



YENEPOYA

(DEEMED TO BE UNIVERSITY)

Recognized under Sec 3(A) of the UGC Act 1956

Accredited by NAAC with 'A' Grade

YENEPOYA (DEEMED TO BE UNIVERSITY)

Deralakatte, Mangaluru -575018

REGULATIONS AND CURRICULUM GOVERNING

UNDERGRADUATE PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

(LOGISTIC AND PORT MANAGEMENT)

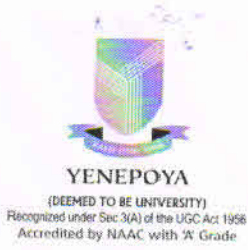
(CURRICULUM - EFFECTIVE FROM 2020-21)

Structure of the program clearly indicating courses, credits/Electives

[Click Here](#)

ATTESTED

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NOTIFICATION – 37-ACM/05/2019 dtd. 31.12.2019

Sub: Starting of BBA courses under the Faculty of Yenepoya Institute of Arts, Science, Commerce & Management

Ref: Resolution of the Academic council at its 37th meeting held on 13.12.2019, vide agenda-13

The Academic Council at its 37th meeting and subsequently the Board of Management at its 48th meeting held on 13.12.2019 have resolved to approve the proposal to start the following 3 years BBA courses under the Yenepoya Institute of Arts, Science, Commerce & Management:-

1. BBA (Journalism, Events, Media and Communication with the annual intake 70.
2. BBA (Entrepreneurship, International Business and Business Analytics with the annual intake 140.
3. BBA (Logistics and Port Management) with the annual intake 140.

This notification issued for implementation with effect from the academic year 2020-21.

REGISTRAR

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To,
The Principal, Yenepoya Institute of Arts, Science, Commerce & Management

BBA (Logistics and Port Management)

The University Grants Commission, New Delhi in its tenth plan guidelines directed the Universities in the country to implement the credit based semester scheme in both undergraduate and post-graduate programmes. The Credit Based Semester Scheme makes the product of a University at par with the global practices in terms of academic standards and evaluation strategies. In the emerging scenario of Internationalization of Indian Higher Education, it is imperative that the Universities in India should follow this system so that the mobility of their products both within and across the geographical jurisdiction becomes possible. Hence the Yenepoya University is adopting the credit based semester scheme in its undergraduate degree programme of BBA (Logistics and Port Management) effective from the academic year 2020-21.

Logistics industries are in for exponential growth. The port industry is expected to grow at a compounded annual growth rate of over 25%. Europe needs 40 ports and 300 ships in the next decade.

About Port Management

The Bachelor of Business Administration in Ports Management is an undergraduate programme designed for those who are seeking to prepare themselves for managerial responsibilities in the Ports, Shipping and logistics related areas. This course will help them to develop their abilities to recognize and solve problems and to understand the role of business in the ever-changing scenario in Ports. Port Management plays a crucial role in international trade and commerce and in the department of logistics. As almost 90% of world's overall trade is done through sea-route, these ports need to be professionally managed by qualified personnel. Trades across the countries are flourishing and movement of cargo has also gained more importance because of its cost effectiveness over other modes of transport. Consequently, the demand for professionals in the field of Ports Management has increased manifold today. Today Ports Management has become important not only for Port activities but many related areas like Cargo Handling, Storage, Containerization, Logistics, and Stevedores.

Excellent and highly lucrative Career Opportunities in India and Foreign Countries:

Port Handling and Logistics Services; Container Freight Handling; International Transportation and Logistics Management; Commercial Shipping and Logistics; Maritime Management; Ship Chandlers; Stevedoring; Cruise ship passenger management; Ship and Port Facility Security; Offshore Management. Students can also continue their studies by joining the MBA program or other relevant PG courses.

Programme Outcomes

Yenepoya University proposes to conduct BBA (Logistics and Port) course with the following Goals;

- To provide a strong foundation and theoretical and practical skills of the functioning of commercial organizations in port, travel and logistics.
- To provide the employability competencies required for job profiles of airline transport, cargo companies, travel agencies, ground staff, cabin crew, tour operators, traffic assistance, customer services, counter staff and in hospitality organizations also.

Programme Specific Outcomes

To develop competency in students to pursue higher level programmes such as MBA, PhD or other Master Programmes in Logistics, Travel and Port.

- To enhance employability and to be able to take up challenging job assignments in service sector.
- To develop the conceptual and practical skills of the students aimed at the intellectual pursuit of knowledge of Logistics, Port and Management.
- To help understand methods and processes of logistics and port in every area of activity.
- To expose them to the areas of application of knowledge in business firms and service sector organizations.
- To enable them to acquire complete basic and intermediary practical knowledge of various Travel, Logistics and Port subjects with the sole purpose of making them self-dependent and easily employable.

1. Duration of the Course

The duration of the course shall be three years. Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year, the third and fourth semesters, and the third academic year as the fifth and sixth semesters.

2. Eligibility

A candidate who has passed the two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto by University is eligible for admission to these programs.

3. Selection Process

Application forms will be available in the official website of Yenepoya University (www.yenepoya.edu.in) and the college office for the applicants. A merit list will be prepared of selected candidates based on the 12th class marks /PUC marks. Reservation of seats will be followed as per the university bye laws.

4. Total Intake of Students

140 students will be registered per year for the course.

5. Medium of Instruction

The medium of instruction and examination shall be English.

6. Attendance and Change of Subjects

A candidate shall be considered to have satisfied the requirement of attendance for a semester if he/she attends not less than 75% of the number of classes held in all subjects, including EC & CC.

A candidate who does not satisfy the requirement of attendance in more than two subjects in a semester shall not be permitted to take the whole (all papers/subjects) University examination of that semester and he/she shall seek readmission to that semester in a subsequent year and fulfil the attendance requirements of all subjects.

A student having an attendance shortage in any two subjects (whatever may be the credits or type (theory /practical) will not be allowed to write the examination of those two subjects, during _____ that _____ semester.

The student will enroll by paying a casual term fee of Rs. 7000 per subject and will undertake remedial classes held during the semester vacation (either summer or winter) and fulfill the attendance requirement and take the examination when offered according to odd or even semester.

A student seeking readmission due to shortage of attendance in 3 subjects and more per semester will not be permitted to carry forward the tuition fee. The student will pay the entire tuition fee of the semester.

A student having the required attendance percentage in all subjects and fails to pass the subject in a semester is permitted to carry over all subjects and will attempt the exam as offered during the odd or even semester as a resist candidate

Whenever a change in a subject is permitted the attendance in the changed subject shall be calculated by taking into consideration the attendance in the previous subject studied by the candidate.

If a candidate represents his/her Institution/University/ Karnataka State/ Nation in Sports/ NSS/ Cultural or any officially sponsored activities he/she may be permitted to claim attendance for the actual number of days participated, based on the recommendation of the Head of the Institution concerned. If a candidate is selected to participate in national level events such as Republic Day Parade etc., he/she may be permitted to claim attendance for actual number of days participation based on the recommendation of the head of the Institution concerned.

7. Teaching Learning Methodology

The instructors will choose the pedagogy according to the course content and its applications from the methods provided below.

Lectures, Class discussions, Reading assignments, Discussion groups. Lecture-demonstration, Student Presentation, Panel discussion by student panels from the class. Student reports by individuals, Student-group reports. Debate (informal) on current issues by students Forums Bulletin boards, Small groups such as task oriented, discussion, Textbook assignment. Reading assignments in journals, monographs, Assignment to outline portions of the textbook, Assignment to outline certain supplementary Readings, Debates (formal) . Crossword puzzles Maintaining Portfolios / Diaries. Reports on published research studies, Library research on topics or problems. Written book reports by students, Interviews, Audio-tutorial lessons, Open textbook study, Committee projects--small groups, Individual projects, Quiz, Use of dramatization, skits, plays (street plays), Student construction of diagrams, charts, or graphs, making of posters by students, Problem solving or case studies. Use of flip chart board by instructor as aid in teaching, Use of diagrams, tables, graphs, and charts by instructor in teaching. Use of displays by instructor, Use of slides, Use of motion pictures, educational films, videotapes. Use of recordings (Ted-Talks). Role playing, peer teaching. Coaching: special assistance provided for students having difficulty in the course VIVA, filling out forms (income tax, checks). Visit an "ethnic" locations or commercial establishments or commUnity. On the job training, specialize in other countries and in India Visit an employment agency. Campaigning, Volunteering, Prepare mock newspaper on specific topic or era, an entrepreneurial activity. Writing reports or project proposals.

8. Examination Structure for Written exam

Examination/Assessment	Marks
Internal Assessment	25
Final Examination	75
Total	100

9. Internal Assessment (IA)

Internal Assessment for each course is continuous, and details for each test are notified well in advance. IA consists of the following

SN	Internal Assessment for 25 marks	Weightage
1	One Internal examination	15
2	Assignment/Seminars/Viva-voce/ Research Papers Presentation/ Class Participation /Attitude	10
	Total	25

10. The marks of the internal assessment shall be published on the notice board of the college for information of the students.

11. Registration for Examinations

A candidate shall register for all the papers of a semester when he/she appears for the examination of that semester for the first time.

12. Conduct of Examinations

There shall be examinations at the end of each semester, ordinarily during November/December for odd semesters and during April/May for even semesters, as prescribed in the Scheme of Examinations.

13. Examination Scheme /Assessment Question Pattern for the internal exam will be as below

Section A	Objective Questions	25 questions x 1 mark each	25 Marks
Section B	Short Answers or case	5 Questions x 5 marks each	25 Marks
	Total		50 Marks

14. A) Examination Scheme / Assessment Question Pattern for the end semester exam will be as below

Section A	Objective type Questions	25 questions x 1 mark each	25 Marks
Section B	Analytical Questions/Illustrations/ case studies/essay type questions	5 Questions x 10 marks each	50 Marks
	Total		75 Marks

B)Examination Scheme for

1	Constitution of India	Objective Type Questions
2	Human Rights, Gender Equity and Environmental Studies	Objective Type Questions
3	Intellectual Property Rights	Objective Type Questions

C) Marks for N.S.S., Sports and Games, Other Co-Curricular, Extra-Curricular activities and students who have received meritorious awards will be considered as per UGC regulations.

D)Continuous Internal Assessment (CIA):

Individual faculty will design the assessment for the CIA. There will be no internal or final exam and the marks will be out of 100.

E)

Question paper pattern

Duration: 3 Hours

Max. Marks:75

Section A

Answer the following Questions

(25*1=25)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

Section B

Answer any FIVE of the Questions

(5 *10=50)

- 26.
- 27.
- 28.
- 29.
- 30.
- 31.
- 32.

15. Minimum for a Pass

No candidate shall be declared to have passed the Semester Examination (except in Co-curricular and extracurricular activities) unless he/she obtains not less than 40% marks in the aggregate of written examination and internal assessment put together in each of the subjects. There is no minimum mark in Internal Assessment, but Candidate should get minimum 40% in external examination.

If a candidate fails in any subjects, he/she shall appear for that subject only at any subsequent regular examination, within the maximum 6 years from date of registration prescribed for completing the programme.

16. Evaluation/Challenge Evaluation

All theory examination papers will be evaluated by one examiner. There will a scope for reevaluation of the papers, where the students can apply by submitting an application along with the necessary fee.

17. With Holding of Results

Results will be withheld when a student has not paid his/her dues or there is a case of disciplinary action pending against him/her.

18. Carry Over

A candidate who fails in a lower semester examination may go to the higher semester and take the examination.

19. Rejection of Results

A candidate may be permitted to reject the result of the whole examination of any semester. Rejection of result paper-wise/subject-wise shall not be permitted. A candidate who has rejected the result shall appear for the immediately following regular examination.

The rejection shall be exercised only once in each semester and the rejection once exercised cannot be revoked.

Application for rejection along with the payment of the prescribed fee shall be submitted together to the controller of examination of university through the College with the original statement of marks within 30 days from the date of publication of the result.

A candidate who rejects the result is eligible for only class and not for ranking.

20. Transfer of Admission

Transfer of admissions to other university is permissible only on mutual agreement with the other university. A candidate migrating from any other university may be permitted to join III/V Semester of the degree programme provided he/she has passed all the subjects of previous semesters/years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of Yenepoya University. Conditions for transfer of admission of students of other universities

He/she shall fulfil the attendance requirements as per the Yenepoya University Regulations.

His / Her transfer of admission shall be within the intake permitted to the college.

The candidate who is migrating from other universities is eligible for overall class and not for ranking. He / She shall complete the programme as per the regulation governing the maximum duration of completing the programme.

21. Grade Points - Choice Based Credit System (CBCS)

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses are evaluated following the grading system, which is considered to be better than the conventional marks system. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations is followed as per the UGC formulated guidelines. The CBCS syllabus is framed with not more than 20 % deviation. at the maximum

The papers are marked in a conventional way for 100 marks. The marks obtained are converted to a 10-point scale (if it is 50 marks paper 5point scale).

Grade Point = Actual Marks scored out of 100/10.

Range of Marks:

Absent	Below4	4 - 4.49	4.5 - 4.99	5 - 5.99	6 - 6.99	7 - 7.99	8 - 8.99	9 – 10
0	0	4	5	6	7	8	9	10

Grade Point Weightage (GPW): Grade points of each paper multiplied by credits assigned to the subject.

GPW= Grade point X Credits

The Semester Grade Point Average (SGPA) - is the sum of the product of the credits with the grade points scored in all subjects divided by the total credits in the semester.

