



ಕ್ರಮಾಂಕ/No: MU/ACC/CR 7/2024-25/A8

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ- 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date: 09/07/2026

NOTIFICATION

Sub: Syllabi of UG Programmes under the Faculty of Commerce as per the SEP guidelines reg.

Ref: Decision of the Academic Council meeting dated: 29.06.2026

Pursuant to the above the syllabi of following UG programmes, prepared in accordance with the guidelines of the SEP commission and approved by the Academic Council at its meeting held on 29.06.2026 are hereby notified for implementation with effect from the academic year 2026-27.

Sl.No.	UG Programmes
1.	B.Com (V -VI sem)
2.	B.Com(Voc)(Office Management & Secretarial Practice) (V -VI sem)
3.	B.Com(Voc)(Tax Procedure & Practice) (V -VI sem)
4.	B.Com(Voc)(Computer Applications) (V -VI sem)
5.	B.Com (Voc) (Accounting & Finance) (V -VI sem)
6.	B.Com (Business Data Analytics) (V-VI sem)
7.	B.Com (Business Data Analytics) (III-IV sem)(Revised)
8.	B.Com(Voc)(Tax Procedure & Practice) (III-IV sem) (Revised)
9.	B.Com (Voc) (Office Management & Secretarial Practice) – (III-IVsem)(Revised)
10.	B.Com(Voc)(Computer Applications) (III-IV sem) (Revised)
11.	AEDP Programme-B.Com in Banking Financial Services and Insurance-(III- ~~VI~~ sem)(Revised)
12.	AEDP Programme-B.Com in Banking Financial Services and Insurance-(I-II sem) (Revised)
13.	B.Com (Voc) (Accounting & Finance) (III-IV sem)

	(Revised)
14.	AEDP Programme-B.Com in Retail Operations- (III-IV sem)
15.	AEDP Programme-B.Com in Retail Operations- (I-II sem)(Revised)
16.	B.Com (I-II sem)(Revised)
17.	B.Com (III-IV sem)(Revised)
18.	B.Com (Voc) (Accounting & Finance) (I-II sem) (Revised)
19.	BBA Logistics (V -VI sem)

Copy of the syllabi shall be downloaded from the Mangalore University website
www.mangaloreuniversity.ac.in


 REGISTRAR.

To:

- 1) The Registrar(Evaluation),Mangalore University.
- 2) The Chairpersons, U.G BOS in concerned subjects, Mangalore University.
- 3) The Director, College Development Council, Mangalore University.
- 4) The Principal's of all affiliated/Constituent colleges of Mangalore University.
- 5) The Director, computer centre, Mangalore University.
- 6) The Assistant Registrar/The superintendent, Academic section, O/O the Registrar, Mangalore university.
- 7) Guard file.

MANGALORE



UNIVERSITY

MANGALAGANGOTRI

Syllabus

Bachelor of Business Administration (BBA in Logistics)

As per the resolutions of UG BOS

**Department of Business Administration
(Faculty of Commerce)
Mangalore University, Mangalagangotri**

Bachelor of Business Administration

(BBA in Logistics)

1. Programme Objectives:

The objectives of BBA (Logistics Management) Programme are:

- To impart knowledge of the fundamentals of Logistics Management and its application in problem solving.
- Select and apply appropriate tools for decision making required for solving complex logistics problems.
- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.
- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.
- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.
- To develop a positive attitude and life skills to become a multi-faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO):

On successfully completing the program the student will be able to:

- Understand concepts and principles of logistics management; identify the opportunities in the corporate environment and manage the challenges
- Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills
- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- Demonstrate entrepreneurial competencies
- Exhibit managerial skills in the areas of logistics management and allied subjects.
- Identify business opportunities, design and implement innovations in workspace.
- Possess a sturdy foundation for higher education

3. Program Specific Outcomes (PSO):

On the successful completion of B.B.A., the students will be able to:

PSO1: Acquire Practical learning through summer internship, industrial visit and Business Plan etc.

PSO2: Demonstrate analytical and problem-solving skills through specialization in logistics to solve the business issues.

PSO3: Understand and develop the new dimensions of knowledge through optional electives to cater the need of the industry.

PSO4: Comprehend the core concepts, methods and practices in logistics management.

PSO5: Venture into his/her own business or excel in executive roles in private /government sector.

PSO6: Demonstrate the ability to create business plans

PSO7: Develop an understanding of logistics business that reflects the moral responsibility of business to all relevant stakeholders and the natural environment.

PSO8: Matured Individuals and responsible Citizens to the country

PSO9: Demonstrate Ability to work in Groups

4. Structure of BBA (Logistics) Programme:

SEMESTER I

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	LANG 1.1	Language - I	Lang	4	80	20	100	3
2	LANG 1.2	Language - II	Lang	4	80	20	100	3
3	BBAL 1.1	Principles of Management	Core	5	80	20	100	5
4	BBAL 1.2	Fundamentals of Logistics	Core	5	80	20	100	5
5	BBAL 1.3	Materials Management	Core	5	80	20	100	5
6	BBAL 1.4	Introduction to Shipping	Core	4	80	20	100	3
7	BBAL 1.5	Constitutional Values	Compulsory	3	40	10	50	2
Total				30	520	130	650	26

SEMESTER II

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
8	LANG 2.1	Language – I	Lang	4	80	20	100	3
9	LANG 2.2	Language – II	Lang	4	80	20	100	3
10	BBAL 2.1	Cost and Management Accounting	Core	5	80	20	100	5
11	BBAL 2.2	Forecasting and Inventory Management	Core	5	80	20	100	5
12	BBAL 2.3	Freight Forwarding (Ocean & Air Cargo)	Core	5	80	20	100	5
13	BBAL 2.4	Marketing Management	Core	4	80	20	100	3
14	BBAL 2.5	Environmental Studies	Compulsory	3	40	10	50	2
Total				30	520	130	650	26

SEMESTER III

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	LANG 3.1	Language – I	Lang	4	80	20	100	3
2	LANG 3.2	Language – II	Lang	4	80	20	100	3
3	BBAL 3.1	Surface Transportation	Core	5	80	20	100	5
4	BBAL 3.2	Supply Chain Management	Core	5	80	20	100	5
5	BBAL 3.3	Warehousing & Distribution Centre Operations	Core	5	80	20	100	5
6	BBAL 3.4	Business Law	Core	3	80	20	100	2
7	BBAL 3.5	Practical Aspects of Freight Forwarding	Compulsory*	3	40	10	50	2
Total				29			650	25

*Compulsory Course (Skill based) from Business Administration

SEMESTER IV

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	LANG 4.1	Language – I	Lang	4	80	20	100	3
2	LANG 4.2	Language – II	Lang	4	80	20	100	3
3	BBAL 4.1	Customer Relationship Management	Core	5	80	20	100	5
4	BBAL 4.2	Logistics Information System	Core	5	80	20	100	5
5	BBAL 4.3	Fundamentals of Operation Research	Core	5	80	20	100	5
6	BBAL 4.4	International Logistics Management	Core	3	80	20	100	2
7	BBAL 4.5	Case Based Learning	Compulsory*	2	40	10	50	2
Total				29			650	25

*Compulsory Course (Skill based) from Business Administration

SEMESTER V

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBAL 5.1	Entrepreneurship Development	Core	5	80	20	100	5
2	BBAL 5.2	Principles of Export Management	Core	5	80	20	100	5
3	BBAL 5.3	Air Cargo Logistic Management	Core	5	80	20	100	5
4	BBAL 5.4	Logistic Network Design	Core	4	80	20	100	3
5	BBAL 5.5	Retail Logistics	Core	4	80	20	100	3
6	BBAL 5.6	Internship/ Organisational Study	Skill Enhancement	2	40	10	50	2
Total				29			550	23

SEMESTER VI

Sl No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week	Sem. End Exam	IA	Total Marks	Credit
1	BBAL 6.1	Introduction to Strategic Management	Core	5	80	20	100	5
2	BBAL 6.2	Legal Principles of logistics and Shipping	Core	5	80	20	100	5
3	BBAL 6.3	E-Commerce and ERP	Core	5	80	20	100	5
4	BBAL 6.4	Shipping Finance and Marine Insurance	Core	4	80	20	100	3
5	BBAL 6.5	Port Terminal Logistics	Core	4	80	20	100	3
6	BBAL 6.6	Project Work	Skill Enhancement	2	40	10	50	2
Total				29			550	23

Note: All Core Courses, Optional Courses, Elective Courses & Skill Enhancement Courses are under Studies in Business Administration only.

5. Pedagogy:

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.
2. **Experiential/Live Projects/Grass Root Projects:** To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.
3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.
4. **ICT enabled teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.
5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.
6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make

use of such examples in the pedagogy.

6. Scheme of Examination

- a. There shall be University examination at the end of each semester.
- b. The maximum marks for the university examination in the courses with 3 credits and above paper shall be evaluated in pattern 10 + 10 (Internals assessments) + 80 (Semester end exam) marks.
- c. Courses with less than 3 credits shall be evaluated in the pattern 5 + 5 (Internals assessments) + 40 (Semester end exam) marks.
- d. All courses of this program except courses that are common to all other graduate program of the Mangalore University shall be set/valued/reviewed by BOE of BBA Programme for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any four out of six questions..	$4 \times 05 = 20$
Part- B: Answer any three out of five questions.	$3 \times 10 = 30$
Part- C: Answer any two out of four questions.	$2 \times 15 = 30$
Total:	80

The pattern of question paper for 40 marks courses will be as follows:

Part- A: Answer any three out of six questions.	$3 \times 05 = 15$
Part- B: Answer any one out of two questions.	$1 \times 10 = 10$
Part- C: Answer any one out of two questions.	$1 \times 15 = 15$
Total:	40

BBA FIRST SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 1.1 Name of the Course: Principles of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. An Understanding of management theory from functional perspectives. 2. Ability to develop the basic managerial skills. 3. Ability to demonstrate planning, organizing, leading & controlling. 4. Ability to develop skills necessary for effective work team performance. 5. Ability to accept the challenges and opportunities in management.		
Syllabus:		Hours
Module No. 1: MANAGEMENT CONCEPTS		12
Management: Meaning – Process □ Science or Art □ a Profession □ Administration v/s Management – Significance □ Functions of Management □ Levels of Management □ Managerial Skills □ Roles of Managers. Classical Theory □ Scientific Management □ Administrative Management □ Bureaucracy Modern Theory System approach □ Contingency Theory □ Z quality management, Behavioural Theory □ Hawthorne Studies □ Maslow’s need hierarchy theory □ Theory X, Y and Z.		
ModuleNo.2: PLANNING		12
Definition – Need – Benefits – Steps □ Nature and Importance – Objectives Concepts of Management by Objective – Steps □ Difficulties in MBO.		
Module No. 3: ORGANISING		12
Nature – Purpose – Steps □ Types of Organization: Formal & Informal – Power □ Authority and Responsibility. Centralisation v/s Decentralisation □ Span of control – Departmentalization □ Project organization □ matrix organization.		
ModuleNo.4:STAFFING AND DIRECTING		12
Nature – Significance □ Recruitment & Selection Meaning □ Training and Placement – Meaning □ Difference between Recruitment and Selection Difference between Training and development. Directing □ Meaning – Definition □ Key elements.		
ModuleNo.5: MANAGERIAL CONTROL		12
Definition, Characteristics □ Significance – Limitations – Process □ Requirement of an effective control system □ Feedback mechanisms resistance to control □ Overcoming resistance to control.		
Skill Developments Activities: 1. Collect the photograph and Bio□data of any three contributors to Management thought. 2. Draft organizational chart and discuss the authority relationship. 3. Identify the feedback control system of an organization. 4. List out your strengths and weaknesses considering you as a manager. 5. Visit any recruitment firm and write down their process of recruitment.		
Text Books:		

