						
<b>Unit-2</b>			15 hours			
Cost Sheet and Methods of Costing Preparation of Cost Sheet-Tenders& Quotations-Reconciliation of Cost and Financial Accounts –Unit Costing-Job Costing.						
<b>Unit-3</b>			15 hours			

Material Costing Material Control – Meaning and Objectives – Purchase of Materials–EOQ–Stores Records–Reorder Levels–ABC Analysis–Issue of Materials –Methods of Issue – FIFO – LIFO – Base Stock Method – Specific Price Method–Simple and Weighted Average Method		
Unit-4		15 hours
Labour Costing Direct Labour and Indirect Labour – Time Keeping – Methods and Calculation of Wage Payments –Time Wages –Piece Wages –Incentives– Different Methods of Incentive Payments - Idle time–Overtime – Labour Turnover-Meaning,Causes		
UNIT-5		15 hours
OverheadsCostingOverheads –Definition–Classification–Allocationand Apportionment of Overheads – Basis of Apportionment – Primary and Secondary Distribution - Absorption of Overheads – Methods of absorption Preparation of Overheads Distribution Statement		
TextBook(S)		
1	S.P.JainandKL.Narang,“CostAccounting”,KalyaniPublishers, New Delhi.Edn.2005	
2	R.S.N.PillaiandV.Bagavathi,“Cost Accounting”,S.Chandand CompanyLtd.,New Delhi.Edn.2004	
3	S.P.Iyyangar,“Cost Accounting Principles and Practice”,Sultan Chand, New Delhi.2005	
ReferenceBook(s):		
1	V.KSaxena&C.D.Vashist,“Cost Accounting”,Sultan Chand, New Delhi2005	
2	M.N.Arora, “Cost Accounting”,Sultan Chand, New Delhi2005.	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>





Courses			L	T	P	C
Core-IX	<b>IMPORT AND EXPORT DOCUMENTATION</b>			4	0	0
<b>Pre– requisite</b>			Syllabus version		<b>2025-2026 onwards</b>	
<b>CourseObjectives</b>						
The main objectives of this course are to:						
1. To understand registration formalities and develop strategies and preparations for export marketing						
2. To learn about various export documentation and explore about import documents, transport documents and freight declarations						
3. To understand the requirements and framework of documentation and to learn about the important terms used in export and import						
4. To understand INCO Terms and the responsibilities and liabilities of various parties involved						
5. To understand export-import strategies and practices, including export marketing and learn about customs clearance procedures for import and Export cargo.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Ability to classify different types of exports and imports based on Various criteria					K1
2	Proficiency in understanding the importance of certification and Compliance with regulatory requirements in documentation processes					K3
3	Knowledge of important terms and concepts related to export-Import transactions					K2
4	Understand the responsibilities and liabilities of various parties Involved in international trade based on INCO terms					K4
5	Ability to formulate effective export-import strategies and Marketing plans					K4

K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6-Create		
<b>Unit:1</b>	<b>Introduction to Exports and Imports:</b>	<b>15</b>
Meaning and Definition of Export & Import – Classification – Strategy and Preparation for Export Marketing–Export Marketing Organizations –Registration Formalities – IEC – RCMC – Export Licensing – Selection of Export Product – Identification of Markets –Methods of Exporting–Pricing Quotations –Payment Terms – Letter of Credit - Liberalization of Imports – Negative List for Imports – Categories of Importers–Special Schemes for Importers		
<b>Unit-2</b>	<b>Export Import Documentation</b>	<b>15</b>
Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin –Consular Invoice –Mate’s Receipt– Bill of Lading–GR Form – Certification – Procedure for obtaining Certification – Types of Marine Insurance Policies –Import Documents –Transport Documents –Bill to Entry– Certificate of Inspection–Certificate of Measurements –Freight Declaration.		
<b>Unit-3</b>	<b>Export-Import Procedure</b>	<b>15</b>
Export Procedure & Documentation for export and import - Requirement and Framework of Documentation (aspects including DGFT requirements) - ADS (Aligned documentation system)-Principal documents used in Export Procedure - Auxiliary documents used in Export Procedure - Important documents used in Import Procedure - Important terms used in Export & Import - Processing an Export Order - Negotiation of Documents – EDI ( Electronic data Interchange)-Role of banking an Export-Import Transaction		
<b>Unit-4</b>	<b>INCO Terms and other procedures</b>	<b>15</b>
INCO Terms-Responsibilities and Liabilities of Shipper –Carrier-Custodian etc., terms and Conditions of Carriage - Packing – marking – labelling - pre-shipment inspections - FERA & FEMA Legal & Commercial aspects of UCP600 (Uniform Customs and practice for documentary credits)		

<b>UNIT-5</b>	<b>Export-Import Strategies &amp; Practices</b>	<b>15</b>
Export- Import Strategies & Practices And Export Marketing – Customs Clearance of Import & Export Cargo Export Strategy Formulation Import Strategy ( Sourcing Strategy) Clearance of Import Cargo Clearance of Export Cargo Customs Valuation The Harmonized System Carnets.		
<b>Text Book(S)</b>		
1	Hand book of Import-Export Procedures–Ministry of Commerce,-, Government of India, New Delhi	
2	Export:What,WhereandHow,ParasRam,AnupamPublishers,Delhi	
3	Exports–DoitYourself,MahajanM.I.,SnowWhitePublications, New Delhi	
4	Import–DoitYourself,M.I.Mahajan,SnowWhitePublications,New Delhi	
5	ExportMarketing,TASBalagopal,HimalayaPublishingHouse	
6	ExportDocumentationandProcedures,,NabhiPublications,New Delhi	
7	RakeshMohanJoshi,International Business,Oxford Publication.	
8	E.Johnson,Export/ImportProceduresAndDocumentation (Export/Import Procedures & Documentation)	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses			L	T	P	C
Core- X	<b>ORGANISTIONAL BEHAVIOUR</b>			4	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>CourseObjectives</b>						
1.To give an insight into how individual behavior can be made meaningful to increase organizational effectiveness. 2.To understand group behavior in the organization. 3.To understand the concepts of organizational behavior and its systems						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Apply theories and concepts of organizational behavior in Workplace to create an effective organizational environment.					K1
2	Analyze workplace behaviours from theoretical perspective of ability, learning, attitude and values.					K3
3	Determine the influence of perception ,personality and emotions on workplace behaviour in order to exhibit positive behaviour and to Creates pollutions in a challenging context.					K2
4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and Resolving conflicts.					K4
5	Identify forces of change and manage a planned organizational change.					K4
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1			15			



