



DDU – KAUSHAL Kendra

Bharathidasan University

Khajamalai Campus, Tiruchirappalli-23

B.Voc., RULES AND REGULATIONS

INTRODUCTION

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework).

The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education.

This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

THE MAIN OBJECTIVES OF THE SCHEME ARE:

- To provide judicious mix of skills relating to a profession and appropriate content of General Education & Skill Component.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industrial requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

ELIGIBILITY FOR ADMISSION

A pass in Plus Two or equivalent examination or an examination recognized as equivalent thereto by this University.

A pass in 10+2 years in ITI (Two Years) in relevant trade role.

Those who passed Vocational Higher Secondary course will get an additional weightage.

LATERAL ENTRY:

Candidate seeking admission directly in Second year of Bachelor of Vocational must have passed Examination of the Diploma in relevant trade roles.

MEDIUM OF INSTRUCTIONS

Medium of instruction shall be English.

PROGRAMME STRUCTURE

The B.Voc. Logistics and Supply Chain Management shall include:

- General Education
- Skill Components

S.No.	Type of the Courses	Number of Courses	Total Courses	Credits	Total Credits
1	General Components				
	A. Humanities and Social Courses	5	21	12	72
	B. Basic Courses	6		20	
	C. Basic Skill Courses	4		16	
	D. Applied Courses	3		12	
	E. Elective Courses	2		8	
	F. Entrepreneurship Development and Business Plan	1		4	
2	Skill Components				
	A. Applied Skill Courses	5	17	20	96
	B. Practical Courses	8		48	
	C. Skill Elective Courses	2		8	
	D. Industrial Training/Concurrent Field Practicum Course	2		20	
	Industrial Training/Concurrent Field Practicum Course/Project	1	1	12	12
	Total	39	39	180	180

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components with 40:60.

DURATION

The Programme is for a period of three years. Each academic year shall comprise two Semesters viz. Odd and Even semesters. Odd Semester shall be from June / July to October / November and Even Semester shall be from November / December to April / May. There shall be not less than 90 working days which shall comprise 450 teaching clock hours for each Semester (Exclusive of the days for the conduct of University End-Semester Examinations).

SPAN OF PERIOD

- a) Time = $N+2$ years for the completion of programme. Where 'N' stands for the normal or minimum duration prescribed for completion of the programme.
- b) In exceptional circumstance a further extension of one more year may be granted.

The exceptional circumstances be spelt out clearly by the relevant statutory body concerned of the University.

- c) During the extended period the student shall be considered as a private candidate and also not be eligible for ranking.

The above conditions are applicable to the Redo/Transfer/Readmission Candidates.

THE CBCS-LOCF SYSTEM

All Programmes (named after the Core subjects) mentioned earlier shall be conducted through Choice Based Credit System (CBCS) and Learning Outcomes Based Curriculum Framework (LOCF). It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education.

COURSES IN PROGRAMMES

The UG Programme consists of a number of Courses. The term "course" is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a "paper" in the conventional sense. The following are the various categories of Courses suggested for the UG programmes: Language Courses (LC) (any one of the languages from Tamil, Hindi, Sanskrit, French, Arabic, Urdu, etc), English Language Courses (ELC), Core Courses (CC), Core Practical (CP),

Allied Courses (AC), Allied Practical (AP), Elective Courses (EC). Skill Based Elective (SBE) and Non-Major Elective (NME) and Project.

The Language Courses and English Language Courses are Four each in number and the LC and the ELC are meant to develop the students' communicative skill at the UG level. Core Courses are the basic courses which are compulsorily required for each of the Programme of study. These will be related to the subject of the Programme in which the candidate gets his/her degree. The total number of Core Courses shall be for Arts - 15 papers (only Theory) and for science 10 papers (Theory) and 5 (Practical's). Allied Courses cover two disciplines that are generally related to the main subject of the programme. There shall be Two Allied Courses (Allied I – Two Papers & Allied II – Two papers) for Arts (only theory) and for Science (i.e. 2 Theory + 2 Practical) for first IV semesters.

A student shall choose at least two Non-major Elective Courses (NME) from outside his/her department. Major Based Elective Courses and Skill Based Elective Courses (SBE) are also open to a student to choose from his/her department. The student can choose any one and write 2 papers under the same title.

SELECTION OF STUDENTS TO THE ELECTIVE COURSE (EC)

- a) The Department Committee shall follow a selection procedure on a first-come-first- served basis, fixing the maximum number of students, giving counseling to the students etc. to avoid overcrowding to particular course(s) at the expense of some other courses.
- b) The Colleges shall provide all information relating to the ECs in each programme to all the students so as to enable them to choose their ECs.
 - Part IV - Value Education is offered in the 1st Semester in all U.G. Courses (2 hours - 2 credits).
 - Part IV - Environmental Studies course is offered in the 2nd semester in all
 - UG Programmes as per the recommendation of the UGC (2 hours – 2 credits).
 - Part IV - Soft Skills is offered in the 5th Semester in all U.G. Programmes. (2 hours – 2 credits).
 - Part V - Extension Activities should be carried out apart from the regular class hours (1credit).
 - Part V - Gender Studies is offered in the 6th Semester in all U.G. Programmes (1 hour-1 credit).

PROJECT

The candidate shall be required to take up a Project Work by group or individual and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

SEMESTERS

An academic year is divided into two Semesters. In each Semester, Courses are offered in 15 teaching weeks with 30 hours per week and the remaining weeks are to be utilized for conduct of examinations and evaluation purposes.

CREDITS

The term “Credit” refers to the weightage given to a Course, usually in relation to the instructional hours assigned to it. For instance, a six-hour Course per week is assigned four to six credits, four/five-hour course per week is assigned three to five credits and two hour Course per week is given two credits. However, in no instance the credits of a Course can be greater than the hours allotted to it.

The total minimum credits, required for completing a B.Voc., Programme is 180. The details of credits for individual components and individual Courses are given in Below Table.

Years	Skill Component Credits	General Education Credits	Normal calendar duration	Exit Points / Awards
Year 3	36	24	Six Semester	B.Voc
Year 2	36	24	Four Semester	Advanced Diploma
Year 1	36	24	Two Semester	Diploma
Total	108	72		

As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six semester successfully, he/she will get B. Voc. Degree in Automobile Technology. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Automobile Technology. If he/she is completing the first two semesters successfully, he/she will get a Diploma in Automobile Technology.

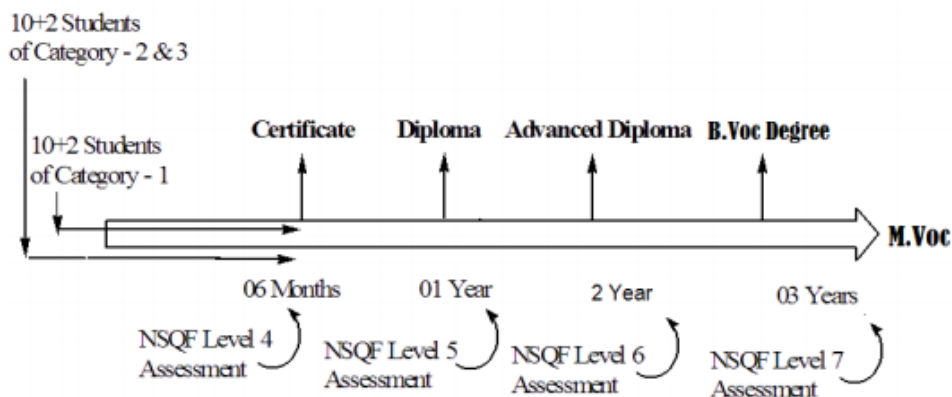


Fig. 1: Assessment of Skill Component under NSQF in Vocational Courses

COURSE

Each Course is designed with lectures/tutorials/laboratory or field work/seminar/Projects/practical training/Assignments/Term paper or Report writing etc., to meet effective teaching and learning requirements.

EXAMINATIONS

A.

- i. There shall be examinations at the end of each semester, for odd semesters in the month of October/November; for even semesters in April/May.
- ii. A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October/November or April/May. However, candidates who have arrears in Practicals shall be permitted to appear for their arrears in Practical examination only along with Regular Practical examination in the respective semester.
- iii. A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit/regulation prescribed or belated joining or on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall redo the missed semester after completion of the course.
- iv. Viva-voce: Each candidate shall be required to appear for Viva-voce Examination in defence of the Project only.
- v. For the Project Report, the maximum marks will be 80 percent and for the Viva-voce is 20 percent.
- vi. The results of all the examinations will be published through the College where the student underwent the Course as well as through University Website. In the case of private candidates, the results will be published through the Centres in which they appeared for the examinations as well as through University Website.

- B. Candidates studying Sanskrit under LCs and Programme in Sanskrit (CCs, ACs and ECs) are permitted to write the Examinations in Sanskrit or English or Tamil. While answering in Sanskrit “Devanagari Script” alone be used.

CONDONATION

Students must have 75% of attendance in each semester to appear for the examination. Students who have attendance between 65% and 74% shall apply for condonation in the prescribed form with the prescribed fee. Students who have attendance between 50% and 64% shall apply for condonation in prescribed form with the prescribed fee along with the Medical Certificate.

Students who have attendance below 50% are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the Programme.

QUESTION PAPER PATTERN

Section A: For 20 Marks

(i): 10 Questions x 1 Marks = 10 Marks.

a. 5 questions for Multiple choice/

b. 5 questions fill in the blanks

(ONE questions from each unit).

(ii): 5 questions x 2 Marks = 10 Marks.

(Descriptive type/one question from each Unit)

Section B: For 25 Marks

5 Questions x 5 Marks = 25 Marks

(Internal Choice and one set of questions from each unit)

Section C: For 30 Marks

3 Questions x 10 Marks = 30 Marks

(Answer any three out of 5 questions and one question from each unit)

EVALUATION

The performance of a student in each Course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each Course shall be done by a continuous internal assessment (CIA) by the Course teacher concerned as well as by an end semester examination and will be consolidated at the end of the semester. The components for continuous internal assessment are:

Theory		Practical	
2 tests	: 15 Marks	Continuous Performance	: 20 Marks
Group Activity/Quiz	: 5 Marks	Model Practical	: 10 Marks
Assignments	: 5 Marks	Record	: 5 Marks
Total	25 Marks	Viva	: 5 Marks
		Total	40 Marks

Attendance need not be taken as a component for continuous assessment, although the students should secure a minimum of 75% attendance in each semester. In addition to continuous evaluation component, the end semester examination, which will be a writtentype examination of at least 3 hours duration, would also form an integral component of the evaluation. The ratio of marks allotted to continuous internal assessment and to end semester examination is 25:75. The evaluation of laboratory component, wherever applicable, will also be based on continuous internal assessment and on an end-semester practical examination with 40:60 ratio.

