

GURU KASHI UNIVERSITY



**BACHELOR OF BUSINESS ADMINISTRATION
(SHIPPING AND LOGISTICS MANAGEMENT)**

SESSION: 2024-25

**DEPARTMENT OF MANAGEMENT
FACULTY OF MANAGEMENT AND COMMERCE**

GRADUATE OUTCOMES OF THE PROGRAMME:

This programme provides a strong foundation of business knowledge, critical thinking skills to analyze and solve complex problems, effective communication abilities, strong teamwork and collaboration aptitude to work effectively with diverse groups.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
2. Analyze and comprehend the applicability of management principles in solving complex business issues.
3. Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the organizations.
4. Evaluate the skill of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
5. Create social sensitivity and understanding CSR, ethical and sustainable business practices demonstrate sensitivity to social, ethical and sustainability issues.
6. Develop the critical thinking and analysis skills that solve business problems in a real-world context.

Semester: I

Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL101	Principles of Management	Core	4	0	0	4
BSL102	Business Economics – I	Core	3	1	0	4
BSL103	Introduction to Shipping and Logistics Management	Core	3	1	0	4
BSL104	Introduction to Computer Applications	Skill Based	2	0	0	2
BSL105	Environmental Studies	Compulsory Foundation	2	0	0	2
BSL110	Sectoral Aspects of the Indian Economy	MD	3	0	0	3
Discipline Elective-I (Any one of the following)						
BSL106	Marketing Management	Discipline Elective-I	3	0	0	3
BSL107	Basics of Event Management					
Discipline Elective-II (Any one of the following)						
BSL108	Managerial Communication	Discipline Elective-II	3	0	0	3
BSL109	Business Etiquette and Corporate Grooming					
Total						25
Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL201	Business Economics – II	Core	3	1	0	4
BSL202	Financial Accounting for Managers	Core	3	1	0	4
BSL203	Transportation and Distribution	Compulsory Foundation	2	0	0	2

	Management					
BSL204	Management Information System	Skill Based	3	0	0	3
BSL205	Introduction to computer (Lab)	Skill Based	0	0	4	2
BSL206	Banking and Insurance Law	Value Added Course	2	0	0	2
BSL299	XXX	MOOC	-	-	-	2
Discipline Elective-III (Any one of the following)						
BSL207	Service Marketing	Discipline Elective-III	3	0	0	3
BSL208	Warehousing and Inventory Management					
Discipline Elective-IV (Any one of the following)						
BSL209	Marketing Ethics	Discipline Elective-IV	3	0	0	3
BSL210	Intellectual Property Rights					
Total			19	2	2	25

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL301	Customs Procedures	Core	4	0	0	4
BSL302	Port and terminal Management	Core	4	0	0	4
BSL303	Business Statistics	Core	4	0	0	4
BSL304	Seminar on Business Writing Skills	Skill Based	0	0	2	1
BSL305	Critical Thinking	Value Added course	2	0	0	2

BSL399	XXX	MOOC	-	-	-	2
Discipline Elective-V (Any one of the following)						
BSL306	Corporate Strategy	Discipline Elective-V	3	0	0	3
BSL307	Business Ethics and Corporate Social Responsibility					
Discipline Elective-VI (Any one of the following)						
BSL308	Total Quality Management	Disciplinary Elective VI	3	0	0	3
BSL309	Constitution of India					
Open Elective Courses						
-	XXX	ID	2	0	0	2
Total			22	0	2	25
Open Elective Courses (For Other Departments)						
OEC039	Innovation Management	Open Elective	2	0	0	2

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL401	Export-Import Documentation	Core	4	0	0	4
BSL402	International Trade and Export Import Management	Core	4	0	0	4
BSL403	Training and Development for Managerial Effectiveness	Skill Based	3	0	0	3
BSL404	Advertisement and Promotional Tactics	Skill Based	4	0	0	4
BSL409	Business Sustainability	MD	3	0	0	3