Organisational behaviour - Definition - Need and importance of organizational behavior –Natureand scope – Elements of OB - Characteristics of OB– Process Evolution and Development-Framework–Challenges faced in OB Organizational Behavior models.		
<b>Unit-2</b>		12
Individual behavior-Meaning- Factors influence individual behavior. Personality: Types–Factors Influencing personality–Theories–Determinants of Personality. Attitudes: Features - Components – Types –Functions. Perceptions: Elements - Significance-Process-Determinants of Perception.		
<b>Unit-3</b>		12
Group behaviour-Definition–Nature-Characteristics–Need–Benefits–Functions - Types – Group dynamics – Group decision making – Advantages and disadvantages–Process–Effectiveness –Teambuilding–Characteristics of a team– Steps/ stages in team building – Group Vs Team.		
<b>Unit-4</b>		12
Leadership: Meaning-Definition – Nature- Characteristics-Objectives -Role of a Leader-Qualities of a leader-Importance–Leadership styles –Theories–Leaders Vs Managers. Job satisfaction: Nature – Characteristics – Elements – Factors Influencing job satisfaction.		
<b>UNIT-5</b>		12
Organizational culture: Definitions–Features–Components–Types Determinants- Functions. Organisational climate: Definition – Features – Elements – Characteristics of good and bad climate – Benefits of A good climate. Organizational culture Vs Organisational climate.		
<b>TextBook(S)</b>		

1	BalajiC.D.,2016.Organizational Behavior,MarghamPublications.2. FredLuthans,2001.Organisational Behaviour,11thEdition,McGraw Hill.
<b>ReferenceBook(s):</b>	
1	PrasadLM,2011.OrganisationalBehaviour,5thEdition,SultanChand& Sons.
2	2.Schermerhorn,HuntandOsborn,JohnWiley,2008.Organisational Behaviour,9thEdition,OxfordHigherEducation.
3	UdaiPareek,2004.UnderstandingOrganisational Behaviour,2ndEdition, OxfordHigher
4	McShane& VonGlinov,2007.Organisational Behaviour,4thEdition, TataMcGrawH

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Allied Paper - IV	MERCANTILE LAW			3	0	0
Pre– requisite			Syllabus version	2025-2026 onwards		
CourseObjectives						
<div>1. To understand basic concepts about various laws like Indian Contract Act 1872.</div> <div>2. To promote the knowledge about provisions relating to elements of a valid contract</div> <div>3. To provide an outline about the performance and breach of contract</div> <div>4. To provide an insight on provisions relating to the formation of contract of sale.</div> <div>5. To gain knowledge regarding essential features of partnership and company and Basic documents of partnership and company.</div>						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Remember provisions relating to the Indian contract act1872.					K1
2	Understand the essential elements of a valid contract					K2
3	Analyse the conditions for performance of the contract and breach Ofcontract					K4
4	Apply various provisions regarding the formation of contract of sale.					K3
5	Understand the general nature of partnership, registration and Dissolution of firm					K2
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1	IndianContractAct1872		20--hours			

<b>Law of Contract, 1872:</b> Definitions-Essentials of a valid contract (Proposal, Acceptance, Consideration, Free consent, Capacity of Parties, Not hereby declared to be Void)-Kinds of Contracts (Valid, Void, Voidable, Not Voidable)-Variety of Contracts (Contingent, Quasi, Bailment, Pledge, Indemnity, Agency)-Performance of Contract, contracts that need not to be performed-Breach of contract, consequences of breach, damages for breach of contract.		
<b>Unit:2</b>	<b>Sale of Goods Act</b>	<b>20-- hours</b>
<b>Sale of Goods Act, 1930:</b> Introduction, Definitions, Formation of Contract, Distinction Between 'Sale' and 'Agreement of Sell, Distinction Between Sale and Hire Purchase Agreement, Conditions and Warranties, express & implied conditions. Doctrines: Caveat emptor, Nemo dat -Transfer of Property and Possession, as between the seller and buyer Rights of an unpaid seller. right of an Unpaid Seller, Performance of Contract of Sales.		
<b>Unit:3</b>	<b>Partnership Act</b>	<b>20-- hours</b>
<b>Partnership Act, 1932:</b> Definitions – Essentials of partnership-Kinds of partnership (partnership at will, particular partnership, limited partnership)-Rights and duties of Partners-Relation of partners to third persons (implied authority of partner, doctrine of holding out) -Incoming and outgoing partners (minor) - Admission of Partner, Retirement and Death of Partner, Dissolution of firms (compulsory, by agreement, by court, by notice on happening of contingencies)		
<b>Unit:4</b>	<b>Negotiable Instrument Act,</b>	<b>23-- hours</b>



<b>Negotiable Instrument Act, 1881:</b> Introduction, Definitions, Characteristics of Negotiable Instruments, Classification of Negotiable Instruments, PromissoryNote, Cheques-Parties of Negotiable Instrument- Holder, Holder in Due Course- Rules (as to negotiation, presentment, payment & interest, discharge, noting and protest, compensation, acceptance, payment for honour) - Special Rules of Evidence- Special provisions relating to Cheques & bills of exchange (dishonour, duties of banker)-Provisions as to foreign instrument		
<b>Unit:5</b>	<b>ConsumerProtectionACT</b>	<b>20-- hours</b>
<b>Consumer Protection ACT 2019</b> -Consumer Protection Act,1986: Objectives, Features and structure-Consumer's Protection Act,2006-Definitions-Consumer Commission (establishment, powers and functions, complaints before commission And disposal)-Provisions as to compulsory recall of goods-Duties and liabilities of provider of goods (return and refund of goods) -Offences and penalties -Contract between consumer and provider		
<b>TextBook(S)</b>		
1	Business Law,N.D. Kapoor Sultan Chand Fifthedition2007	
2	Elements of Commercial Law, P.Saravanel & Syed Bandre Alam HimalayanPublishingHouse2007	
3	Elements of Mercantile Law, N.D.Kapoor S.ChandReprint 2008	
<b>ReferenceBook(s):</b>		
1	Mercantile Law for CA Common Proficiency C Tulsian Tata McGraw Hill Publishing co Ltd3rdreprint 2008	

<b>Mapping with Programme Outcomes</b>					
<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	M	S	S
<b>CO3</b>	S	M	M	S	M
<b>CO4</b>	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S





# **Fifth Semester**

### SEMESTER-V

Courses			L	T	P	C
Core - XI	MANAGEMENT ACCOUNTING			5	0	0
Pre–requisite			Syllabus version	2025-2026 onwards		
Course Objectives						
The main objectives of this course are to						
1. To understand the various components of management accounting and related terms						
2. To understand analysis using ratio, working capital management and marginal costing						
3. To familiarize with budget preparation and budgetary control tools						
Expected Course Out comes						
On the successful completion of the course, student will be able to:						
1	Outline the various concepts relating to management accounting					K1
2	Analyze financial statements using ratio analysis					K3
3	Evaluate the working capital management of companies.					K2
4	Comparing various alternatives using marginal costing and decision Making					K4
5	Analyze new budget and budgetary control for organization					K4
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5-Evaluate;K6 – Create						
Unit:1			15hours			
Introduction to Management Accounting Management Accounting – Meaning – Scope–Importance-Limitations-Management Accounting Vs Cost Accounting – Management Accounting Vs Financial Accounting.						
Unit-2	Unit-2		20 hours			