$SGPA = \frac{\sum \text{Credits} \times \text{Grade Points}}{\text{Total Credits}}$

Minimum SGPA for a pass is 4.

If a student has not passed in a subject or is absent then the SGPA is not assigned.

The Cumulative Grade Point Average (CGPA) - is the weighted average of all the subjects undergone by a student over all the six semesters of a course.

$CGPA = \frac{\sum \text{Total credits in the semester} \times SGPA}{\text{Total credits of the course}}$. SGPA and CGPA will be rounded off to two decimal places. Interpretation of SGPA/ CGPA/ Classification of final result for a UG course.

Grade Point and Class Description:

Letter Grade	Grade Point	Range of mark
O (Outstanding)	10	9.00-10
A+ (Excellent)	9	8.00 - 8.99
A (Very Good)	8	7.00 -7.99
B+ (Good)	7	6.00 - 6.99
B (Above Average)	6	5.00 - 5.99
C (Average)	5	4.50 - 4.99

P (Pass)	4	4.00 - 4.49
F (Fail)	0	Below 4
Ab (Absent)	0	0

22. The Details of Course Structure and Assessment**BBA (Logistics and Port Management)**

Course Code	Subject Name	No of Hours			Marks		Total Marks	Total Credits
		L	T	P				
I Semester								
DC01BL-1C1	Introduction to Shipping Operation	5	1	0	25	75	100	6
DC01BL-1C2	Foundation of Information Technology	5	1	0	25	75	100	6
DC01BL-1C3	Basics of Shipping & Shipping Terminology	4	0	0	25	75	100	4
DC01BL-1A1 DC01BL-1A2 DC01BL-1A3	English Hindi Kannada	2	0	0	25	75	100	2
DC01BL-1P1	Tally	1	0	2	CIA		100	2
Total		17	2	2	100	300	500	20
II Semester								
DC01BL-2C1	Soft Skill Training and Personality Development	4	0	0	25	75	100	4
DC01BL-2C2	Introduction to Logistics	5	1	0	25	75	100	6
DC01BL-2C3	Indian Constitution	2	0	0	25	75	100	2
DC01BL-2C4	Marine EXIM Documentation and Procedure	5	1	0	25	75	100	6
DC01BL-2C5	Intellectual Property Rights	2	0	0	25	75	100	2
DC01BL-2C6	Social Responsibility and Community Engagement	1	0	2	CIA		100	2
Total		19	2	2	125	375	600	22
III Semester								

DC01BL-3C1	Business Accounting	2	0	0	25	75	100	2
DC01BL-3C2	Cargo Operations	4	0	0	25	75	100	4
DC01BL-3C3	Practices of Banking	2	0	0	25	75	100	2
DC01BL-3C4	Shipping I- Documentation and Procedures	5	1	0	25	75	100	6
DC01BL-3C5	Customs Procedure	4	0	0	25	75	100	4
DC01BL-3C6	Managerial Mathematics and Statistics	5	1	0	25	75	100	6
Total		22	2	0	150	450	600	24

IV Semester

DC01BL-4C1	Supply Chain Management	2	0	0	25	75	100	2
DC01BL-4C2	International Business Management	5	1	0	25	75	100	6
DC01BL-4C3	Port Working and Infrastructure	4	0	0	25	75	100	4
DC01BL-4C4	Shipping II- Statutory Authority for Shipping Operations	5	1	0	25	75	100	6
DC01BL-4C5	Air Cargo Movement	4	0	0	25	75	100	4
DC01BL-4C6	Human Rights, Gender Equity and Environmental Studies	2	0	0	25	75	100	2
Total		22	2	0	150	450	600	24

V Semester

DC01BL-5C1	Taxation and GST	2	0	0	25	75	100	2
DC01BL-5O1 DC01BL-5O2 DC01BL-5O3 DC01BL-5O4	Cultural Etiquette Total Quality Management Basics of Economics SWAYAM	2	0	0	25	75	100	2
DC01BL-5C2	Immigration	4	0	0	25	75	100	4

DC01BL-5C3	Principles of Management	5	1	0	25	75	100	6
DC01BL-5C4	International Trade Through Shipping	4	0	0	25	75	100	4
DC01BL-5C5	Transportation Warehousing and Freight Management	5	1	0	25	75	100	6
Total		22	2	0	150	450	600	24
VI Semester								
DC01BL-6C1	Shipping Transaction	5	1	0	25	75	100	6
DC01BL-6O1	Organizational Behavior	2	0	0	25	75	100	2
DC01BL-6O2	Corporate Accounting							
DC01BL-6O3	E-Commerce							
DC01BL-6O4	SWAYAM							
DC01BL-6C2	Marketing Management	4	0	0	25	75	100	4
DC01BL-6C3	Marine Traffic Management	4	0	0	25	75	100	4
DC01BL-6C4	Internship in Domestic /International Sea Port – Dissertation and Viva voce	0	0	6	CIA		100	6
Total		15	1	6	100	300	500	22
Grand Total (I,II,III,IV,V & VI Semesters)							3400	136

*SWAYAM courses may be undertaken as choice for any of the four and two credit modules.

23. SWAYAM COURSE GUIDELINES (For Students) Minimum 8 credits and a maximum of 20 credits of MOOC credits is permitted.)

Guidelines for opting MOOC subjects as elective or open elective (Any of the 4 credit or 2 credit subjects)
Core 6 credit courses are not electives.

1. At the time of selecting any Elective or Open Elective, student can opt for a MOOC subject of same credit or one credit less.

2. Process for opting MOOC subject by the student:

Student identifies a MOOC subject on SWAYAM portal (<https://swayam.gov.in>).

Student informs Departmental Swayam Coordinator (DSC) about it.

DSC gives the code of the subject to the student.

Students will apply online through SMS or mobile app.

After the process the student enrolls/registers in the subject on SWAYAM portal (<https://swayam.gov.in>).

Student will inform DSC after registering and enrolling on SWAYAM portal.

3. After the completion of the subject, a copy of the certificate of completion with the marks obtained is to be submitted to the DSC.

4. Credit Conversion:

If credit for MOOC subject taken by the student matches with the credit of Departmental elective or Open elective, then no conversion is needed and same breakup for CA (online assignments) and ESE (Proctored exam) will be taken.

Conversion of 3 credit MOOC subject to 4 credit subject or 2 credits MOOC subject to 3 credit subjects:

End Semester Exam (ESE) 50 Marks	Continuous Assessment (CA) 50 Marks			
	Proctored Exam (as per MOOC mark sheet scaled to 50)	Online Assignments (as per MOOC mark sheet)	Presentation 1 (to be conducted by departmental committee)	Presentation 2 (to be conducted by departmental committee)
Marks distribution	50	25	10	15
Marks required to Pass	ESE (out of 50) + Online assignment (out of 25) =30 marks		P1+P2=11 marks	

DC01BL-1C1- Introduction to Shipping Operation

(Total Hours: 90)

Goals

The purpose of this course is to focus on the management of ship operations, an activity that requires integrative knowledge and technical expertise that spans various disciplines. To equip the student with aspects of management, economics, engineering, technology and law.

Objectives

- To gain the knowledge about port operations
- To study about the stakeholders and port development
- To explain the Issues and concerns related to the health, safety and environment with respect to port

Course content

Unit 1 Ports & Terminals

Economic impact of ports on the regional economy – Location Characteristics – Organization structure in Ports – Interface of Rail & Road infrastructure – Factors affecting the future ports & terminals

Unit 2 Port Operations

Managing Port Operations – Introduction to Vessel Traffic Systems (VTS) & Harbour Authority – Services rendered by Ports and performance indicators – Terminal operations – Factors affecting Terminal Productivity – Cargo handling equipment – intermodal connections

Unit 3 Services Marketing of Port services

Identifying stakeholders – Concept of Hinterland – Identifying Customer Needs – handling competition & adding value – IT infrastructure in ports and terminals

Unit 4 Port Development

Port development to tap the potential of Coastal Shipping – Cabotage law & practices affecting coastal movement of cargo – Green field projects for development of minor ports – Comparative analysis coastal shipping vs inland movement

Unit 5 Environment, Health & Safety

Environmental issues connected with Ports & Terminals – Health & safety issues – Port Security issues – International Ships & Port facility security (ISPS) code

Suggested Readings:

- Alderton, P., & Saieva, G. (2013). Port management and operations. Taylor & Francis. Port security Handbook 2004 – Lloyds Register
- Pradeepta Kumar Samanta, & Ashok Kumar Mohanty. (2005). Port infrastructure and economic development. Kalpaz Publ.
- Z Oya Özçayir. (2018). Port State Control. Focal Press.
- International Chamber Of Commerce, & Institut Für Seeverkehrswirtschaft Bremen. (1982). Port development. Icc International Maritime Bureau.
- United Nations Conference On Trade And Development. Secretariat. (1978). Port development : a handbook for planners in developing countries. United Nations.

DC01BL-1C2- Foundation of Information Technology

(Total hours:90)

Goals

The purpose of the subject is to learn the fundamentals of planning, deploying, and managing effective information systems solutions, providing you the skills you need to enter this highly technical and complex environment.

Objectives

- Ability to work on office tools such as word processor, spreadsheet and presentation.
- All ability to apply knowledge and practice on office tools to develop IT applications.
- All ability to use Indian languages in developing an IT application.
- All ability to design HTML webpage.
- Appreciation/awareness of societal impacts of information technology in business.
- Awareness of basic information security issues.

Course content

Unit 1 Computer Basics

Introduction, Characteristics computers, Evolution computers, Generation of computers, Classification of computers, the computer system, Application of computers. Computer Architecture: Introduction, Central processing Unit- ALU, Registers, Control Unit, system bus, main memory Unit, cache memory, communication between various Units of a computer system. Components inside a computer system – System case, Power supply, Mother board, BIOS, Ports and Interfaces, Expansion card, Ribbon cable, Memory chips, Processors.

Unit 2 Computer memory and storage

Introduction, memory representation, memory hierarchy, Random access memory, Types of RAM, Read-only memory, Types of ROM, RAM, ROM and CPU interaction. Secondary Storage: Types of secondary storage device - Magnetic tape, magnetic disk, Floppy disk, Hard disk, Advantages and disadvantages of magnetic disk, Optical disk, Types- CD, DVD, Bluray disk, Advantages and disadvantages of optical disk, Magneto-optical disk, Memory stick, Universal serial bus, Mass storage devices.

Unit 3 Input devices

Introduction, Types of input devices, Keyboard, Mouse, Introduction to Track ball, Joystick light pen, Touch screen and track pad. Speech recognition, digital camera, webcam, flatbed scanner, Optical character recognition, Optical Mark Recognition, Magnetic ink character recognition, Bar code reader. Output devices: Types of output, Classification of output devices, Printers- Dot matrix, drum printer, Ink jet, Laser, Hydra, Plotter, Monitor- CRT, displaying graphics on CRT, Color display on CRT, LCD, Differences between LCD and CRT, Other types of monitors, Voice response, Projector, Electronic white board.

Unit 4 Computer programming languages

Introduction, developing a program, Program development cycle, Types of programming languages, generation of programming languages, Features of a good programming language. Computer software: Introduction, software definition, relationship between software and hardware, software categories, Installing and uninstalling software, software piracy, software terminologies. Word processing software, Spreadsheet software: Excel environment, copying cells using Fill handle, dragging cells, Formulas and functions, Inserting Charts, sorting. Presentation software: Introduction, PowerPoint environment, creating a new presentation, working with different views, using masters, adding animation, adding transition, running slides. Microsoft Access: Access environment, Database objects.

Suggested Readings:

- Bhatnagar, S. (2000). Information Technology and Development: Foundation and key issues. Information and Communication Technology in Rural Development.
- Sinha, P. K., & Sinha, P. (2010). Computer fundamentals. BPB publications.
- Gill, N. S. (2015). Computing Fundamentals and Programming in C. KHANNA PUBLISHING HOUSE.
- Norton, P. (2000). Peter Norton's Introduction to Computers. McGraw-Hill Technology Education.

DC01BL-1C3- Basics of Shipping & Shipping Terminology

(Total Hours: 60)

Goals

This course is designed as an introduction to the world of shipping and students will explore the geography of maritime and commercial world, Legal aspects of shipping business, Commerce concerned with money and Basic accounting & corporate structures

Objectives

- To get knowledge in Shipping Markets and its legal aspects.
- Explain about the basic shipping operations
- Explain shipping accounting concepts which enables them to fetch global placements.

Course content

Unit1 The reasons for Sea Transport

Introduction – Why Ships – Different Shipping markets – Who Trades - Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification

Unit 2 The Ship

Tonnage & Load lines – Types of Ships - The Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

Unit 3 Liners

Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter. Brief History of Liners – Containerization – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions

Unit 4 The Practitioners in Shipping Business

The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade

Unit 5 Accounts

Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types of Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract.

Unit 6 Remedies for breach of Contract

TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – The Hague Visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations

Suggested Readings:

- Institute Of Chartered Shipbrokers. (2005). Introduction to shipping : tutorship : the distance learning programme of the Institute of the Chartered Shipbrokers. Witherby.
- Carlton, J. T., Reid, D. M., & Van Leeuwen, H. (1995). Shipping Study: The Role of

Shipping in the Introduction of Non-indigenous Aquatic Organisms to the Coastal Waters of the United States (Other than the Great Lakes) and an Analysis of Control Options. WILLIAMS COLL MYSTIC CT MARITIME STUDIES PROGRAM.