PASSING MINIMUM

Passing Minimum	
Continuous Internal Assessment (CIA)	University Examination (UE)

Theory	40% out of 25 marks (i.e. 10 marks)	40% out of 75 marks (i.e. 30 marks)
Practical	40% out of 40 marks (i.e. 16 marks)	40% out of 60 marks (i.e. 24 marks)
Project	Vivo-Voce 20 Marks 40% out of 20 Marks (i.e. 8 Marks)	Dissertation 80 Marks 40% out of 80 marks(i.e. 32 marks)

Failed candidates in the Internal Assessment are permitted to appear for their Internal Assessment in the subsequent semesters (2 chances will be given) by writing Tests and Assignments.

A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

CONFERMENT OF THE BACHELOR'S DEGREE

A candidate shall be eligible for the conferment of the Degree of Bachelor of Arts/ Science/Commerce/Management/Literature only if he/she has earned the minimum required credits for the programme prescribed thereof (i.e. 180 credits).

GRADING SYSTEM

1. Grading

The total marks will be calculated by adding both CIA and end-semester examinations for each of the courses. The total marks thus obtained will then be graded as per details provided in Table 1.

From the second semester onwards the total performance within a semester and the continuous performance starting from the first semester are indicated by Semester Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA), respectively. These two are calculated by the following formulae:

$$\text{GPA} = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i} \quad \text{WAM (Weighted Average Marks)} = \frac{\sum_{i=1}^n C_i M_i}{\sum_{i=1}^n C_i}$$

where 'Ci' is the Credit earned for the Course i; 'Gi' is the Grade Point obtained by the student for the Course i. 'M' is the Marks obtained for the course i and 'n' is the number of Courses passed in that semester.

CGPA = Average GPA of all the Courses starting from the first semester to the current semester.

Note: The GPA and the CGPA shall be calculated separately for the following three

Parts:

Part I: LCs; Part II: ELCs; and Part III: CCs, ACs, and ECs.

Classification of Final Results

- (i) For each of the three parts, there shall be separate classification on the basis of the CGPA as indicated in Table - 2.
- (ii) (ii) For the purpose of declaring a candidate to have qualified for the Degree of Bachelor of Arts/Science/Commerce/Management/Literature as Outstanding/ Excellent/ Very Good/ Good/ Above Average/ Average, the marks and the corresponding CGPA earned by the candidate in Part III alone will be the criterion, provided he / she has secured the prescribed passing minimum in the LCs and the ELCs.
- (iii) (iii) Grade in Part IV and Part V shall be shown separately and it shall not be taken into account for classification.
- (iv) (iv) Absence from an examination shall not be taken as an attempt.

Table 1 Grading of the Courses

Marks Range	Grade Point	Corresponding Grade
90 and above	10	O
80 and above but below 90	9	A+
70 and above but below 80	8	A
60 and above but below 70	7	B+
50 and above but below 60	6	B
40 and above but below 50	5	C
Below 40	0	R.A.

Table 2 Final Result

CGPA	Corresponding Grade	Classification of Final Results
9.00 and above	O	Outstanding
8.00 and above but below 8.99	A+	Excellent
7.00 and above but below	A	Very Good

7.99		
6.00 and above but below 6.99	B+	Good
5.00 and above but below 5.99	B	Above Average
4.00 and above but below 4.99	C	Average
Below 4.00	R.A.	Re-Appearence

Credit based weighted Mark System is adopted for individual semesters and cumulative semesters in the column 'Marks Secured' (for 100).

Total Number of credits to be earned for award of the degree = 180 (As per UGC B.Voc Guidelines)

B.Voc., Degree in Logistics and Supply Chain Management– Structure of the Syllabus

(w.e.f the academic year 2023-24)

Core Course Code	Category	Subject Order	Name of the Subject	L	T	P	C	Marks		
								CIA	ESE	Total
Semester - I										
22KHSC101	HSC01	II	Business Communication	4	0	0	4	25	75	100
22KHSC102	HSC02	IV	Value Education	2	0	0	2	25	75	100
22KBVL101	BC01	III	Fundamental of Management	4	0	0	4	25	75	100
22KBVL102	BSC01	III	Operations Management	4	0	0	4	25	75	100
22KBVL103	BSC02	III	Introduction to Logistics Management	4	0	0	4	25	75	100
22KBVL104	PC01	III	Outbound Experiential Learning-1	0	0	6	6	40	60	100
22KBVL105	PC02	III	Computer Application in Business Lab – I	0	0	6	6	40	60	100
Total				30			30	-	-	700
Semester – II										
22KHSC201	HSC03	IV	Environmental Studies	2	0	0	2	25	75	100
22KBVL201	BC02	III	Organizational Behavior.	4	0	0	4	25	75	100
22KBVL202	BC03	III	Business Accounting	4	0	0	4	25	75	100
22KBVL203	BSC03	III	Warehouse &Inventory Management	4	0	0	4	25	75	100
22KBVL204	PC03	III	Computer Application in Business Lab – II	0	0	6	6	40	60	100
22KBVL205	ITC01	III	Industrial Training-1	0	0	10	10	40	60	100
Total				30			30	-	-	600

B.Voc., Degree in Logistics and Supply Chain Management– Structure of the Syllabus

(w.e.f the academic year 2023-24)

Core Course Code	Category	Subject Order	Name of the Subject	L	T	P	C	Marks		
								CIA	ESE	Total
Semester - III										
22KBVL301	BC04	III	Business Economics	2	0	0	2	25	75	100
22KBVL302	BC05	III	Total Quality Management	4	0	0	4	25	75	100
22KBVL303	AC01	III	Mercantile Law	4	0	0	4	25	75	100
22KBVL304	BSC04	III	Supply Chain Management	4	0	0	4	25	75	100
22KBVL305	ASC01	III	Goods and Services Tax	4	0	0	4	25	75	100
22KBVL306	PC04	III	Outbound Experiential Learning-2	0	0	6	6	40	60	100
22KBVL307	PC05	III	Enterprise Resource Planning Lab – I	0	0	6	6	40	60	100
Total				30			30	-	-	700
Semester – IV										
22KBVL401	BC06	IV	Marketing Management	2	0	0	2	25	75	100
22KBVL402	AC02	III	Basic Statistics for Management	4	0	0	4	25	75	100
22KBVL403	AC03	III	Retail Management	4	0	0	4	25	75	100
22KBVL404	ASC02	III	E-Commerce	4	0	0	4	25	75	100
22KBVL405	PC06	III	Enterprise Resource Planning Lab – II	0	0	6	6	40	60	100
22KBVL406	ITC02	III	Industrial Training-2	0	0	10	10	40	60	100
Total				30			30	-	-	600

B.Voc. Degree in Logistics and Supply Chain Management– Structure of the Syllabus

(w.e.f the academic year 2023-24)

Core Course Code	Category	Subject Order	Name of the Subject	L	T	P	C	Marks		
								CIA	ESE	Total
Semester - V										
22KHSC501	HSC04	IV	Soft Skills Development	2	0	0	2	25	75	100
22KBVLE01	EC01	III	Elective Course - I	4	0	0	4	25	75	100
22KBVLE02	EC02	III	Elective Course - II	4	0	0	4	25	75	100
22KBVL501	ASC03	III	Courier, Express and Parcel Services	4	0	0	4	25	75	100
22KBVL502	ASC04	III	Air Cargo Logistics Management	4	0	0	4	25	75	100
22KBVL503	PC07	III	Outbound Experiential Learning-3	0	0	6	6	40	60	100
22KBVL504	PC08	III	Enterprise Resource Planning Lab – III	0	0	6	6	40	60	100
Total				30			30	-	-	700
Semester – VI										
22KHSC601	HSC05	IV	Gender Studies	2	0	0	2	25	75	100
22KHSC602	EDBP01	III	Entrepreneurship Development and Business Plan	4	0	0	4	25	75	100
22KBVL201	ASC05	III	Export and Import Documentation	4	0	0	4	25	75	100
22KBVL202	SEC01	III	Skill Elective Course - I	4	0	0	4	25	75	100
22KBVL203	SEC02	III	Skill Elective Course - II	4	0	0	4	25	75	100
22KBVL204	P01	III	Project	0	0	12	12	20	80	100
Total				30			30	-	-	600

B.Voc. Degree in Logistics and Supply Chain Management– Structure of the Syllabus

(W.e.f the academic year 2023-24)

Semester – V

ELECTIVE COURSES

Core Course Code	Category	Subject Order	Name of the Subject	L	T	P	C	Marks		
								CIA	ESE	Total
22KBVLE11	EC01	III	Human Resource Management	4	0	0	4	25	75	100
22KBVLE12		III	Personnel Management and Industrial Relations	4	0	0	4	25	75	100
22KBVLE13		III	Basic Electrical Engineering And House Wiring	4	0	0	4	25	75	100
22KBVLE14		III	Automobile Repair and Maintenance	4	0	0	4	25	75	100
22KBVLE21	EC02		Customer Relationship Management In Logistics And Supply Chain Industry	4	0	0	4	25	75	100
22KBVLE22			Rail, Road, Air and Ocean Cargo Logistics	4	0	0	4	25	75	100
22KBVLE23			Consumer Electronics	4	0	0	4	25	75	100
22KBVLE24			Two & Three Wheeled Automobiles	4	0	0	4	25	75	100

B.Voc., Degree in Logistics and Supply Chain Management– Structure of the Syllabus

(w.e.f the academic year 2023-24)

Semester – VI

ELECTIVE COURSES

Core Course Code	Category	Subject Order	Name of the Subject	L	T	P	C	Marks		
								CIA	ESE	Total

22KBVLE31	SEC01	III	Packaging Management	4	0	0	4	25	75	100
22KBVLE32		III	Transport and Distribution Management	4	0	0	4	25	75	100
22KBVLE33		III	Materials Management	4	0	0	4	25	75	100
22KBVLE34		III	Surface Transportation	4	0	0	4	25	75	100
22KBVLE41	SEC02		Shipping And Ocean Freight Logistics Management	4	0	0	4	25	75	100
22KBVLE42			Marine Insurance	4	0	0	4	25	75	100
22KBVLE43			MIS for Logistics	4	0	0	4	25	75	100
22KBVLE44			Port Terminal Logistics	4	0	0	4	25	75	100

BUSINESS COMMUNICATION

Semester – I
22 KHSC101

L T P C
4 0 0 4

Objective:

To enable participants to communicate clearly and with impact, by improving their verbal and non-verbal communication style, as well as enhancing interpersonal skills.