Financial Statement Analysis – Analysis and Interpretation of Financial Statements – Nature and Significance–Types of Financial Analysis –Tools of Analysis– Comparative Statements – Common Size Statement – Trend Analysis		
Unit-3		19 hours
Ratio Analysis: Meaning– Advantages – Limitations – Types of Ratios – Liquidity Ratios–Profitability Ratios -Turnover Ratios–Capital Structure Ratios –Leverage Ratios-Preparation of Financial Statements from Ratio		
Unit-4		18 hours
Fund Flow Analysis & Cash Flow Analysis Introduction, Meaning of Funds Flow Statement-Ascertainment of Flow of Funds -Technique of Preparing Funds Flow Statement- Schedule of Changes in Working Capital-Adjusted Profit and Loss Account-Preparation of Funds Flow Statement. Cash Flow Statements: Meaning – Advantages – Limitations – Preparation of Cash Flow Statement as per AS 3 – Types of Cash Flows -Operating, Financing and Investing Cash Flows		
UNIT-5		18 hours
Marginal Costing: Meaning-Features–Fixed Cost, Variable Cost and Semi Variable Cost-Contribution-Marginal Cost Equation-P/V Ratio- Break Even Point - Margin of Safety		
TextBook(S)		
1	Dr.S.N. Maheswari.“Management Accounting”, Sultan Chand& Sons, New Delhi,2004.	
2	SharmaandS .K.Gupta “Management Accounting”, Kalyani Publishers, New Delhi,2006.	
ReferenceBook(s):		
1	S.P.Jainand KL. Narang,“Cost and Management Accounting”, Kalyani Publishers, New Delhi.	

	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	M	M
CO4	S	S	M	M	M

Courses		L	T	P	C
Core - XII	<b>PRODUCTION AND MATERIAL MANAGEMENT</b>		5	0	0
<b>Pre– requisite</b>		Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>					
1.Understand Manufacturing 4.0 and appreciate technology integration in smart production					
2.Understand the various production and operations design decisions and how they relate to the overall strategies of organizations.					
3.Understand the importance of product and service design decisions and its impact other design decisions and operations.					
4.Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.					
5.Understand the roles of inventories and basics of managing inventories in Various demand settings.					
Expected Course Outcomes					
On the successful completion of the course ,student will be able to:					
1	Understandthe knowledge oncore features ofthe operations and production management function at the operational and strategic levels, specifically the relationships between people, process, technology, productivity and quality and how it contributes to the Competitiveness of firms				K1

2	Students will develop an integrated frame work for strategic Thinking and decision making to analyse the enterprise as a whole with a specific focus on production delivery processes	K3
3	Sensitive to the impact on environments while dealing with Production ,use of technology and waste management	K2
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6-Create		
<b>Unit:1</b>	<b>BASICS OF PRODUCTION MANAGEMENT</b>	<b>15</b>
Introduction-Nature-Strategies andforecasting-Scope-Manufacturingand productiontypes-PlantlocationandLayouts-Factors-Principles-Meaning- Routing-Scheduling and Dispatching		
<b>Unit-2</b>	<b>PRODUCTION PLANNING AND CONTROL</b>	<b>15</b>
Introduction, meaning objective, scope, importance and procedure of production planning, routing, schedule, master production schedule, production, schedule, dispatch, follow up, production control-meaning, objectives, factor affecting Production control.		
<b>Unit-3</b>	<b>MATERIAL MANAGEMENT</b>	<b>15</b>
:Materials Handling - Importance - Principles - Criteria for selection of material handling equipment's. Maintenance management cycle - Acts of maintenance- Benefits/limitations of maintenance-Maintenance Techniques-Types -Models of maintenance-Categorization of maintenance Trends in maintenance management- Maintenance economy Organizational responsibilities in maintenance management - Breakdown - Preventive - Routine - Methods study - Time study - Motion study. Basic concepts Productivity Work study-Method study- Work measurement/timestudy		
<b>Unit-4</b>	<b>QUALITY CONTROL</b>	<b>15</b>



<p>- Introduction- Stages in Quality Control-Quality Control Functions-  Quality Control Engineering-Inspection- Types of Inspection -New quality  concepts-Quality assurance-SQC(Statistical Quality Control)-Computers in  Production Plants Centralized and Decentralized. TQM: Meaning- Objectives-  elements-Benefits. Benchmarking: Meaning-objectives-advantages. ISO: Features  - Advantages - Procedure for obtaining</p>		
<b>UNIT-5</b>		15
<p><b>ORGANISATION OF MATERIALS MANAGEMENT-Fundamental Principles</b>  -Structure-Integrated materials management .Purchasing-procedure-principles  -import substitution and import purchase procedure. Vendor rating -Vendor  development. Function of Inventory-Importance -Tools - ABC, VED, FSN  Analysis - EOQ - Reorder point – Safety Stock - Lead time Analysis. Store  keeping - Objectives - Functions - Store keeper - Duties – Responsibilities,  Location of store –Stores Ledger-Bincard.</p>		
<b>Text Book(S)</b>		
1	Varma and Agarwal-Production management.	
2	Desai and Rao-Modern Production management	
3	Datta A. K.-Integrated material Management, A functional Approach	
4	Dr.Saroj Kumar & Priyanka Singh, Production and Material Management(Thakur Publications)	
5	James. L.Riggs -Production Systems- Planning, Analysis & Control	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses			L	T	P	C
Core-XIII		MARINE INSURANCE		5	0	0
Pre–requisite			Syllabus version	2025-2026 onwards		
Course Objectives						
The main Objectives: 1.To explore the fundamentals concept to marine insurance, cargo claimand types of marines losses						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Thoroughly understand the reasons for and application of marine Insurance in shipping business.					K1
2	Thoroughly understand the division of the market between Lloyds, insurance companies and Protection & Indemnity associations(P&I) And their respective organizational structures.					K3
3	Beaware of the concept of mutuality in P& I associations.					K2
4	Understand the role and function of an insurance broker					K4
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
Unit:1			15			
Marine Insurance Act 1963: Marnie Insurance Act, 1963 – Section of the Act – Section81:Effect of under insurance –Section67:Extent of liability of insurer of loss – Section 71: Partial Loss of Goods, Merchandise etc – Section 72: Apportionment of Valuation–Other Sections of the Act						
Unit-2			15			