1. T. N Chhabra, Principles of Management
2. Samuel C Certo And S. Trevis Certo, Modern Management
3. L. M Prasad, Principles and Practices of Management
4. Koontz, Essentials of Management.
5. Daft, R. L, Management.
6. Stephen P. Robins and Marry Coulter, Management.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 1.2 Name of the Course: Fundamentals of Logistics		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.,		
Course Outcomes: On successful completion of the course, the Students will demonstrate • The ability to understand concepts of logistics and fundamentals of logistics. • The ability to explain the process of logistics management. • The ability to use technology and information for effective management of logistics. • The ability to explain the significance of Global Supply Chain. • The ability to understand the allied activities of logistics.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO LOGISTICS		12
History of Logistics, Need for logistics □ Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics □ Informatics, Logistics optimization. Listing of Sub □ sectors of Logistics		
Module No. 2: LOGISTICS AND CUSTOMER SERVICE		12
Definition of Customer Service Elements of Customer Service □ Phases in Customer Service □ Customer Retention □ Procurement and Outsourcing □ Definition of Procurement, Outsourcing □ Benefits of Logistics Outsourcing □ Critical Issues in Logistics Outsourcing		
Module No. 3: GLOBAL LOGISTICS		12
Global Supply Chain □ Organizing for Global Logistics □ Strategic Issues in Global Logistics □ Forces driving Globalization □ Modes of Transportation in Global Logistics Barriers to Global Logistics □ Markets and Competition □ Financial Issues in Logistics Performance □ Integrated Logistics □ Need for Integration □ Activity Centers in Integrated Logistics. Role of 3PL & 4PL.		
ModuleNo.4: ALLIED ACTIVITIES OF LOGISITICS - I		12
a) Warehousing: Warehouse □ Meaning, Types of Warehouses, and Benefits of Warehousing. b) Transportation □ Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express □ Courier/Express □ Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier □ Express Sector for international and domestic shipping. d) E □ Commerce □ Meaning, Brief on Fulfillment Centers, Reverse logistics in e □ commerce sector, Marketing in e □ commerce and future trends in e □ commerce.		
ModuleNo.5: ALLIED ACTIVITIES OF LOGISITICS - II		12
a) EXIM: Brief on EXIM/FF&CC, Multi □ modal transportation, brief on customs clearance, bulk load handling and brief on trans □ shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. e) Rail Logistics.		

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
2. Draft different activities involved in logistics management.
3. Draft Logistics Control charts.

Text Books:

1. Course Material Prepared by LSC
2. Fundamentals of Logistics Management (The Irwin/Mc.graw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Graw-Hill/Irwin, First Edition, 1998.
3. VinodV. Sople (2009) Logistic Management (2ndEdn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu &Anthony Raj, PHI Learning, First Edition, 2009.
5. Fundamentals of Logistics Management, David Grant, Douglas M.Lambert, JamesR. Stock, Lisa M.Ellram, McGrawHill Higher Education, 1997.
6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 1.3 Name of the Course: Materials Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, and Problem solving methods.		
Course Outcomes: On successful completion of the course, the Students will demonstrate • Understand the framework of materials management. • The Ability to manage materials requirement in organizations. • The Ability to develop vendor relations. • The Ability to prepare materials requirements plans. • Construct cost reduction technique for inventory control.		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TOMATERIALSMANAGEMENT		12
Introduction: Materials Management□ Evolution, Importance, Scope and Objectives □ Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL □ SupplyChainManagement □ Objectives, Components, Significance, Trade off Customer Service & Cost.		
ModuleNo.2: MATERIALS PURCHASING		12
Purchasing: Purchasing in Materials management □ system concept □ purchasing and procurement activities under Materials management □ Value Analysis and value Engineering □ Purchasing and quality Assurance □ Purchase Cycle – Negotiation & Bargaining – Vendor relations □ Purchasing Methods □ Global Sourcing □ Stores – Functions, Importance, Organization of stores & Stores layout .Stores procedure –documentation		
ModuleNo.3: INVENTORY MANAGEMENT		14
Inventory □ Need of Inventory □ Types of Inventory □ Basic EOQ Model □ EOQ with discounts □ Classification of material □ ABC Analysis □ VED, HML, FSN, GOLF, SOS (Numerical expected on Basic EOQ, EOQ with discounts & ABC) Material Requirement Planning (MRP) □ Advantages over conventional planning (Order Point Method) –Input and output of MRP system □ Forecasting– Overview of quantitative and qualitative methods of forecasting □ Master Production Schedule □ Bill of Materials– BOM Explosion □ Material flow in MRP. MRPII. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements)		
Module No. 4: QUALITY CONTROL		10
Quality control of material: Incoming material quality control □ statistical quality control □ governmental purchasing practices and procedures □ Inventory control & Cost Reduction techniques: Inventory turns ratios □ Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis– concept and process.		
ModuleNo.5: MATERIALS HANDLING		12
Materials handling and storage systems, Physical distribution logistics □ transportation, Traffic and claims management □ operations research and related techniques □ Principles of Materials Handling system □ Materials Handling Equipment–Safety issues.		

Skill Developments Activities:

1. Work out the material requirement decisions.
2. Prepare a materials requirement plan.
3. Analyse the quantitative and qualitative methods of forecasting.
4. Prepare a list of Materials Handling Equipments and discuss safety issues.

Text Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases □ A.K.Datta
3. Materials management: An integrated approach □ P. Gopalakrishnan
4. Introduction to Materials management □ J.R.Tony Arnold & Stephen N.Chapman
5. Purchasing and Materials Management □ KS Menon
6. Hand book of Materials Management □ Gopalakrishnan
7. Materials & Logistics Management □ L.C.Jhamb

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 1.4 Name of the Course: Introduction to Shipping		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs	48 Hrs
Pedagogy: Classrooms lecture, Tutorials, and Problem solving methods.		
Course Outcomes: On successful completion of the course, the Students will demonstrate • Understand the significance of sea transportation. • The ability to manage shipping activities. • Developing shipping business. • The Ability to prepare documents required for shipping. • Maintain shipping accounts.		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TOSHIPPING		08
The Importance for Sea Transport –Different Shipping markets – Participation of Shipping Trade□ The Supply of Ships: Supply of Shipping –Why operate Ships –Protectionism –Ship Registration –Port State Control –Ship Classification□Brief history of Shipping.		
ModuleNo.2: SHIP REGISTRATION		10
Ship registration Tonnage & Load lines –Description of various tonnage and types of Ships, cargo gears, Crude oil and Croduct tankers. The Dry Cargo Chartering market: Introduction –Chartering – various charter parties and description of charter parties.		
ModuleNo.3: LINERS AND DOCUMENTATION		10
Liners: Introduction –The Development of Tankers & the Tanker Market –Types of tankers –Tanker Charter Parties □Negotiating Charter, Brief History of Containerisation –Conferences & Freight Tariffs –Liner Documentation: Bill of Lading Terms & Conditions.		
Module No. 4: SHIPPING BUSINESS		10
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.		
ModuleNo.5: SHIPPING LAW		10
Law of Carriage –Introduction –Fundamentals of English Law –Arbitration –The Contract –Remedies for breach of Contract – TORT□Contracts Relating to the carriage of goods by sea –Liner Bill of Lading –the Hague vis by Rules – Hamburg rules –Agency□Breach of Warranty of Authority – Protection & Indemnity Associations.		

Text Books:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, □ Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.
3. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) Vdm Verlag Dr. Mueller Ag & Co.
4. Introduction to Shipping (2016), Cheong Kwee Thiam (Author), 2nd Edition, LexisNexis Emerging Issues Analysis CLE.

Common Syllabus for all UG Programmes

BBAL 1.5: Constitutional Values (Compulsory)

BBA SECOND SEMESTER

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 2.1 Name of the Course: Cost and Management Accounting		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, and Problem solving methods.		
Course Outcomes: On successful completion of the course, the Students will demonstrate • The ability to prepare cost accounts. • The ability to decide cost per unit/process • The ability to do Break even analysis to understand the position of the company • The ability to prepare Budget and apply Budgetary control techniques • The ability to analyse and interpret the Financial Statements.		
Syllabus:		Hours
ModuleNo.1: INTRODUCTION TO COST AND MANAGEMENT ACCOUNTING		12
Cost Accounting □ Concept of Cost Centers □ Cost Units □ Classification of Cost – Overheads □ Simple Cost Sheet – historical and estimated cost sheets. □ Tenders and quotations □ Contract costing □ Activity based costing (ABC). Management Accounting: Meaning and Definition □ Nature and Scope □ Objectives of Management Accounting □ Importance and Limitations □ Management Accounting v/s Cost Accounting.		
Module No. 2: MARGINAL COSTING		12
Marginal Costing and Break even analysis: Marginal Costing and Cost □ Volume □ Profit (CVP) analysis: meaning, concept □ assumptions and practical applications of Break □ even analysis–decisions regarding sales mix □ make or buy □ limiting factor □ export decision □ plant merger □ shut down of a product line □ Du Pont Analysis.		
ModuleNo.3: BUDGETARY CONTROL		12
Budgeting and Budgetary control: Budget and Budgetary Control: Meaning, □ establishing a system of Budgetary Control □ Preparation of Sales □ Production □ Cash Budget □ Fixed and Flexible budgets, Master budget □ Zero based budgeting (ZBB) □ Performance budgeting		
ModuleNo.4: FINANCIAL STATEMENTS ANALYSIS		12
Analysis of Financial Statements: Analysis and Interpretation of Financial Statements: Objects □ importance □ Types of financial analysis □ Comparative statements □ Common size statements, Ratio analysis □ Preparation of Balance sheet using ratios, Fund flow analysis: Fund flow statement □ Preparation □ Cash flow statement □ cash flow analysis □ Analysis of income statements of ports/ shipping companies.		
ModuleNo.5: STANDARD COSTING AND VARIANCE ANALYSIS		12

Standard Costing and Variance Analysis: Meaning of Standard Cost □ Relevance of Standard Cost for Variance Analysis–Significance of Variance Analysis– Computation of Standard Costs for Materials, Labour and Overhead Variances □ Comparison between Budgeting and Standard Costing – Variance reporting □ Responsibility Accounting – Meaning and Objects – types of Responsibility Centres □ Management Reporting.