Learning Outcomes:

The student will be able to acquire

- Apply communication strategies and principles to prepare effective communication for domestic and international business situations.
- Capable of effectively monitoring, analyzing, and adjusting their own communication behavior.
- Demonstrate proficiency in the use of written English, including proper spelling, grammar, and punctuation.
- fluency in spoken language and enhance comprehension ability
- skills for writing different types of letters, notes, office orders
- ability to write project and other reports
- ability to lead a team and make an effective power point presentation

Unit-I Communication – Definition, Nature – Process of Communication, Objectives of Communication, Forms and Dimensions of Communication, Oral and Written Communication .Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes – Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation –Abbreviations concord- collocations-phrasal verbs- idiomatic phrases

Sample activities: 1- Ask students to write a story/report/brochure, paying attention to the grammar.

Unit II: Writing skills: Letter Writing- Letter Writing, Sales Letter, Claim And Adjustment Letter And Social Correspondence. Inter-Office Correspondence Memorandum, Inter-Office Memo, Notices, Agenda, Minutes. External Correspondence Inviting Quotation, Sending Quotation, Placing Orders, Inviting Tenders. Job Application Job Application Letter, Preparing Resumes, Report Writing, Types Of Reports, Basic Formats Of Reports And Importance Of Including Visuals Such As Including Tables And Charts Non-verbal communication-Body language-Barriers-Principles of effective communication

Unit III: Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of

phrases/ expressions. **Activities:** a) Active reading of passages on general topics b) Comprehension questions in multiple choice format c) Short comprehension questions based on content and development of ideas

Unit IV : Speaking- Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

Sample activities: - Conduct group discussion on issues on contemporary relevance. 2- Ask students to go around the campus and talk to people in the canteen, labs, other departments etc. and make new acquaintances. 3- Conduct mock interviews in class. 4- Record real telephone conversations between students and ask them to listen to the recordings and make the corrections, if any are required.

Unit V: Listening: Active listening – Barriers to listening – Listening and note taking
Activity: Listening to announcements – Listening to news on the radio and television.
Sample activities: 1- Information gap activities (e.g. listen to a song and fill in the blanks in the lyrics given on a sheet) 2- Listen to BBC news/ a play (without visuals) and ask the students to report what they heard. 23

Books for Reference:

1. Antony Thomas, Business Communication and MIS, Pratibha Publications. Bhatia R.C. Business Communication
2. Salini Agarwal Essential communication skill. Reddy P.N, and Apopannia, Essentials of Business communication.
3. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing Leod, M.C., Management Information system

VALUE EDUCATION

Semester I
22 KHSC102

L T P C
2 0 0 2

Objective:

To impart the knowledge of values and systems and to make the students ethically work and practice in the facets of their work contributing to the nation building process.

Learning Outcomes:

Values are socially accepted norms to evaluate objects, persons, and situations that form that part parcel of sociality.

- It contributes in forming true human being, who are able to face life and make it meaningful. As such, values reflect a person's sense of right and wrong or what "ought" to be.
- There are representative values like, "Equal rights for all", "Excellence deserves admiration". "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems.

Unit I Philosophy of Life and Social Values

Human Life on Earth (Kural 629) Purpose of Life (Kural 46) Meaning and Philosophy of Life (Kural 131, 226) Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities / duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

Unit II Human Rights and Organisations

Definitions, Nature of Human Rights. Universal Declaration of Human Rights, International covenant on Civil and Political Rights - International covenant of Economic, Social and Cultural Rights. Amnesty International Red Cross.

Unit III Human Rights : Contemporary Challenges

Child labour - Womens Right - Bonded labour - Problems of refugees - Capital punishment. National and State Human Rights Commissions

Unit IV Yoga and Health

Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

Unit V Role of State Public Service Commission

Constitutional provisions and formation - Powers and Functions - Methods of recruitment - Rules and notification, syllabi for different exams - written and oral - placement.

References:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004 Leah Levin, Human Rights, NBT, 1998
2. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
3. Yogic Therapy - Swami Kuvalayananda and Dr.S.L.Vinekar, Government of India, Minisry of Health, New Delhi.
4. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, PremKalyan Publications, Sedapatti, 1999

FUNDAMENTALS OF MANAGEMENT

Semester - I
22 KBVL101

L T P C
4 0 0 4

Objective:

To impart the knowledge on the principles of management is essential for all kinds of people in all kinds of organizations. After studying this course, students will be able to have a clear understanding of the managerial functions like planning, organizing, staffing, leading and controlling. Students will also gain some basic knowledge on international aspect of management.

Learning Outcomes:

- Describe and discuss the evolution of management thinking.

- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Complete self-assessments for developing managerial skills.
- Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

Unit – I: Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of Management thought-Contribution of Taylor, Weber and Fayol management.

Unit – II: Planning: Concept, Objectives, Nature, Limitation, Process of Planning, Importance, Forms, Techniques and Process of decision making.

Unit – III: Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control.

Unit – IV: Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

Unit – V: Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Readings:

1. PagareDinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice
5. DDU-KAUSHAL, 2016, Principles of Management , School of Skill Development and Entrepreneurship, Institute for Entrepreneurship and Career Development(IECD), Bharathidasan University, Khajamalai Campus, Tiruchirappalli-620023.

OPERATIONS MANAGEMENT

Semester - I
22 KBVL102

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Objective

The objective of this course is to provide you with an understanding of Operations Management and the role that it plays within an organization. To enable the students to understand the highest level of efficiency possible within an organization

Learning Outcomes

- This course helps to understanding to converting materials and labor into goods and services.
- The students also learn the efficiently as possible to maximize the profit , quality methods and techniques of an organization

UNIT I Operations Management

Operations Management – Nature, Importance, historical development, transformation processes, differences between services and goods, a system perspective, functions, challenges, current priorities, recent trends; Operations Strategy – Strategic fit , framework

UNIT II Planning the Strategic Use of Resources

Design and selection of products - processes types.Facility selection and layout, operational systems, concurrent planning, synchronized planning, collaborative planning and real time planning.

UNIT III Forecasting, Capacity And Facility Design

Demand Forecasting – Need, Types, Objectives and Steps. Overview of Qualitative and Quantitative methods. Capacity Planning – Long range, Types, Developing capacity alternatives. Overview of MRP, MRP II and ERP. Facility Location – Theories, Steps in Selection, Location Models.

UNIT IV Design of Product, Process and Work Systems

Product Design – Influencing factors, Approaches, Legal, Ethical and Environmental issues.

Process – Planning, Selection, Strategy, Major Decisions. Work Study – Objectives, Procedure. Method Study and Motion Study. Work Measurement and Productivity – Measuring Productivity and Methods to improve productivity.

UNIT V Materials Management

Materials Management – Objectives, Planning, Budgeting and Control. Purchasing – Objectives, Functions, Policies, Vendor rating and Value Analysis. Stores Management – Nature, Layout, Classification and Coding. Inventory – Objectives, Costs and control techniques. Overview of JIT.

REFERENCES

- Richard B Chase, F. Robert Jacobs, Nicholas J Aquilano, Nitin K Agarwa l2006, Operations Management for Competitive Advantage, Published by the McGraw-Hill, India.
- Buffa, Sarin, 2005, 8th edition, MODERN PRODUCTION and OPERATIONS MANAGEMENT, Wiley India (P.) Ltd. New Delhi.
- William J Stevenson (2006), Operations Management, Tata McGraw Hill, 9th Edition.
- Russel and Taylor(2004), Operations Management, Wiley, Fifth Edition, KanishkaBedi, Production and Operations Management, Oxford University Press.

INTRODUCTION TO LOGISTICS MANAGEMENT

Semester - I
22 KBVL103

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Objective:

To learn the need and importance of logistics in the supply Chain Management.

Learning Outcome:

- To enable an efficient method of moving products with optimization of time and cost.
- To create a basic understanding of the concept of logistics and Logistics Management
- To make proficiency in understanding logistics strategies
- To develop the skill of effectively outsourcing logistics
- To understand Integrated Logistics & Quality Customer Service.

Unit I: Logistics: Definition, History and Evolution, Objectives, Elements, activities importance, the work of logistics, Logistics interface with marketing, Retails logistics. Logistics Management: Definition, Evolution of the concept, model, process, activities. Achievement of competitive advantage through logistics framework, Role of logistics management, Integrated Logistics Management.

Unit II: Logistics Strategies: Strategic role of logistics, Definition, Role of logistics managers in strategic decisions; Strategy options: Lean, Agile & other strategies; Designing & implementing logistical strategy; emerging concepts in logistics. Outsourcing Logistics: Reasons, Third party logistics provider, Fourth party Logistics providers (4PL), Stages, Role of logistics providers.

Unit III: Planning and Resourcing: Need for Planning – Fleet management – Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling Vehicle Selection: Types of vehicles – Types of operations – Load types and characteristics –Main types of vehicle body - Implications of vehicle selection – Vehicle acquisition.

Unit IV: 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 Documenting and Information Flow:Advices–Planning–FTL–LTL–Documentation–
RoadReceipts/TruckReceipts/WayBills(RR/LR) Consignment note CMR(EU&Canada) Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals Exceptional Loads (Project Cargo). Legislation: Operator licensing – Driver licensing – Driver's hours regulations

Unit V: Integrated Logistics & Quality Customer Service: Customer service, importance, elements, the order cycle system, distribution channels, Functions performed, Types, designing.