	& Growth					
Discipline Elective-VII (Any one of the following)						
BSL405	Global Human Resource Management	Discipline Elective-VII	3	0	0	3
BSL406	Business Environment					
Discipline Elective-VIII (Any one of the following)						
BSL407	E-logistics	Discipline Elective-VIII	3	0	0	3
BSL408	Financial Management					
Total						24

Semester: V						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL501	Project Management	Core	4	0	0	4
BSL502	Maritime Law	Core	4	0	0	4
BSL503	Internship in Shipping Logistics Management Industry (4 Weeks)	Training	0	0	0	4
BSL504	Stock Marketing and Banking Operations	Skill Based	4	0	0	4
BSL505	Entrepreneurship Development	Entrepreneurship	2	0	0	2
BSL506	Stress Management	Value Added Course	2	0	0	2
BSL599	XXX	MOOC	-	-	-	2
Total						24

Semester: VI						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BSL601	Operation Research	Core	4	0	0	4
BSL602	Freight Forwarding and Port Operations	Core	4	0	0	4
BSL603	Managerial Skill Development	Ability Enhancement	2	0	0	2
BSL604	Information Technology	Skill Based	0	0	4	2
BSL605	Emotional Intelligence in Businesses	Skill Based	3	0	0	3
BSL606	Production & Operation Management	Elective Foundation	3	0	0	3
BSL607	Major Project	Practical	0	0	8	4
BSL608	Economic Policies and Reforms	MD	3	0	0	3
Total						24
Grand Total						145

Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4th semester.

EVALUATION CRITERIA FOR THEORY COURSES

- A. Continuous Assessment: [25 Marks]
 - i. CA1: Surprise Test (Two best out of three) (10 Marks)
 - ii. CA2: Assignment(s) (10 Marks)
 - iii. CA3: Term paper (5 Marks)
- B. Attendance: [5 marks]
- C. Mid Semester Test: [30 Marks]
- D. End-Term Exam: [40 Marks]

Semester-I

Course Title: Principles of Management
Course Code: BSL101

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create new concepts of business ethics to improve goodwill of business enterprise.

Course Content

UNIT I

14 Hours

Management and its various functions, nature, and scope, organizational objectives, management by objective. Planning: nature, purpose and functions, types, steps in planning, Management by Objective (MBO) –Management by Exception (MBE). Decision making and its process.

UNIT II

17 Hours

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation on various basis. Authority: types, responsibility and accountability. Delegation: steps in delegation, obstacles to delegation and their elimination

UNIT III

16 Hours

Staffing: manpower management, factors affecting staffing, job design. The selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

UNIT IV

13 Hours

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Koontz, Harold & Weihrich, Heinz (2018). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi

- Robbins, S. P., & DeCenzo, A. D. (2019). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). *Great Ideas in Management*. Orient Paperbacks, India
- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). *Principles of management*. Washington, DC: Flat World Knowledge.

Course Title: Business Economics-I

Course Code: BSL102

Learning Outcomes

Total Hours: 60

L	T	P	Cr.
3	1	0	04

After completion of this course, the learner will be able to

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode

Course Content

Unit I

17 Hours

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit II

14 Hours

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

Unit III

16 Hours

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit IV

13 Hours

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory-Interest rate and return on capital. Measurement of profit.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*
- *Peterson and Lewis, Managerial Economic, Prentice Hall of India*
- *Gupta, Managerial Economics, TataMcGraw Hills*
- *Geetika, Managerial Economics, Tata McGraw Hills*

- *D.N. Dwivedi, Managerial Economic, Vikas Publications*
- *Froeb, Managerial Economics, Cengage Learning*
- *Koutsoyiannis, A, Modern Micro Economics, Palgrave Macmillan Publishers, New Delhi.*
- *Thomas Christopher R., and Maurice S. Charles, Managerial Economics – Concepts and Applications, 8th Edition.*
- *Mehta, P. L, Managerial Economics – Analysis, Problems and Cases, Sultan Chand & Sons, Delhi.*
- *Peterson and Lewis, Managerial Economics, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.*
- *Shapiro, Macro Economics, Galgotia Publications.*
- *H. L Ahuja Advanced Economic Analysis, S. Chand & Co. Ltd, New Delhi.*
- *G.S Gupta, Managerial Economics, Tata McGraw Hill.*