Skill Developments Activities:

1. Collect financial statement of a company for five years and analyse the same using ratios.
2. Problems and solution on practical applications of Break-even analysis.
3. Draft a cost sheet so as to estimate and decide the actual cost per unit or per process.
4. Preparation of different budgets.

Text Books:

1. Maheshwari, S.N.,(2013) Cost and Management Accounting. 14th Edition
2. Jain, S.P. & Narang, K.L. (2014) Cost and Management Accounting. 14th Edition, Kalyani Publishers: New Delhi.
3. Tulsian, P.C. (2000) Practical Costing. Vikas Publications: New Delhi.
4. Saxena, V.L. & Vashisht (2014) Advanced Cost & Management Accounting □ Problems & Solutions. Prentice Hall of India.
5. Maheshwari, S.N. (2014) Principles of Management Accounting. Sultan Chand & Sons.
6. Murthy & Gurusamy (2009) Management Accounting. Tata McGraw Hill: New Delhi.
7. Reddy T.S. & Hari Prasad Reddy (2014) Cost & Management Accounting. Margham Publications.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 2.2 Name of the Course: Forecasting and Inventory Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate • Ability to forecast the requirement of inventories. • Ability to plan sales and operations of a business • Ability to describe and classify inventories. • Ability to explain the techniques of inventory classifications. • Ability to demonstrate production policy and inventory levels.		
Syllabus:		Hours
Module No. 1: DEMAND FORECASTING		12
Forecasting: meaning – need for forecasts – types of forecasts – time frame □ Demand Forecasting □ Types of Demand Forecasting □ Survey methods and statistical methods □ importance of demand forecasting □ Demand planning v/s forecasting □ Sources of demand □ Supply chain dynamics □ Key roles and responsibilities		
Module No. 2: SALES AND OPERATIONS PLANNING		12
Sales and Operations Planning □ S&OP goals and objectives □ □ S&OP best practices □ S&OP meeting activity □ Collaborative Planning □ Types of collaboration □ Collaborative Forecasting □ Collaborative planning, forecasting and replenishment □ Ingredients of successful CPFR □ Regression analysis and cyclic decomposition techniques. Short □ term forecasting techniques □ Technology Forecasting – Methodologies: □ Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System Dynamic □ Role of Technology Information Forecasting and Assessment Council (TIFAC).		
Module No. 3: INVENTORY CLASSIFICATION		12
Purpose of Inventory □ Goods □ Types of Goods □ Finished Goods Inventories □ General Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life □ Work □ in □ Process Inventories □ Finished Goods & Spare Parts Inventories □ Multi □ Echelon Inventory Systems □ Spare Parts Inventories □ Use of Computers in Inventory Management Evaluation of Performance of Materials Function □ Criteria and methodology of evaluation □ Forecasting model run □ On going improvement		
Module No. 4: COST AND CONSEQUENCES		12

Codification– Classification– Methodology– Requirement of codes– Coding Structure and Design
 –Advantages □ International Codification – Cost and Consequences – Right Quantity – Economic Ordering
 Quantity– Derivations of EOQ □ Costs associated with Inventories □ Du Pont model □ Turnover & Modeling in
 logistics

ModuleNo.5: PRODUCTION POLICY AND INVENTORY LEVELS

12

Influence of production policy on inventory levels – inventories and customer service level – steps to improve
 inventory management– optimum inventory to improve profit performance– inventory management under condition for
 substantial EOQ) – inventory management uncertainty (fixed order quantity model) □ Calculation of safety stocks □
 Importance of role of inventory □ Inventory Management Systems □ execution □ Ratio Analysis on Inventory, Profit
 Margin.

Skill Developments Activities:

1. Identify, design, and implement the appropriate inventory replenishment policy for each segment
2. Choose any MNC and present your observations on inventory management.
3. Develop material forecasting techniques.
4. Carry out calculation of safety stocks
5. Demonstrate the various forecasting techniques.

Textbooks:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Operations Research– Concepts, Problems & Solutions □ Kapoor V.K. □ Sultan Chand & Sons/2017 □ 978 □ 81 □ 8054 □ 854 □ 3 (TC □ 532)
4. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source
5. Simchi □ Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007.
6. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 2.3 Name of the Course: Freight Forwarding (Ocean & Air Cargo)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. An Understanding of components of Freight Forwarding. 2. Ability to analyse the Multimodal transportation and documents required. 3. Ability to demonstrate Operation Procedures of Freight Forwarding. 4. Ability to explain the cargo handling techniques. 5. Ability to analyse the documentation in Freight Forwarding.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO FREIGHT FORWARDING		12
Introduction to EXIM, Freight forwarding and custom clearance– types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance –different modes of freight forwarding– domestic and international freight forwarding networks– process of freight forwarding.		
ModuleNo.2: SHIPMENT PROCEDURES		12
Multimodal transportation□ Vendor management□ bulk load handling□ brief on transshipment□ DG handling□ customer acquisition and management□ Customs clearance procedure□ Documents and its importance□ Stages of Documentations process and procedures□ Documentation types and filing processes □ Details of documents as per the format approved by the Customs □ The requirement of documents for pre□shipment and requirement of documents for Import □ DO's and DON'T's while handling different documents during Customs Clearance		
Module No. 3: OPERATION PROCEDURES		12
Operation Procedures of Freight Forwarding□ The procedures for Pre□Operating Checks and Operational checks to be performed for every shipment /consignment □ List of basic handling of errors and the Operational errors that occur in common □ Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight v/s volume.		
ModuleNo.4: CARGO HANDLING		12
Cargo handling, INCO terms and terminologies used in Cargoes □ Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC),The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade □ Different type of Cargo, Their quantity and value □ Packaging requirement for the cargo during shipment from the shipper□ Inspection procedure for the cargo while unloading□ DO's and DON'Ts while handling different cargo□ Basic Regulations pertaining to Cargo movement by Air, Sea, and Land. Climatic conditions of different routes in different seasons.		
ModuleNo.5: DOCUMENTATION IN FREIGHT FORWARDING		12
DocumentationofFreightForwardingprocessaspercustomertimelinesandrequirements□ Carting, unloading, Stacking, Loading; and Stuffing □ Procedure for dealing with loss or damage to goods □ DifferentP.G.Aandtheirroles.TechnicalknowledgeonContainers;Pallets;Palletization;Fumigation □ The general reporting processes and time frames □ Different airline / shipping line available for different routes □ Letters of Credit and payment Terms. Etc. □ Movement policy □ Details of the transport available in Different routes □ Organization fees, charges structure and Organizational procedures□ computer and its application in internal systems of documentation.		

Skill Developments Activities:

- a) List out the custom clearances procedures.
- b) Give your observation on how technology helped Freight forwarding.
- c) Draw documentation procedure in Freight Forwarding process.
- d) Identify the basic Regulations pertaining to Cargo movement.

Text Books:

1. Course Material Prepared by LSC
2. JP Saxena, Warehouse Management and Inventory Control □ Vikas Publication House Pvt. Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM] Michael Ten Hompe, Thorsten Schmidt, Springer Verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 2.4 Name of the Course: Marketing Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4Hrs	48Hrs
Pedagogy: Classroom's lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate ; a) An understanding of the marketing management concept. b) Ability to examine Consumer Behaviour in marketing. c) Ability to analyse various segmentations. d) Ability to analyse various marketing mix elements. e) An understanding of Information Technology in marketing management.		
Syllabus:		Hours
ModuleNo.1: FUNDAMENTAL CONCEPT OF MARKETING		08
Market □ meaning, definition, features, classification of markets. marketing □ introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing manager. Marketing mix □ meaning, definition, elements of marketing mix. Marketing environment □ the marketing process □ marketing strategy		
MODULENO.2: MARKET SEGMENTATION		10
Market Segmentation, targeting and positioning Segmentation □ meaning, definition, benefits, patterns of segmentation, methods of segmentation (bases). Targeting □ meaning, strategies, benefits. Positioning □ meaning, benefits, techniques of product positioning.		
ModuleNo.3: MARKETING RESEARCH		10

Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection observation, experimental, survey etc., marketing information system □ meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

ModuleNo.4: RETAIL MARKETING	10
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Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects – promotional mix.

ModuleNo.5: PRODUCT MANAGEMENT	10
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Product: Meaning, definition, classification, product hierarchy, product policies □ product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle □ strategies in different phases , stages in new product development, marketing myopia.

Text Books:

1. Principles of Marketing □ Armstrong/ Philip Kotlar
2. Marketing Management □ Philip Kotlar
3. Marketing Management □ Sherlaker
4. Marketing Management □ Kotler, Keller, Koshy
5. Suja Nair; Retail Management, HPH
6. Karthic – Retail Management, HPH

Common Syllabus for all UG Programmes

BBAL 2.5 – Environmental Studies (Compulsory)

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.1 Name of the Course: Surface Transportation		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lectures, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. An understanding of need and role of surface transportation in logistics. 2. Ability to develop the docking procedure and safety steps. 3. Ability to demonstrate Tracking of Transport. 4. Ability to develop skills necessary for efficient transportation system. 5. Ability to accept the challenges and opportunities in Customer Management.		
Syllabus:		Hours
Module No. 1: Introduction		12
Introduction to surface transportation □ Need for transportations □ Role of transportations in logistics □ Importance of transportations □ Types of transportations metrics □ functions of transportations □ inter modal transport □ various land transport carriers and their Load capacities □ pricing and availability □ verification of carriers and drivers □ transit rules □ traffic rules inside warehouse premises □ Docking procedure and safety steps. Procedure to Confirm vehicle for loading of goods.		
ModuleNo.2: Tracking of Transport		12
Transportation Optimisation □ Documentation for transportation – GST – E Waybill Filing □ Transportation Telematics □ Vehicle tracking system □ Communication with vehicle driver or transport company □ Probable reasons for delay or any issues during transit □ Solutions for corrective actions (such as talking to local authorities or break down service assistance) □ Road signs, List good practices in driving.		
Module No. 3: Trucks and Load Capacity		12