Key Professionals Connected with Cargo Claims: Marine Cargo Insurance claim process–Claim Settlement Process –Insurance Brokers–Loss assess or/Surveyors–Average Adjustors – Maritime Lawyers – Salvors – Investigators – Tracers – Recovery Agencies		
Unit-3		15
International Legislation/ Rules vis - à-vis Marine Insurance: Acts, conventions, rules applicable for transit through sea – Carriage of Goods by Sea – Other International Conventions		
dUnit-4		15
Indian Legislation/ Rules vis -à-vis Marine Insurance: Legislations governing Marine Insurance in India –Insurance Act1938–IRDA Regulations –RailwaysAct1989–Carriage of goods by Road Act/Rules 2007		
UNIT-5		15
Types of Losses: Case - Leyland Shipping Co. Ltd. Vs. Norwich Union Fire Insurance SocietyLtd,1918–Marine Insurance–Types of Losses–Total Losses (Sec57&58oftheMIA) –PartialLosses(Section56ofMIA)		
TextBook(S)		
1	Marine Insurance By institute of charteredship Brokers	
2	.Marine Insurance Clause by Hudson	
3	.Marine Cargo insurance by Duntjohn	
ReferenceBook(s):		
1	Marine insurance by Whither By Publishers UK	
2	Collected papers on Marine Claims By Good Acre. J.K	



	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses		B.Com- Logistics and Supply Chain Management - 2025-2026 onwards	L	T	P	C
Core - XIV		<b>TRANSPORTATION AND DISTRIBUTION MANAGEMENT</b>		5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
<ul style="list-style-type: none"><li>To explore the fundamental concepts of transportation and distribution management</li><li>To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management</li></ul>						
Expected Course Outcomes						
On the successful completion of the course , student will be able to:						
1	Develop the various distribution network models					K1
2	Plan for the different distribution networks					K3
3	Gain knowledge about the distribution requirements planning.					K2
4	Illustrate on the various modes of transportation and the selection decisions.					K4
5	Identify the issues involved in international transportation					K4
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5- Evaluate;K6 - Create						
Unit:1			15			
Introduction: SCM- Role of distribution supply chain–transportation management – warehousing concepts – designing distribution channels – understanding distribution costs, Advantages of distribution models – disadvantages of distribution models–pre-requisites of distribution– comparison of distribution networks.						
Unit-2			20			
Distribution Network Planning: Various factors in distribution –delivery lead time and local facilities–optimization approach and techniques –material management process – role of transportation – transportation principles and participants – Contribution of various agencies in transportation.						

<b>Unit-3</b>		20
<p>Transportation Models: Various models of transportation (multimodal and intermodal) – merits of each all models of transportation – transportation performance costs and value measures – understanding – comparing – cost</p> <p>Components of multimodal transportation.</p>		
<b>Unit-4</b>		17
<p>Transportation Routing Decisions: Transportation administration – transportation operations management – consolidation of freight – various trends in transportation – application of information technology in transportation – intelligent transport Management system.</p>		
<b>UNIT-5</b>		18
<p>Transit Operation Software's: Geographic information systems – advanced fleet management – systems – inter modal freight technology – transport security initiatives And role of technology – various inspection systems.</p>		
<b>TextBook(S)</b>		
1	Sunil Chopra, Supply Chain Management	
2	Agarwal, Logistics Supply Chain Management	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>

Courses			L	T	P	C
Core - XV	BUSINESS APPLICATIONS OF TWARE I			5	0	0
Pre– requisite			Syllabus version		2025-2026 onwards	
Course Objectives						
The main objectives of this course are to:						
1.Understand the basic frame work and how to working Ms- Word and Ms-Excel.						
Expected Course Outcomes						
On the successful completion of the course ,student will be able to:						
1	To know the basics on MSWord					K2
2	To study formatting features in MSWord					K2
3	To understand the concept of mail merge					K2
4	To gain knowledge on excel operations					K2
5	To acquire knowledge on Managing and Analyzing Complex Worksheet					K2
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
Unit:1					9–hours	
MicrosoftWord:Basics-Creating Documents–Mouse,KeyboardOperations, Keys–Formatting Features–Menus, Commands, Toolbars and their Icons.						
Unit:2					8–hours	
Creating Templates, Creating Tables ,Changing Font and Text Size, Borders and Shadings, Text box, Formatting, Insert picture.						
Unit:3					8–hours	
Mail Merge-Creating the Main Document–Creating data source, Adding fields, removing fields–Merging Documents-Macros–Inserting Headers and Footer–Recording macros.						
Unit:4					9--hours	



<b>MicrosoftExcel:Introduction–Navigation,SelectingCells,EnteringandEditing</b>		
Text, Entering Numbers and Formulas–Alignments–Menus, Commands, Toolbars And their Icons.		
<b>Unit:5</b>		<b>9--hours</b>
<b>Spread sheet :An Overview</b> –Creating Worksheet- Managing and Analyzing Complex Worksheet–Creating Charts–Creating Form Templates– Sharing Data Between Applications.		
<b>TextBook(S)</b>		
1	<b>SanjaySaxena</b> ,“MS-Office2000”,VikasPublishingHousePrivateLtd	
<b>ReferenceBook(s):</b>		
1	<b>Timothy J. O’ Leary and LindaiO’ Leary</b> , “MS- Office“, IRWIN/Mc GrawHill.	

<b>Mapping Course objectives and course outcomes</b>					
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	M	M
<b>CO2</b>	M	S	S	M	M
<b>CO3</b>	S	M	M	M	M
<b>CO4</b>	M	S	M	M	M
<b>CO5</b>	S	M	M	M	M



# **Sixth Semester**

### SEMESTER-VI

Courses			L	T	P	C
Core - XVI	TOTAL QUALITY MANAGEMENT			5	0	0
Pre– requisite			Syllabus version	2025-2026 onwards		
Course Objectives						
To impart knowledge on quality management principles, tools, techniques and Quality standards for real life applications						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	.Evaluate the principles of quality management and to explain how These principles can be applied within quality management systems.					K1
2	Evaluate the performance measures using various quality and Management tools					K3
3	Apply the Quality Function Deployment, Taguchi principles, Total Productive Maintenance and Failure Mode and Effect Analysis Concepts to solve industrial problems.					K2
4	Practice the various quality system in industry.					K4
5	To be aware of international/national Quality awards					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1	INTRODUCTION		15			
Introduction-Need for quality-Evolution of quality-Definitions of quality- Dimensions of product and service quality - Basic concepts of TQM - TQM Framework -Contributions of Deming, Juran and Cros by -Barriers to TQM - Customer focus - Customer orientation, Customer satisfaction, Customer complaints, Customer retention.						