- Branch, A. E. (2007). Elements of shipping. Routledge.
- Lun, Y. V., Lai, K. H., & Cheng, T. E. (2010). Shipping and logistics management. London: Springer.

DC01BL-1A1 - English

(Total Hours: 30)

Goals

The course will enable to read various types of texts independently, discuss them among peers and develop the ability to be well versed in English language.

Objectives

- To master communication skills in English and speak the language with fluency and accuracy.
- To approach an issue from various points of view, and develop the habit of questioning varied views critically and objectively.
- To make academic presentations precisely, logically and effectively and master the skills of academic writing.
- To undertake journalistic activities like writing, editing and designing newspapers, video-graphing and anchoring news bulletins and television programmes, producing corporate films and documentaries.

Course content

Unit 1 Prose

- Toasted English R.K. Narayan
- The Need for Excellence Narayana Murthy

Unit 2 Grammar

- Precis writing
- Phonetics
- Correction of errors
- Comprehension
- Synonyms
- Antonyms
- Homonyms
- One-word substitutes
- Correction of spelling
- Email correspondence
- Memorandum, Agendas, Minutes of the meeting
- Essay writing
- Letter writing - Job Application with CV
- Movie Review
- Conversational Phraseology of the course

Suggested reading:

- Green, D. (1971). Contemporary English Grammar Structures and Composition. Macmillan India Ltd.
- Murphy, R., Craven, M., & Brigit Viney. (2004). English grammar in use : a reference and practice book for intermediate students of English : with answers. Cambridge University Press.
- Thomson, A. J., & Martinet, A. V. (1975). A practical English grammar : exercises 7: articles, prepositions, relative pronouns etc. Oxford University Press.
- Sivaramakrishnan, M. (2017). Indian Literature in English: New Introductions. Pardisherry University. Accessed on, 4.
- Mehrotra, A. K. (Ed.). (2009). A concise history of Indian literature in English. Palgrave Macmillan..

DC01BL-1A2 -Hindi

(Total Hours: 30)

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Course Content

- Unit 1 - sÉbÉÑMüÉurÉ
 - 1. zÉqoÉÔMü - eÉaÉSİzÉaÉÑmiÉ
- Unit 2 - MüWûÉIÉİ
 - 1. NûÉâOûÉeÉÉSÕaÉU - eÉrÉzÉÇMüUmÉëxÉÉS
 - 2. DS MüÉirÉÉâWûÉU - mÉëâqÉcÉİS
 - 3. pÉÉâsÉÉUÉqÉMüÉeÉİuÉ - WûËUzÉÇMüUmÉUxÉÉD
 - 4. aÉæÇaÉÉİÉ - A¥ÉârÉ
- Unit 3 - urÉÉMüUhÉ
 - 1. xÉÇ¥ÉÉ - pÉâS
 - 2. xÉuÉİIÉÉqÉ - pÉâS
 - 3. zÉoS - İuÉMüÉUİ-AİuÉMüÉUİ
 - 4. ÍsÉÇaÉ - (AlrÉİsÉÇaÉĀmÉİsÉZÉIÉÉ)
 - 5. uÉcÉIÉ - (uÉcÉIÉoÉSSÉIÉÉ)
- Unit 4 - urÉÉMüUhÉ

1. ÌMürÉÉ - pÉâS
2. ÌMürÉÉÌuÉzÉâwÉhÉ -pÉâS
3. qÉÑWûÉuÉUâ
4. mÉÉËUpÉÉÌwÉMüzÉoSÉuÉsÉÏ(Technical words)ÌWûlSÏÃmÉÍsÉZÉlÉÉ
5. ÌWûlSÏqÉâÇAIÉÑuÉÉS

xÉÇSpÉiaÉëjÉ :

- Mü³ÉQûpÉÉwÉÉMâüAÉkÉÑÌlÉMüMüÌuÉMÑüuÉâÇmÉÑMâü‘zÉÔSi-
iÉmÉxuÉÍsÉâZÉMüeÉaÉSÏzÉaÉÑmiÉ.
- zÉqoÉÔMüsÉÉâMüpÉÉUiÉÏmÉëMüÉzÉlÉ–CsÉÉWûÉoÉÉÉS 01
- ÌWûlSÏMüWûÉlÉÏMüÉCÌiÉWûÉxÉ–QûÉ.sÉÉsÉcÉlSiaÉÑmiÉqÉÇaÉsÉ,
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DC01BL-1P1- Tally

(Total Hours: 30)

Goals

To introduce the students to the basic of accounts and the usage of Tally for accounting purpose.

Objectives

- The course is designed to provide complete knowledge of Tally.

Course content

Unit 1 Basic of Accounting

Introduction • Types of Accounts • Accounting Principles or concepts
• Mode of Accounting • Rules of Accounting • Double entry system of book keeping
Fundamentals of Tally.Erp9 • Introduction of Tally.ERP 9 • History of tally • Versions of
tally • Company Features • Configuration • Getting functions with Tally.ERP9 • Creation /
setting up of Company in Tally.ERP9

Unit 2 Accounting Masters in Tally.Erp9

Chart of Groups • Groups • Multiple Groups • Ledgers • Multiple Ledgers
Inventory Masters in Tally.Erp9 • Stock Groups • Multiple Stock Groups • Stock
Categories • Multiple Stock Categories • Units of Measure • Godowns • Stock Items

Unit 3 Vouchers Entries in Tally.Erp9

Introduction • Types of Vouchers • Chart of Vouchers • Accounting Vouchers • Inventory
Vouchers • Invoicing
Advance Accounting in Tally.Erp9 • Bill wise details • Cost centres and Cost Categories •
Multiple currencies • Interest calculations • Budget and controls • Scenario management •
Bank Reconciliation

Unit 4 Advance Inventory in Tally.Erp9

Order Processing • Recorder Levels • Batch-wise details
• Bill of Materials • Batch-Wise Details • Different Actual and Billed Quantities • Price Lists
• Zero Valued Entries • Additional cost details. • POS

Unit 5 Generating Reports in Tally.Erp9

• Financial Statements: Trading Account, Profit & Loss Account, Balance Sheet • Accounts
Books and Reports • Inventory Books and Reports • Exception Reports • Statutory Reports •
Payroll Reports • Trail balance • Day Book • List of Accounts • Stock Summary

Suggested Readings:

- Grandell, A. (1977). The reckoning board and tally stick. The Accounting Historians Journal, 4(1), 101-105.
- Shradha Singh. (2014). Tally Erp 9 (Power Of Simplicity). Tally .ERP 9 Training Guide, Nadhani, BPB Publications,2009
- Srinivasan, R. (2021). Tally Solutions Pvt. Ltd.: Orchestrating the Ecosystem. In Platform Business Models (pp. 217-241). Springer, Singapore.
- Agarwal, N., & Kumar, S. (2002). Financial Accounting on Computers using Tally Dreamtech Press. New Delhi

DC01BL-2C1– Soft Skill Training and Personality Development

(Total Hours: 60)

Goals

To sharpen the Analytical, Written, non-verbal, Spoken Communication and interpersonal Skills essential in organizations involving Decision making and implementation also to demonstrate good team work and negotiation skills

Objectives

- Honing the communication skills of the student to meet the changing and challenging demands of modern professional environment
- Reinforcing presentation skills and professionalism
- Building a strong base for good interpersonal relationship and communication skills
- Creating awareness about all areas of multiple intelligences
- To enhance team building and time management skills.
- To learn active listening and responding skills.

Course content

Unit 1 Communication in Business

Importance of Communication, Forms of Communication, Communication Network of the Organization; Process of Communication: Different Stages, Difference between Oral and Written Communication.

Oral Communication Skills: Fundamentals, Barriers and Gateways, Public Speaking, Effective Power point presentation, body language, non-Verbal, facial expressions, voice modulation, eye contact, audience research, questions from the audience, communication and emotional intelligence, creativity in oral communication, Communication through Telephonic, video and Skype, Group Discussion.

Unit 2 Non Verbal and Inter Cultural Communication

Importance of non- Verbal communication, personal appearance, facial expressions, movement, posture, gestures, eye contact –voice, beliefs and customs, worldview and attitude.

Written Communication Skills: Writing an Effective Report: Stages of Writing, Style and Tone; Five Ws and one H of Report Writing, Divisions, Numbering and use of Visual Aids, creativity in written communication, use of picture, diagram in written communication, Writing Commercial Letters, E- Mail Messages, Maintaining a Diary, Job applications & resume writing

Unit 3 Listening Skills

Importance and need, types, active and empathic listening, listening and judgment, developing skills, listening and understanding, Anatomy of poor Listening, Features of a good Listener
Communication in Business: Systems approach, forms, functions and principles of communication, management and communication, communication patterns, barriers to communication, interpersonal perception – SWOT analysis, Johari Window, Transactional Analysis.

Unit 4 Interpersonal Communication skills

Advantages and disadvantages of utilizing the team work; characteristic features of successful teams; stages of the development of a team; team roles; challenges in team working, forms of

non-team behaviour. Conditions of negotiating; strategies of negotiating (win-win, win-loss); participative negotiations; negotiating tactics; cognition and emotions in negotiating; negotiating and ethics Types and sources of conflicts; the influence of various cultures on the solving of conflicts.

Unit 5 Ethics, Etiquettes and Mannerism

Professional Etiquettes, Etiquettes at Meeting, Etiquettes at Dining, PRO (Public Relation Office) Etiquettes, Managing Involuntary Awkward Actions, Technology Etiquettes – Phone, Email, Social Media Etiquettes, Video Conferencing Etiquettes, Interview Etiquettes, Dressing Etiquettes: Interviews, Offices, Social Functions, Ethical Values: Importance of Work Ethics, Problems in The Absence of Work Ethics

Unit 6 Stress and time Management: Introduction, Stress In Today's Time, Identifying The Stress Source, Signs Of Stress, Ways To Cope With Stress, Healthier Ways To Deal With Stress, Time Management, Prioritize Your Work, Smart Work, Four Ds Of Decision Taking

Suggested Reading:

- Monippally, M. M. (2001). Business communication strategies. Tata Mcgraw-Hill Pub.
- Bovee, J. V. (2020). Business Communication Today, Global Edition. Pearson Education Limited.
- Ober, S. (2009). Contemporary business communication. Houghton Mifflin.
- Overton, R. (2018). Business communication. Martin Books.
- Lesikar, R. V., & Flatley, M. E. (2005). Basic business communication: skills for empowering the internet generation. Boston, Mass. Mcgraw-Hill/Irwi

DC01BL-2C2- Introduction to Logistics Management

(Total hours:90)

Goals

The aim of the paper is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

Objectives

- Explain various transportation modes in the logistics network
- Identify methods of logistics marketing
- Identify the connections between national and international logistics

Course content

Unit 1 Logistics

Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.

Unit 2 Logistics Management

Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management- Evolution of the concept- model - process-activities (in brief).

Unit 3 Outsourcing logistics

Reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers

Unit 4 Logistics Strategy

Strategic role of logistics-Definition-role of logistics managers in strategic decisions- Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy

Unit 5 Quality customer

Service & integrated logistics-customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing.

Suggested Readings :

- Vis, I. F. A., & Augustinus Antonius Ignatius Holtgreffe. (2005). Logistics and operations research. Pearson Custom Publishing.
- Bowersox, D. J., & Closs, D. J. (2011). Logistical management : the integrated supply chain process. New Delhi Tata Mcgraw-Hill.
- Ailawadi, S. C., Rakesh Singh, & Phi Learning. (2015). Logistics management. Phi Learning Private.
- Waters, C. D. J., & And, L. (2003). Global logistics and distribution planning : strategies for management. Kogan Page.

DC01BL-2C3 Indian Constitution

(Total hours:30)

Goals

This course is to keep the students abreast with the knowledge of the Constitution of India. To make the students understand the importance of human rights as citizens of India.

Objectives

- State and explain the constitution of India and its Constituent Assembly
- Explain fundamental rights and duties of citizen
- Identify union, state and federalism of India
- Know about basics of electoral process in India.
- State the basic concepts of Human Rights and its functions and authorities in society.

Course content

Unit 1 Indian Constitution

Meaning and Importance of Constitution, The Constituent Assembly

The Preamble

Salient Features

Unit 2 Fundamental Rights and Directive Principles

Meaning and Differences between Fundamental Rights and Directive Principles

Fundamental Rights

Rights Information Act Meaning, importance of RTI 2005

Unit 3 Union Government

President of India- Election, Powers and Position Prime

Minister and council of Ministers

Parliament – Lok Sabha, Rajya Sabha- Organisations and Powers

Unit 4 State Government

The Governor

Chief Minister and Council of Ministers

State Legislature Vidhana Sabha, Vidhana Parishad – organization and Powers

Unit 5 Federalism In India

Meaning Federal and Unitary Features

Unit 6 The Judiciary

The Supreme Court – Organization, Jurisdiction and Role

The High Court – Organization Jurisdiction and Role

Unit 7 Electoral Process In India

Election Commission – Organization, Functions

Unit 8 Local Governments

Rural and Urban – Organisation, Powers and Functions

Unit 9 Human Rights

Human rights – Meaning

Universal Declaration of Human Rights

Unit 10 Human Rights Advocacy

GloBLP Advocacy of Human Rights Amnesty International and other Organizations.