Course Title: Introduction to Shipping and Logistics Management
Course Code: BSL103

Total Hours: 60

Learning Outcomes After completion of this course, the learner will be able to:

L	T	P	Cr.
3	1	0	04

1. Discuss about the importance of logistics & its role in the Indian Economy
2. Summarize various activities of logistics to satisfy the end Customers
3. Appraise the strategies
4. Analyse sea transport
5. Evaluate ship management

Course Content

UNIT I

16 Hours

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

UNIT II

14 Hours

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework- Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process- activities

UNIT III

14 Hours

Outsourcing logistics-reasons - Logistics Strategy-Strategic role of logistics- Definition-role of logistics managers in strategic decisions- Designing & implementing logistical strategy

UNIT IV

16 Hours

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets –Trades - Conclusion. – Ship Registration – Port State Control – Ship

Classification - Types of Ships the Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Farahani, R., Rezapour, S. (2011). Logistics Operations and Management: Concepts and Models. Netherlands: Elsevier Science.
- Waters, C. D. J. (2003). Logistics: An Introduction to Supply Chain Management (C. D. J. Waters, Ed.). Palgrave Macmillan
- Ghiani, G., Musmanno, R., & Laporte, G. (2013). Introduction to Logistics Systems Management. Wiley.
- Chase, R. B., Jacobs, F. R. (2016). Operations and Supply Chain Management: The Core. United Kingdom: McGraw-Hill Education.
- Kasilingam, R. G. (2012). Logistics and Transportation: Design and Planning. Netherlands: Springer US.

Course Title: Introduction to Computer Applications

L	T	P	Cr.
2	0	0	02

Course Code: BSL104

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Explain the role of computing and information technology (IT) in a digital world.
2. Acquire the skill about evolution of computers and different generation of computers.
3. Analyze the difference between the windows and DOS
4. Acquire skill about using hardware and software.

Course Content

UNIT I

8 Hours

Computer Fundamentals: Concept of Computer, Components, Classification, Types. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices.

UNIT II

10 Hours

CLS, DATE, TIME, MD, RD , RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT III

6 Hours

Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

UNIT IV**6 Hours**

Use of Windows Explorer for moving and copying files. MS-Office: MS-Word, Power Point (Presentation software)

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Saxena, Sanjay (2019). A first Course in Computers. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2020). Computer Fundamental. Ed, BPB Publication
- Appleman, Daniel (2018). How Computer Programming Works. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). The Art and Craft of Computing. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (2020). The Computer Book. Addison Wesley.

Course Title: Environmental Studies**Course Code: BSL105**

L	T	P	Cr.
2	0	0	02

Total Hours: 30**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Demonstrate a solid understanding of key environmental concepts, including ecosystems, biodiversity, sustainability, and human impact on the environment.
2. Explain skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.
3. Analyze the complexities of the natural environment and its relationship with ecological system.
4. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability

Course Content**UNIT I****6 Hours**

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II

6 Hours

Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

UNIT III

9 Hours

Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Features of the act Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

UNIT IV

9 Hours

Human Population and the Environment, Family Welfare Program. Environment and human health. Human Rights. Value Education. HIV / AIDS, Women and Child Welfare. Role of Information Technology in Environment and human health, Case Studies. Field work: Visit to a local area to document environmental and river forest grassland Hill Mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- *Misra, S. K., & Puri, V. K. (2019). Indian economy (p. 174). Himalaya Publishing House.*
- *Kapila, U. (2019). Understanding the problems of Indian Economy. Academic Foundation.*
- *Malik, P. L. (2018). The Industrial Law. Easter Book.*
- *Schiffer, M., & Weder, B. (2018). Firm size and the business environment: Worldwide survey results (Vol. 43). World Bank Publications.*
- *Mehta, S. C., Mehta, S. S., & Aun, B. L. (2018). The evaluation of*

business text books: An international perspective. Journal of Professional Services Marketing, 19(2), 141-149