Types of Trucks and Load capacity / Organisation structure in a Transport organization / Incident management systems & Processes □ Explain types of temperature □ controlled carriers □ Discuss hazmat goods rules □ Importance of safety data sheet and labels □ Procedure for Consolidation of consignments for optimal loads, to verify count of material □ Reporting discrepancies such as pilferages, loss or damage of goods in transit □ Checking insurance and claims □ steps to close deliveries and Coordinate with loading / unloading supervisor.	
ModuleNo.4: Efficient Transportation System	12
Benefits of efficient transportation systems / Study on emerging trend in transportation sector/ pricing in transportation sector / Govt. regulations on transportation in India. Safety procedures during transit and emergency response steps□keeping track of news on traffic and communicate with drivers to identify delays and suggested routing □ Explain tracking systems□Importance of consignment number □ GPS systems and tracking devices □ Procedure for downloading and reading tracking data from devices.	
ModuleNo.5: Customer Management	12
Customer Management / Vendor coordination for return truck loads / DG Handling – features and facilities offered by railways factors influencing growth in rail logistics – suitability for different cargo and distance ranges segments– innovative schemes□ facilities to popularize rail logistics in India.	
Skill Developments Activities: 1. Collect the documentation forms required for transportation. 2. Draft Safety procedures during transit and emergency response. 3. Identify the Organisation structure in a Transport organization. 4. Develop a comprehensive Customer Management system. 5. Visit any Transport organization and write down the process of transportation.	
Text Books: 1. Course Material Prepared by LSC 2. David M Boche, Surface Transportation – Nova science Publishers Inc. 3. Keith A Libermann, Surface Transportation: Infrastructure, Environmental Issues and Safety 4. R Agor, Surface Transportation, Kanna Publishers 5. Kapoor Satish K., and Kansal Purva, ‘Basics of Distribution Management : A Logistical Approach, PHI Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.2 Name of the Course: Supply Chain Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To understand supply chain management concepts.. 2. To learn the importance of supply chain management in the current business scenario. 3. To identify various dimensions of supply chain management. 4. To learn the perspective of supply chain and its legal aspects. 5. Practical aspects of supply chain management planning.		
Syllabus:		Hours
Module No. 1: Introduction		12
Supply Chain: Defining Supply Chain - Importance of Supply chain - Types of Supply Chain - Supply Chain Management- Objectives of Supply Chain - Analysis of Supply chain - Supply Chain Constituents -SCM activities.		
ModuleNo.2: Demand forecasting		10
Planning demand and Supply in a Supply Chain - Demand forecasting in supply chain – Aggregate planning in supply chain - Planning supply and Demand in Supply Chain: Managing predictable variability.		
Module No. 3: Supply Chain Strategy		12
Supply Chain Strategy and Implementations - Web-centric Supply Chain - Supply Chain in E-business - e-collaboration - E-Procurement - Structure of Supply Chain Management. Factors driving Global Supply Chain Management - Customs and Global Supply Chain Management - Management of the Inventory in the Supply Chain Analysis including Vendor Management.		
ModuleNo.4: Lean Supply Chain Management		14
Lean Supply Chain Management - Lean Supply Workforce -Dimensions of Supply Chain Excellence- Political Forces- Legal Forces- Cultural Forces- Technological Forces- Economic Forces- Dimensions : Collaborative, Operational, Strategic Co-ordinating a supply chain and the role of E-business- Coordination in a supply chain – E-business and the supply chain- Financial evaluation of Supply Chain decisions.		
ModuleNo.5: Types of Supply Chains		12

Types of Supply Chains : Emotional, Physical and Financial - Checklist for excellence- Objectives and target setting - Organisational alignment - changes in the business process – manufacturing - information flow in supply chain - inventory reduction - inventory management - Supplier relationship

Skill Developments Activities:

1. Plan demand and supply (Forecasting) in a Supply Chain.
2. Develop supply chain strategy with its merits and demerits.
3. Identify Web-centric Supply Chain of any organization.
4. List out the dimensions of Supply Chain Excellence.
5. Visit any firm to understand the structure of Supply Chain Management.

Text Books:

1. Sarika Kulkarni, Ashok Sharma, “*Supply Chain Management*”, Tata McGraw-Hill Publishing Company Limited, New Delhi 2004
2. Alan E. Branch, “*Global Supply Chain Management and International Logistics*”, Routledge, New York, 2009
3. Gattorna, J.L and D.W. Walters, “*Managing the Supply Chain : A Strategic Perspective*”, Macmillan, Hampshire,
4. Gupta, S. , “*Supply Chain Management in Complex Manufacturing*”, IIE Solutions, 97

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.3 Name of the Course: Warehousing & Distribution Centre Operations		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To develop competencies and knowledge of students to become Warehouse professionals 2. To orient students in the field of Logistics 3. To help Students to understand Warehousing and distribution centre operations 4. Ability to accept the challenges and opportunities in Warehousing & Distribution Centre Operations 5. To understand the safety rules and procedures to be observed in a warehouse.		
Syllabus:		Hours
Module No. 1: Introduction		12
Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse ☐ Types of Warehouses ☐ Broad functions in a warehouse ☐ warehouse layouts and layout related to functions. Associate warehouse ☐ Its functions ☐ equipment available in associate ware house ☐ Video on warehouse – Visits to warehouses ☐ Warehouse Organization Structure ☐ Benefits of Warehousing.		
ModuleNo.2: Receiving and Dispatch of Goods		12
Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods ☐ Advanced shipment notice (ASN) or invoice items list ☐ Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded ☐ Formats for recording of goods unloaded from carriers ☐ Generation of goods receipt note using computer ☐ Put away of Goods ☐ Put away list and its need ☐ Put away of goods into storage locations ☐ storage location codes and its application ☐ Process of put away activity ☐ Procedure to Prepare Warehouse dispatches		
Module No. 3: Warehouse Activities		12

Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse □ quality parameters □ Quality check □ need for quality check □ importance of quality check. Procedure to develop Packing list / Dispatch note □ Cross docking method □ Situations suited for application of cross docking □ Information required for coordinating cross docking □ Importance of proper packing □ Packing materials □ Packing machines □ Reading labels	
ModuleNo.4: Warehouse Management	12
Warehouse Management: Warehouse Utilization Management □ Study on emerging trends in warehousing sector □ DG handling □ use of Material Handling Equipment's in a warehouse □ Inventory Management of a warehouse □ Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure – designing distribution channel – choice of distribution channels.	
ModuleNo.5: Warehouse Safety	12
The safety rules and Procedures to be observed in a Warehouse □ Hazardous cargo – Procedure for Identification of Hazardous Cargo □ safety data sheet □ Instructions to handle hazardous cargo □ Familiarization with the industry. Health, Safety & Environment □ safety Equipment's and their uses □ 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.	
Skill Developments Activities: 1. Visits to warehouses and understand Warehouse Organization Structure. 2. List out Warehouse Activities. 3. Identify the safety rules and procedures. 4. Practicing 5S Concept on shop floor.	
Text Books: 1. Course Material Prepared by LSC 2. JP Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt. Ltd. 3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CD ROM], Michael Ten Hompel, Thorsten Schmidt, Springer – Verlag. 4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower. 5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management : A Logistical Approach, Prentice Hall of India Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.4 Name of the Course: Business Law		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	3 Hrs	36 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To provide basic principles of general contracts and other special contracts. 2. To orient students in the field of business law 3. To help Students to understand special contracts like Bailment/ Pledge/ Indemnity and Guarantee etc. 4. Ability to accept the challenges and opportunities in the field of business law 5. To understand the application of business law in logistics management.		
Syllabus:		Hours
Module No. 1: Introduction		12
Introduction to Business Law – Definition – Meaning □ Scope of Business Law □ The Indian Contract Act 1872 □ Essentials of a valid Contract □ Classification of contracts – Offer □ Meaning – Definition □ Types □ Acceptance – Meaning – Definition – Consideration □ Meaning □ Definition and Essentials □ Exceptions to the rule 'No Consideration No Contract'. Doctrine of privity of contract,		
ModuleNo.2: Contract of Agency		12
The Contract of Agency □ Definition of Agent and Principal – Essentials □ Kinds of agents □ Rights and Duties of an agent and Principal □ Creation of agency and Termination of agency. Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.		
Module No. 3: Parties in contract, Indemnity and Guarantee		12

Capacity of parties □ Contract with a Minor – Effect □ Free Consent – Coercion □ Undue influence – Fraud – Misrepresentation – Mistake □ Quasi contract □ Legality of Object □ Performance of contract □ Termination of contract □ Breach of a contract and Remedies.

Indemnity □ Meaning – Definition □ Rights of Indemnifier – Rights of Indemnified. Guarantee – Meaning □ Definition – Parties to Contract of Guarantee and their Rights and Duties. Distinction between Indemnity and Guarantee □ Kinds of Guarantee □ Discharge of Surety. Bailment and Pledge – Definition □ Essential elements □ difference between Pledge and Bailment □ Rights and Duties of Bailer and Bailee □ Pawner and Pawnee.

Skill Developments Activities:

1. Prepare a chart showing sources of business law
2. Draft an agreement on behalf of an MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract.
3. Draft an Indemnity Bond with imaginary contents
4. Presentations of real case studies
5. Prepare a chart showing different kinds of Agencies

Text Books:

1. Legal aspects of Business □ Akileswar Pathak
2. Business Law for Management □ Saravanavel and Sumitha
3. Company Law & Secretarial Practice G.K. Kapoor
4. Labour Law □ Ajay Garg
5. Business Laws – Bhagavathi and Pillai

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 3.5 Name of the Course: Practical Aspects of Freight Forwarding		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	3 Hrs	36 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To understand the Practical Aspects of Freight Forwarding. 2. To orient students about procedure of Freight Forwarding 3. To examine and verify customs related documents. 4. To demonstrate practical approaches. 5. To apply practical aspects of freight forwarding		
Syllabus:		Hours
Exercise No. 1		
Prepare the documents related to the movement of Carrier, Transporter, Custodian and Customs. Plan for Stuffing or Cargo. Prepare Invoice, packing list, Annexure and Booking Etc.		
Exercise No. 2		
Prepare of Note for Special requirement during Custom Clearance examination, drawback, export promotion, etc. Prepare documents as per the format given by the Customs. Prepare documents for pre □ shipment / import. Follow the DO's and DON'T's while handling different documents		
Exercise No. 3		
Examine and verify customs related documents. Record and document for future. Read of Documents Ascertain the common errors and correct them. Check shipping bill, Airway bill based on invoice and packing list Received. Handle Cargo documents. Receive the Importer□Exporter Code (IEC) from shipper.		
Exercise No. 4		
Obtain the registered PAN based business Identification number. Receive different type of cargo including quantity and value details.		