<b>Unit-2</b>	<b>TQM PRINCIPLES</b>	<b>20</b>
<p>Leadership-Quality Statements, Strategic quality planning, Quality Councils–Employee involvement- Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal-Continuous process improvement - PDCA cycle, 5S, Kaizen – Supplier partnership - Partnering ,Supplier selection, Supplier Rating.</p>		
<b>Unit-3</b>	<b>TQM TOOLS AND TECHNIQUES I</b>	<b>17</b>
<p>The seven traditional tools of quality- new management tools -Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT - Bench marking - Reason to bench mark, Bench marking process - FMEA - Stages,Types.</p>		
<b>Unit-4</b>	<b>TQM TOOLS AND TECHNIQUESII</b>	<b>18</b>
<p>Quality Circles -Cost of Quality-Quality Function Deployment(QFD) - Taguchi quality loss function - TPM - Concepts, improvement needs - Performance measures.</p>		
<b>UNIT-5</b>	<b>QUALITY MANAGEMENT SYSTEM</b>	<b>20</b>
<p>Introduction—Benefits of ISO Registration—ISO 9000 Series of Standards—Sector-Specific Standards—AS 9100, TS16949 and TL 9000-- ISO 9001 Requirements—Implementation— Documentation—Internal Audits—Registration—ENVIRONMENTAL MANAGEMENT SYSTEM :  Introduction— ISO 14000 Series Standards—Concepts of ISO 14001— Requirements of ISO 14001—BenefitsofEMS.</p>		
<b>TextBook(S)</b>		



1	Dale H. Besterfield, Carol B. Michna, Glen H. Besterfield, Mary B. Sacre, Hemant Urdhware and Rashmi Urdhware, "Total Quality Management", Pearson Education Asia, Revised Third Edition, Indian Reprint, Sixth Impression, 2013.
<b>Reference Book(s):</b>	
1	.James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8 <sup>th</sup> Edition, First Indian Edition, Cengage Learning, 2012
2	Janakiraman. Band Gopal. R. K., "Total Quality Management-Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
3	Suganthi. Land Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Core - XVII	INTERNATIONAL BUSINESS STRATEGY			5	0	0
Pre–requisite			Syllabus version		2025-2026 onwards	
Course Objectives						
This module aims to provide frame works, techniques and examples to help you Participate successfully in the exciting and risky world of international business.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Analyse the principles underlying decisions to invest in countries other than the home base					K1
2	Discuss The Basics Of Business Strategies Of Cost Advantage And Differentiation					K3
3	.Explain The Analysis Behind Decisions About Where To Locate Production Operations					K2
4	Explain Some Of The Reasons Why Marketing And Pricing Strategies Can Succeed And Fail According To The Conditions In Different Countries					K4
5	Identify The Variety Of Structural Arrangements Available To The International Business					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1			15			
International business: Meaning- Factors influencing international business- Types of operation- Challenges in international business- Multinational enterprises.						

Unit-2		15
Environment of international business: International politics and economic integration- International culture -International trade and marketing - Internationalfinance		
Unit-3		
International business strategy: Meaning- The seven concepts constitutes the essence of international business strategy- Different modes of entering international market- Dynamics of global strategy: Foreign distributors-Strategic alliance partners- Mergers and acquisitions. Emerging economies and Multinational enterprises		
Unit-4		
International business strategies in action - Corporate strategy and national competitiveness - Doing business in European Community- Doing business In Japan-Doing business in America –Doing business in Russia-Doing Business In China-Doing Business in Korea- Doing business in underdeveloped countries		
UNIT-5		
Recent strategies adopted in international business-International business horizons–International joint ventures-Future challenges of international Business Strategies for emerging markets		
TextBook(S)		
1	Rungman.A.MandHodgetts.R.M.1999-2000.International Business ;a Strategic Management Approach, McGraw- HillInc.	
2	Peter J Buckley, Pervez Ghauri.2015.InternationalBusinessStrategy: Theory and Practice ,Routledge Publication	
ReferenceBook(s):		

1	Keealas.A.G.1999-2000.Global Business Strategy ,South–Western Publication.
2	Nagandhi.A.R.1999/2000.International Management, PHI.
3	Davidson.W.H.1999/2000.Global Strategic Management, John Wiley And Sons.
4	Faeyr weather.J.1999/2000.International Business Strategy and Administration, Bllinter Publishers Mass

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses			L	T	P	C
Core - XVIII	AIR CARGO LOGISTICS MANAGEMENT			5	0	0
Pre– requisite			Syllabus version		2025-2026 onwards	
Course Objectives						
The objective of this module is to provide the participants with a good knowledge of air freight operations, services and management that can support them in various business functions and roles such as operations, customer service, account Management and sales.						
Expected Course Outcomes						
On the successful completion of the course ,student will be able to:						
1	Evaluate the principles of quality management and to explain how These principles can be applied within quality management systems.					K1
2	Evaluate the performance measures using various quality and Management tools					K3
3	Apply the Quality Function Deployment, Taguchi principles ,Total Productive Maintenance and Failure Mode and Effect Analysis Concepts to solve industrial problems.					K2
4	Practice the various quality system in industry.					K4
5	To be aware of international/national Quality awards.					K4
K1- Remember;K2- Understand;K3- Apply;K4- Analyze;K5-Evaluate;K6 – Create						
Unit:1			15			
Introduction to Airline Industry: History - Regulatory Bodies – Navigation systems – Air Transport System– Management –Operations – Civil Aviation - Safety and Security – Aircraft operator’s security program – ICAO security manual-Training and awareness–Rescue and firefighting-Industry regulations - Future of the Industry.						

<b>Unit-2</b>		12
Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country–Currency–Airlines - Aircraft layout-different types of aircraft – aircraft manufacturers–ULD-International Air Routes -Airports-codes– Consortium–Hub&Spoke–ProcessFlow		
<b>Unit-3</b>		12
Standardization in Logistics: Airfreight Exports and Imports- Sales &Marketing, Environment, Marketing Research, Strategies and Planning, Audits,Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo–Sales leads–Routing Instructions-Customer service, Future trends		
<b>Unit-4</b>		12
Advices–Booking-SLI– Labelling–Volume/WeightRatio –Shipment Planning-TACT– Air Cargo Rates and Charges -Cargo operations-Cargo Operations process- Customs clearance		
<b>UNIT-5</b>		12
Air Freight Forwarding: Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments –POD–Conditions of contract -Dangerous(DGR)or Hazardousgoods		
<b>TextBook(S)</b>		
1	Air transport logistics by Simon Taylor(Hampton)	
2	Air cargo distributions: a management analysis of its economic and marketing benefits/[by]Paul Jackson and William Brackenridge(Gower Press)	
3	Airfreight: operations, marketing and economics/(by)Peter S. Smith(Faber)	