Course Title: Sectoral Aspects of the Indian Economy

L	T	P	Cr.
3	0	0	03

Course Code: BSL110

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyze the role of sectors in economic development and identifying issues in agricultural productivity and rural development
2. Analyze the industrial policies, reforms, and challenges in the manufacturing sector, along with understanding the overview and challenges of the service sector
3. Evaluate the policies and reforms for infrastructure development and analyzing challenges in the social sector
4. Investigate the emerging sectors, their potential impact, and addressing problems of the Indian economy, such as poverty and unemployment

Course Content

UNIT I

10 Hours

Indian economy: Classification and importance of sectors, Role of Sectors in Economic Development

Agricultural Sector: Features, Issues in Agricultural Productivity and Rural Development, Agricultural Policies and Government Interventions, New Development in Agriculture: Contract Farming, Organic Farming, and Corporate Farming.

UNIT II

11 Hours

Industrial Sector: Manufacturing sector in India, Small-scale and large-scale industries, Industrial Policies and Reforms, Sector challenges and competitiveness. Current Policy of the Government of India for small-scale and large-scale industries

Service Sector: Overview of the service sector, IT, and IT-enabled services, Tourism and hospitality industry, Banking and financial services, Challenges and opportunities in the service sector

UNIT III

11 Hours

Infrastructure Sector: Transportation and logistics, Energy sector: Power generation and distribution, Telecommunications and information technology infrastructure, Urban infrastructure development, Policies and reforms for infrastructure development

Social Sectors: The education sector in India, Healthcare and pharmaceutical industry, social welfare schemes and programs, Challenges in social sector development, Government Interventions and Reforms in Social Sector.

UNIT IV

13 Hours

Emerging Sectors and Future Trends: Digital economy and e-commerce, Start-ups, and entrepreneurship, Sustainable development and green sectors, Emerging sectors and their potential impact, Role of Government, Public and Private Sector.

Problems of Indian Economy: Poverty, Unemployment, Inflation, Unequal distribution of Income and Wealth, Inter-State disparities in the Pattern of Development.

Transaction Mode

Problem-solving learning, Case Analysis, Cooperative Teaching, Inquiry-based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Ahluwalia, M. S., & Little, I. M. D. *India's Economic Reforms and Development: Essays for Manmohan Singh*. New York, NY: Oxford University Press.
- Nagaraj, R., & Kannan, K. P. *Handbook of the Indian Economy in the 21st Century: Understanding the Inherent Dynamics*. New Delhi, India: Oxford University Press.
- Panagariya, A. *India: The Emerging Giant*. New York, NY: Oxford University Press.

- *Bhandari, L., & Pillai, M. R. India's Services Sector: Growth, Employment, and Trade Implications. New Delhi, India: Springer.*
- *Singh, N. India's Power Sector: Electricity, Energy Efficiency, and Renewable Energy. New Delhi, India: Springer.*
- *Dhingra, I. India's Agriculture Sector: Policies, Performance, and Prospects. New Delhi, India: Cambridge University Press.*
- *Bhahmananda, P.R. And Panchmukhi, V.R.(eds.) 1987 – Development Process of Indian Economy, Himalaya Publishing House, Bombay.*
- *Puri, V.K. and Misra, S.K.: Indian Economy, Latest Edition, Himalaya Publishing House*
- *Datt and Mahajan: Indian Economy, S. Chand and Company*

Course Title: Marketing Management

L	T	P	Cr.
3	0	0	03

Course Code: BSL106

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

Course Content

UNIT I

12 Hours

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment –marketing management and its environment.

UNIT II

12 Hours

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III

11 Hours

Product decisions: new product development process, and product life cycle. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

UNIT IV

10 Hours

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2018). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2018). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

Course Title: Basics of Event Management

L	T	P	Cr.
3	0	0	03

Course Code: BSL107**Total Hours: 45**

Learning Outcomes: After completion of this course, the learner will be able to:

1. To understand basics of event management
2. To design events
3. To study feasibility of organising an event
4. To study feasibility of organising an event
5. To gain Familiarity with marketing & promotion of event

Course Contents**UNIT I****9 Hours**

Introduction: Event Management – Definition, Need, Importance, Activities.