CURRENT Contours:

Logistics Information Systems – Need, Characteristics and Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Reverse Logistics – Scope, design and as a competitive tool - Green Logistics

Reference:

1. David J. Bloomberg, Stephen Lemay, (2015) Logistics 8th edition, Pearson Education Dorling Kindersley; 1st edition
2. Donald J. Bowersox, David J. Closs, M. Bixby Cooper (2004) Logistical Management Tata McGraw Hill Publishing Co. Ltd, New Delhi.
3. Satish C. Ailawadi & Rakesh Singh (2013) Logistics Management, Second Edition edition Prentice-Hall of India Pvt Ltd., New Delhi.
4. Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times)
5. Logistics and Distribution Management: Alan Rushton, Phil Croucher, Peter Baker (CILT)
6. DDU-KAUSHAL, 2016, Logistics Management, School of Skill Development and Entrepreneurship, Institute for Entrepreneurship and Career Development (IECD), Bharathidasan University, Khajamalai Campus, Tiruchirappalli-620023.

OUTBOUND EXPERIENTIAL LEARNING

Semester - I
22 KBVL104

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Objective:

To understand the organizational functioning its structure and this study part will familiarize the students to understand the working of organization, their business, revenue generation etc. in order to get exposed to organizational functioning and culture.

Learning Outcomes:

After successful completion of this course, the students should be able to:

To understand different Organization, their structure, Business their vision, Mission and Objectives of the organization with relevance to the courses exposed in that semester.

- Students will be exposed to outbound experiential learning at Organisation/industries
- Students will be familiarized to gain knowledge on the various Organizational functioning of different department

COMPUTER APPLICATION IN BUSINESS –LAB 1

Semester - I
22 KBVL105

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0 0 6 6

OBJECTIVES:

- Learn the purpose and business uses for word processing and become familiar with word processing terminology.
- Use Microsoft Office 2010 to produce business letters, reports, tables, newsletters, resumes, form letters, Web pages, master documents, and online forms.
- Improve keying speed and accuracy.

LEARNING OUTCOMES:

Upon successful completion of this course, the students will be able to:

- Produce and format business documents using headers, footers, watermarks, and newspaper columns in order to customize documents.
- Acquire knowledge and facility in using advanced word processing features such as workgroup editing, creating and importing worksheets, and using charts and forms.
- Design and format documents that involve features, such as graphics, special characters, and document borders.
- Prepare documents using macros and create macro templates.
- Develop documentation using macros and create macro templates.
- Develop documentation using mail merge, sort lists, and sort records to be merged.
- Generate reference documents using bookmarks, cross-referencing and indexing.
- Manage files by creating subdirectories, using document summary information, and protecting documents.

LIST OF EXPERIMENTS:

1. Create a document and
 - a. Put Bullets and Numbers
 - b. Apply various Font parameters.
 - c. Apply Left, Right, and Centre alignments.
 - d. Apply hyperlinks
 - e. Insert pictures
 - f. Insert ClipArt
 - g. Show the use of WordArt
 - h. Add Borders and Shading

- i. Show the use of Find and Replace.
 - j. Apply header/footers
2. *Create any document and show the difference between paste and paste special.*
3. Create a document to show the use of Washout/Watermark.
4. Create a student table and do the following:
 - a. Insert new row and fill data
 - b. Delete any existing row
 - c. Resize rows and columns
 - d. Apply border and shading
 - e. Apply merging/splitting of cells
 - f. Apply sort
5. Create personal letter
6. Create company letter head
7. Create a memo
8. Create a resume
9. Create greeting card
10. Create a cover page of a project cover
11. Create a mail merge letter

ENVIRONMENTAL STUDIES

Semester II
22KHSC201

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Objective:

- This subject mainly aims to equip the student about the Environmental issues and prepares the students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective.

Learning Outcomes:

On completion of the course, students should be able to:

- To understand the core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
- To appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- To appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.

Unit: 1

The Multidisciplinary nature of environmental studies Definition, scope and importance. Need for public awareness

Unit: 2

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit: 3 Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit: 5 Environmental Pollution

Definition Causes, effects and control measures of :

a. Air Pollution b. Water Pollution c. Soil Pollution d. Marine Pollution e. Noise pollution f. Thermal Pollution g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides.
- Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

Unit: 7 Human Populations and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.

2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt Ltd, Ahmedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani E & Hepworth, M.T. 2001.
6. De A.K. Environmental Chemistry, Wiley Eastern Ltd
7. Down to Earth, Centre for Science and Environment (R)
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford University, Press 473p.
9. Hawkins, R.E. Encyclopedia of India Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press 1140 p.

ORGANISATIONAL BEHAVIOUR

Semester II
22 KBVL201

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Objectives

1. The main objective of studying Organizational Behavior is to understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals.

Learning Outcomes:

- The objective of the course is to provide the students with the conceptual framework and the theories underlying Organizational Behaviour.
- To develop an understanding of the individuals and groups behavior inside organizations should further enhance the students skills in understanding and appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations.
- Organizational Behavior deals with the application of management skills applied to individual as well as group of persons. It also helps in team work and understanding group dynamics and leads to leadership and motivation

Unit – I:

Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

Unit – II:

Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory

Unit – III:

Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

Unit – IV:

Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

Unit – V:

Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

Suggested Readings:

1. Bennis, W.G.; Organization Development
2. Breech Islwar ; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational

BUSINESS ACCOUNTING

Semester II
22 KBVL202

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4 0 0 4

Objective:

Introduces students to the world of accounting and assumes no prior knowledge of the subject area. It will be demonstrated how a practical understanding and interpretation of accounting reports and other accounting tools can improve decision-making and add value for company stakeholders

Learning Outcome

- ✓ Would have developed an appreciation of the role of accounting within business.
- ✓ will be able to prepare basic financial statements.
- ✓ will be able to perform basic analyses of the financial statements of a corporation.

Unit – I

Introduction of Accounting: Origin, Meaning, Definition, Need, Importance, Functions, Limitations, Accounting principles, Generally accepted accounting principles, Accounting equation, Double entry system.

Unit – II

Recording Transactions: Journal, Ledger, Trial Balance, Cash Book (single column, double column and three column), Bank Reconciliation Statement.

Unit – III

Accounting for Depreciation: Meaning, Importance, Methods of providing depreciation (straight line, diminishing, annuity), Reserves and Provisions.

Unit – IV

Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet.

Unit – V

Bill of Exchange: Meaning – Definition – Importance, Promissory Note – Recording bill transaction (honoring, dishonoring, discounting).

Books for Reference:

1. Business Accounting - Jain and Nrang
2. Advanced Accounting - Jain and Nrang

WAREHOUSE AND INVENTORY MANAGEMENT

Semester II
22 KBVL203

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Objective:

This course offers an overview of the structure and management of the physical distribution system. Course content includes warehousing, order processing, packaging, inventory control, physical location analysis, classifications and material handling.

Course outcomes:

The student will be able to gain

- knowledge of warehousing
- overview of warehouse management systems
- basic understanding of inventory management

- a preliminary understanding of ABC inventory control
- proficiency in analyzing performance measures of Material Handling Systems

Unit I: Introduction to Warehousing: Concept, Decision making, Operations, Need for warehousing, Issues affecting warehousing, Various warehousing facilities, Different types of ware houses, Characteristics of ideal ware houses.

Unit II: Warehouse Management Systems: Introduction, necessity of WMS, Logics of determining locations and sequences, Independent demand systems, Uncertainties in material management systems, Dependent demand systems, Distribution resource planning.

Unit III: The Principles and Performance Measures of Material Handling Systems: Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

Unit IV : Introduction to Inventory Management: Role in supply chain – Role in competitive strategy - Role of inventory – Functions of inventory - Types of inventory – WIP inventory – Finished goods inventory – MRO inventories – Cost of inventories - Need to hold inventory. Selective Inventory Control Techniques: ABC Inventory Control: Managing inventories by ABC – Multi – echelon inventory systems - Managing inventory in multi echelon networks – Managing inventory in single echelon networks. Various approaches – Distribution approaches – The true multi echelon approach. : Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques

Unit V: Manufacturing Planning(MRP-II): Just in Time(JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency. Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks – Types of Stocks – Tracking the Paper Life.

Books for Reference: 1. Martin Christopher. Logistics and Supply Chain Management. Pearson Raghuram G. Logistics and Supply Chain Management. Mac Millan

Reference: • Gopalakrishna, P. and Shandilya M.S. (2013) Stores Management and Logistics. S. Chand & Co. • Martin Christopher (2003) Logistics – The Strategic Issues, Chapman & Hall. • Martin Christopher (2016) Logistics and Supply Chain Management. Pearson education. • Raghuram G. (2015) Logistics and Supply Chain Management. MacMillan.

Books for Reference: 1. Bose & D Chandra. Inventory Management. 1st nd Edition. 2. Sridhara Bhat. Inventory Management. 2 Edition. st 3. Bose & D Chandra. Inventory Management. 1 Edition

Reference:

1. Martin Christopher. Logistics and Supply Chain Management. Pearson
2. Raghuram G. Logistics and Supply Chain Management. Mac Millan

COMPUTER APPLICATION IN BUSINESS –LAB II

Semester - II
22 KBVL204

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Objectives:

- Office tools course would enable the students in crafting professional excel spread sheets, power point presentations using the Microsoft suite of office tools.
- To familiarize the students in preparation of documents and presentations with office automation tools.

Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- To perform documentation
- To perform accounting operations
- To perform presentation skills

List of Experiments:**Ms EXCEL:**

1. Formulas & built in functions.
2. Data Sorting
3. Create a worksheet with 4 columns, enter 10 records and find the sum of all columns .
4. Create a report containing the pay details of the employee.
5. Create a student result sheet.
6. Create a simple bar chart to highlight the sales of a company for 3 different periods.
7. Create a pie chart for a sample data and give legends.
8. Generation of Electricity bill.

Ms Power Point:

1. Make a presentation of College Education System using
 - a. Blank Presentation
 - b. From Design Template
 - c. From Auto Content Wizard
2. Make a presentation on “Nature” and apply the following:
 - a. Add audio and video effects
 - b. Apply various Color Schemes
 - c. Apply various animation schemes.
 - d. Apply Slide Show
3. Graphs for Mark List
4. Invitation Preparation

Ms Access:

1. Create simple table for result processing
2. Create a form to update modify the result processing table
3. Create a worksheet importing data from database and calculate sum of all the columns.