Exercise No. 5	
Prepare note of any packaging requirement for the cargo during shipment from the shipper Supervise Carting unloading; Stacking; Loading; Stuffing.	
Exercise No. 6	
Inspect the cargo while unloading. Follow procedure and ensure there is no damage during the transit. Draft certificates of Origin and other certificate. Supervise Containers; Pallets; palletisation; Fumigation. Follow the DO's and DON'T's while handling different cargo.	
Exercise No.7	
Plan for transportation of Import & Export cargo. Follow Basic Regulations. Apply Climatic conditions of different routes in different seasons. Use Different airline / shipping line available for different routes.	
Exercise No. 8	
Track schedule for cargo movement from the supplier destination to the customer destination.	
Skill Developments Activities and Evaluation: 1. Student need to maintain a record book and prepare a report at the end of semester. 2. Record book and report shall be submitted to the concerned teacher for evaluation. 3. First evaluation of the Record book and report shall be done by the internal teacher for 20 marks. 4. Second evaluation of the Record book and report shall be done by the external teacher/industry expert for 20 marks. 5. Internal assessment (IA) marks 10.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.1 Name of the Course: Customer Relationship Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To understand relationship management. 2. To orient students in the field of Customer Relationship Management 3. To help Students to understand Relationship Marketing V/s CRM. 4. Ability to accept the challenges and opportunities in the field of CRM 5. To understand the application of CRM in logistics management.		
Syllabus:		Hours
Module No. 1: Introduction		12
Overview of Relationship management – Meaning and Definition, Basis of building relationship – Types of relationship management, Customer information Database – Customer Profile Analysis □ Customer perception, customer life cycle.		
ModuleNo.2: Relationship Marketing		12
Overview of Relationship marketing –Types of relationship marketing, CRM and Relationship marketing, Transactional V/s Relationship Approach, CRM as a strategic marketing tool – CRM significance to the stakeholders		
Module No. 3: CRM Structures		12
Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.		
ModuleNo.4: CRM Planning and Implementation		12

Strategic CRM planning process – Implementation issues – CRM Tools □ Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers.	
ModuleNo.5: Trends in CRM	12
e □ CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages, Database Marketing – Prospect database	
Skill Developments Activities: 1. Prepare a CRM plan 2. Draft a CRM road map for business applications 3. Presentations of real case studies 4. Practice database management	
Text Books: 1. Saroj Kumar and Supriya Singh – Customer Relationship Management, Thakur Publishers Chennai 2. S. Shajahan – Relationship Marketing – Mc Graw Hill, 3. Paul Green Berg – CRM – Tata Mc Graw Hill, 4. Philip Kotler, Marketing Management, Prentice Hall, 5. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach □ Prentice Hall of India, Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.2 Name of the Course: Logistics Information System		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
1. To understand the general concepts of logistics information. 2. To have better analyses of the distribution channels. 3. To identify various dimensions of logistics information. 4. To learn the perspective of logistics information. 5. To apply the global trends in logistics information.		
Syllabus:		Hours
Module No. 1: Introduction		12
Logistics Information □ Meaning, Real time accurate information, Need, Forms of information: LIS □ Definition □ Information functionality □ Activities of LIS, Activities involved in transaction system □ Principles of designing or evaluating LIS applications.		
ModuleNo.2: LIS Architecture		10
LIS Architecture: Components: Two forms of activities; Planning & co □ ordination flows & operating flows □ Flow and use of integrated logistics information.		
Module No. 3: Information forecasting		12
Information forecasting: Definition □ Process □ components □ characteristics. Information Approaches, forecasting techniques □ Forecasting errors.		
ModuleNo.4: Logistics and Information Technology		14

Information Technology & Logistics: Electronic Data Interchange□Personal Computers□Artificial Intelligence□Expert System□ Bar coding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.	
ModuleNo.5: Recent Trends	12
Information Technology for supply chain management: Bull whip effect□IT in supply chain□Business Process Reengineering□ERP and EDI problem; Impact of Internet on SCM.	
Skill Developments Activities: 1. Plan application of logistics information. 2. Develop logistics information system. 3. Identify Web-centric logistics information. 4. List out the dimensions of logistics information. 5. Visit any firm to understand the significance of logistics information.	
Text Books: 1. Benhard Tilanus, Information System in Logistics Pergamon Press. 2. Batuhan Kocaglu, Logistics Information Systems: Digital Transformation and Supply Chain Applications in the 4.0 Era, Springer 3. Edward Frazelle, Logistics and Supply Chain Information System, Tata Mc. Graw Hill. 4. Vinod V Sople, Logistics Information System: A Vehicle for Supply Chain Competency, Oreilly Publication Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.3 Name of the Course: Fundamentals of Operation Research		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs	60 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To understand the fundamental concepts of operation research. 2. To provide the practical relevance of the various business networking problems. 3. To identify the optimizing of cost. 4. To learn the perspective of Operation Research. 5. To evaluate the practical aspects of Operation Research.		
Syllabus:		Hours
Module No. 1: Introduction		12
Concept of OR, Historical Background, Scope , Features, Phases, Types of Operations Research Models, Operations Research Methodology □ Operations Research Techniques and Tools□ Limitations of Operations Research □ Application of Linear Programming Problem – formulation: solution by graphical and simplex method in solving business Practical problems		
ModuleNo.2: Transportation Model		10
Initial Basic Feasible solutions – optimum solution for non – degeneracy and degeneracy model –Assignment Model – Travelling Salesmen problem.		
Module No. 3: Index Numbers		12
Index numbers: concepts, Simple and Weighted Index numbers –Economic and business index numbers published in India.		

ModuleNo.4: Queuing Theory	12
Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems	
ModuleNo.5: Project Scheduling	14
Project Scheduling and PERT□CPM: Introduction, Difference between PERT and CPM, PERT/CPM Network Components and Precedence Relationship, Project Management – PERT□ Practical problems in Networking Methods.	
Skill Developments Activities: 1. Plan the various business networking problems and issues. 2. Develop the optimizing cost concept. 3. Identify the method of solving business related practical problems. 4. List out the dimensions of Operation Research. 5. Visit any firm to understand the Project Management process.	
Text Books: 1. F. S. Hiller and G. J. Leiberman □ Introduction to Operation Research, McGraw Hill Education 2. L.R. Potti – Operation Research, Yamuna Publications, Trivandrum. Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.4 Name of the Course: International Logistics Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	3 Hrs	36 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies.		
Course Outcomes: On successful completion Student will demonstrate 1. To develop competencies and knowledge of students to become International logistics management professionals 2. To orient students in the field of international Logistics 3. To help Students to understand international Logistics management 4. To enhance their ability and professional skills in Logistics 5. To apply the Basic knowledge of International Logistics management in the real life situation		
Syllabus:		Hours
Module No. 1: Introduction		12
International Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsectors; The work of Logistics; Integrated Logistics; Barrier to Internal Integration. International Marketing: Introduction, Definition, Customer Focused Marketing; Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost etc.		
ModuleNo.2: International Transportation and Containerization		12
Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice. Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.		

Module No. 3: International Commercial Documents	12
International commercial documents □ International contracts, terms of payments, international insurance, packaging for export, custom clearance and infrastructure: transportation, communication and utilities □ Brokerage.	
Skill Developments Activities: 1. Prepare a list of International commercial documents. 2. Visit nearest Inland Container Depot. 3. Draft a report on Multimodal Transport. 4. Presentations of real case studies	
Text Books: 1. International logistics by Pierre David, Publisher: Biztantra 2. Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication 3. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India 4. http://164.100.133.129:81/econtent/Uploads/International_Logistics_Management.pdf 5. http://library.aceondo.net/ebooks/Business_Management/logistics-an_introduction_to_supply_chain_management%5Bpalgrave.macmillan%5D%5B2003%5D.pdf Note: Latest edition of text books may be used.	

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 4.5 Name of the Course: Case Based Learning (CBL)		
Course Credits	No. of Hours per Week	Total No. of Hours
2 Credits	2 Hrs	24 Hrs
Case-based learning (CBL) is an active, learner-centered pedagogy where students analyze real-world scenarios or "cases," applying theoretical knowledge to develop solutions. This used in management and business education, CBL bridges the gap between theory and practice, enhancing critical thinking, collaboration, and decision-making skill. This encourages students to explore multiple perspectives, evaluate alternatives, and justify their decisions. The CBL syllabus is designed to bridge the gap between theoretical knowledge and practical application. Students work individually, analyse situations, gather and evaluate information, propose feasible solutions, and reflect on outcomes. Through this process, learners develop analytical abilities, creativity, communication skills, and ethical reasoning. Cases are often based on actual events or realistic scenarios, making them engaging and relevant. Students take an active role in examining, discussing, and solving the case, rather than just receiving information. For example, Logistics management case studies highlight solutions for supply chain crises, inventory optimization, and distribution efficiency. Real-world examples include Amazon's fulfillment automation, DHL's emergency transport in Afghanistan, Varuna Group's FMCG distribution during lockdowns, and Zara's agile fashion supply chain, focusing on reducing costs, improving speed, and managing risks. (Any cases of this kind shall be asked to analyse) The course aims to: a) Develop analytical, problem-solving skills b) Provide practical exposure to applying theoretical concepts c) Encourage independent learning, creativity and innovation d) Introduce basic idea of inquiry and documentation Learning Outcomes Upon completion of the course, students will be able to: a) Identify and analyse real-world problems b) Interpret the results and draw meaningful conclusions c) Prepare structured reports d) Present and defend their work confidently		

Guidelines for the course:

- a) The course report has to be prepared by individual student after deciding on the topic in consultation with the supervisor
- b) Business cases may be theoretical, empirical, analytical, realistic, or application-oriented.
- c) Topics/cases should be approved by the supervisor

Components of the report: The report shall be prepared in printed or soft copy as prescribed by the supervisor. The report shall be of minimum 10 pages (excluding cover page, certificate, declaration & annexures) and shall include:

- a) Title page
- b) Certificate and declaration
- c) Table of contents
- d) Introduction – minimum one page
- e) Content of the study -Data/ information collection and analysis (if applicable)
- f) Conclusion – minimum one page
- g) Annexures and References (if applicable)

Assessment and Evaluation:

Evaluators – internal or external management faculty members

Basis for evaluation-Analysis and originality, Quality of report writing and

Each student shall compulsorily present the report before the evaluators.

(Viva-voce is mandatory)

Marks allotted:

Internal Assessment -Continuous evaluation: 10marks

Evaluation of the Report:

Work carried out: 20 marks

Report Preparation: 10 marks

Presentation & viva: 10 marks

Workload:

- a) The workload is 2 hours per week per teacher for the entire semester.
- b) A teacher will supervise maximum number of 40 students per semester.