UNIT II**14 Hours**

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept – Event Design, Event Feasibility: Resources – Feasibility, SWOT Analysis

UNIT III**9 Hours**

Event Planning & Promotion – Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations

UNIT IV**13 Hours**

Event Budget – Financial Analysis – Event Cost – Event Sponsorship

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Event Management: A Booming Industry and an Eventful Career* by Devesh

Kishore, Ganga Sagar Singh - Har-Anand Publications Pvt. Ltd.

- *Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009*
- *Event Management & Public Relations by Savita Mohan - Enkay Publishing House*
- *Event Planning - The ultimate guide - Public Relations by S.J. Sebellin Ross*
- *Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers*

L	T	P	Cr.
3	0	0	03

Course Title: Managerial Communication

Course Code: BSL108

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand the scope of communication and learn its importance and implication strategies.
2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
3. Imbibe the mechanics of writing and construct effective paragraphs which be fit in a longer composition.
4. Use different forms of written communication techniques to make effective internal and external business correspondence.
5. Produce different types of reports with appropriate format, organization and language.

Course Content

UNIT I

10 Hours

Communication – Meaning and Significance for Management – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.

UNIT II

13 Hours

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers' complaints, collection letters – Sales promotion letters, Application letters..

UNIT III

10 Hours

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication : Face to Face Communication – Telephonic Conversation. Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening,

UNIT IV

12 Hours

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Business communication – PC Bhatia – Ane books Pvt ltd., - www.anebooks.com.*
- *Business communication, principles and methods and Techniques – Nirmal singh, Deep and Deep publications Pvt Ltd., - www.ddpbooks.com*
- *Business communication – Sathya swaroop Debaish Bhagabandas – PHI learning private ltd.,*
- *Business communication – Meenakshi Raman, Prakash singh, Oxford university press*
- *Foundations of Business communication, India Edition – Dona. J. Young Tata mcgraw – Hill.*

Course Title: Business Etiquette and Corporate Grooming

Course Code: BSL109

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
2. Adopt attitudes and behaviors consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting.
4. Developing basic life skills or etiquettes in order to succeed in corporate culture..

Course Content

UNIT I

13 Hours

Understanding business etiquette, Minimum standards required by etiquette practice, Example of organizational culture, Knowledge and appreciation of courtesy and good manners at work.

UNIT II

12 Hours

The values and expectations of different cultures, determining which etiquette style is best suited to particular cultures, Effective polite verbal communication, Professional phone, letter and email etiquette, and Phone etiquette.

UNIT III

10 Hours

The importance of how to behave in a professional manner, Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda^[1]_{SEP}, Example of an agenda, Example of minutes from a meeting, Appreciate the

issues involved with regard to disability in the workplace, General disability etiquette.

UNIT IV

10 Hours

Trade communication - Trade enquiries, quotations, tenders, placing orders, complaints, claims and adjustments and follow-up, Sales Letters, circular letters, banking and insurance communication. Email writing

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Lillian H. Chaney, Jeanette S. Martin. The Essential Guide to Business Etiquette*
- *Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd. Thomas Means (2009), Business Communication.*

Semester-II

L	T	P	Cr.
3	1	0	04

Course Title: Business Economics-II

Course Code: BSL201

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand key macroeconomic concepts and the circular flow of income and expenditure.
2. Measure and analyze national income using various approaches.
3. Differentiate between classical and Keynesian theories of income and employment.
4. Analyze consumption, saving, investment, and business cycles.
5. Evaluate and apply monetary and fiscal policies for economic stabilization.

Course Content

UNIT I

17 Hours

Macroeconomics: nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure.

UNIT II

16 Hours

National income; Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

UNIT III

13 Hours

Classical theory of output and employment. Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions underemployment equilibrium.