INDUSTRIAL TRAINING-1

Semester - II
22 KBVL205

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Industrial Training**Learning Objective:**

Industrial Training in Logistics & Supply Chain Management concerned with the efficient flow of materials, products, and information within and among organizations.

Supply chain management involves the integration of business processes across organizations, from material sources and suppliers through manufacturing and processing to the final customer.

The program provides students with the core knowledge related to a wide variety of logistics and supply chain activities, including demand planning, manufacturing planning and control, purchasing, transportation management, warehouse management, inventory control, material handling, product and service support, information technology, and strategic supply chain management. The Industry Training program takes a balanced approach to Logistics and Supply chain education. This training builds an understanding of how logistics and supply chain management are applied in various

stages through interactions with different retail, production and manufacturing industrial experts.

Objectives

- a) To develop an understanding the basic concepts and role of Management related activities in the Logistics sector.
- b) To understand how Warehouse and Inventory Management play an important role in redefining value chain excellence of Firms.
- c) To develop analytical and critical understanding & skills for planning, designing and operations Management in the Logistics and its related fields.
- d) To understand, appraise and integrate various management strategies.

Outcomes On completion of the Training,

Students will be able to:

- 1. Understand the fundamentals of elements and functions of Warehouse and Inventory Management, role of working professionals and demand forecasting.
- 2. To apply various techniques of inventory management and their practical situations.
- 3. Analyse how supply chain decisions related to facility location can be applied to various industries and designing the Logistics and Supply Chain Management.

BUSINESS ECONOMICS

Semester – III
22 KBVL301

L T P C
4 0 0 4

LEARNING OBJECTIVE:

To expose students of Logistics and Supply Chain Management to basic Micro Economics Concepts and inculcate and the analytical approach to the subject matter.

LEARNING OUTCOMES:

- To stimulate the student's interest by showing the relievability and use of various economic theories.
- To apply economic reasoning to problems of business.
- To understand the concept of demand and supply
- To know the factors of production and economics of large scale production.
- To understand the concept of pricing under perfect and monopolistic competition
- To learn fiscal policy of the Government

UNIT – I 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 – II 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.

UNIT – III 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 & Monopolistic competition - Types of supply curves.

UNIT – IV 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.

UNIT – V 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.

UNIT - VI Current Contours (For Continuous Internal Assessment Only): Recent Trends, assignments and Seminars, 14

REFERENCE BOOK : 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

TOTAL QUALITY MANAGEMENT

Semester III
22 KBVL302

L T P C
4 0 0 4

Objectives:

To enable the students to understand the principles, practices and application in Total Quality Management and Concepts.

Learning Outcomes:

- ✓ Enable the students to understand the principles, practices and application in Total Quality Management and Concepts.

UNIT I : 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 Crosby – Barriers to TQM – Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention.

UNIT II TQM Principles- 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.

UNIT III TQM Tools And Techniques I- 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.- Statistical Process Control- Central Tendency, Normal curve, Control charts,

UNIT IV TQM Tools And Techniques II- Quality Circles – Cost of Quality – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM – Concepts, improvement needs – Performance measures. Six Sigma

UNIT V Quality Management System- Introduction— Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems -Benefits of ISO Registration—ISO 9001 Requirements—Implementation—Documentation—Internal Audits-EMS- Introduction—ISO 14000 Series Standards

REFERENCES:

1. Dale H.Besterfield, Carol B.Michna,Glen H. Besterfield,Mary B.Sacre,Hemant Urdhwareshe and Rashmi Urdhwareshe, —Total Quality Management, Pearson Education Asia, Revised Third Edition, Indian Reprint, Sixth Impression, 2013
2. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
3. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.
4. Suganthi.L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd., 2006.
5. ISO9001-2015 standards

MERCANTILE LAW

Semester - III
22 KBVL303

L T P C
4 0 0 4

Objective

To enable the students to understand the Business laws and the Acts. To provide the brief idea about the frame work of Indian Business Laws. To orient students, about the legal aspects of business.

Learning Outcomes

- This course helps to understanding the different laws for different business entities.
- The students also learn to operate the business without the difficulties of ignorance

UNIT I : Introduction to Business Law: Introduction to Business Law - Meaning and Philosophy of Law - Objectives of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India - Meaning and Sources - Business Law.

UNIT II : The Companies Act: Company - Definition, Meaning, Features and Types of companies-Incorporation of a company - Memorandum of Association, Articles of Association and Prospectus-

UNIT III: Law of Agency: Modes creation-Agency by Ratification-sub –Agent and Substituted Agency Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

UNIT IV: Sales of Goods Act: Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

UNIT V: Partnership: Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership..

REFERENCES

- M C Kuchhal, Business Law 2013, 4th Edition, Vikas Publishing House, New Delhi.
- S.S.Gulshan, G.K.Kapoor, Business Law including Company Law 2010, - New Age International Publishers, New Delhi .
- Kapoor N.D (2013) Business Law; Sultan Chand & Sons, New Delhi.
- DDU-KAUSHAL, 2016, Business Law , School of Skill Development and Entrepreneurship, Institute for Entrepreneurship and Career Development (IECD), Bharathidasan University, Khajamalai Campus, Tiruchirappalli-620023.

SUPPLY CHAIN MANAGEMENT

Semester - III
22 KBVL304

L T P C
4 0 0 4

Objective

To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

Learning Outcomes

The student will be able to gain

- To gain basic understanding of supply chain management
- To knowledge of supply management systems
- To have in-depth understanding of cross functional teams and supply management, information sharing
- To create proficiency in quality management concepts

Unit I: Definition: Supply Chain Management: The four phases of supply management.). Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs. Supply Chain Integrates: Push, Pull Strategies, Demand Driven Strategies, Impact on Grocery Industry, Retail Industry, and Distribution Strategies

Unit II Key Supply Chain Business Processes: Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

Unit III Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

Unit IV Forecasting Systems Design: Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Supply Chain Coordination and Integration: Role of IT, Impact of Internet and EBusiness – IT enabled SCM, Future of SCM.

Unit V Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

Books for Reference:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

GOODS AND SERVICES TAX

Semester - III
22 KBVL305

L T P C
4 0 0 4

Objective: To provide students with a working knowledge of principles and provisions of GST and Customs Law

Learning Outcome:

- ✓ Understand the principles underlying the Indirect Taxation Statutes (with reference to Goods and Services Tax Act, Customs Act).
- ✓ Compute the assessable value of transactions related to goods and services for levy and determination of duty liability.
- ✓ Identify and analyse the procedural aspects under different applicable statutes related to indirect taxation.

Unit I: Introduction

Objective and basic scheme of GST, Meaning – Salient features of GST- Subsuming of taxes- Benefits of implementing GST- Constitutional amendments- Structure of GST (Dual Mode)- Central GST-State, Union Territory GST- Integrated GST- GST Council Structure, Powers and functions. Provisions for amendments.

Unit II: Levy and collection of GST

Taxable event- “Supply” of Goods and Services; Place of Supply: Within state, Interstate, Import and Export; Time of supply; Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services: Composite and Mixed Supplies.

Unit III: Input Tax Credit

Eligible and Ineligible Input Tax Credit; Apportionments of Credit and Blocked Credits; Tax Credit in respect of Capital Goods; Recovery of Excess Tax Credit; Availability of Tax Credit in special circumstances; Transfer of Input Credit (Input Service Distribution); Payment of Taxes; Refund; Doctrine of unjust enrichment; TDS, TCS. Reverse Charge Mechanism, Job work.

Unit IV: Procedures

Tax Invoice, Credit and Debit Notes, Returns, Audit in GST, Assessment: Self-Assessment, Summary and Scrutiny.

Unit V: Special Provisions & Customs Law

Taxability of E-Commerce, Anti-Profititeering, Avoidance of dual control, E-way bills, zero-rated supply, Offences and Penalties, Appeals. Basic Concepts, Territorial Waters, High Seas, Types of Custom Duties, Valuation, Baggage Rules & Exemptions.

Note: In case of any subsequent notifications/amendments regarding GST or customs law by the government, the syllabus would be updated accordingly.

OUTBOUND EXPERIENTIAL LEARNING-2

Semester - III
22 KBVL306

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0 0 6 6

Objective:

To understand the importance of Quality in both Service and Manufacturing sector and familiarize the practices of Quality management systems in the Organization.

Learning Outcomes:

After successful completion of this course, the students should be able to:

To understand practical aspects of Quality and its Management in service and Manufacturing organization.

- To enable the students understand the quality principles and their management at appropriate industry/industries for a minimum of 3 weeks and a maximum of 4 weeks during the semester period.
- To enable students to gain hands-on-experience in the quality aspects of the business and to embed the knowledge of quality culture within the minds of the students.
- To enable the students to gains hands on experience on specific job roles related to various functioning of Quality.

ENTERPRISE RESOURCE PLANNING LAB I

Semester - III

L T P C

22 KBVL307

0 0 6 6

Objectives:

- 1) To educate the students about the usefulness/importance of Tally ERP-9 software for simplifying the accounting methods & procedures.
- 2) To train the students to create/load the company, group, security control, back-up etc.
- 3) To impart practical training on this software so that the students could apply its various aspect in their day to day business/professional activities.

Learning Outcomes:

1. After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9
2. Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software
3. Students do possess required skill and can also be employed as Tally data entry operator.

List of Experiments:

Unit-1(Theory)

Fundamental of accounts, Accounting concepts, Need, Importance of accounts, Book keeping, Type Accounts, Rules of accounts, Journal entries, Computerized accounting, Single entry system, Double entry

accounting system, Computerized accounting and manual accounting, Tally features-F11, F12.

Unit-2

Tally – Versions – Accounting Package Advantages, Importance of Tally Maintenance of accounts, Company creation, (Company info) Company Alteration and deletion, Select company, Group of company, Security control, Tally value Password, change Tally value password, Backup and Restore, Multi lingual Languages. Masters – (Accounting Master) Group- Nature of Group, Sup group, Main group, Ledger groups, Voucher Types

Unit- 3

Accounting Vouchers – Contra, Payment, Receipt, Journal, Sales, Purchase, Debit note, Credit note, Invoice formatting, Including VAT Taxes, Accounting Reports- Bills Wise, Batch wise details.

Unit- 4

Inventory- Master- Stock category, Groups. Godowns, Stock items, Units- Simple- Compound, Bill of Material, Standard Rate, Stock summary, Stock valuation Methods.