Guidelines for the conduct of practical knowledge/skill course

(Mangalore University circular No.: MU/ACC/CR37/2023-24/A2 dated 17.01.2026)

1. The compulsory course prescribed in the fourth, fifth, sixth semester will be related to core courses in a Programme and shall be offered one each in a semester. Principals of the Colleges will facilitate for the said course as prescribed in a Programme.
2. The compulsory (practical knowledge/skill) course **shall not** have regular class room teaching and written examination.
3. The work load is 2hrs/week.
4. Report submitted by the candidate shall be assessed/ evaluated by two examiners of the concerned subject. In case internal examiners are not available the external examiners may be preferred.
5. Out of 50 marks allotted for the compulsory (practical knowledge/skill) course, 10 Marks (to be considered as C1) and 40 marks (to be considered as C2).
6. The scheme of valuation is as follows;

	for Internship/Project/ Field study	Practical
a) Internal Assessment:	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks
b) Evaluation of Report:	40 Marks i) Work carried out: 20 Marks ii) Preparation of Report: 10 Marks iii) Presentation and Viva-Voce: 10 Marks	40 Marks i) Preparation and presentation : 30 Marks ii) Viva-Voce: 10 Marks

Name of the Program: Bachelor of Business Administration (BBA) in
Logistics

Course Code: BBAL 5.1

Name of the Course: Entrepreneurship Development

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	60 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: 1. To understand the significance of Entrepreneurship. 2. To understand the role of entrepreneurs in the economic development of the country 3. To provide the students an opportunity to relate the concepts to real life business and acquire the knowledge to become successful entrepreneur.		
Syllabus:		Hours
Module No. 1: INTRODUCTION TO ENTREPRENEURSHIP		10
Entrepreneurship – Definition – Characteristics □ Reasons for Growth of Entrepreneurship in a Country □ Functions of An Entrepreneur □ Types of Entrepreneurs □ Entrepreneurship Success and Failure (with reference to India and the World) □ Need to Train Entrepreneurs □ Phases For Entrepreneurial Development □ Role of Entrepreneurs In The Economic Development of a Country.		
Module No. 2: BUSINESS PLAN		10

New Business Idea □ Meaning and Applicability □ Sources of Business Idea □ Business Idea Evaluation – Preference of Location □ Geographical and Community Preferences and others □ Business Plan □ Uses □ Kinds □ Process of Writing A Business Plan □ New Product Development and Business Incubation.	
Module No. 3: STARTING UP OF A BUSINESS	10
Starting up of a Business – Project Identification and formulation – Assessment of feasibility – Legal considerations – Basic Start- up Problems □ Challenges of Buying a Business □ Process of Buying – Institutional Assistance to an Entrepreneur – Policy Support to an Entrepreneur.	
Module No. 4: FINANCING OF BUSINESS	10
Financing of Business – Characteristics of Business Finance – Sources of Business Finance – Debt – Equity Considerations – Profit Planning and Budgeting (Theoretical Aspects Only).	
Module No. 5: WOMEN EMPOWERMENT	10
Need For Women Empowerment In our Country □ Prospects and Problems of Women Entrepreneurs – Solutions □ Some Success. Stories of Women Entrepreneurs, Indian Women Entrepreneurs □ Self Help Group □ Meaning and Usefulness □ Rural Entrepreneurship: Meaning and Need □ Opportunities In Various Sectors – Problems and Prospects.	
Module No 6: PROJECT MANAGEMENT	10
Meaning of Project Management – Importance of Project Management. The Project Life Cycle - Phases of Project Management Life Cycle - Project Management Processes - Role of Project Manager (PM). Generation and sources of new project ideas, Project Identification Process- Pre-Feasibility Study - Market, Financial and Technical Feasibility - Project break - even point - Project Planning Process – Network Analysis (basics) - Project Initiation and evaluation - Impact of Delays in Project Completions.	
Books for Reference: 1. P. C. Jain: Handbook for Entrepreneurs, Entrepreneurship Development of India, Oxford Publications.	

2. S. V. S. Sharma: Developing Entrepreneurship - Issues and Problems.
3. Hold Davis H - Entrepreneurship - Prentice Hall of India.
4. Harvard Business Review on Entrepreneurship – Harvard Business School Press.
5. R V Badi and N V Badi - Entrepreneurship, Recent Edition - Vrinda Publications (P) Ltd.
6. S.S .Khanka - Entrepreneurship Development - S. Chand and Company Ltd
7. K. Nagrajan, Project Management, New Age International Publishers.
8. R. Paneerselvam, P. Senthil Kumar, Project Management, PHI.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 5.2 Name of the Course: Principles of Export Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	60 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: 1. The objective of this course is to familiarize the students with the essentials of export management 2. to equip them to be independent export entrepreneurs or employed in export houses of the country. The emphasis obviously is the Indian context.		
Syllabus:		Hours
Module No. 1: INTRODUCTION		10

Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance to a growing economy – Growth of world trade. Trends in India's export trade since independence: Value, Composition and direction of India's export trade □ Direction of India's export trade, India's share in world trade, Reasons for India's poor share in world trade □ Export of services. Export promotion measures. Functions of an export manager.	
Module No. 2: STARTING AN EXPORT BUSINESS	10
Steps involved: Organising, Naming the concern, Trade name and Logo – Form of organisation: Proprietorship, Partnership or Joint stock company – Categories of exporters – Location – Letterhead – Business card – Recruitment of personnel – Opening bank account □ Getting permanent income tax number – Effective business correspondence – Export decisions: Product/s, Market/ countries/regions □ Identifying prospective foreign buyers – Channels of distribution – Negotiating with prospective buyers – Processing an export order – Entering into export contract – Export pricing and contract. Importer – Exporter Code Number (IEC number). Registration with Export Promotion Councils (EPCs) – Sales tax and central excise registration.	
Module No. 3: EXPORT STRATEGY AND EXPORT MARKETING	10
Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule. Analysing the company's strengths and weaknesses: Assessing the past performance, assessing its competitors, find export opportunities, deciding on exports marketing objectives, and preparing action plans to achieve the objectives.	
Module No. 4: EXPORT FINANCE	10

Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD), Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term.	
Module No. 5: INTERNATIONAL TRADE FINANCE	10
International Trade Finance & Risk Management Payment Methods: Letters of Credit (L/C), documentary collections, and advance payments. Forex & Risk Mitigation: Managing currency exchange risks, political risks, and using forward contracts. Incentive Schemes: Duty Drawback, Advance Authorization, Export Promotion Capital Goods (EPCG) scheme, and Merchandise Exports from India Scheme (MEIS).	
Module No. 6: INSTITUTIONAL AGENCIES IN INDIA	10
EXIM policy of Government of India □ Export–Import Bank of India (EXIM Bank), ECGC – FIEO – Export Promotion Councils and Boards – Directorate General of Commercial Intelligence and Statistics, Kolkata □ RBI and export financing.	

TEXT BOOKS:

1. T. A. S. Balagopal: Export Management, Himalaya Publishing House
2. D. C. Kapoor: Export Management, Vikas Publishing House Pvt Ltd

REFERENCES:

1. Dominick Salvatore: International Economics, John Wiley & Sons.
2. Todaro, Michael P and Smith Stephen C: Economic Development, Pearson Education Asia.

Websites: www.eximbankindia.in; www.ecgcindia.in; www.fieo.org; www.dgciskol.nic.in;

www.rbi.org.in

Name of the Program: Bachelor of Business Administration (BBA) in
Logistics

Course Code: BBAL 5.3

Name of the Course: Air Cargo Logistic Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	10 Hrs.

Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.

Course Outcomes: On successful completion of the course, the Students will able:

- To understand the global cargo world to avoid strategic and tactical errors
- To reduce your operating costs and maintain optimum levels of customer service
- To capitalize on the changes within the cargo industry by researching and planning effectively
- To understand shippers' changing needs and how to adjust your business for immediate results
- To improve your competitive performance by acquiring exceptional management tools

Syllabus:	Hours
Module No. 1: INTRODUCTION TO AVIATION	10
Introduction to Aviation - National and International Aviation Authorities - ICAO/IATA/FIATA – The roles and responsibilities of the IATA cargo Agent - The operations and service functions The air cargo consolidator and the process of consolidation -	
Module No. 2: INTRODUCTION TO AIRLINE INDUSTRY	10

History – Regulatory bodies – Navigation systems – Air Transport system – functions – customers – standardization □ management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.	
Module No. 3: INTRODUCTION TO AIR TRANSPORTATION	10
Importance of effective transportation system, Air transportation: merits and demerits, transportation cost, inter modal services, Air Transportation Logistic strategy.	
Module No.4: AIRLINE MARKETING AND SERVICE STANDARDIZATION IN LOGISTICS	10
airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo –sales leads – routing instructions – customer service, future trends.	
Module No. 5: AIR FRIEGHT FORWARDING	10
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.	
Module No. 6: CARGO OPERATIONS	10
Advices □ Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.	

Books Recommended:

1. J.G. Wensveen, Air Transportation – A Management Perspective, Ashgate Publishing Ltd

2. Bijan Vasigh, Thomas Tacker and Ken Fleming Introduction to Air Transport Economics
- Ashgate Publishing Ltd
3. IATA Foundation course Air faces & Ticketing, IATA Publications
4. IATA Foundation in Tourism & Travel, IATA Publications
5. Travel Information Manual, (TIM) 2006, IATA Publications
6. Simon Taylor, Air transport logistics, Hampton
7. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
8. Peter S. Smith, Air Freight: Operations, Marketing and Economics, Faber Text books
9. Reaching for the sky by Oliver Press E-commerce: An Indian Perspective, 2nd Ed. PT Joseph, SJ

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 5.4 Name of the Course: Logistic Network Design		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	48 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		

Course Outcomes: On successful completion of the course, the Students will able:

- To develop competencies and knowledge of students to become Logistics network design professionals
- To orient students in the field of design and configuration of the logistics network.
- To help Students to understand Logistics network design

Syllabus:	Hours
Module No. 1: INTRODUCTION TO NETWORK DESIGN	8
Introduction -Components of Logistics network: Facilities -Plants/Vendors -Ports --Warehouse Retailers/Distribution Centres -Customers -Raw materials and finished products that flow between the facilities. The three models of Network Design: 1. Logistics network design with differentiated delivery lead time 2. Logistics network design with price discount 3. Consolidated logistics network design using consolidation hubs	
Module No. 2: ISSUES OF NETWORK DESIGN	10
Key issues of Network design: Pick the optimal number, location, and size of warehouses and/or plants - Determining optimal sourcing strategy -Which plant/vendor should produce which product? -Determining best distribution channels -Which warehouses should service which customers?	
Module No. 3: PROCEDURE REQUIRED FOR NETWORK DESIGN	10
Data required for Network Design: A listing of all products -Location of customers, stocking points and sources -Demand for each product by customer location -Transportation rates -Warehousing costs - Shipment sizes by product -Order patterns by frequency, size, and season, content -Order processing costs - Customer service goals	
Module No. 4: STRATEGIC DECISIONS	10

The strategic decisions in terms of warehouses when plants and retailer locations are fixed; Pick the optimal number-location -size of warehouses -Determining optimal sourcing strategy -Which plant/vendor should produce which product -Determining best distribution channels -Which warehouses should service which retailers -The objective is to design or reconfigure the logistics network so as to minimize annual system-wide costs, including Production/ purchasing costs Inventory carrying costs, and facility costs (handling and fixed costs) Transportation costs.	
Module No. 5: DATA COLLECTION	10
Data Collection -information on :a) Location of customers, stocking points and sources— location theory- b) A listing of all products -c) Demand for each product by customer location forecast technique - d)Transportation Cost -Transportation rates by mode—information system, like rating engine -e)Mileage estimation— f) Warehousing costs (handling and fixed)—inventory management g) Service level requirement—probabilistic technique h) Shipment sizes by product 2. Data Aggregation -The impact of aggregate demand -a heuristic to aggregate data. 3. Data Validation and Model 4. Optimization	

BOOKS RECOMMENDED

1. Supply Chain Management: Logistics Network Design by Donglei Du, Faculty of Business Administration, University of New Brunswick, NB Canada Fredericton.
2. Joseph D. Patton, Logistics Technology and Management, Soloman, 1986.
3. Philip T. Frohne, Quantitative Measurements for Logistics, McGraw Hill, 2007

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 5.5 Name of the Course: RETAIL LOGISTICS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	48 Hrs.

Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.	
Course Outcomes: On successful completion of the course, the Students will able: 1. To develop competencies and knowledge of students to become Retail logistics and E-commerce professionals 2. To orient students in the field of Logistics 3 To help Students to understand Retail logistics 4. To apply the Basic knowledge of Retail logistics and E-commerce in the real-life situation 5. To enhance their ability and professional skills in Logistics	
Syllabus:	Hours
Module No. 1: CONCEPT AND SCOPE	8
Concept and Scope: Concepts of Retail Logistics and supply chain Importance of Logistics in these days global Sourcing, Production and consumption Dimension of Logistics: Macro and Micro aspects Supply chain contours: Backward and forward linkages Supply chain efficiency Logistics as a competitive edge driver Peculiarities and diversity of needs of Logistics for Retailing.	
Module No. 2: LOGISTICS AND RETAIL MARKETING	10
Logistics and Retail Marketing: Logistics as a Support function of Order Fulfilment, Assembling & Labelling from Multi-storage points and Delivery Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers customer facilitation tracking out-bound shipments.	
Module No. 3: E COMMERCE	10
E-Commerce: introduction to E-commerce logistics including delivery and pickup models and the overall logistic setup – Order Processing – Activities associated with order processing like identifying order request from MIS, creating customer account for new customers, identifying the	

order requirements and placing a processing request in MIS, notifying customers through system, updating the delivery requirements, checking with stock, coordinating with vendor, etc □ Types of order processing □ Roles and responsibilities associated with order processing □ Procedures for generating plans and schedules through MIS	
Module No. 4: REVERSE LOGISTICS	10
Reverse Logistics: Basic of reverse logistics □ The concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback □ Types of reverse logistics – Return from customer, return by carrier, return of damaged product, etc □ Roles and responsibilities associated with reverse logistics □ Global best practices and statistics Associated with reverse logistics	
Module No. 5: TYPES OF E COMMERCE	10
Types of Ecommerce □ B2B □ B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model and its types □ Business Models for e commerce □ meaning definition importance. E business models based on the relationships of transaction types □ manufacture model, advertising model, value chain model, brokerage Model Marketing on the web □ marketing strategies, creating web presence, advertising, customer service and support, web branding strategies, web selling models.	

BOOKS RECOMMENDED

1. Ray, Supply Chain Management for Retailing, TMH, 2010.
2. James B. Ayers, Retail Supply Chain Management, Auerbach Publications, 2007.

V Semester BBA in Logistics
Skill Enhancement Course
BBAL5.6: Internship/ Organisational Study

Course Credits	No. of Hours per week	Total No. of Teaching Hours
02	02	24 Hours/Faculty
SEE	CIE	Total Marks
50	0	50

An internship is a short-term, supervised work experience, for management students or graduates, designed to provide practical industry exposure, skill development, and networking opportunities.

An organizational study is a systematic analysis of an organization's/company's structure, culture, and functional processes (such as HR, marketing, finance, supply chain, logistics and operations etc.,) designed to understand how individuals and groups behave within it.

The course aims to:

- a) Allow learners to connect academic concepts to practical, real-world business scenarios.
- b) Assesses how the organization responds to external forces like market competition and economic factors.
- c) Provides practical, hands-on exposure to corporate, work-related environments.

Learning Outcomes:

The document developed by students outlines the objectives of an organizational study, including understanding the company's corporate structure, departments, social responsibility, awards, safety measures, vision, mission, SWOT analysis, and relating theoretical knowledge to organizational activities.

Guidelines for the course:

- a) Companies which are exclusively involved in logistics and supply chain management shall be preferred for Internship/ Organisational Study.
- b) The course report has to be prepared by individual student after deciding on the organisation/company in consultation with the supervisor
- c) Organisations/ companies for the study should be approved by the supervisor

Components of the report:

- 1. Introduction: background, objectives and scope
- 2. Industry profile: overview of the industry/sector
- 3. Company profile: history, mission, vision and product range
- 4. Functional areas: Overview of various departments, their integration and coordination.
- 5. SWOT analysis of the company

6. Findings and recommendations

7. Conclusion

The report shall be prepared in printed or soft copy as prescribed by the supervisor. The report shall be of minimum 25 pages (excluding cover page, certificate, declaration & annexures)

The report shall be attached with a certificate obtained from the concerned company indicating the physical presence/ attendance of the student for the said purpose.

Workload:

a) The workload is 2 hours per week per teacher for the entire semester.

b) Equal number of students shall be allotted to all the concerned teachers to supervise the course.

Guidelines for the conduct of practical knowledge/skill course

(Mangalore University circular No.: MU/ACC/CR37/2023-24/A2 dated 17.01.2026)

1. The compulsory course prescribed in the fourth, fifth, sixth semester will be related to three core courses in a programme and shall be offered one each in a semester. Principals of the Colleges will facilitate for the said course as prescribed in a programme.

2. The compulsory (practical knowledge/skill) course **shall not** have regular class room teaching and written examination.

3. The work load is 2hrs/week.

4. Report submitted by the candidate shall be assessed/ evaluated by two examiners of the concerned subject. In case internal examiners are not available the external examiners may be preferred.

5. Out of 50 marks allotted for the compulsory (practical knowledge/skill) course, 10 Marks (to be considered as C1) and 40 marks (to be considered as C2).

6. The scheme of valuation is as follows;

	for Internship/Project/ Field study	Practical
a) Internal Assessment:	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks
b) Evaluation of Report:	40 Marks iv) Work carried out: 20 Marks v) Preparation of Report: 10 Marks vi) Presentation and Viva-Voce: 10 Marks	40 Marks iii) Preparation and presentation : 30 Marks iv) Viva-Voce: 10 Marks

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 6.1 Name of the Course: INTRODUCTION TO STRATEGIC MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	60 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: 1. To appreciate the complexities of managing a formal organization; 2. To help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firms situation.		
Syllabus:		Hours
Module No. 1: STRATEGIC CONCEPTS		10
Strategy- Meaning- Levels of strategy- Strategic Management- Historical Development-Need-Benefits- Importance- Process- Challenges for Strategic Management- Strategic Intent- Vision-Mission- Goals- Objectives-Mc Kinsey's 7S Framework		
Module No. 2: INTERNAL ASSESSMENT AND EXTERNAL ASSESSMENT		10

Internal Environment- Elements- Core Competency- Distinctive Competency-Value Chain Analysis- Ansoff's Matrix-SWOT Analysis-Organisational Capabilities-Strategic Advantage Profile.	
External Environment- Elements- Environmental Scanning- Sources- Techniques- Environmental Threat Opportunity Profile (ETOP)-Porter's Five Force Model- Competitor Analysis- Key Success Factors.	
Module No. 3: STRATEGIES FOR MANAGING BUSINESS	10
Types of strategies – integration – intensive – defensive □ diversification. Strategies for competing in turbulent □ high velocity market □ means for achieving strategies – joint venture □ merger/acquisition □ first mover advantages □ outsourcing.	
Module No. 4: STRATEGY FORMULATION	10
Strategy Formulation- Meaning-Process- Types of Strategies: Corporate level- Business Level- Contingency Strategies , Various other strategies including Diversification, Defensive, blue Ocean etc; Strategic Decision making- (Concept Only); BCG Matrix, Display Matrices (Brief Overview only)	
Module No. 5: IMPLEMENTATION OF STRATEGIES	10
Meaning, Nature, Inter-relationship of formulation and implementation, Model (Overview Only); Resource Allocation: Budgeting, Determinants; Introduction to Concept: Structural, Behavioural, Leadership, Functional and Operational Implementations; Conflicts at the time of implementation- Resistance to Change, Concerns and Issues, Techniques to manage change effectively.	
Module No. 6: STRATEGY EVALUATION AND CONTROL	10

Nature, Importance Participants, Barriers, Essentials, Process of Control, Techniques and Types of Control; Balanced Score Card Technique, Strategic Audit and Checklist; ESG Initiatives, Role of technology and Recent Trends and Concerns in Strategic Management.

Skill Development Activities:

- Present a chart showing Strategic Management Process.
- Select any organization and undertake SWOT analysis, SPACE matrix and BCG matrix
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter's five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas

TEXT BOOK:

1. Fred R David, Strategic Management Concepts and Cases

REFERENCE BOOKS:

1. V S P Rao and V Hari Krishna, Strategic Management Text And Cases
2. Amita Mital, Cases in Strategic Management
3. John A Pearce II and Richard B Robinson Jr., Strategic Management: Formulation, Implementation and Control.
4. Upendra Kachru, Strategic Management: Concepts and Cases.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 6.2 Name of the Course: LEGAL PRINCIPLES OF LOGISTICS AND SHIPPING		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	60 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: 1. To provide an overview of the concept of legal principles in logistics. 2. To discuss the principles and application of laws related to logistics and shipping. 3. To elaborate the operating objectives of maritime law in logistics; 4. To describe the various cases of logistics and shipping.		
Syllabus		Hours
Module No. 1		10
Introduction to Maritime & Shipping Law: Legal Systems: Civil vs. common law systems, court structures, and the enforcement of maritime claims. International Conventions: How international agreements (e.g., SOLAS, MARPOL, STCW) are ratified and incorporated into national legislation. Port State Control & Vessel Arrest: Legal grounds for detaining vessels and securing maritime liens.		
Module No. 2		10

Basic Principles of English Law: Types of Law-Sources of Law-Maritime Conventions Act, 1911. Arbitration-Basic Principles of Contract Law; Formation of Contract-Promissory Estoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.	
Module No. 3	10
Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations Misrepresentation-Remedies in Tort-Vicarious Liability. Main Principles of Law relating to Agency; Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.	
Module No. 4	10
Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties, Voyage-Time-Demise- Implied Terms in Charterparties-Standard Charterparty Forms.	
Module No. 5	10
Charter Parties- Types of Charters: Distinctions between voyage, time, and bareboat charterparties Freight-Liens-Laytime-Port and Berth Charterparties - General Average. Bills of Lading Functions of B/L-Types of B/L-Mate's Receipt. Key Clauses: The legal implications of safe ports, seaworthiness, and deviation. Laytime & Demurrage: Calculating cargo handling time and legal disputes regarding delays.	
Module No. 6	10
Carriage of Goods by Sea Act- Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage. Dispute Resolution & Arbitration: Methods: Mediation, litigation, and arbitration (e.g., LMAA - London Maritime Arbitrators Association). Jurisdiction & Choice of Law: Determining governing laws and interpreting dispute resolution clauses.	