4	4thParty Cybe Logistics for Air Cargo by SungChi-Chu(Boston: Kluwer Academic Publishers
5	Accelerated Logistics by Mark Wang(Santa Monica CA)
6	Airports; some elements of designs and future development- John Walter wood
7	Fundamental of air transport management by P.S .Senguttavan.
8	Oxford ATLAS-OXFORD PUBLISHING

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Core - XXI	<b>BUSINESSS APPLICATION SOFTWARE-II</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version		<b>2025-2026 onwards</b>	
<b>Course Objectives</b>						
The main objectives of this course are to: 1.Understand the basic frame work and how to working MS–Power Point and MS – Access						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Understand the basic concepts computer applications using MS-PowerPoint					K1
2	Create and do effective presentation or the business meeting using Power point presentation.					K3
3	Understand the basic concepts computer applications using MS-Access					K2
4	Generate the data base using MS-Access					K4
5	Examine the Filtering and Querying Tables					K4
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
<b>Unit:1</b>			<b>9--hours</b>			
<b>Microsoft Power Point:</b> Basics–Using Text–Adding Visual Elements–Charts and Tables–Drawing–Clipart–Sounds–Animation–Apply Time Transitions to Slides -Menus, Toolbars and Navigation in PowerPoint.						
<b>Unit:2</b>			<b>8--hours</b>			



Working with Power Point : slide Sorter–Date and Time–Symbol–Slide Layout–Font–Slide Colour Schema–Macros–Custom Animation.					
Unit:3				9--hours	
Microsoft Access: Database Overview -Creating Database–Creating database Through Table Wizard–Modifying Table.					
Unit:4				9--hours	
Creatinga Table–Rename Columns–Saving the Database–Relationships-Forms.					
Unit:5				8--hours	
Filtering and Querying Tables–Crating Reports and Mailing Labels–Sharing Information between Applications.					
TextBook(S)					
1	SanjaySaxena,“MS-Office2000”,Vikas Publishing House Private Ltd.				
ReferenceBook(s):					
1	Timothy J.O’ Leary and Lindai O’ Leary, “MS Office“ ,IRWIN / Mc Graw Hill.				
MappingCourseobjectivesandcourse outcomes					
	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	M
CO2	S	S	M	S	S
CO3	M	S	S	S	S
CO4	S	S	S	M	M
CO5	M	M	S	S	S

### ELECTIVES LIST

Courses			L	T	P	C
Elective I A	<b>INTERNATIONAL LOGISTICS MANAGEMENT</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
The main objectives of this course are to:						
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3	Evaluate the role of warehousing in logistics management and analyse the different types of containers and their applications in Containerization	K2
4	Evaluate the road network in India and analyse the operations of road transport companies in full truckload and less than truck load business	K4
5	Propose strategies for improving efficiency and effectiveness in Rail transport operations	K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create		
Unit:1	Integrated Logistics Management:	15
Concept - Evolution and Development - Importance of logistics management in international business - International Logistics: functions and intermediaries – Issues involved in movement of goods -Logistics information system–logistics Information systems design-IT in logistics		
<b>Unit-2</b>		15
The General Structure of Shipping Industry: Types of Cargo - vessels and its characteristics -linear operations and tramp operations -chartering of bulk ocean carriers-ocean linear conference system-freight structure and its types –role of intermediaries – forwarding and clearing agents, freight brokers, Stevedore and shippers’ agents		
<b>Unit-3</b>	Warehousing and Containerization:	15
Warehousing - repacking and other value added service provided by logistics service providers - 3 PL and 4 PL logistics service - Containerization: types of containers - ICDs - Layout and functioning of container terminals - Port system and sub systems - port organization and management - Responsibilities of port trusts-growth and status of ports in India – Inland water transport-issues in sea transport-Regulatory authorities for sea transport and their roles.		

<b>Unit-4</b>	Introduction to Road Transport System	15
Classification of vehicles – road network in India- road transport companies and their operation in full truckload and less than truckload business - Road parcel service business - Fleet management systems - Integrated logistics provided by Road transport companies-Documents and permits required in road transport system–Issues in road transport-regulatory authorities involved in road transport system.		
<b>UNIT-5</b>	Rail Transport Systems:	15
Types of railway wagons- rakes - marshalling operations and yards - Railway goods freight structure - Railway Parcel service operations - Railway goods service operations. Procedure for availing railway parcel or goods service and the document at ions involved-Operation sata rail way good syard/siding-Operations And control in the rail ways. Organization of Indian railways		
<b>TextBook(S)</b>		
1	The Logistics Hand book, James F. Robbison & WilliamC. Capaciono(editors)	
2	International Logistics, Donald F.Woodet.al.,	
3	Strategic Logistics Management, Douglas Lambert and JamesR. Stock	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses			L	T	P	C
Elective I B	<b>MANAGEMENT INFORMATION SYSTEM FOR LOGISTICS</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version		<b>2025-2026 onwards</b>	
<b>Course Objectives</b>						
The basics of logistics information technologies are examined; a special attention is paid to the basic functioning principles of logistics information systems and to the information technologies used in logistics, such as tracking and tracing technologies, object identification technologies, communication technologies. There are also examined examples of IT applications in the purchasing, manufacturing, distribution, transportation, Inventory and warehouse logistics.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To consider, interpret and use professional terminology in logistics and Related information technologies area				K1	
2	To discuss about the information technologies in logistics ,to analyze Problems and trends of the industry				K3	
3	To solve the matict asks in the field of logistics IT and				K2	
4	To compare results of different solution scenarios and its performance Results				K4	
5	To describe there levance of the chosen logistics in formation technology topics, to classify existing solutions, analyze the existing problems and trends..				K4	
K1-Remember;K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1					15	

Logistics Information -Meaning & Need Forms: LIS-Definition Information functionality-Activities involved in transaction system- Principles of designing or evaluating LIS applications.		
<b>Unit-2</b>		
LIS Architecture: Components: Two forms of activities; Planning &co- Ordination flows & operating flows-Flow and use of integrated logistics information		
<b>Unit-3</b>		
Information forecasting: Definition- Process- components- characteristics. Information Approaches- forecast techniques-Fore casterro		
<b>Unit-4</b>		
Information Technology& Logistics: Electronic Data Interchange- Personal Computers- Artificial Intelligence- Expert System- Barcoding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.		
<b>UNIT-5</b>		
Information Technology for supply chain management: Bull whip effect- IT in supply chain- Business Process Reengineering- ERP and EDI problem; Impact of Internet on SCM.		
<b>TextBook(S)</b>		
1	David J.Bloomberg, StephenLeMay&:Logistics,Prentice- Hall of IndiaPvtLtd.,JoeB.HannaNew Delhi,2003.	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Elective I C	<b>CUSTOMER RELATIONSHIP MANAGEMENTIN LOGISTICS</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management(HRM)and the key issues facing organizations in their attempts to Develop and implement HRM policies.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To Know the fundamental understanding of customer and customer Relationship management(CRM)					K1
2	To perspective on business intelligence and application service providers					K3
3	To develop ability to analyze Sales force automation and its Implication for CRM					K2
4	To proficiency in skills evaluate CRM					K4
5	To develop the skills involved in implementation of CRM					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1			15			
Definition of customer and CRM, CRM technology components, customer life style, customer interaction. Difference between CRM and e-CRM, features of e- CRM. CRM Theory & Development and Relationship Marketing						
<b>Unit-2</b>			15			