Unit- 5

Order Processing, Purchase order, Sales order, Receipt note, Delivery note, Rejection in, Rejection out, Debt note, Credit note, (invoice format), Transfer of Material- Manufacturing Journal.

Note: As and when the ERP module version updates, the syllabus updation should also happen .

MARKETING MANAGEMENT

Semester - IV
22KBVL401

L T P C
4 0 0 4

Course Objective:

To familiarize the students to understand the basics of marketing and sales pertaining to Supply Chain Management.

Learning Outcomes:

The student will be able to gain

- To create basic understanding of marketing concepts

- To develop knowledge of marketing mix strategies
- To embed in-depth understanding of pricing, policies and promotion

Unit I: Introduction: Meaning and definition of different marketing concepts, functions of marketing, environmental factors, market segmentation, buying motive and process, consumer and customer, Factors affecting consumer behavior, Marketing Plan;

UNIT II: Marketing Mix Strategies: meaning, product, product mix, product life cycle, importance of branding, packaging and labeling.

Unit III : Marketing Channels, their Structure; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

Unit IV: Pricing: Pricing policies, objectives, factors influencing pricing decisions, different pricing strategies: skimming, penetration. Market structure, channel of distribution and its importance; Promotion: Advertising, objectives and functions, types of advertising, personal selling and direct marketing, Sales Promotion

Unit V: Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management.

UNIT VI: Current Trends: Digital marketing: concept, importance, techniques. Facebook, LinkedIn and Twitter, Google Adwords, Google Plus, Search Engine Optimization (SEO), YouTube and Video Marketing, Affiliate Marketing & Google AdSense, E-mail Marketing, Lead Generation & Marketing Automation, Google Analytics and Webmaster Tool, Case Studies.

Reference:

1. Bhattacharjee C. (2006) Service Marketing, Excel Books, New Delhi.
2. Kotler Philip and Gray Armstrong (2016) Principles of Marketing, Prentice Hall, New Delhi. 51 B. Voc (Retail and Logistics Management)
3. Parry E. Mark (2005) Strategic Marketing Management, Tata McGraw Hill, New Delhi 2005
4. Rajan Saxena (2009) Marketing Management, Tata McGraw-Hill, New Delhi.
5. Sharma Kapil (2006) Marketing Management, Global India Publication Pvt. Ltd., New Delhi.

BASIC STATISTICS FOR MANAGEMENT

Semester - IV
22KBVL402

L T P C
4 0 0 4

Course Objective:

To enable the student to gain understanding of statistical technique as applicable to business and to acquaint students with the technique of statistical measures and analysis and uses in business

Learning Outcome

By the end of this course, students will be able to:

- Plot and analyze functions to model Research problems.
- Describe data with graphical, tabular, and quantitative summaries.
- To Interpret data easily with essential statistical tools.
- Use probability models for business applications and analyze environments with uncertainty.
- Estimate and infer some characteristics of a population by analyzing a sample.
- Think critically about quantitative information.

UNIT I

Introduction – Meaning - definition - functions - scope - uses - advantages and limitations – relationship with other subjects

UNIT II

Types of data - Primary data - Secondary data - Reliability of secondary data - Collection-classification tabulation -presentation of data.

UNIT III

Measures of central tendency - Meaning and uses of mean - median - mode - geometric mean harmonic mean - weighted average - combined mean - merits - demerits computations Dispersion - meaning – objects of measuring range – inter quartile range - mean - deviation standard deviation and quartile deviation - skewness.

UNIT IV

Correlation and regression analysis - meaning - definition - Methods of correlation – kaarl pearsons co-efficient of correlations - spears man rank correlations - concurrent deviation - probable error – Simple Regression analysis - regressions line - regression equations - algebraic methods and their applications in business.

UNIT V

Probability - fundamentals of permutations and combinations - probability - theorems - addition theorem- multiplication theorem - conditional – random variables - probability distribution - binomial - Poisson -normal distribution.

Reference:

1. Gupta.S.P. Statistical Methods, Sultan Chand & Sons, New Delhi.
2. Elhance.D.L .Fundamentals of Statistics, KitabMahal, Allahabad.
3. Gupta.B.N. Statistics - Theory and Practice, Sahitya Bhawan Publications, Agra.

4. Sanchetti D.C and Kapoor V.K. Statistics - Theory, Methods and Application, Sultan Chand & Sons, New Delhi.
5. Nabendu Pal and Haded Sarkar S.A. Statistics - Concept and Application, PHI, New Delhi.
6. Agarwal B.M. Business Mathematics and Statistics, Ane Books Pvt.Ltd, New Delhi.

RETAIL MANAGEMENT

Semester - IV
22KBVL403

L T P C
4 0 0 4

Objective:

- Retail Management teaches the students different principles related to retailing and retail operations. These principles include buying, financing, merchandising, inventory control, marketing, personnel, and operations.
- It also inculcate how retail outlets are maintained and how commodities reach customers from these retail stores.
- It includes the steps of attracting the customers to the store, then selling the products to the customers according to their needs and wants. This process is timesaving, and the outcome as customer satisfaction is achieved at the same time

Learning Outcomes:

- To manage the retail chains and understand the retail customer's behavior
- The students should learnt the Retail Management not only involves the management of retail outlets.
- It also the management of the brand image, maintaining relationships with the customers, the sales management, keep a check on the orders at the retail outlet, managing the merchandise, they directly interact with the customers and the stocks/inventory are supervised and ordered from time to time.

Unit – I

Introduction to Retailing

Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit-II

Retail Purchasing and Pricing: Purchase Management

Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit-III

Retail Marketing and Promotion

Nature and scope:-relationship marketing, market strategies, retail research
Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behavior

Unit – IV

Retail Promotion Mix

Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

Unit – V

Information System in Retailing

Acquiring and using information strategies, technology in retail, information sources, retail information system.

Reference Books

1. Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage
2. Learning Retail Management, Chetanbajaj,RajnishTuli, Nidhi V. Srivastava, Oxford
3. Introduction to Retailing, Lusch, Dunne and Carver, Cengage
4. Learning Retail management ,Suja Nair, Himalaya Publishing Home Retail Management, N.K.Sahni and Mani Parti, Kalyani Publishers
5. Retail Management, Gibson G. Vedamani, Jaico

E-COMMERCE

Semester - IV
22KBVL404

L T P C
3 0 0 3

Objective:

This subject mainly dealt the basic concepts of e-business and e-commerce, including presentation and discussion of the strategies and technologies involved. It discusses basic concepts of e-commerce, discusses and explains theoretical and practical issues of conducting business over the internet and the Web, and presents methods for evaluating user needs.

Learning Outcomes:

The student will be able to gain

- To create an in-depth understanding of various aspects of e-commerce
- To make understanding of different available e-commerce technologies
- To develop proficiency in existence and operations of electronic payment systems
- To make comprehensive understanding of e-marketing, with special reference to growth in India a basic knowledge of e-security

Unit I: Introduction to E-Commerce: Meaning and concept of E-Commerce; History of ECommerce; Traditional Commerce and E-Commerce; Different types of E-Commerce – B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage of ECommerce – organization, Consumer, Society; E-Business and E-Commerce; Value Chain in E-Business.

UNIT II Technology for Online Business: Internet, IT Infrastructure, Mechanism of Making Payment Through Internet, Electronic Payment Systems, Payment Gateways, Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector Tools for Promoting Website, Laws Relating to Online Transactions

Unit III: Electronic Payment System: Transaction through Internet, Requirements of EPayment System, Post Paid Payment System, Credit Card Solutions, Cyber Cash Internal Cheques, Instant Paid Payment System, Debit Card, Prepaid Payment System, Electronic Cash, Digi Cash, Net Cash, Cyber Cash, Smart Cards.

Unit IV: E-Marketing: Concept of E- Marketing, 4Ps of E-Marketing, Traditional Marketing v/s E-Marketing, Advantages of E-Marketing, Status of E-Marketing in India.

Unit V: E-Security: Security in E-commerce, Digital Signatures, Network Security, Data Encryption. Areas of Internet Security, Security Threats, Security Breach Avoidance, Defection and Recovery, Confidentiality and Integrity, Electronic Signature, Access Control, Authentication Precaution for Secure E-Commerce.

References:

1. Agarwala, K.N. and D. Agarwala (2000) Business on the Net : What's and How's of ECommerce , Laxmi Publications.
2. James A. O'Brien, George M. Marakas (2010) Management Information Systems, Global 10th Edition, TMH.
3. Ravi Kalkota (2002) Frontiers of E-Commerce, Pearson.
4. Sundeep Oberoi, E-security and you (2001) Electronic authentication and information systems security: the IT Act, 2000 explained, Tata McGraw Hill Pub.
5. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi

ENTERPRISE RESOURCE PLANNING LAB II

Semester IV
22KBVL405

L T P C
0 0 6 6

Objectives:

It is designed to enable the students to learn the basics of accountancy, different types of business organization and various financial accounting, inventory and report generating features of the Tally accounting software applicable to each type of business organizations.

Learning Outcomes:

- Upon successful completion of this course, students will be able to :
- Able to learn the Ledgers-All accounting voucher types.

- Understand to prepaid Profit & Loss account, Ratio analysis Trial Balance.- Accounts books.
- Apply the process of Stock Items-All inventory voucher types.

List of Experiments:

Unit- 1

Bank Reconciliation Statement – Pass book, Cash book, Deposit, withdraw details, Single column cash book, Debt, Double column, cash book.

Unit- 2

Currencies, Budget- Definition, Types, Interest Calculation, Simple, Compound interest, Adjustable Voucher, Payment, Receipt, Voucher class.

Unit- 3

Cost centre, Cost categories, Job cost, Contract costing, Additional concept of purchase, Distribution of expenses.

Unit-4

Price list – Whole Seller – Retailer, Separate Discount column, Payroll Preparation.

Unit- 5

Memorandum voucher, Postdated voucher, Physical Stock, Reversing Journal.

INDUSTRIAL TRAINING-2

Semester - IV
22KBVL406

L T P C
0 0 10 10

Learning Objective:

Industrial Training in Logistics & Supply Chain Management concerned with the efficient flow of materials, products, and information within and among organizations.

Supply chain management involves the integration of business processes across organizations, from material sources and suppliers through manufacturing and processing to the final customer.