People's Union for Civil Liberty (PUCL)

Human Rights Commission in India

Minority Commission in India

Remedies against Violation of Human Rights in India

Suggested Reading

- Durga Das Basu, & India. (1993). Commentary on the Constitution of India : being a comparative treatise on the universal principles of justice and constitutional government with special reference to the organic instrument of India. Kamal Law House.
- Bakshi, P. M., & Kashyap, S. C. (1982). The constitution of India. Universal Law Publishing.
- Sharma, B. K. (2021). Introduction to the Constitution of India. PHI Learning Pvt. Ltd.
- India, C. (1949). the Constitution of India.
- Dash, S. C. (1968). The Constitution of India. A Comparative Study.

DC01BL-2C4- Marine EXIM Documentation and Procedure

(Total Hours: 90)

Goals

To explain uses of principal and auxiliary documents for export principal documents; invoice, bill of exchange; Auxiliary documents; letter of credit (LC), certificate of origin, packing list, Inspection certificate, shipping bill, Mates receipt.

Objectives

- To gain and understand about ships, cargo facility
- To understand the concepts of voyage estimation and crew management

Course content

Unit 1 Functions of Shipping

Ship: Types of ships - Principal dimensions - Ship's tonnages (GT, NT, DWT) - Cargo carrying capacity. Ship owners, operators and managers: Ship manager - Structure of ship owning and management organizations - Ship's personal - Agents.

Unit2 Ship Registration, Classification and Insurance

Registration - Types of registries - Flag - Classification - Port State Control - Inspections - Surveys - Conditions of survey and inspections - Other surveys. Insurance: Hull and machinery insurance - General average - Salvage - Third party recoveries - Claims and handling - Protection and indemnity.

Unit 3 Operations and Voyage Estimation, Cost and accounting

Ship management cost function - Budget preparation - Account processing and reporting. Operations: Voyage planning - Hires and freight - Commissions - Commercial operations. Voyage Estimation: Length of the voyage - Commencing the voyage estimates - tankers - Time charter - Practical calculations - Voyage estimates. Bunkering.

Unit4 Cargo and Geographic Factors

Dry cargoes - Non-bulk dry cargoes - Stowage factors - Dangerous cargo and IMDG Code - Bills of lading and cargo claims - Liquid cargoes - Tank cleaning - Petroleum 63 products - Chemicals - Liquid gas carriers - Ullage, dead freight and slack tanks - Geography and metrology - Routing services - Load lines.

Unit5 Crew Management and Ship Manager's Legal Relations

Crew management: Recruitment, training and placement of officers and crew on board - Marine crew travel - Compliance of ISPS code - Knowledge management on board and on shore. Ship manager's legal relations: Management contracts - Legal problems - Arrest in Rem - Freezing orders - Freight and hire payments - Dealing with Port Agents and Chartering Brokers.

Suggested Readings:

- Branch, A. E., & Robarts, M. (2014). Branch's elements of shipping. Routledge.
- Dickie, J. W. (2014). Reeds 21st century ship management. A&C Black.
- Lun, Y. V., Lai, K. H., & Cheng, T. E. (2010). Shipping and logistics management. London: Springer.
- Mukherjee, P. K., & Brownrigg, M. (2013). Farthing on international shipping. Springer Berlin Heidelberg.
- Wijnolst, N., & Wergeland, T. (1996). Shipping. Delft University Pres

DC01BL-2C5-Intellectual Property Rights

(Total Hours :30)

Goals

Provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations pave the way for the students to catch up IntellectualProperty (IP) as a careeroption.

Objectives

- To introduce fundamental aspects of Intellectual Property Rights
- To students who are going to play a major role in development and management of innovative projects in industries.
- To disseminate knowledge on patents, patent regime in India and abroad and registration aspects
- To disseminate knowledge on copyrights and its related rights and registration aspects
- To disseminate knowledge on trademarks and registration aspects
- To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects
- To aware about current trends in IPR and Govt. steps in fostering IPR

Course content

Unit 1 Overview of Intellectual Property

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design – Genetic Resources and Traditional Knowledge – Trade Secret - IPR in India : Genesis and development – IPR in abroad - Major International Instruments concerning Intellectual Property Rights: Paris Convention, 1883, the Berne Convention, 1886, the Universal Copyright Convention, 1952, the WIPO Convention, 1967, the Patent Co-operation Treaty, 1970, the TRIPS Agreement, 1994

Unit2 Patents

Patents - Elements of Patentability: Novelty , Non Obviousness (Inventive Steps), Industrial Application - Non - Patentable Subject Matter - Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties - Patent office and Appellate Board

Unit 3 Nature of Copyright

Subject matter of copyright: original literary, dramatic, musical, artistic works; cinematograph films and sound recordings - Registration Procedure, Term of protection, Ownership of copyright, Assignment and licence of copyright - Infringement, Remedies & Penalties – Related Rights - Distinction between related rights and copyrights.

Unit 4 Trademarks

Concept of Trademarks - Different kinds of marks (brand names, logos, signatures, symbols, well known marks, certification marks and service marks) - Non Registrable Trademarks - Registration of Trademarks - Rights of holder and assignment and licensing of marks - Infringement, Remedies & Penalties - Trademarks registry and appellate board

Unit 5: Other forms of IP

Design: meaning and concept of novel and original - Procedure for registration, effect of registration and term of Protection-Geographical Indication (GI) Geographical indication: meaning, and difference between GI and trademarks - Procedure for registration, effect of registration and term of protection

Plant Variety Protection Plant variety protection: meaning and benefit sharing and farmers' rights – Procedure for registration, effect of registration and term of protection Layout

Design Protection Layout Design protection: meaning – Procedure for registration, effect of registration and term of protection

Unit 6 Current Contour

India's New National IP Policy, 2016 – Govt. of India step towards promoting IPR – Govt. Schemes in IPR – Career Opportunities in IP - IPR in current scenario with case studies.

Suggested Readings:

- May, C., & Sell, S. K. (2006). Intellectual property rights: A critical history. Boulder: Lynne Rienner Publishers.
- Maskus, K. E. (2000). Intellectual property rights in the global economy. Peterson Institute.
- Torremans, P. (2019). Holyoak and Torremans intellectual property law. Oxford University Press, USA.
- Halbert, D. J. (2006). The World Intellectual Property Organization: Past, Present and Future. J. Copyright Soc'y USA, 54, 253.
- Velmurugan, C. (2013). Research trends in Journal of Intellectual Property Rights (JIPR): A bibliometric study. Library Philosophy and Practice, 0_1.

DC01BL-2C6 Social Responsibility and Community Engagement

(Total Hours:30)

Goals

This paper will help the students

- To develop an appreciation of rural culture, life-style and wisdom amongst students
- To learn about the status of various agricultural and rural development programmes
- To understand causes for rural distress and poverty and explore solutions for the same
- To apply classroom knowledge of courses to field realities and thereby improve quality of learning

Learning Outcomes:

After completing this course, student will be able to

- Gain an understanding of rural life, culture and social realities
- Develop a sense of empathy and bonds of mutuality with local community
- Appreciate significant contributions of local communities to Indian society and economy
- Learn to value the local knowledge and wisdom of the community
- Identify opportunities for contributing to community's socio-economic

Improvements

Course Content:

Unit 1: Appreciation of Rural Society

Rural lifestyle, rural society, caste and gender relations, rural values with respect to community, nature and resources, elaboration of "soul of India lies in villages" (Gandhi), rural infrastructure.

Assignment: Prepare a map (physical, visual or digital) of the village you visited and write an essay about inter-family relations in that village.

Teaching/ Learning Methodology

1. Interactive Lectures (03 hours)
2. Self directed learning (03 hours)
3. Field activities (02 hours)

Unit 2: Understanding rural economy & livelihood

Agriculture, farming, landownership, water management, animal husbandry, non-farm livelihoods and artisans, rural entrepreneurs, rural markets.

Assignment: Describe your analysis of rural household economy, its challenges and possible pathways to address them.

Teaching/ Learning Methodology

1. Interactive Lectures (02 hours)
2. Self-directed learning (02 hours)
3. Field activities (04 hours)

Unit 3: Rural Institutions**(07 hours)**

Traditional rural organizations, Self-help Groups, Panchayati raj institutions (Gram Sabha, Gram Panchayat, Standing Committees), local civil society, local administration

Assignment: How effectively are Panchayat raj institutions functioning in the village? What would you suggest to improve their effectiveness? Present a case study (written or audio-visual)

Teaching/ Learning Methodology

1. Interactive Lectures (02 hours)
2. Field activities (05 hours)

Unit 4: Rural Development Programmes

History of rural development in India, current national programmes: Sarva Shiksha Abhiyan, Beti Bachao, Beti Padhao, Ayushman Bharat, Swachh Bharat, PM Awaas Yojana, Skill India, Gram Panchayat Decentralized Planning, NRLM, MNREGA, etc.

Assignment: Describe the benefits received and challenges faced in the delivery of one of these programmes in the rural community; give suggestions about improving implementation of the programme for the rural poor.

Teaching/ Learning Methodology

1. Interactive Lectures (01 hour)
2. Field activities (04 hours)
3. Assignment (02 hours)

Assessment: - Feedback, MCQs, Submission & presentation of project work/Survey findings

Suggested Readings:

- Singh, Katar, Rural Development: Principles, Policies and Management, Sage Publications, New Delhi, 2015.
- A Hand book on Village Panchayat Administration Rajiv Gandhi Chair for Panchayat Raj Studies, 2002.
- United Nations, Sustainable Development Goals, 2015 un.org/sdgs/
- M.P. Boraian, Best Practices in Rural Development, Shanlax Publishers, 2016.

DC01BL-3C1- Business Accounting

(Total Hours:30)

Goals

This paper is to help the students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Objectives

- To impart basic accounting knowledge.
- To acquaint students with the accounting concepts, tools and techniques influencing business organizations.

Course content

Unit 1 Introduction

Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping, Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit 2 Conceptual Frame work

Accounting Principles, Concepts and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India. Golden rule of accounting.

Unit 3 Recording of transactions

Subsidiary Books, Journals, Ledger, Cash Book, Trial balance meaning
Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation. (WDV & SLM)

Unit 4 Preparation of final accounts

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Suggested Readings:

- Anil, C. Fundamentals of Accounting and Financial Analysis (For UPTU). Pearson Education India.
- Collis, J., Holt, A., & Hussey, R. (2017). Business accounting. Palgrave.
- Berle Jr, A. A., & Fisher Jr, F. S. (1932). Elements of the law of business accounting. Colum. L. Rev., 32, 573.
- Agrawal, R., & Srinivasan, R. (2011). Accounting: made easy. McGraw Hill Education.
- Gupta, A. (2008). Financial accounting for management: An analytical perspective. Pearson Education India.

DC01BL-3C2- Cargo Operations

(Total Hours -60)

Goals

Testing of the model on real world data yielded acceptable results in a short time. In the course of decision making, the ship's operator can, on the basis of the proposed model and taking into consideration shipping market data, choose appropriate variation of the returned solution, which incorporates minimum costs, minimum of operational time and related cargo handling resources.

Objectives

- This paper proposes a new optimization model for ship's cargo handling operations which solution gives the structure of cargo handling resources required, along with attaining the minimum total 'in-port' costs and the minimum of time required for completion of cargo operations.
- Due to complexity of the model which consists of composite multi-objective functions together with several decision variables and constraints, the solution has been sought by utilization of an adapted genetic algorithm combined with a hybrid algorithm.

Course content

Unit 1 Winch operations and cargo handling:

Winches, Nomenclature, preparing for operations, signals used in cargo handling, Deck Operations-Nomenclature, Topping booms, lowering booms, operating tips on rigging booms.

Unit 2 Preventive Measure:

Rigging and use of save all, rigging and use of hatch tent-Rigging of ordinary booms for heavy lifts. Heavy lift operation: Rigging on heavy lift or jumbo booms, hints on operating heavy lift booms, hints on operating heavy lift booms, operations. Cargo handling in ship's hold: Hold operations, loading, Opening and closing hatches, Dunnage: Purpose and principles.

Unit 3 Loading cargo aboard ship:

Handling cargo off ship's gear, Gravity rollers, head heavy drafts in direction of stowage. Dangerous cargo: Handling and stowage of heavy bombs, Handling and stowage of dangerous cargo, Handling and stowage of deck cargo, Handling and stowage of heavy cargo.

Unit 4 Warehouse storage

Handling of cargo- storage to ship, handling heavy cases-storage to ship. Cargo hosting gear: Operations and use. Fire: Fire prevention and firefighting, Types of extinguishers.

Unit 5 Cargo accounting

Checking, planning, and distribution of cargo, Wire rope: Characteristics and uses, safety factors for wire rope, splicing wire rope. Blocks and tackle: Blocks, block and tackle.

Suggested reading:

- Stanivuk, T., & Tokić, T. (2012). How to predict cargo handling times at the sea port affected by weather conditions. *Croatian Operational Research Review*, 3(1), 103-112.
- Grunau, P. (2015). *Cargo Handling and Stowage: A Guide for Loading, Handling, Stowage, Securing, and Transportation of Different Types of Cargoes, Except Liquid Cargoes and Gas*.
- Oram, R. B. (2014). *Cargo Handling and the Modern Port: The Commonwealth and International Library of Science Technology Engineering and Liberal Studies (Vol. 309)*. Elsevier.
- Jara-Díaz, S., De La Fé, B. T., & Trujillo, L. (2005). Multioutput analysis of cargo handling firms: An application to a Spanish port. *Transportation*, 32(3), 275-291.