Data, Information & Technology: CRM Technology and Data Platforms ,Database And Data Management, and the role of Business Intelligence (BI) in CRM;		
Application Service providers(ASPs): their role and function, advantages and Disadvantages of implementing ASP.		
<b>Unit-3</b>		15
CRM: Impact on Sales & Marketing Strategy, Definition and need of sales force automation(SFA),barriers to successful SFA functionality ,technological aspect Of SFA, data synchronization, flexibility and performance, reporting tools.		
<b>Unit-4</b>		15
CRM Evaluation: measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior, Components of enterprise marketing automation(EMA),marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events Loyalty and retention programs),response management		
<b>UNIT-5</b>		15
Implementing CRM: Pre implementation, kick off meeting, requirement gathering, prototyping and detailed proposal generation, development of customization, Power , beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up, Privacy, Ethics and Future of CRM. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester		
<b>TextBook(S)</b>		
1	.KumarV.&WernerJ.(2008)Customer relationship management, WilleyIndia.42B.Voc (Retail and Logistics Management	
2	MukherjeeKaushik(2008)Customerrelationshipmanagement, Prentice Hall of India Private Limted, New Delhi.	



3	RaiKumarAlok(2011)Customerrelationshipmanagement-Concept And Cases, Prentice Hall of India Private Limited, New Delhi. 2011
4	S.Shanmugasundaram(2008)Customer relationship management, Prentice Hall of India Private Limited, New Delhi.

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>



Courses			L	T	P	C
Elective II A	<b>SUPPLY CHAIN MANAGEMENT I</b>			5	0	0
<b>Pre – requisite</b>			Syllabus version		<b>2025-2026 onwards</b>	
<b>Course Objectives</b>						
The main objectives of this course are to:						
1.To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To gain basic understanding of supply chain management					K1
2	To knowledge of supply management systems					K3
3	To have in- depth understanding of cross functional teams and Supply management, information sharing					K2
4	To create proficiency in quality management concepts					K4
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1				15		
Understanding the Supply Chain Supply Chain Performance: Achieving Strategic Fit and Scope Supply Chain Drivers and Metrics-Demand Forecasting In a Supply Chain- Aggregate Planning in a Supply Chain						
<b>Unit-2</b>				15		
Planning Supply and Demand in a Supply Chain: Managing Predictable Variability-Managing Economies of Scale in a Supply Chain: Cycle Inventory-Managing Uncertainty in a Supply Chain: Safety Inventory						
<b>Unit-3</b>				15		

Determining the Optimal Level of Product Availability - Transportation Decisions in a Supply Chain-Designing Distribution Networks and Applications toe-Business		
<b>Unit-4</b>		15
Network Design in the Supply Chain-Network Design in an Uncertain Environment Sourcing Decisions in a Supply Chain		
<b>UNIT-5</b>		15
Pricing and Revenue Management in a Supply Chain-Information Technology In a Supply Chain-Coordination in a Supply Chain		
<b>TextBook(S)</b>		
1	Strategic Logistics Management by D.M.Lambert and J.R.Stock.	
2	The Management of Business Logistics by J.J Coyle, E.J. Bardi and C.J. Langley.	
3	Logistical Management by D.J. Bowersox, D.J.Closs, O.K. Helferich	
4	Business logistics Management by Ronald H.Ballou	
5	Inventory Management and Production Planning and Scheduling by EdwardA.Silver,DavidF.Pyke,andReinPeterson	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Elective II B	<b>SUPPLY CHAIN MANAGEMENT II</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version		2025-2026 onwards	
<b>Course Objectives</b>						
The main objectives of this course are to:						
1. To familiarize with process tools used in SCM						
2. To understand the various phases of supply chain business processes: planning, sourcing, producing, distributing, and paying						
3. To learn about sourcing and supplies management in SCM						
4. To understand customer service management and measurements in SCM and Learn about pricing strategies and their implications in SCM						
5. To evaluate the importance of coordination and integration within the supply Chain for improved performance and efficiency						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	Gain an overview of SCM processes and objectives, including key Process tools					K1
2	Develop proficiency in planning, sourcing, producing, distributing, And paying within supply chain operations					K3
3	Develop skills insourcing and supplies management, including Out sourcing and global sourcing practices					K2
4	Learn about SCM planning and development strategies to adapt to Changing market dynamics					K4
5	Understand the role of Information Technology(IT)in facilitating Supply chain coordination and integration					K4



K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6– Create		
Unit:1		15
Supply Chain Management – Global Optimisation – importance – key issues – Inventory management–economic lots size model. Supply contracts –centralized vs. decentralized system		
Unit-2		15
Supply chain Integrates- Push, Pull strategies –Demand driven strategies–Impact On grocery industry–retail industry–distribution strategies		
Unit-3		15
Strategic Alliances: Frame work for strategic alliances–3PL–merits and demerits –retailer–supplier partnership–advantages and disadvantages of RSP – distributor Integration		
Unit-4		15
Procurement and Outsourcing: Outsourcing–benefits and risks–frame work for make/buydecision–e-procurement– frameworkofe-procurement		
UNIT-5		15
Dimension of customer Value–conformance of requirement–product selection– Price and brand–value added services –strategic pricing–smart pricing– customer value measures		
<b>TextBook(S)</b>		
1	Rushton,A.,Oxley,J&Croucher,P(2ndEdition,2000).Handbookof LogisticsandDistributionManagement.KoganPage	
2	Simchi -Levi, David, Kamisnsky, Philip, and Simchi- Levi, Edith.(2nd Edition,2004).Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/Mc GrawHill	