The program provides students with the core knowledge related to a wide variety of logistics and supply chain activities, including demand planning, manufacturing planning and control, purchasing, transportation management, warehouse management, inventory control, material handling, product and service support, information technology, and strategic supply chain management. The Industry Training program takes a balanced approach to Logistics and Supply chain education. This training builds

an understanding of how logistics and supply chain management are applied in various stages through interactions with different retail, production and manufacturing industrial experts.

Objectives

- a) To develop an understanding the basic concepts and role of Management related activities in the Logistics sector.
- b) To understand how Warehouse and Inventory Management play an important role in redefining value chain excellence of Firms.
- c) To develop analytical and critical understanding & skills for planning, designing and operations Management in the Logistics and its related fields.
- d) To understand, appraise and integrate various management strategies.

Outcomes On completion of the Training,

Students will be able to:

- 1. Understand the fundamentals of elements and functions of Warehouse and Inventory Management, role of working professionals and demand forecasting.
- 2. To apply various techniques of inventory management and their practical situations.
- 3. Analyse how supply chain decisions related to facility location can be applied to various industries and designing the Logistics and Supply Chain Management.

SOFT SKILLS DEVELOPMENT

Semester - V
22KHSC501

L T P C
2 0 0 2

Objective:

The course mainly focuses on the Soft Skills (a vital portion of an individual's personality) is an intangible idea in which the qualities like attitude, ability, integrity, reliability, positivity, flexibility, dependability, punctuality, management, cooperation, habits and practices are combined proficiently to capitalize on a person's work efficacy.

Course outcomes:

On completion of the course, students should be able to:

- To help the students understand interpersonal skills.
- To support them in building interpersonal skills.
- To better the ability to work with others.

- After studying this subject, the students can also get the following spirit: Teamwork, Problem-solving, Communication, Analytical ability, Strong work ethic

UNIT I Personal Skills

Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

UNIT II Social Skills

Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving.

UNIT III Personality Development

Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

UNIT IV Presentation skills

Group discussion- mock Group Discussion using video recording - public speaking.

Unit III: Presentation Skills: Soft skills for academic presentations - effective communication skills – structuring the presentation - choosing appropriate medium – flip charts – OHP – Power Point presentation – clarity and brevity - interaction and persuasion.

*Compulsory activity: PowerPoint presentations to be conducted by each student in class

Activities: a) Formatting personal and business letters. b) Organising the details in a sequential order c) Converting a biographical note into a sequenced resume or vice-versa d) Ordering and sub-dividing the contents while making notes. e) Writing notices for circulation/ boards. Compulsory activity: Each student should create a blog and/or profile in LinkedIn.

UNIT V Professional skills

Organisational skills- team work- business and technical correspondence- job oriented skills-professional etiquettes.

Books for Reference:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication

HUMAN RESOURCE MANAGEMENT

Semester - V
22KBVLE01

L T P C
4 0 0 4

Objective:

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.

Course outcomes:

The student will be able to gain

- To create basic understanding of human resource management in L&SCM operations
- To develop the knowledge of organisation structures and design
- To infuse in-depth understanding of planning processes and procurement of human resources
- To make proficiency in managing internal mobility and training of human resources
- To have comprehensive knowledge of compensation systems, challenges of managing employees.

Unit I: Introduction to Human Resource in retail and logistic operations: Evolution, Importance, Scope, functions, Long Run and Short Run Objectives.

Unit II: Planning for Human Resource, Organizational charts, Design for specific needs. Job analysis,

Unit III: Process of job analysis, Job specification, Methods of job analysis, Recruitment & selection.

Unit IV: Placement, Induction, socialization, Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Motivation of human resource.

Unit V: Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Absenteeism & Employee turnover, Labour participation in management. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Almas Sultana (2014) Human Resource Management in Organized Retail Industry in India, Global Journal of Finance and Management.
- Aswathappa K. (2005) Human Resource and Personnel Management Tata McGraw-Hill Education.
- Bhatla Neeta, Krishan Kant Pandey (2014) The impact of HR issues in retail sector in emerging market, IOSR Journal of Business and Management.
- Michael Levy and Barton Weitz (2007) Retailing Management, Mc Graw Hill, Irwin.
- Dwivedi R.S (2009) Human Resource in Indian Organisation, Vikas Publishing House.

CUSTOMER RELATIONSHIP MANAGEMENT IN LOGISTICS AND SUPPLY CHAIN INDUSTRY

Semester - V
22KBVLE02

L T P C
4 0 0 4

Objective:

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.

Course outcomes:

The student will be able to gain

- fundamental understanding of customer and customer relationship management (CRM)
- perspective on business intelligence and application service providers
- ability to analyze Sales force automation and its implication for CRM
- proficiency in skills evaluate CRM
- skills involved in implementation of CRM

Unit I: 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.

Unit II: 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.

Unit III: 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.

Unit IV: 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.

Unit V: 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

References:

- Kumar V. & Werner J. (2008) Customer relationship management, Willey India. 42 B. Voc (Retail and Logistics Management)
- Mukherjee Kaushik (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.
- Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.

COURIER, EXPRESS & PARCEL SERVICES

Semester - V
22KBVL501

L T P C
4 0 0 4

Course objective:

- This subject mainly dealt the basic concepts of Courier Management, its functioning and operation of courier industry. It discusses basic concepts of courier, courier booking methods, and tariffs, Documentation procedures, IATA regulations

Course outcomes: On completion of the course, students should be able to:

- To understand the working concept of Courier Management.
- To understand the Courier Booking methods and tariff
- To effectively plan for route optimization and selection modes.
- To understand about the export import documentation procedures

UNIT I Concept of courier logistic sector-organization structure, functions/activities, Types of consignments for shipment -Information on labels and handling instructions -consignee locations-consignments and destinations-consignment shipment operations – (loading, handling, scheduling and documentation) -Special instructions for safe handling of fragile consignments

UNIT II: Customer declarations – verification of customer declarations and consignment package -Clarification procedure in case of discrepancies noticed - Generation of bill of lading / shipping bill for export consignments – Coordination for import/export consignments clearance

UNIT III: Hub-Spoke Operations & Inbound and Outbound activities: Introduction – Hub spoke activities inbound and outbound activities. Types of consignments coming in the hub-spoke -layout of the hub-spoke -Areas to receive, sort and inspect - Documentation activities in hub-spoke -Inspection process of inbound sorted and outbound consignments

UNIT IV: Tracking and tracing; AWB –essential time of arrival delivery -Last mile delivery – LMD -First mile delivery

UNIT V: Customer satisfaction-quality, delivery time, costs (shortest cost, loss prevention) -Weighment rate, cube scan –diversions/LBW/Volumetric density of cargo

Text & Reference Books: 1. Course Material Prepared by LSC 2. Logistics and Supply chain management – Martin Christopher 3. Basics of Distribution Management; A Logistical Approach Prentice HALL of India -Kapoor Sathish 4. Ware house management and Inventory control -Vikas Publication House

AIR CARGO LOGISTICS MANAGEMENT

Semester - V
22KBVL502

L T P C
4 0 0 4

Objective:

- This subject mainly dealt the basic concepts of Air Cargo Logistics, its functioning and operation in Airline industry. It discusses basic concepts of Airline functioning with relevance to air cargo operations, its economic and marketing perspectives, documentation procedures, IATA regulations

Learning Outcomes:

On completion of the course, students should be able to:

- To understand the concept of Air Cargo Management.
- To understand the economies involved in Air cargo business.
- To carryout documentation formalities involved in Air cargo.

Unit I: 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.

Unit II: Introduction to Airline Industry: History – Regulatory bodies – navigation systems – air transport system – functions – customers – standardization - management – airside – terminal area –landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting– issues and challenges – industry regulations – future of the industry.

Unit III: Airline marketing and customer service standardization in logistics– airfreight exports and imports–sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, futuretrends.

Unit IV: 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 hazardous goods.

Unit V: Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance. Books for

Reference:

1. Simon Taylor, Air transport logistics, Hampton
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6. John Walter Wood, Airports: Some elements of design and futuredevelopments.
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OUTBOUND EXPERIENTIAL LEARNING-3

Semester – V
22KBVL503

L T P C
0 0 6 6

Objective:

To understand the organizational functioning its structure and this study part will familiarize the students to understand the working of organization, their business ,revenue generation etc. in order to get exposed to organizational functioning and culture.

Learning Outcomes:

After successful completion of this course, the students should be able to:

To understand different Organization, their structure, Business their vision, Mission and Objectives of the organization with relevance to the courses exposed in that semester.

- Students will be exposed to outbound experiential learning at Organization/industries
- Students will be familiarized to gain knowledge on the various Organizational functioning of different departments.

ENTERPRISE RESOURCE PLANNING LAB III

Semester - V
22KBVL504

L T P C
0 0 6 6

Objectives:

To make the students proficient towards creating the accounting records and extract the financial statements and other statements related to inventory management, depreciation accounting and VAT procedure and records.

Learning Outcomes:

- ✓ Understand the financial statement and analysis
- ✓ Students will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

List of Experiments:**Unit-1**

Introduction of Tax- Previous year, kinds of tax, - Direct, Indirect, Assesses, Importance of tax, various taxes, Used in India, Assessment year.

Unit-2

VAT- Meaning, Classification of VAT, VAT Adjustable, goods return, VAT Payable, VAT Annexure forms, Report.

Unit- 3

FBT- Meaning, Excise Traders, Benefits, list of organization, FBT applicable for the various expenses, Report.

Unit- 4

TDS- Meaning, Deductions, deductees, Nature of expenses for TDS Applicable, Reports.

Unit- 5

POS,TCS- Meaning, Application of TCS, Service Tax and its application, Export, Import, Print facilities

GENDER STUDIES

Semester VI

22KHSC601

L T P C

2 0 0 2

Objectives

- To make boys and girls aware of each others strengths and Weakness.
- To develop sensitivity towards both genders in order to lead an ethically enriched life.
- To promote attitudinal change towards a gender balanced ambience and women empowerment.

Unit I Concepts of Gender

Sex – Gender – Biological Determinism – Patriarchy – Feminism –Gender Discrimination – Gender Division of labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Equality – Gender Mainstreaming - Empowerment.