UNIT IV

14 Hours

Consumption, Saving and investment function, Business Cycles and their main Features. Inflation: types, and theories. Stabilization policies: Monetary and fiscal policies.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Jain, T R & Grover, M.L (2019). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (2018). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) . *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2019). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2018). *Managerial Economics*. VK Publications Jain T R: *Managerial Economics*.

- Branson, WH. (2018). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2019). *Macroeconomics Analysis*. Galgotia Publications

Course Title: Financial Accounting for Managers
Course Code: BSL202

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes :

After completion of this course, the learner will be able to:

1. Evaluate the operations of organizations through management accounting techniques
2. Analyze the costing systems, cost management systems, budgeting systems and performance measurement systems
3. Create balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
4. Determine the costs and benefits of different conventional and contemporary costing systems

Course Content

UNIT I

16 Hours

Financial Accounting- concept, significance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods). Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

UNIT II

14 Hours

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements

UNIT III

14 Hours

Ratio analysis, fund flow and cash flow statements, Applications of ratio analysis. (With additional information). Financial Statement, significance and Limitations of Financial Statement.

UNIT IV

16 Hours

Budgetary control- need, objectives, essentials of budgeting, different types of budgets; Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi

- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing

Course Title: Transportation and Distribution Management

L	T	P	Cr.
2	0	0	02

Course Code: BSL203

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Gain knowledge about the distribution requirements planning
2. Develop the various distribution network models
3. Make use of the advantages and disadvantages of the various models.
4. Gain well verse knowledge on vehicle routing and scheduling.
5. Application of IT in transportation and distribution management.

Course Content

UNIT I

7 Hours

Role of Distribution in Supply Chain – Designing Distribution Channels, Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

UNIT II

8 Hours

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

UNIT III

7 Hours

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions.

UNIT IV

8 Hours

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000
- Janat Shah, Supply Chain Management, Pearson Education India, 2009.
- David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
- David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
- Naveen K Singh, Transportation and Logistics Operations and Management, Bio- Green Books

Course Title: Management Information System

L	T	P	Cr.
3	0	0	03

Course Code: BSL204

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Investigate an impact of information technology on firms.
3. Examine the role of information technology and information system in business.
4. Create a working knowledge of concepts and terminology related to information technology

Course Content

UNIT I

12 Hour

Significance, Evolution, MIS Support for Programmed and Non- Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required Channel features and concept of Distributed database.

UNIT II

11 Hours

Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

UNIT III

10 Hours

Artificial intelligence: Uses of Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Applications of AI in MIS. Executive information system. System implementation Strategies and process; System Evaluation and Maintenance

UNIT IV**12 Hours**

Applications: cross –functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Goyal, D. P. (2021). *Management Information Systems: Managerial Perspectives*. Vikas Publishing House.
- Davis, G. B., & Olson, M. H. (2019). *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2016). *Management information systems (Vol. 6)*. McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (2018). *Managing management information systems*. Toronto: Lexington Book.
- Laudon, K. C. (2017). *Management information systems: Managing the digital firm*. Pearson Education India

Course Title: Introduction to Computer (Lab)

L	T	P	Cr.
0	0	4	02

Course Code: BSL205**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in basic computer operations, including turning the computer on/off, using peripherals, and navigating the desktop interface.
2. Understand and use common features and functions of an operating system.
3. Explain word processing software (e.g., Microsoft Word or Google Docs) to create, format, and edit documents
4. Create and deliver effective presentations using software like Microsoft PowerPoint or Google Slides

Course Content**UNIT I****16 hours**

MS Windows: Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software, Installation of MS Office.

UNIT II**14 hours**

MS Word: Using word to create Resume Features to be covered: - Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

UNIT III**14 hours**

MS Excel: Creating a Scheduler Features to be Covered: - Gridlines, Format Cells, Summation, auto fill, Formatting Text. Calculations Features to be covered: - Cell Referencing, Formulae in excel – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP.

UNIT IV**16 hours**

MS Power Point: Salient features of Power-point, File, Edit, View, Insert, Format, Tools, and Slide Show. Topics covered includes: Hyperlinks, Inserting – Images, Clip Art, Audio, Video, Objects, Tables and Charts
Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email.