TEXT BOOKS

1. Legal Principles in Shipping Business by Institute of chartered ship brokers.
2. Maritime Law Desk Book by Charles M .Davis
3. Maritime Law Journal –Articles by Capt. A.K. Bansal (Faculty, Indian Institute of Logistics)
4. Admiralty and Maritime law by Robert Force.
5. Maritime Law by Christopher Hill.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 6.3 Name of the Course: E- COMMERCE AND ERP		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
5 Credits	5 Hrs.	60 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		
Course Outcomes: On successful completion of the course, the Students will able: 1. To provide the students the basic concepts of e□Commerce and enterprise resource planning. 2. To orient students in the field of ERP 3. To help Students to understand significance of E- commerce and ERP		
Syllabus:		Hours
Module No. 1: Introduction to E□ commerce		10

Meaning and concept – E-commerce v/s Traditional Commerce E-Business & E-Commerce – types of e-business, History of E-Commerce – EDI – Importance, features & benefits of E-Commerce – Impacts, Challenges & Limitations of E-Commerce, internet and its effects in business –strategy, structure and process, Road map of e-commerce in India, Influencing factors of successful E-Commerce.	
Module No. 2: Business models of E – Commerce	10
Business to Business – Business to customers– customers to customers E-Business to Government – Business to employee, Electronic Payment system: Introduction – Online payment systems – prepaid and postpaid payment systems – e-cash, e-check, Smart Card, Credit card, Debit Card, internet banking, mobile banking, Electronic purse –Legal and ethical issues in E-Commerce: Security issues in E-Commerce, Regulatory frame work of E-commerce.	
Module No. 3: Enterprise – An overview	10
Enterprise – An overview, ERP introduction, Business function and business process, Basic concepts of ERP, ERP myths, history of ERP, Risks and benefits of ERP.	
Module No. 4: ERP Related Technologies	10
ERP related technologies, BPR, data warehousing, data mining, online analytical process, product life cycle, CRM, OLAP, GIS, BA, BI, PLM, Intranets and Extranets.	
Module No. 5: ERP functional modules	10
Functional modules of ERP, ERP implementation Life cycle, objectives of ERP implementation, Phases of ERP implementation, why do many ERP implementation fail, ERP project teams –composition and organization, consultants and vendors. Success & Failure Factors: Change management, risk assessment, and employee training.	

Module No. 6: Extended Enterprise Applications	10
Supply Chain Management (SCM): Integrating suppliers and logistics. Customer Relationship Management (CRM): E-CRM frameworks and managing customer data. Emerging Tech: Cloud-based ERP, mobile commerce, and Artificial Intelligence (AI) integrations	

TEXT BOOKS:

1. Leonard Jessup, Joseph Valacich, “Information System Today, Managing the Digital World” 3rd edition, PHI
2. Alexis Leon □ Enterprise resource Planning, TMH

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 6.4 Name of the Course: SHIPPING FINANCE AND MARINE INSURANCE		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	48 Hrs.
Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.		

Course Outcomes: On successful completion of the course, the Students will able 1. To understand methods shipping finance marine insurance. 2. To understand the key elements of shipping finance marine insurance 3. To be familiar with marine insurance coverage and underwriting 4. To understand how ship finance and marine insurance can drive investment in a more sustainable global shipping industry	
Syllabus:	Hours
Module No. 1: Overview of the Shipping Industry	8
Importance of the Sector □Participants in the Shipping Business(Redefining Agency Cost) □Shipping Cycles and their Drivers Ship (Asset) Valuation □Models of Ship Valuation: Case Study □Probability of Default: Case Study □(Basel II &Basel III criteria)	
Module No. 2: Sources of Ship Finance□Equity (IPO's):	10
Case Study □Debt Financing and the Bond Markets: Case Study □KG Funds□KS Funds: Case Study □Islamic Finance: Case Study □Debt/Equity Structure Decision of a Shipping Company □Corporate Governance in Shipping: Discussion of Empirical Results □Corporate Social Responsibility: Discussion of Empirical Results	
Module No. 3: International Marine Insurance Market	10
International Marine Insurance Market□Credit System□Lloyds□P&I Clubs□Salvage Association. Marine Insurance Act 1906□Principle of Insurable Interest□Cargo Interests□Hull Interests□Contracts on Sale. Principles Involved in Marine Insurance□Representation &Misrepresentation□Warranties□Time and Voyage Insurances□Change of Voyage□ Particular Average□Total Loss□Marine Insurance Policy□Forms of Policy.	
Module No. 4: Measures of Indemnity	10

Measure of Indemnity□Partial Loss of Ship□Freight□Goods□Sue and Labour Charges□Salvage and Salvage Charges□Subrogation□Letter of Subrogation. General Average□Contributory Values□Average Disbursements□Applications to Insurance.	
Module No. 5: Cargo Insurance	10
Cargo Insurance□Long Term Cargo Contracts□Floating Policy□Open Cover□Cancellation Clause□Certificate of Insurance. Cargo Clauses□Transit Clause□Change of Voyage Clause□General Average Clause. Time Clauses□Principal Insuring Conditions□Additional Clauses.	

Text Books:

1. Marine insurance By Institute of chartered ship brokers
2. Marine insurance clauses by Hudson.
3. Marine Crago insurance by DuntJhon.

Reference Books

1. Reference book of marine insurance by Whither by Publishers UK
2. Collected papers on marine claims by GoodAcre .J.K.

Name of the Program: Bachelor of Business Administration (BBA) in Logistics Course Code: BBAL 6.5 Name of the Course: PORT TERMINAL LOGISTICS		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	4 Hrs.	48 Hrs.

Pedagogy: Classrooms lecture, Tutorials, and Problem Solving.	
Course Outcomes: On successful completion of the course, the Students will able 1. To develop competencies and knowledge of students to Port terminals logistics professionals. 2. To orient students in the field of Logistics Difference between Major and Minor Ports 3. To help Students to understand Port terminals logistics	
Syllabus:	Hours
Module No. 1: Fundamentals of Ports and Shipping	10
Types of ports, Port as a custodian of the cargo - Transit sheds - Cargo receivers - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions - Port equipment's and damage - Extra services - Berth reservationschemes terminal facilities (Container, Bulk, Ro-Ro), and geographic transport systems. Shipping industry economics, types of vessels, and basic maritime geography. Vessel operations, port calls, scheduling, and shipping lines	
Module No. 2: Terminal Operations and Cargo Handling	10
Container Terminal Operations: Yard planning, ship-to-shore (STS) crane allocation, and container stuffing/destuffing. Import Cycle - Export Cycle Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring andstackingCFSinsideaTerminal-ReasonsforCongestionofaterminal-decongestingtheterminal-Window system in a terminal. Break-bulk, dry bulk, and liquid bulk handling procedures. Warehouse layout, cross-docking, and cargo consolidation processes. Interface between marine terminals and landside transport (Rail, Truck, Inland Waterways).	
Module No. 3: Port Management, Administration, and Economics	10

Tugs and its usage – Night navigations – Light Dues-Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues Role of port authorities, private vs. public port models (Landlord ports). Port pricing, dues, and tariff structures (wharfage, stevedorage, pilotage). Stevedoring and labor management at the docks. Stakeholder relationships (freight forwarders, customs brokers, and inland transport providers).	
Module No. 4: Maritime Law, Safety, and Security	10
International maritime regulations including SOLAS and the ISPS Code (International Ship and Port Facility Security). Customs procedures, import/export documentation, and Bill of Lading. Liability, cargo damage claims, insurance, and marine environmental regulations.	
Module No. 5: Technology and Port Optimization	8
Terminal Operating Systems (TOS) and Port Community Systems (PCS). Yard automation, automated guided vehicles (AGVs), and smart port technologies. Logistics performance metrics, KPI tracking, and supply chain analytics.	

Reference Books:

1. Course Material Prepared by LSC
2. Major Port Trust Act – Government of India
3. Port Industry Statistics, American Association of Port Authorities
4. APMOLLOR Guide book on Terminal
5. DUBAI PORT AUTHORITY Manual

Course Code: BBAL6.6
Title of the Course: Project Work
(Skill Enhancement Course)

Course Credits	No. of Hours per week	Total no. of Teaching Hours
02	02	24 Hours/Faculty
SEE	CIE	Total Marks
50	0	50

Course Objective: To understand the general functioning of a selected business organisation as well as the application of research methodology.

Course outcomes: Students will be able

1. To understand the structure of business organisation.
2. To examine the functions and responsibilities of different departments.
3. To gain practical exposure to undertake projects.

Methodology: Every student has to take up Project work in the field of business administration and allied subjects during their fifth semester. This shall be done under the supervision of a faculty member of the Department. The students must submit the Certificate for completion of Project work issued by the organization to the college.

At the end of the course, students have to submit a report not less than 60 pages. The report contains profile of the organization, objective and methodology of research, data analysis and interpretation, conclusion and a write up on the learning outcome from project work carried out by them.

Work Load: (02 hours per week)

02 hours per week shall be allotted to all the faculty members individually for guiding the students for Project work pertaining to field work and preparation of report.

The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students their Project work.

Guidelines for the conduct of practical knowledge/skill course

(Mangalore University circular No.: MU/ACC/CR37/2023-24/A2 dated 17.01.2026)

1. The compulsory course prescribed in the fourth, fifth, sixth semester will be related to three core courses in a programme and shall be offered one each in a semester. Principals of the Colleges will facilitate for the said course as prescribed in a programme.
2. The compulsory (practical knowledge/skill) course **shall not** have regular class room teaching and written examination.
3. The work load is 2hrs/week.

4. Report submitted by the candidate shall be assessed/ evaluated by two examiners of the concerned subject. In case internal examiners are not available the external examiners may be preferred.

5. Out of 50 marks allotted for the compulsory (practical knowledge/skill) course, 10 Marks (to be considered as C1) and 40 marks (to be considered as C2).

6. The scheme of valuation is as follows;

	for Internship/Project/ Field study	Practical
a)Internal Assessment:	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks	10 Marks Basis for Internal Assessment Continuous Evaluation: 10 Marks
b) Evaluation of Report:	40 Marks vii) Work carried out: 20 Marks viii) Preparation of Report: 10 Marks ix) Presentation and Viva- Voce: 10 Marks	40 Marks v) Preparation and presentation : 30 Marks vi) Viva-Voce: 10 Marks