Unit II Women's Studies vs Gender Studies

UGC's Guidelines – VII to XI Plans – Gender Studies : Beijing Conference and CEDAW – Exclusiveness and Inclusiveness.

Unit III Areas of Gender Discrimination

Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning .

Unit IV Women Development and Gender Empowerment : Initiatives – International Women's Decade – International Women's Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies .

Unit V Women's Movements and Safeguarding Mechanism

In India National /State Commission for Women(NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS

References

1. Bhasin Kamala, Understanding Gender : Gender Basics , New Delhi : Women Unlimited ,2004
2. Bhasin Kamala, Exploring Masculinity: Gender Basics , New Delhi: Women Unlimited,2004
3. BhasinKamala , What is Patriarchy? : Gender Basics, New Delhi :Women Unlimited ,1993
4. PernauMargrit, Ahmad Imtiaz, ReifeldHermut (ed.,)Family and Gender : Changing Values in Germany and India ,New Delhi :Sage Publications,2003
5. AgarwalBina, Humphries Jane and Robeyns Ingrid(ed.,) Capabilities , Freedom , and Equality: AmartyaSen's Work from a Gender Perspective,New Delhi : Oxford University Press ,2006

ENTREPRENEURSHIP AND BUSINESS PLAN

Semester - VI
22KHSC602

L T P C
4 0 0 4

OBJECTIVES

- The goal of this subject is to provide a space and platform for discovery, both self discovery and opportunity discovery. Students will discover their strengths in terms of an entrepreneurial skill founding team and learn basics such as opportunity discovery, prototyping, competition analysis, and early customer insights and participate in on-line and campus activities and events such as idea competitions, business plan challenges, etc.

LEARNING OUTCOMES

- This course motivates to become an entrepreneur.
- The students also learn to prepare business plan

Unit-I: Introduction to Entrepreneurship Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs.

Unit-II: The Entrepreneur Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.

Unit-III: E-Cell Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell

Unit-IV: Communication Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation.

Unit-V: Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), mission, vision and strategy formulation.

REFERENCES:

1. Dr. P.T .Vijayashree& M. Alagamma,2010,Entrepreneurial Development & Small Business Mgmt.MarghamPublications,Tamilnadu,India.
2. Tim Berry,2008,The Plan-as-You-Go Business Plan, Entrepreneur Press;Fitch Irvine, CA

EXPORT AND IMPORT DOCUMENTATION

Semester - VI

L T P C

22KBVL201

4 0 0 4

Objective

To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

Learning Outcomes:

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit: 1 Introduction to Export and Import -Basics of Exports -Classification of goods - Preparation for Exports - Methods of Exporting -Export Marketing Organizations - Functions -Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) -Application for import and export of restricted items.

Unit: II Documentation Framework and Contracts -Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents -Regulatory Documents - Documents related to goods -Documents related to Shipment -Documents related to Payments -Documents related to Inspection -Documents related to Excisable Goods - Types of Contracts -Export Contracts.

Unit: III Payments and Finance- Factors -Methods of receiving Payment -Instruments of Payments-Letter of Credit Pre-shipment Finance -Post-shipment Finance -Post-shipment Credit in Foreign Currency -Negotiation of documents with bank -CENVAT - Duty Draw back - INCO terms and terminologies used in Cargoes

Unit: IV Quality Control and Clearance of Cargo - Objective of Quality Control - Methods -Procedure for Preshipment Inspection -Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure -Central Excise Clearance Option -Shipment of Export Cargo.

Unit: V Customs Clearance, Risk and Insurance Policy - Customs Clearance of Export Cargo -Customs Clearance of Import Cargo -Risk: Types -Types of cover issued by ECGC -Cargo Insurance. Processing of an export order -Major laws governing export contract.

Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

Websites: 1. www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs -Customs Act, 1962, Customs Tariff Act – 1975, Other Acts) 2. [www.epckeny.org/\(Export Promotion Council\)](http://www.epckeny.org/(Export%20Promotion%20Council)) 3. commerce.nic.in/MOC/index.asp (Ministry of Commerce and Industry) 4. www.dgft.gov.in/ (Directorate General of Foreign Trade)

PACKAGING MANAGEMENT

Semester – VI
22KBVL202

L T P C
4 0 0 4

Objective

To provide knowledge and understanding of Packing and Packaging Management. The various technology, legal considerations and the economics involved in packaging business.

Course outcomes:

The student will be able to gain

- To gain knowledge to differentiate packaging and packing
- overview of types of packaging
- To create basic understanding of packing considerations
- To make understand of different materials used for packing
- To develop proficiency in managing the economics of packaging

Unit I: Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging. Difference, Types of packing: for Storage, Overseas Shipment, Inland Transportation, Packaging for Product content Protection, Test of packaging

Unit II: Packaging Types, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GS1 Standards, package labels, Symbols used on packages and labels;

Unit III: Packing Considerations: Protection, Convenience, Environment, Use/Re-use Cost and Competition, Packing as a systems approach to Logistics, Transport/Storage Requirements: Physical, Chemical Environmental, Biological Nature of the Products, Packing as Protection Against Hazards, Package design considerations, Recycling: Sustainable packaging , Waste management.

Unit IV: Packaging/Packing Materials & Components: Various Materials/Metals, Flexible, Folding, Insulated, Corrugated Packing Materials- Packing materials. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry, Packaging Demands of Industrial Users, Technology Trends in Packaging

Unit V: Packaging Economics: Packaging Cost Vs Product cost, Cost Reduction in Packaging, Packing for Inventory Control, Packaging Laws, Consumer Protection in Food Packaging, Marking and Labeling, Ecofriendly Packaging for Exports, Standardization in Packaging. Quality assurance, Radio- frequency identification, Track and trace, Vacuum forming, Verification and validation, Barcode printer, Barcode reader, Logistics automation. Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course.

REFERENCES:

1. Calver, G. (2003) 'What Is Packaging Design', Rot vision.
2. Dean, D. A. (2000) 'Pharmaceutical Packaging Technology' Taylor & Francis.
3. McKinley, A. H. (2004) 'Transport Packaging', IoPP.

4. Scott Boylston (2009) Designing Sustainable Packaging, Lawrence King.
5. Soroka, W (1995) 'Fundamentals of Packaging Technology', IPP.

SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT

Semester - VI

L T P C

22KBVL203

4 0 0 4

Objective

- The main objective of this course is to create the knowledge and understanding of the business involved shipping and Ocean freight industry.

Course Outcomes:

The student will be able to gain

- To gain overview of the shipping industry and business
- To understand the basic concepts of stevedoring, ports, harbours, and security agencies a sea
- To develop knowledge of shipping lines
- To have basic understanding of operations and container services

Unit I: Shipping Industry and Business: Description of a ship, Uses of a ship or a floating vessel, Classification of ship(route point)(cargo carried), Superstructure, Tonnages and Cubics, Drafts and Load lines, Flag Registration, Different Cargo (Packing, Utility or Value), Trimming, Cleansing, Unitized Cargo.

Unit II: Stevedoring, Lighterage Services and Security: Port Trusts, Operational unit Services, Seaports, Vessel Operations, Pilotage, Stevedoring, Dock Labour Boards, charges, Automated Container Handling, Security at Ports and Harbours, Role of Security Agencies, Lighter age Services.

Unit III: Shipping Lines: Hub and Spoke, Process Flow, Advices, Booking, Containerisation Containers, Container Numbering, Process Flow, Shipping Sales, Leads, Quotations, Customer Service.

Unit IV: Operations: Volume/Weight Calculations, Shipment Planning Basics, Preparing and Loading Containers, Types of container services, FCL, Consolidation, LCL, Advanced Scientific Shipment Panning, Container De-stuffing.

Unit V: Documentation: Billing of Lading, Basics, MBL, HBL, CY, CFS, Advanced Learning in Bills of Lading, Sea Way Bill, Combined Transport, MTO, Multimodal Trasport Document (MTD), Invoicing, Release of Cargo, Cross Trade and Documentation, Conditions of Contract, Managing Key Accounts, Trade Lane Development, Consortium. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

Reference:

- Cyril Frederick, Hardy Cufley (1992) Ocean Freights and Chartering, Staples P.
- John F. Wilson (2010) Carriage of Goods by Sea. 7th edition, Harlow: Longman.
- J.R. Whittaker (2016) Containerization. Hemisphere: John Wiley & Sons

PROJECT/INDUSTRIAL TRAINING-3

Semester - VI
22KBVL204

L T P C
0 0 12 12

Objective

To understand the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone.

The main focus of the Project should be on the chosen area of Specialization such as General Management /Logistics Management / Supply Chain Management / Retail Management/ Export Import Management for B.Voc.

To understand the importance of entrepreneurship as a tool for development, the basic principles of entrepreneurship, the concept and basic principles of innovation.

Describe and distinguish the typologies of entrepreneurship, the financial sources for startups, the modes of business networking and design business plans.-

Learning Objectives

- Understanding the concept the projects, applying the various concepts learned in the previous chapters and preparing a report based on the project undergone
- Acquaint the student with an understanding of how small business functions in a start-up phase, how it evolves, the problems inherent in growth, and the important role that management plays.
- To gain better understanding of how business functions, the student discuss real-life business situations and the entrepreneurs that made them succeed as well as case studies where the student can reinforce what they have learned.
- To prepare business plan or blueprint of a business that they would like to start-up and operate, based on the principles they have learned in the course.
- Develop capabilities and skills necessary to assume entrepreneurial activity.
- Implement theoretical knowledge acquired by designing a small virtual enterprise

The project work may be carried out by identifying research / application problem in any one of the business / manufacturing / service organizations that suits the chosen area of the specialization

Major Types of Project The project to be undertaken may be of various types:

- Exploratory type The Students to explore the possible causes of a phenomena or status
- Descriptive – to support or disprove existing facts with quantitative data
- o Survey type includes designing questionnaire for collection of data through field study, collecting data from target respondents, processing and analyzing the data and arriving at conclusions
- o Experimental study Conduct of experiments to find the cause and effect relations between experimental variables and dependent variables e.g. Impact of training programme on performance, impact of advertisements on sales
- o Desk research based on secondary data Making use of published data, analyzing and interpreting such data and arriving at meaningful conclusions. Project evaluation For Project work, the assessment will be done on a continuous basis as follows

Project evaluation

For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End - semester Exam	50%