DC01BL-3C3- Practices of Banking

(Total Hours:30)

Goals

This paper will aim at enhancing the knowledge of the students in the field of commercial banking, investment policies of banks, role of RBI in industrial development, negotiable instruments, banker and customer, service to customers, bank lending, and modern trends.

Objectives

- To explain the areas such as banking in India, banker and customer relationship, various services provided to customer from bank etc.
- To state the various accounts in the bank, how to open the bank account, maintaining the account and rights of the customer.
- To familiarize with the various types of Negotiable Instruments.
- To analyze the Functions of Reserve Bank of India.

Course content

Unit 1 Introduction to Banking

Meaning and definition of bank and banking-significance-evolution of banks in India - Indian Banking system, Types of banks (Development Banks, Regional Rural Banks, Co-operative Banks, NABARD, LDBs, EXIM Bank meaning only).

Unit 2 Commercial Banks:

Meaning, Types, Functions (Primary and Secondary functions) and Services of Commercial Banks, Changing role of commercial Banks-Housing finance, sale of mutual funds, Issue of credit cards, debit cards, ATM cards, E-Transfer of funds, E-banking.

Unit 3 Investment policy

Investment policy of banks-criteria of investment Policy-Principles of Investment Policy. Inclusive Banking: meaning and need- micro finance- meaning, need, micro finance in India- Self Help Groups-meaning and importance.

Unit 4 Reserve Bank of India

Meaning, Functions- (traditional and promotional)- role of RBI in agricultural financing- Role in industrial development. Negotiable instrument: meaning features and types (briefly). Cheque-meaning, definition, crossing of cheque, endorsement of cheque, clearing of cheques, Dishonour of cheques for insufficient funds (section 138).

Suggested Readings:

- Heffernan, S. (2005). Modern banking. John Wiley & Sons.
- Bessis, J. (2011). Risk management in banking. John Wiley & Sons.
- Bhattacharya, S., & Thakor, A. V. (1993). Contemporary banking theory. Journal of financial Intermediation, 3(1), 2-50.
- Freixas, X., & Rochet, J. C. (2008). Microeconomics of banking. MIT press.

DC01BL-3C4- Shipping I- Documentation and Procedures

(Total Hours:90)

Goals

This course is designed as an introduction to documentation related to shipping and its operation

Objectives

- To learn various documentation of Shipping
- Explain various documentation procedures and operation

Course content

Unit1 Major documents

Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading – Packing List– Types of Marine Insurance Policies.Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

Unit2 Bill of Lading

Basics to Bill of Lading, Functions of Bill of lading, Clause of Bill of lading, Types of bill of lading, Seaway bill. Difference between MBL and HBL

Unit3 Incoterms

Introduction to International commercial terms, Classification of Incoterms- Ex works, Free on board, Free alongside, Cost & Freight, Cost insurance and freight and, Delivery duty paid, Delivery duty unpaid.

Unit4 Export Procedure

Steps in Export Procedure – Export Contract -Excise Clearance – Pre-shipment Inspection- Marine Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs, Formalities

Unit5 Import Procedure

Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports Retirement of Export Documents.

Unit 6 Transportation

Domestic transportation – Documents in domestic mooveent-Combined Transport-Inter Model Transportation-Letter of credit

Unit 7: Insurance in Shipping and Ship Financing:

Marin insurances as security for ship financing – Cargo insurance- insurance covenants – insurance documentation- insurance renewals – underwriting security, insurance claims – marine insurers and Protection and Indemnity (P&I)

Suggested Readings

- Loklindt, C., Moeller, M. P., &Kinra, A. How block chain could be implemented for exchanging documentation in the shipping industry. In International Conference on Dynamics in Logistics (pp.

Suggested Readings

- Loklindt, C., Moeller, M. P., & Kinra, A. How block chain could be implemented for exchanging documentation in the shipping industry. In International Conference on Dynamics in Logistics (pp. 194-198). Springer, Cham.
- Branch, A. E., & Robarts, M. (2014). Branch's elements of shipping. Routledge.
- Frankel, E. SHIP OPERATIONS MANAGEMENT IN THE HIGH TECH AGE. In 1987 Ship Operations, Management and Economics International Symposium.
- Lun, Y. V., Lai, K. H., & Cheng, T. E. (2010). Shipping and logistics management. London: Springer.
- Mukherjee, P. K., & Brownrigg, M. (2013). Farthing on international shipping. Springer Berlin Heidelberg.

DC01BL-3C5- Customs Procedure

(Total Hours:60)

Goals

To gain an in-depth knowledge about various customs procedures pertaining to imports and exports and to understand the various legal proceedings in the Customs Process along with the Port Formalities

Objectives

- In the subject basic customs or the role being played by Customs is vital under specialized & mandatory circumstances & within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.

Course content

Unit 1 Introduction to customs

Preliminary-Definitions -Officers of Customs-Classes-Duties and responsibilities of Customs-Appointments-Powers of Officers-, Appointment of Customs Ports, Airports, CFS, ICD.

Unit 2 Prohibition of goods

Prohibitions on Importation and Exportation of Goods-Power to Prohibit- Power of Central Government to notify goods- Precautions to be taken by persons acquiring notified Goods

Unit 3 Operation of customs

Detection of illegally imported goods and Prevention of the disposal there of - Persons possessing notified goods to intimate the place of storage, Prevention or Detection of illegal import of Goods; Power to exempt.

Unit 4 Customs Duty

Levy of and exemption from, Customs Duties-Dutiable Goods-Duty on Pilfered goods-assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty- Indicating Amount of Duty in Price of Goods, for purpose of Refund-Price of goods to indicate amount of duty paid thereon.

Unit 5 Cargo clearance

Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report- Clearance of Imported goods and Exported Goods-Clearance of goods for home Consumption- Clearance from sea and air ports

Suggested Reading:

- Kapoor, N. D. (2002). Elements of Mercantile Law.
- Bourdet, Y., & Persson, M. (2010). Completing the EU customs union: The effects of trade procedure harmonization. *Journal of Common Market Studies*, Forthcoming, IFN Working Paper, (848).
- Heng, D. (2008). Shipping, customs procedures, and the foreign community: the Pingzhouketan on aspects of Guangzhou's maritime economy in the late eleventh century. *Journal of Song-Yuan Studies*, (38), 1-38.
- Jamieson, A., & Stopford, M. (2020). *Shipbrokers and the Law*. Informa Law from Routledge.
- Alderton, P., & Saieva, G. (2013). *Port management and operations*. Taylo

DC01BL-3C6- Managerial Mathematics and Statistics
(Total Hours:90)

Goals

This paper enables the students to study simple arithmetical calculations relating to topics on commerce and economics and also develop students' analytical ability.

Objectives

- To define basic terms in the areas of business calculus and financial mathematics.
- To learn the basic concepts of limits and differentiation and to use them to pose, solve and interpret application problems in business.
- To acquire knowledge and skills to solve the illustrations.

Course content

Unit 1 Mathematics for Finance

Simple and Compound Interest Annuities - Discounts and Present values

Rates of interest-nominal, effective– and their inter-relationships in different compounding situations.

Unit 2 Types of annuities

Ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets.

Unit 3: Logical Reasoning

Number Series, Coding and De-Coding and Odd Man Out, Direction Test, Seating Arrangement, Blood Relation, Syllogism

Unit 4 Introduction to statistics

Statistics - Definition - Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data. Measures of Central Tendency - Mean - Median and Mode - GM and HM - their Limitations.

Unit 5 Measures of Dispersion

Meaning - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation - Measures of Skewness.

Unit 6 Correlation & Regression analysis

Meaning, definition, uses of correlation. Types of correlation. Methods of correlation – Karl Pearson 's correlation coefficient, Spearman 's rank correlation.

Meaning & uses of regression analysis. Comparison between regression & correlation. Construction of simple regression equation- X on Y & Y on X.

Unit 7 Time series analysis

Significance & components of time series. Computation of trend values by the method of moving averages (for even & odd periods) & least square method.

Unit 8 Index Numbers

Introduction, meaning of index number. Consumer Price Index number (CPI) - steps in constructing Consumer Price Index Number. Construction of Consumer Price Index

Number– aggregative expenditure method & family budget method.

Suggested Readings:

- Sharma, J. K. (2012). Business statistics. Pearson Education India.
- Francis, A. (2021). Business mathematics and statistics. Thomson.
- Gupta, P., & Chug, O. P. (2005). Comprehensive Business Mathematics. Laxmi Publications.
- Dewhurst, J. (1988). Business mathematics. Macmillan International Higher Education.
- Hvorecký, J. (2007). Managerial issues of teaching mathematics. Proceedings of the twelfth ATCM, Taipei, Taiwan.
- Tan, S. T. (2015). Applied mathematics for the managerial, life, and social sciences. Cengage Learning.

DC01BL-4C1- Supply chain management

(Total Hours:30)

Goals

This course is to impart to the students an understanding of management concepts with a view to prepare them to face emerging challenge of managing business supply chain. Familiarize them with modern business practices, forms, procedures and functioning of commercial organizations. To know the essential elements in designing a formal supply chain organization system with an objective of effectiveness and efficiency. The students will also learn the major technology interfaces applied in Supply Chain Management.

Objectives

- Describe the processes of Supply chain management
- Identify the key supply chain business processes
- Discuss the forecasting systems design
- Describe the technology integrated in supply chain coordination.

Course content

Unit 1 Supply Chain Management an Introduction

Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles

Unit 2 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 3 Forecasting Systems Design

Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

Unit 4 Supply Chain Coordination and Integration

Role of IT, Impact of Internet and E-Business – IT enabled SCM, Future of SCM.

Suggested Reading:

- Donald F. Wood et.al., International Logistics
- Donald J. Bowersox and David J. Closs. Integrated Logistics Management
- Douglas Lambert and James R. Stock, Strategic Logistics Management.
- James F. Robbison & William C. Capaciano (editors), The Logistics Handbook
- Martin Christopher. Logistics and Supply Chain Management
- N. Chandrasekharan, Supply Chain Management

DC01BL-4C2-International Business Management

(Total Hours:90)

Goals

This module will help students become familiar with the legal aspects of international business and to apply legal concepts to genuine business situations. Students will study the impact of regulations on international business and how strategies are developed and how foreign legislation is considered.

Objectives

- Gain an international perspective.
- Develop key management skills.
- Boost your employability.
- Solve commercial challenges.
- Build business knowledge

Course Content

Unit 1 Introduction to International Business:

Introduction, Introduction to International Business, Elements of International Business, Globalization. International Business Environment: Introduction, Economic Environment, Political Environment, Demographic environment, Legal Environment.

Unit 2 International Strategic Management

Introduction, Strategic Planning, Strategic Management Process. International Marketing: Introduction, scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets

Unit 3 Foreign Investments

Introduction, Nature, Meaning and Definition, Advantages and Limitation, Types - Advantages Disadvantages and differences, Motives. FERA, FEMA and EXIM Bank.

Unit 4 Regional integration

Introduction, Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, India and Trade Agreements

Unit 5 Global trade institutions

Introduction, General Agreement on Trade and Tariffs (GATT) World trade organization (WTO), International Labor Organisation (ILO)- World Bank, International Monetary Fund(IMF), and UNCTAD

Unit 6 International Financial Management

Introduction, Overview of International Financial Management, Components of International Financial Management, Scope of International Financial Management

Unit 7 International Accounting Practices

Introduction, International Accounting Standards, Accounting for International Business, International Regulatory Bodies, International Financial Reporting Standards

Unit 8 International Marketing

Introduction, scanning international markets, mode of entering into potential markets, Global Marketing Strategies, Branding for International Markets

Suggested Readings:

- John D. Daniels, Radebaugh, L. H., & Daniel P. Sullivan. (2011). International business: Environments and operations. Pearson Education Limited.
- Wild, J. J., Wild, K. L., & Han, J. C. (2003). International business (p. 342). Upper Saddle River, NJ: Prentice Hall.
- Hill, C. (2008). International business: Competing in the global market place. Strategic Direction.
- Spulber, D. F. (2007). Global competitive strategy. Cambridge University Press.
- Hill, C. (2008). International business: Competing in the global market place. Strategic Direction.

DC01BL-4C3- Port Working and Infrastructure

(Total Hours:60)

Goals

The purpose of this course is to provide awareness training in Health & Safety, as outlined in the Code of Practice for Health and Safety in Dock Work published by the Health and Safety Authority (HSA), for any person engaged in work activity in ports and docks facilities and to provide awareness training in port security as required by the International Ship & Port Facility Security (ISPS) Code.

Objectives

- To promote a safety culture among the many diverse users of a port
- To learn that anyone directly involved in work activity in ports are aware of their responsibilities under the Safety, Health and Welfare at Work Act
- To help in the assessment of risk arising in docks operations
- To promote an understanding of the requirements of the ISPS Code

Course Content

Unit 1 Port organization

Introduction- Port organization structure –Port administration- Different departments in port- innovations in Ports-General provisions- responsibilities-competent authorities- CISF and customs

Unit 2 Safety at port

safety and health in port, management of safety and health, safe system of work, Safety equipment's, reporting and investigation of accidents, selection and training, information for port workers.