Courses			L	T	P	C
Elective II C	<b>CARGO MANAGEMENT</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
To provide coordinated efforts across various aspects of logistics, from planning And execution to monitoring and evaluation						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To understand the concepts and history of cargo					K1
2	Gain the knowledge off amiliarizating the cargo tariffs					K3
3	To understand the cargo documentation, Cargo capacity					K2
K1-Remember; K2-Understand;K3-Apply;K4-Analyze;K5-Evaluate; K6 – Create						
Unit:1			15			
Cargo History, Concepts and Common terms used in Cargo handling, Rules Governing acceptance of Cargo.						
<b>Unit-2</b>			15			
Cargo Rating- Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/currencies. Chargeable weight rating- Specific commodity rates, class rates, general cargo rates, valuation charges						
<b>Unit-3</b>			15			
Documentation: Airwaybill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and Diplomatic mails. Shippers declaration for dangerous goods.						
<b>Unit-4</b>			15			
Handling-Cargo capacity of Air and Ships. Cargo needing special attention, Introduction to dangerous goods regulations. Some important Cargo companies						

<b>UNIT-5</b>		15
Documents Relating to Air Cargo		
<b>TextBook(S)</b>		
1	Air Cargo Tariff Manuals	
2	IATA Live Animals Regulations Manuals	
3	IATA Special Mail Manual	

	PO1	PO2	PO3	PO4	PO5
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	S	S	S	M	M
<b>CO4</b>	S	S	M	M	M
<b>CO5</b>	S	S	S	M	L

Courses			L	T	P	C
Elective III A	<b>AGRICULTURAL EXPORT AND IMPORT MANAGEMENT</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
The primary objective of the program is to build knowledge on the key aspects of export/import management, know how on international business; market and buyer identification, especially as shifts of consumer behavior; changing stringency of import regulations; new foreign trade policy; changing domestic regulatory framework on farm bills and its impact on exports; and tools for enhancing price competitiveness to ward surviving in business in light of limited and reduced global demand.						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	TO gain the fundamental knowledge about the export analysis of marketable					K1
2	To know about the world agricultural trade issues					K3
3	To identify the a gripr of\ ducts for import					K2
4	To gain knowledge about the foreign markets					K4
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6–Create						
Unit:1			15			
Introduction to agriculture forms of agriculture production need for import and Export analysis of marketable surplus and marketed surplus analysis of import and export statistics of agricultural products in India.						
<b>Unit-2</b>			15			



Overview of world agricultural trade issues impacting International agricultural Trade agricultural policy technology advancement on agricultural products		
<b>Unit-3</b>		15
Identifying agriproducts for import import requirements- causes substitution regulation of imports quality standards -scanning the countries for importing the Required agriproducts-import planning-documents required		
<b>Unit-4</b>		15
Identifying foreign markets for agri export Marketing plan for exports-export Documents and procedure -terms of payment and export finance-legal dimensions		
<b>UNIT-5</b>		15
Institutional infrastructure for export promotion in India export assistance State Trading in imports and exports -working of the State trading organizations in India.		
<b>TextBook(S)</b>		
1	Business Environment-Shaikh Salcem	
2	Export Import Documentation-Thomas E Johnson	
3	Global Agricultural Trade and Developing Countries-M. Atman Aksoy, John.C	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
ElectiveIII B	<b>AGRICULTURAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>			5	0	0
<b>Pre– requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
The main objective is to provide the fundamental knowledge how to make use of Logistics and supply chain management in agricultural						
Expected Course Outcomes						
On the successful completion of the course, student will be ableto:						
1	To provide the fundamental knowledge about the logistics					K1
2	To gain the practical knowledge how to measure the performance in logistics					K3
3	To know the practical issues in agricultural market according to the Changing environment					K2
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1			15			
Overview of logistics: introduction nature concepts evolution - importance – components and functions of logistics management; Introduction to supply chain management Value chain -Supply chain effectiveness and Indian infrastructure Outsourcing and 3PLs and fourth party logistics(4PLs).						
<b>Unit-2</b>			15			
Elements of logistics and supply chain management: demand forecasting functions of inventory warehousing and distribution centres - transportation protective packaging-order processing material handling with special reference to agriproducts						
<b>Unit-3</b>			15			

Performance measurement of logistics and supply chain management – dimensions basic tools impediments to improved performance; Logistic and supply chain management in Indian agri industry like edible oil industry sugar industry - Bakery and confectionary industry cereal and pulses industry		
<b>Unit-4</b>		15
Issues in marketing and customer service with special reference to agri business: changing environment and the importance of CRM - Gap analysis for customer service management efficient customer response planning for uncertainty -product Costing for uncertainty		
<b>UNIT-5</b>		15
Logistics & Supply chain management and Information technology in agribusiness from vertical integration to virtual integration, transiting from made -to -stock to build-to order integrated IT solutions for L&SCM - emerging technologies in L & SCM.		
<b>TextBook(S)</b>		
1	Agri business Supply Chain Management-N .Chandrasekaran, G. Raghuram	
2	Food Supply Chain Management and logistics -Samir Dani	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>

Courses			L	T	P	C
Elective III C	<b>AGRICULTURAL AND FOOD RETAILING</b>			5	0	0
<b>Pre – requisite</b>			Syllabus version	<b>2025-2026 onwards</b>		
<b>Course Objectives</b>						
TO Provide the knowledge about the food retailing and agricultural						
Expected Course Outcomes						
On the successful completion of the course, student will be able to:						
1	To gain the knowledge about the fundamental sof Retailing					K1
2	To know the strategic planning and ecommerce					K3
3	To gain practical knowledge about the brand marketing					K2
K1-Remember;K2-Understand; K3-Apply;K4-Analyze;K5-Evaluate; K6-Create						
Unit:1			15			
Fundamentals of retailing-un organised vs. organised retail elements of retail marketing mix-SWOT analysis of retail industry in India Retail formats and Classification of retailer’s relationship between agriculture and food retailing						
<b>Unit-2</b>			15			
Retail marketing in the modern age; Importance of e-commerce b15usiness environment for c-retailing - the digital age and the new global culture for retailing with special reference to food retailing in local -national and global context						
<b>Unit-3</b>			15			



Retail strategic planning and operations management-evaluating the competition in retailing market selection and location analysis - customer services and retail Selling with special reference to agribusiness		
<b>Unit-4</b>		15
Retail merchandising., merchandises election and planning-range planning– category management; retail pricing: strategies and techniques with special Reference to food retailing		
<b>UNIT-5</b>		15
Retail brand positioning, differentiate on gaining strategic competitive advantage Promotion of retail brand -retailing and creating right atmosphere -ambience and interior& exterior environment with special reference to food retailing.		
<b>TextBook(S)</b>		
1	Economics of Food Retailing-Daniel .I Padberg	
2	.Fresh food retail chains in India-Sukh palsingh	
3	Transformation of Agri food systems -Ellen. B.MC.Cullough	

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO2</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>S</b>
<b>CO3</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>
<b>CO4</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>M</b>	<b>M</b>
<b>CO5</b>	<b>S</b>	<b>S</b>	<b>S</b>	<b>M</b>	<b>L</b>