Unit 3 Port infrastructure

Different cargo handling equipment's in port-Cargo handling areas, shore side access to ships, access to terminal buildings, structure and plant, Terminals- bulk cargo terminals, container terminals, passenger terminals, warehouses and transit sheds, gatehouses and quay offices, port railways, tenders and work boats, personal protective equipment.

Unit 4 Lifting appliances and loose gears

Loading and unloading procedure. Testing through examination, marking and inspection of lifting appliances and loose gears, lifting devices forming an integral part of load, safe use of lifting appliances, and loose gear, shore cranes, lift trucks, operations on shores.

Unit 5 Cargo packaging and container operations

Conveyors, electrical equipment, general cargo operations, mobile equipment, liquid bulk cargoes, logs, mooring operations, pallet handling, scrap metals, solid bulk cargoes, stacking and stowing of goods.

Unit 6 Operations of ship at port

Access to ships, access on board ships, Berth, Warf, Dock, Anchorage, hatches, work in holds, container ships loading procedure.

Suggested Reading:

- Pavlic, B., Cepak, F., Sucic, B., Peckaj, M., &Kandus, B. (2014). Sustainable port infrastructure, practical implementation of the green port concept. *Thermal Science*, 18(3), 935-948.
- Talley, W. (2013). *Maritime safety, security and piracy*. CRC Press.
- Branch, A. (2012). *Elements of port operation and management*. Springer Science & Business Media.
- Oakley, S. (2005). Working port or lifestyle port? A preliminary analysis of the Port Adelaide waterfront redevelopment. *Geographical Research*, 43(3), 319-326.

DC01BL-4C4 Shipping II- Statutory Authority for Shipping Operations

(Total Hours:90)

Goals

The paper enables the different types of organization structure from all functions in-house, part contracted or fully contracted out and to understand the basics of ship design and construction and the suitability of specific ship types for different cargoes and statutory authorities.

Objectives

- To learn the Shipping company structure and commercial operations related to Voyage.
- To learn the concept of Crew Management and laws used in shipping business
- Explain the precise nature of tort and agency.

Course Contents

Unit1 Shipping company architecture

Shipping Company Structure: Organization of a shipping company – Roles of Commercial, Technical & Crewing departments – In house vs outsourcing of Ship Management functions. Different departments in shipping companies

Unit 2 Commercial and Technical Operations

Commercial Operations: Commercial operations related to voyage – Factors affecting vessel performance – Post fixture Management – Lay time and its calculation and Demurrage– Ship acquisition methods

Unit 3 Crew Management

Crew Management– Manning regulations, international conventions viz. STCW, SOLAS – Crew management companies – Maritime training establishments – Maritime Training administration

Unit4Introduction to the law & contract

Law (English law) in shipping business- Documents of an International nature involved with shipping business- principles of the law of contract (offer, acceptance, consideration and legality). breaches of contract- compensation for the breach of contract.

Unit5 Tort

Nature of Tort. -failure of a duty of care, i.e., negligence and contributory negligence, misrepresentation and vicarious liability outside a contractual situation- tort of defamation.

Unit 6Agency

General principles of law of agency the difference between general agency, specific agency- duties and rights of the agent or broker under each type of agency-

Unit7Charter parties

Charterer and charter Party-Voyage charter party - Time charter party- Demise charter party (bareboat)-- contracts of affreightment

Unit 8– Law and the carriage of goods by sea

Role and function of international conventions relating to cargo Liability-Rules, Hague/Visby

Rules and Hamburg Rules. MARPOL, SOLAS, UNCTAD/ICC.

Suggested Readings:

- Jamieson, A., & Stopford, M. (2020). *Shipbrokers and the Law*. Informa Law from Routledge.
- Panayides, P. M., & Visvikis, I. D. (2017). *Shipping operations management*. Springer.
- Sølgaard, B. L. (2006). *Ship Management Agreement and Third Party Claims* (Master's thesis).
- Panayides, P. M. (2001). *Professional ship management: Marketing and Strategy*. Ashgate.

DC01BL-4C5- Air Cargo Movement

(Total Hours:60)

Goals

This module has been designed to provide participants with a good understanding of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.

Objectives

- To understand about the airline cargo and
- To learn about various IATA areas, country
- To learn about freight export and import related to air and sea cargo
- To understand about the airfreight operations, services and management

Course Content

Unit 1 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 firefighting - Issues and challenges - Industry regulations - Future of the Industry.

Unit 2 Introduction to Air Cargo

Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium –Hub & Spoke – Process Flow

Unit 3 Airline Marketing and Customer Service Standardization in Logistics

Air freight Exports and Imports - Sales & Marketing – Understanding Marketing, Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo –Sales leads – Routing Instructions - Customer service, Future trends.

Unit 4 Advices and Bookings

SLI – Labeling – Volume/ Weight Ratio – Shipment Planning - TACT – Air Cargo Rates and Charges. - Cargo operations- Customs clearance

Unit 5 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

Suggested Reading:

- Taylor, S., & Key Note (Firm. (2003). Air transport logistics. Key Note.
- Smith, P. S. (1974). Air freight: operations, marketing and economics. Faber And Faber.
- John Walter Wood. (1940). Airports, some elements of design and future development. New York, Coward-Mccann Inc.

- Nsakanda, A. L., Turcotte, M., & Diaby, M. (2004, December). Air cargo operations evaluation and analysis through simulation. In *Proceedings of the 2004 Winter Simulation Conference, 2004*. (Vol. 2, pp. 1790-1798). IEEE.
- Merkert, R., & Alexander, D. (2018). The air cargo industry. In *The Routledge Companion to Air Transport Management* (pp. 29-47). Routledge.

DC01BL-4C6 - Human Rights, Gender Equity and Environmental Studies

(Total hours 30)

Goals

This course is to familiarize the students with the key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. The course familiarizes the students with the rights of citizens in general and the marginalized groups in particular, and assess the institutional and policy measures which have been taken in response to the demands of various movements. Conceptual dimensions, international trends and the Indian experience form the contents of the course.

Objectives

- Explain the rights of a citizen and various policies of gender equality
- Define and state the importance of the concepts of Environmental Studies to address complex environmental issues from a problem-oriented, interdisciplinary perspective.

Course content

Unit 1 Understanding Social Inequality

Caste, Gender, Ethnicity and Class as distinct categories and their interconnection. Globalization and its impact on workers, peasants, Dalits, adivasis and women.

Unit 2 Human Rights

Human Rights: Various Meanings UN Declarations and Covenants Human Rights and Citizenship Rights-Human Rights and the Indian Constitution-Human Rights, Laws and Institutions in India; the role of the National Human Rights Commission.-Human Rights of Marginalized Groups: Dalits, Adivasi's, Women, Minorities and Unorganized Workers. Human Rights Movement in India.

Unit 3 Gender

Analyzing Structures of Patriarchy Gender, Culture and History
Economic Development and The issue of Women's Political Participation and Representation in India Laws, Institutions and Women's Rights in India Women's Movements in India.

Unit 4 Environment

Environmental and Sustainable Development
UN Environment Programme: Rio, Johannesburg and after.
Issues of Industrial Pollution, Global Warming and threats to Bio – diversity Environment Policy in India-Environmental Movement in India.

Unit 5 Human Communities and the Environment

Human population growth Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management floods, earthquake, cyclones and landslides. Environmental movements Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case

studies (e.g., CNG vehicles in Delhi).

Suggested Reading:

- Indian Administration' by Avasti and Avasti
- Indian Administration' by SubhashKashyap
- Indian Constitution' by D.D. Basu
- Indian Polity' by Laxmikanth
- Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
- Gadgil, M., &Guha, R.1993. This Fissured Land an Ecological History of India. Univ. Of California Press.

DC01BL-5C1- Taxation and GST

(Total Hours:30)

Goals

Identify the proper role to follow regarding the client and taxing authorities and understand the responsibility of a tax professional.

Objectives

- To familiarize the students with the Legal Provisions and Procedural aspects of Income Tax.
- To identify, define and resolve tax issues through their understanding, knowledge.
- To understand various concepts of Goods & Service Tax.

Course Contents

Unit 1 Introduction

Definition- Assesse Person assessment year and previous year- income agricultural income - gross total income - taxable income - Permanent Account Number (PAN). Income tax rates of relevant assessment year for individual assessee.

Unit 2 Tax-free income under Sec.

Relating to computation of salary income. Gratuity, Commutation of pension, leave encashment, Income tax paid by employer, Receipts at the time of voluntary retirement, Foreign allowance and perquisites, House rent allowance, Leave travel concession, Receipts from Life Insurance Policy.

Unit 3 Income from Salary.

Characteristics of salary income. allowances- perquisites and their valuation. tax-free perquisites. deduction under sec 16. Provident funds. income tax provisions relating to statutory provident fund, recognized provident fund, unrecognized provident fund and public provident fund.

Unit 4 Computation of taxable salary

Deduction u/s 80C, 80CCC, 80CCD, 80CCE, 80CCG, 80D and 80E set off losses of other heads against salary income and derivation of taxable income of salaried assessee.

Suggested Readings:

- Thuronyi, V., & Brooks, K. (2016). Comparative tax law. Kluwer Law International BV.
- Girish Ahuja, & Ravi Gupta, Ll. B. (2016). Bharat's professional approach to direct taxes : law & practice, including tax planning : also containing solutions to questions of CA, CS & CMA final examinations. Bharat Law House Pvt. Ltd., July.
- Vasanthagopal, R. (2011). GST in India: A big leap in the indirect taxation system. International Journal of Trade, Economics and Finance, 2(2), 144.
- Kanga, J. B., Palkhivala, N. A., Palkhivala, B. A., & India. (1969). The law and practice of income tax. Bombay, N.M. Tripathi.

DC01BL-501 -Cultural Etiquette

(Total Hours:30)

Goals

Demonstrate knowledge and understanding in the field of basic of shipping and cultural etiquettes and Understanding the impact of culture on global business relationship

Objectives

- With the successful completion of this course you will be able to
- Secure a position in the Shipping & Port industry
- Be eligible for advancement within your company
- Be confident that you are professionally trained and equipped for the Shipping & Port industry.

Course Contents

Unit1 Culture in Shipping & Port Management

Values and beliefs, Communication patterns (Language/ Dialect), Social relationships, Diet and food preparation, Dress and other body decoration, Religion and religious practices, Family (structure), Traditions and customs, View of time, Recreation/ Leisure. Culture: National Culture, International or Global Culture, Self (Individual) in Multicultural How Individuals from Different Cultures Behave, Regional Cultures, Asia, Africa Europe Middle East

Unit2 Culture & Society

Major Celebrations/Secular Celebrations, Social Stratification, Gender Roles, Socialization, Food, Economy, Arts, Humanities & Popular Culture, Culture Environment. Understand how culture impacts international business. Concept and elements of culture.

Unit3 Etiquette in Different Parts of the World

International Deals & negotiations - Result of Globalization of Trade. Increase in Imports and Exports and Trade Expansion. Receiving and meeting of foreign delegation. Visit to other countries for negotiations and discussions. Ethnic origins - White Men / Blacks / Mongoloid / Asians / Arab World. Cultures - Orient / Middle Eastern / Western Practices &Beliefs, Language, Time Orientation / Location, Formality of Relationships, Hospitality, Materialism, Space Orientation, Conflict Agreement.

Unit4 Globalization, Culture and Communication Globalization, Goods and Transportation, Work Force / Labour/ People, Communication, Languages and Language Barriers, Seafarers and Languages, Cross Culture Communication,Non Verbal Communication, Listening, Importance of Communication.

Suggested Readings:

- Smith, J. R. (2011). The etiquette book: A complete guide to modern manners. Sterling Publishing Company.
- Martine, A. (1866). Martine's Hand-book of Etiquette: And Guide to True Politeness. Dick & Fitzgerald.
- Liss, P. K., Knight, F. W., &Liss, P. K. (Eds.). (1991). Atlantic Port Cities: Economy, Culture, and Society in the Atlantic World, 1650-1850. Univ. of Tennessee Press.
- Panopio, I. S., &Rolda, R. S. (2007). Society & Culture. Goodwill Trading Co., Inc..
- Lee, R. (2017). Port Towns and Urban Cultures: International Histories of the Waterfront, c.

DC01BL-502- Total Quality Management

(Total Hours:30)

Goals

This paper aims to investigate how TQM can be applied in industry and education.

Objectives

- To give the students an overview of quality and TQM and explaining the salient contributions of Quality Gurus like Deming, Juran and Crosby. General barriers in implementing TQM.

Course Content

Unit 1 Introduction

Evolution of quality, Definition, Concept and Features of TQM, Eight building blocks of TQM.

Unit 2 TQM thinkers and Thought

Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.

Unit 3 TQM tools- Benchmarking

Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking, FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) – Concept and need.

Unit 4 Six Sigma

Features of six sigma, Goals of six sigma, DMAIC, Six Sigma implementation. The seven tools of quality. Quality Systems: ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.

Suggested Readings:

- Martínez-Lorente, A. R., Dewhurst, F., & Dale, B. G. (1998). Total quality management: origins and evolution of the term. *The TQM magazine*.
- Dotchin, J. A., & Oakland, J. S. (1994). Total quality management in services: Part 2: Service quality. *International Journal of Quality & Reliability Management*.
- Sallis, E. (2014). *Total quality management in education*. Routledge.
- Hackman, J. R., & Wageman, R. (1995). Total quality management: Empirical, conceptual, and practical issues. *Administrative science quarterly*, 309-34

DC01BL-5O3- Basics of Economics

(Total Hours 30)

Goals

This course is to familiarize the students with the approach, concepts and advanced techniques of managerial economics that are applied in business decision making.

Objectives

- Develop the conceptual foundations and analytical methods used in micro economics
- Be familiar with the basic consumer behavior, behavior of firms, and market equilibrium.

Course content

Unit 1 Micro Economics

Introduction to Micro Economics-Definition, scope and nature of Economics-Methods of economic Study-Central problems of an economy and Production possibilities curve.

Unit 2 Theory of Demand and Supply

Meaning and determinants of demand, Law of demand and Elasticity of demand, Price, income and cross Elasticity-Theory of consumer's behaviour Marshallian approach and Indifference Curve Approach-Meaning and determinants of supply, Law of supply and Elasticity of supply.

Unit 3 Theory of Production and Cost

Meaning and Factors of Production-Laws of Production - The Law of variable proportions and Laws of returns to Scale-Concepts of Costs - Short-run and long-run costs, Average and marginal costs, Total, fixed and variable costs.

Unit 4 Price Determination in Different Markets

Various forms of markets - Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly-Price determination in these markets. Nature of the Indian Economy-Role of different sectors - Agriculture, Industry and Services in the development of the Indian economy, their problems and Growth-National Income of India - Concepts of national income,

Suggested Readings

- O'Connor, D. E. (2004). The basics of economics. Greenwood Publishing Group.
- Cleaver, T. (2011). Economics: the basics. Routledge.
- Cox, D. (2007). Biological Basics and the Economics of the Family. Journal of Economic Perspectives, 21(2), 91-108.
- David, O. C. (2015). THE BASICS OF ECONOMICS.
- Heakal, R. (2015). Economics basics: Supply and demand. Investopedia. accessed September, 28.

DC01BL-504 -SWAYAM

(Total Hours 30)

SWAYAM-NPTEL Course

As per the UGC 'Credit Framework for online learning courses through SWAYAM, Regulation 2016'; maximum up to 20% online courses can be allowed to be counted for credit. Grades earned by successful students studying in conventional courses shall be transferred to the academic record of such Students. For SWAYAM-NPTEL Course 2 credits (1 course of 8 week or 2 courses of 4 week) will be based on the certificate given by the NPTEL and 2 credits will be given by the course mentor. If the online course is of 3 credits (12 week), the remaining 1 credit will be given by the course mentor on the basis of continuous evaluation of students.

If a student fails in the opted SWAYAM-NPTEL course, s/he will have two choices; he can opt for another SWAYAM course of equivalent credit in the next semester, or he can revert to the traditional exempted course offered by the university. Such student's claim to attend classes for the said course and undergo continuous assessment will remain unaffected. Such a student will be able to undertake the traditional course under the mentor in the immediate succeeding semester so as to avoid any loss of semester.

DC01BL-5C2- Immigration

(Total Hours:60)

Goals

Students will be able to demonstrate knowledge and understanding in the field of basic of shipping and structure and operations also to describe the functions of shipping immigration and understanding cultural etiquettes. Identify the shipping immigration and it laws

Objectives

- With the successful completion of this course you will be able to
- Secure a position in the Shipping industry
- Be eligible for advancement within your company
- Be confident that you are professionally trained and equipped for the Shipping industry

Course Contents

Unit1 Shipping Terminology

Introduction, Shipping Terminology, Nautical Terms, Incoterms, Load line, ACU/ADS/CQD/ISPS/SOLAS, Tide Clock, World Ports

Unit 2Shipping Concepts

Modes of transport, Container ships, Container/ Containerization, Current Shipping Environment, Baggage Rules, Anti-Dumping Laws & Regulations, Major Sea Ports of World

Unit 3Immigration

Introduction to shipping immigration, Principles of Cargo immigration, Immigration and check point security

Unit 4 Customs Duty

Customs Act– an overview, imports for Normal Items, Export Duty, Import Duty, Anti-Dumping Duty, imports for Restricted Items, Government policy and regulations, Banking and financial practices

Unit5Implementing cultural sensitivity education in the shipping industry

Role of stakeholders in the arrangement of cultural sensitivity education- National Culture & Etiquettes, building cultural bridges, recognizing our commonalities and differences, developing positive relationships with people of different cultures, gaining skills to resolve cultural conflicts, Examples of Behaviors in different Cultures

Unit6 Role of Shipping Industry in the World Economy

Value and Volume of World Sea, General Cargo ship, Tankers, Container Ship, Bulk Carriers, Passenger and cruise ship, Others, Streamlining ship operations, International trade of shipping industry

Suggested Readings:

- Brodie, P. (2013). Commercial shipping handbook. Informa Law from Routledge.
- Corbett, J. J., & Winebrake, J. J. (2008). International trade and global shipping. Handbook on Trade and the Environment, 33-48.
- Meersman, H., Van De Voorde, E., & Vanelslander, T. (2014). Future challenges for the port and shipping sector. CRC Press.
- Colletta, J. P. (2002). They Came in Ships: A Guide to Finding Your Immigrant Ancestor's Arrival Record. Ancestry Publishing.
- Anderson, S. (2005). The contribution of legal immigration to the social security system.

National Foundation of American Policy.

DC01BL-5C3- Principles of Management

(Total Hours:90)

Goals

Enabling the importance of planning and decision making techniques to apply the same. Illustrating leadership & motivation theories for developing managerial skills. Analyzing the business environment and through effective communication skills. Understanding of Pro – Active and its' importance before the deviation through control mechanisms.

Objectives

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
- Practice the process of management's four functions: planning, organizing, leading, and controlling.
- Evaluate leadership styles to anticipate the consequences of each leadership style.

Course Contents

Unit 1 Functions of Management

Nature & Definition of Management, Management as a Science or Art, Evolution of Management Thought, Functions of Management, Role and function of Managers Contemporary Issues and Challenges in Management of 21st Century.

Unit 2 Planning & types of business organisation

Nature and Definition of Planning, Importance and Steps in planning, Types of Plans, Forecasting and Decision Making, Decision making techniques. Organizing, Nature and purpose, Principles of Organization, Types of Organization, Authority and Responsibility.

Unit 3 Organizing

Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organisation Structure- forms and contingency factors

Unit 4 Leadership

Directing-Principles, Theory X & Y, Motivation and Behavior, Theories of Motivation, Leadership: Styles and Theories, Co-ordination, Cooperation, Techniques of Coordination, Control.

Unit 5 Motivation

Motivating and Leading people at work; Motivation concepts; Theories; - Maslow, Herzberg, McGregor, and Ouchy; Financial and Non-Financial incentives Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert's System Management Communication- Nature, Process, Networks and Barriers, Effective Communication.

Unit 6 Analysis & Directing

Macro and Micro environmental factors of business, SWOT analysis, Communication, Barriers of communication, Organisation Culture.

Unit 7 Controlling

Process of controlling, Types of control, Budgetary and Non-Budgetary control, Purchase Control, Cost Control, Quality Control, & Maintenance control, Planning Operations.

Unit 8 Management of Change

Concept, nature, process of planned change; Resistance to Change; emerging horizons of management in a changing Environment

Suggested Readings:

- Fahey, L. (1989). The New Corporate Strategy.
- Drucker, P. (2012). Management challenges for the 21st century. Routledge.
- Luthans, F. (1998). Organisationalbehaviour 8th Edition. Boston, MA: Irwin, McGraw-Hill.
- Morden, T. (2017). Principles of management. Routledge.
- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2009). Principles of management. Washington, DC: Flat World Knowledge.

DC01BL-5C4 -International trade through shipping

(Total Hours-60)

Goals

The students will be able to understand principals of international trade to students

Objectives

- To get knowledge in international trade
- Learners will be benefitted with the various principles of international trade

Course Contents

Unit I General International Trade

Role of Shipping – Importance of shipping in globalization- Major Trade lanes, features & patterns of trade – Commodities traded – Major origins and destinations – Seasons & Effect of Weather on shipping – Latitude, Longitude – Types of ships used for various cargoes & ship design – Major Maritime Nations

Unit 2 International Shipping organizations

Basic Shipping Terminology -Liner Shipping Overview Liner Shipping Business – Concept of Sectors in Liner Shipping – Types of Liner Ship Operators – Ship owning operations

Unit 3 Non Vessel Operating Common Carrier operations

NVOCC and its operation – MTO operations- Types of Liner Services – Independent Service – Consortium / Alliance services – Principles of Container Operations.

Unit 4 Bulk & Tanker Trade Overview

Bulk Shipping Business -Dry Bulk operations – Tanker operations – Principles of chartering – Bulk pool operations.

Unit 5 Ports, Canals & Waterways Overview of ports, canals & waterways

Panama and Suez Canal and its importance in shipping -Inland Terminals-Inland water way – Port Features required for various cargo types – Port ownership / Management models – Environmental issues.

Suggested Readings:

- Elements of Shipping - Alan Branch (0th Edn, Sterling / Routledge)
- Commercial Shipping Handbook - Peter Brodie (2nd Edn, Informa Finance)
- Logistics Management & World Seaborne Trade – KrishnaveniMuthiah (Himalaya Publishing House 2009)
- Start Your Own Freight Brokerage Business - Lynn & Jacquelyn (3rd Edn, Entrepreneur Press)
- Freight Forwarding & Multimodal Transport Contract – D. Glass (1st Edition)

DC01BL-5C5 - Transportation warehousing and freight management

(Total Hours:90)

Goals

The students will be able to understand the Transportation and warehousing

Objectives

- The paper aims to know the importance of transport in logistics, Compare the different modes of transport, understand the purpose and main activities and design of warehouses
- To learn the freight structure and practice in logistics.

Course content

Unit 1 Transportation

Definition-Objectives-Principles-role of transportation in logistics transport functionality & Principles-participants in Transportation Decisions.

Unit 2 Mode of Transportation

Rail, Road, Water, Air, Pipeline-their characteristics and their cost structure-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers.

Unit 3 Intermodal transport

Definition-rationale-types-limitations-containerisation-piggyback ownership of transport-own account transport and third party transport-choice of ownership factors to be considered. Transportation costs - fixed, variable, joint and common costs-product related & Market related factors influencing transport cost.

Unit 4 Warehousing

Definition-nature and importance-role of warehousing in logistic systemtypes-basic components-functions-warehousing layout and design-warehousing decisions & operations-warehouse productivity. Packaging-Types of warehouse- Bonded warehouse

Unit 5 Inventory

Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory. Selective Inventory Control Economic Order Quantity – Safety Stocks –Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution.

Unit 6 Purpose of Inventory

Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks _ Types of Stocks – Tracking the Paper Life.

Unit 7 Freight structure and Practice

Freight Rates-Principles-Sea freight-meaning- Sea Freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight Rates-Liner Freight rebate system-operations-factors to be considered-determinants of freight Rates-Freight RateIndices-Tramp Freights-Tramp Trade

Unit 8 Freight Forwarding

Meaning, International Freight Forwarding, Logistics Service Providers – Project Cargo Forwarding – Multimodal operations – Warehousing Operations.

Suggested Readings:

- Bowersox, D. J., & Closs, D. J. (1974). *Logistical management*. New York: Macmillan.
- Ailawadi, S. C., & SINGH, P. R. (2011). *Logistics management*. PHI Learning Pvt. Ltd..
Donald Waters : *Logistics*. Palgrave Macmillan, New York, 2004
- Muthiah, K. (2009). *Logistics Management & World Seaborne Trade*. House, Mumbai, 1999
- Safeer, M., Anbuudayasankar, S. P., Balkumar, K., & Ganesh, K. (2014). Analyzing transportation and distribution in emergency humanitarian logistics. *Procedia Engineering*, 97, 2248-2258.

DC01BL-6C1 Shipping transaction

(Total Hours:90)

Goals

The students will be able to understand the history of Shipping Industry and its current use

Objectives

- To bring awareness amongst the students about the origin of ships, the documents used every day in shipping practice and the History of shipping.

Course Contents

Unit 1 History

Introduction to the History of Shipping - Early stage of Transport - Invention of Wheel - Various Inventors of Transport Systems - Various means of Transport - Steam Engines and Locomotives - Cycles and Motor Bikes - Cars and Trucks - Citations from Vedas on shipping - Citation from the Book of Genesis

Unit 2 Instruments

Maps and Atlas - Grids and its uses - Transport Geography - Economical Geography - Oceans and Seas - tides, current, climate and weather - Deepest ocean and seas- Major trade route

Unit 3 Types of ships

Logs to modern Ship - Authentication - Sail ships - Row ships - Slaves for rowing - Steam ships - Motor Ships - Solar powered ships - Nuclear Powered Ships - War of Troy

Unit 4 Indian Maritime History

Indian Maritime History - Origination of Documents - Reminiscence of Maritime History - Those men who Braved the Sea - - Ships in warfare

Unit 5 Transport System

Trading from India - Indian Emperors and Ocean expeditions Importance of Ocean Transport System - Canals and Rivers for Transportation

Unit 6 Shipping and Logistics in India

Shipping and Logistics in India - India's Role in world Shipping Market - Want of the hour for developing shipping - Shipping Phonetics - World's leading ship owners

Unit 7 Shipping Lines

Hub and Spoke Ports- Process Flow- Advices- Booking- Containerization- Containers-Types- Container Numbering- Process Flow-Shipping Sales- Leads- Quotations- Customer Service.

Unit 8 Port Services

Stevedoring, Lighter age services and security- port trusts- operational Units-services-vessel operation in port- pilotage- tugging- Terminal handling charges- automated container handling

Suggested Readings:

- Glete, J. (2007). The Oxford encyclopedia of maritime history, 4 volymer.
- Half, A., Younes, L., & Boersma, T. (2019). The likely implications of the new IMO standards on the shipping industry. Energy policy, 126, 277-286.
- Sridharan, R. A. K. (2017). A Maritime History of India. Publications Division Ministry of Information & Broadcasting.
- Dasgupta, A. (1984). The maritime merchant and Indian history. South Asia: Journal of South Asian Studies, 7(1), 27-33.

DC01BL-6O1 -Organizational Behavior

(Total Hours 30)

Goals

This course is to prepare students for advanced leadership roles in modern organizations and to become a successful manager. By taking the course students will be able to apply concepts of team work to create effective work groups to be successful in life.

Objectives

- Analyse individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.
- Outline the elements of group behavior including group dynamics, communication, leadership, power & politics and conflict & negotiation.
- Identify your own management style as it relates to influencing and managing behavior in the organization systems.
- Enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.

Course content

Unit 1 Introduction to Organization Behaviour

Introduction to organization, organization and managers, manager' roles and skills, behaviour at work, introduction to organization behaviour, major behavioural science disciplines contributing to OB, challenges and opportunities managers have in applying OB concepts, OB model (including motivation models) and levels of OB model. Foundations of organization structure, organization design, organization culture, organization change, managing across cultures, human resource management policies and practices, diversity at work.

Unit 2 Individual behaviour

Introduction to individual behaviour, values, attitudes, job satisfaction, personality, perception and individual decision making, learning, motivation at work, managing emotions and stress (Meaning-Definition Stress and job performance relationship Approaches to stress management (Coping with stress)

Unit 3 Interpersonal behaviour

Interpersonal Behaviour, Johari Window, Transactional Analysis – ego states, types of transactions, life positions, applications of T.A., managerial interpersonal styles.

Unit 4 Group behaviour

Introduction to group behaviour, foundations of group behaviour, concept of group and group dynamics, types of groups, formal and informal groups, theories of group formation, group norms, group cohesiveness, group decision making, inter group behaviour, concept of team vs. Group, types of teams, building and managing effective teams, leadership theories and styles, power and politics, conflict and negotiation.

Suggested reading:

- Aswathappa, K., Organizational Behaviour– Text and Problem, Himalaya Publication
- Luthans, F (2004). Organizational Behaviour. Mcgraw Hill, International Edition.
- Pardeshi, P. C., Organizational Behaviour & Principles & Practice Of Management, Niralipublication
- Pareek, U (2004). Understanding Organisational Behaviour. Oxford University Press.
- Pettinger, R (2002). Introduction to Management. Palgrave mcmillan.
- Robbins, S. P/ Judge, T. A/ Sanghi, S., Organizational Behaviour, Pearson Publication
- Robbins, S.P. &Decenzo, D (2002). Fundamental of Management. Pearson Education.
- Stoner, et.al. (2002). Management. Prentice Hall of India.
- Weiss, J.W. (reprint of 2002). Organizational Behaviour & Change. Managing Diversity, Cross-cultural Dynamics & Ethics. Vikas Publishing House Pvt. Ltd.

DC01BL-6O2- Corporate Accounting

(Total Hours:30)

Goals

This paper enables the students to acquire the basic knowledge of the corporate accounting and to the techniques of preparing the financial statements.

Objectives

- To enable the students to have a comprehensive understanding about the provisions of the Company's Act and Corporate Accounts.

Course Contents

Unit 1 Company Final Accounts

Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items – Managerial Remuneration – Depreciation – Interest on debentures – Dividends – Rules regarding payment of dividends (Theory only) – Transfer to Reserves – Preparation of Profit and Loss Account and balance Sheet as per Section 219(1)(b)

Unit 2 Financial Statements Analysis

Analysis of financial statements – comparative statements, comparative income statement, comparative balance sheet – common size statements – Common size income statement, common size balance sheet – Trend percentages.

Unit 3 Valuation of Goodwill

Meaning – Circumstances of Valuation of Goodwill – Factors influencing the value of Goodwill – Methods of Valuation of Goodwill - Average Profit Method – Super Profit Method – Capitalization of Super Profit Method – Annuity Method – Capitalization of Profit Method.

Unit 4 Valuation of Shares

Meaning – Need for Valuation – Factors Affecting Valuation – Methods of Valuation – Asset Backing or Intrinsic Value Method – Yield Method – Earning Capacity Method – Fair Value Method - Rights Issue and Valuation of Rights Issue.

Suggested Readings:

- Craig, R., & Diga, J. (1998). Corporate accounting disclosure in ASEAN. *Journal of International Financial Management & Accounting*, 9(3), 246-274.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari Sharad, K. (1997). *Financial Accounting*. Vikas Publishing House.
- Grant, R. M., & Visconti, M. (2006). The strategic background to corporate accounting scandals. *Long range planning*, 39(4), 361-383.
- Goyal, V. K., & Goyal, R. (2012). *Corporate accounting*. PHI Learning Pvt. Ltd..

DC01BL-603- E-Commerce

(Total Hours:30)

Goals

The paper aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e- business.

Objectives

- To familiarize the students with the basic concepts of internet, e-commerce, E- business and Cyber Security.

Course Contents

Unit1 Introduction

Conceptual Framework of E-Commerce, General Model of Business, Electronic Means of doing Business-Defining E-Commerce-Emergence of E- Commerce on Private Networks, Forces Effecting E-Commerce, E-Commerce on Private Network, Forces effecting E-Commerce. E.D.I: Nature, Benefits of E.D.I, Demerits of E.D.I

Unit 2Types of E-Commerce:

Inter Organization (B2B) E-Commerce, Intra- Organizational E- Commerce, Business to Consumer (B2C) E-Commerce. Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines.

Unit 3Introduction to legal and Security Issues in E-Commerce

Electronic Payment Systems:Overview of Electronic Payment Technology

Unit 4Legal issues

Laws for E-Commerce, Issues of Trademarks & Domain Names

E-commerce in India: The Internet in India, Barriers to Growth of E-Commerce in India

Suggested Readings:

- Laudon, K. C., &Traver, C. G. (2013). E-commerce. Boston, MA: Pearson.
- King, D. N., & King, D. N. (2004). Introduction to e-commerce. Prentice Hall.
- Bajaj, K. K., Nag, D., & Bajaj, K. K. (2005). E-commerce. Tata McGraw-Hill Education.
- Rayport, J. F., &Jaworski, B. J. (2004). Introduction to e-commerce. McGraw-Hill Irwin MarketplaceU.
- Mohapatra, S. (2013). E-commerce Strategy. In E-Commerce Strategy (pp. 155-171). Springer, Boston, MA.

DC01BL-6O4-SWAYAM

(Total Hours 30)

SWAYAM-NPTEL Course

As per the UGC 'Credit Framework for online learning courses through SWAYAM, Regulation 2016'; maximum up to 20% online courses can be allowed to be counted for credit. Grades earned by successful students studying in conventional courses shall be transferred to the academic record of such Students. For SWAYAM-NPTEL Course 2 credits (1 course of 8 week or 2 courses of 4 week) will be based on the certificate given by the NPTEL and 2 credits will be given by the course mentor. If the online course is of 3 credits (12 week), the remaining 1 credit will be given by the course mentor on the basis of continuous evaluation of students.

If a student fails in the opted SWAYAM-NPTEL course, s/he will have two choices; he can opt for another SWAYAM course of equivalent credit in the next semester, or he can revert to the traditional exempted course offered by the university. Such student's claim to attend classes for the said course and undergo continuous assessment will remain unaffected. Such a student will be able to undertake the traditional course under the mentor in the immediate succeeding semester so as to avoid any loss of semester.

DC01BL-6C2- Marketing Management

(Total Hours:60)

Goals

Marketing Management exposes student to the fundamental concepts or marketing thereby enabling them to learn the language of marketing.it gives an understanding of the principles and concepts of marketing and explains how it is connected to the integrated management system

Objectives

- To orient the students towards the significance of marketing tools and market research in order to sustain in a challenging and competitive business environment.

Course Contents

Unit 1 Introduction to Marketing

An Overview of Marketing-Strategic Planning for Competitive Advantage-Marketing Mix-Ethics and Social Responsibility-The Marketing Environment-Developing - Business Marketing-Segmenting and Targeting Markets-Decision Support System- Marketing Research-Market Decision Support System-The Role of Marketing Research-Steps in Marketing Research-Secondary Data

Unit 2 Product and Promotion Decisions

Product Concepts-Meaning-Types of Consumer Products-Product Items, Lines and Mixes-Branding-Packaging- global Issues in Branding and Packaging-Product Warranties-

Unit 3 New Product Development

Developing and Managing Products-Importance of New Products-The New Product Development Process-global Issues in New Product Development-The Spread of New Products-Product Life cycles- The role of Promotion in the Marketing Mix- The Goals and Tasks of Promotion- Advertising and Public Relations-Sales Promotion and Personal Selling.

Unit 4 Services Marketing

The Importance of Services-How Services differ from goods -Service Quality-The Gap Model of Service Quality-Marketing Mixes for Services-Services Strategy-Place (Distribution) Strategy –Promotion Strategy-Price Strategy-Relationship Marketing in Services-Internal Marketing in Service firms-global Issues in Services Marketing-Non-Profit Organization Marketing.

Unit 5 Distribution Decisions

Marketing Channels-Channel Intermediaries and their Functions-Channel Structures- Making Channel Strategy Decisions-Types of Channel Relationship-Managing Channel Relationships-Channels and Distribution Decisions for Global Markets-Channels and Distribution Decisions for Services –Supply Chain Management-Retailing.

Unit 6 Pricing Decisions

Pricing Concepts-The Importance of Price-Pricing Objectives-The Demand Determinant of Price-The Power of Yield Management System-The Cost Determinant of Price- -How to Set a Price on a Product-The Legality and Ethics of Price Strategy-Tactics for Fine-Tuning the

Base Price-Product Line Pricing- Pricing during Difficult Economic Times.

Suggested Readings:

- Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2009). Marketing management: A south Asian perspective.
- Murphy, P. R., &Poist, R. F. (1994). The logistics-marketing interface: marketer views on improving cooperation. *Journal of Marketing Theory and Practice*, 2(2), 1-14.
- Saxena, R. (2005). Marketing management. Tata McGraw-Hill Education.
- McCarthy, E. J., Shapiro, S. J., &Perreault, W. D. (1979). Basic marketing (pp. 29-33). Ontario: Irwin-Dorsey.
- Kotler, P., & Turner, R. E. (1997). Marketing management: Analysis, planning, implementation, and control (Vol. 9). Upper Saddle River, NJ: Prentice hall.

DC01BL-6C3 Marine Traffic Management

(Total Hours:60)

Goals

Ensure inclusive and quality education for all and promote lifelong learning and sustainably use of the oceans, seas, and marine resources

Objectives

- The paper aims to know the importance of transport in logistics, Compare the different modes of transport, understand the purpose, main activities and design of warehouses, Study the freight structure and practice in logistics

Course Contents

Unit 1 Shipping Industry

General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

Unit 2 Role of shipping intermediaries

Shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.

Unit 3 Investment analysis in shipping

Negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.

Unit 4 Ports and harbor

Classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

Unit 5 India's maritime trade

Development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

Suggested Readings:

- Physical Distribution – K.K. Khanna
- Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
- The state and market in India's shipping, Nayar.

DC01BL-6C4- Internship in Domestic /International Sea Port – Dissertation and Viva voce

(Total Hours:90)

Goals

Present a written report that defines the basic concepts classification, characteristics, processes, of the organization in which the training was undertaken.

Objectives

- Explain the detail tools technology and systems, structures, environmental aspects of the organization where the internship was undertaken.
- Apply theoretical practice been taught in the previous semesters. thereby closing the gap between academic work and the actual practice
- Define the role of professionals in specific industries and companies they are interested in, project their self-potentials, abilities and shortcoming.
- Network and connect with professional and transit to full-time position

Course content

- The report should be consisting of
- Introduction
- Profile and background of the organisation
- Terms of reference
- Mission, Goals and purpose
- Duties, roles and responsibilities, and schedules, learning from the organisation
- Application of the theory to the real-life situation.
- Lessons learnt, challenges
- Conclusion, recommendation

Appendix.

Students will be provided 270 hours after the completion of the V semester to undertake an internship in Domestic /International Sea Port and submit a project report based on their learning in context to the subject taught during the previous four semesters. The project title will be chosen in consultations with the faculty who will provide a prescribed format. The project will be submitted in the VI semester. The evaluation of the project work will be done by a board consisting of the HOD concerned faculty and a nominated expert if required.

Teaching Learning Methodology

Internships integrate accredited academic coursework with periods of supervised, relevant experiences in the workplace. Internships not only provide students with an opportunity to practice and apply knowledge in a field of study but also provide a learning scaffold for real- world workplace issues such as morality and ethics, spirituality, diversity, values-based leadership, managing conflict, change management and leadership. The teaching occurs as supervised learning in the real world environment.

Examination Scheme/Assessment

Sl.No.	Details	Hours
1.	Working on an Internship	270
2.	Report, Presentation, Viva	90
	Total	360

Marks for Internship

Sl. No.		Marks
1.	Working on a project / Industry feedback	50
2.	Report, Presentation, Viva	50
	Total	100