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Banking and Insurance Law

L	T	P	Cr.
2	0	0	02

Course Code: BSL206**Total Hours: 30****Learning Outcomes**

After completion of this course, the learner will be able to:

1. Examine the legal framework and regulatory environment for the banking and insurance industries.
2. Analyze the legal rights and obligations of banks, insurers, and their customers.
3. Explain the role of law in mitigating risks and ensuring compliance within the banking and insurance sectors.
4. Evaluate the impact of consumer protection laws and regulations on

banking and insurance practices.

Course Content

UNIT I

8 Hours

Banking and Insurance Law: Overview of the banking and insurance industries, Role of law and regulation in banking and insurance. Legal Framework for Banking: Banking laws and regulations, Regulatory authorities and their powers, Bank licensing and supervision, Bank customer relationships and duties, Payment systems and electronic banking

UNIT II

7 Hours

Legal Framework for Insurance: Insurance laws and regulations, Types of insurance and their legal requirements. Insurance contracts and policy provisions, Insurable interest and utmost good faith, Insurance claims and settlement

UNIT III

8 Hours

Consumer Protection in Banking and Insurance: Consumer protection laws and regulations, Disclosure requirements and transparency, Unfair and deceptive practices, Dispute resolution mechanisms. Risk Management and Prudential Regulations: Risk management in banking and insurance, Capital adequacy and solvency requirements

UNIT IV

7 Hours

Emerging Issues in Banking and Insurance Law, Regulatory Compliance and Enforcement, Case Studies and Legal Analysis, Application of legal principles to real-world scenarios. Emerging Trends and Future Developments

Transaction Mode

Class Discussions, Seminars, Cooperative learning, Inquiry based learning, Group discussion, Active participation, Open talk, Panel Discussions

Suggested Readings

- *Jackson, H. E., & Carnell, R. S. (2019). Banking Law and Regulation. Wolters Kluwer.*
- *Abraham, K. (2017). Insurance Law and Regulation: Cases and Materials. Wolters Kluwer.*
- *Lovett, W. A. (2018). Banking and Financial Institutions Law in a Nutshell. West Academic Publishing.*
- *Martinez, L. P., & Abraham, J. L. (2020). Insurance Law: Cases and Materials. Foundation Press.*
- *Malloy, M. P. (2019). Banking and Financial Services Law: Cases, Materials, and Problems. LexisNexis.*

Course Title: Service Marketing

L	T	P	Cr.
3	0	0	03

Course Code: BSL207

Total Hours: 45

Learning Out Comes:

1. Understand the unique characteristics and challenges of services marketing.
2. Apply the 7Ps of the service marketing mix to create effective strategies.
3. Measure and improve service quality to enhance customer satisfaction.
4. Design innovative service processes and build strong service brands.
5. Adapt to emerging trends and technologies in service delivery and marketing.

UNIT-1

10 hours

Introduction to Services Marketing

Definition and characteristics of services, Differences between goods and services marketing, Importance and growth of the service sector, Challenges in marketing services, Service Marketing Mix (7Ps)

Consumer Behavior in Services: Understanding customer expectations and perceptions, Service quality and customer satisfaction, the customer decision-making process in services

UNIT-2

12 hours

Service Quality Management

Measuring service quality (SERVQUAL), GAP model of service quality, Strategies for improving service quality, managing service encounters

Customer Relationship Management (CRM) in Services

Importance of CRM in services, Strategies for customer retention and loyalty, Managing service recovery and complaints

UNIT-3

11 hours

Service Design and Innovation

Designing service processes and service blueprints, new service development and innovation, managing service innovation

Service Branding and Positioning: Brand building in services, positioning strategies for services, Differentiation in service marketing

UNIT-4

12 hours

Service Delivery and Distribution: Service delivery channels, Role of technology in service delivery (e.g., e-services, self-service technologies), Managing demand and capacity in services.

Emerging Trends in Service Marketing: Impact of digital transformation on services, Role of social media in service marketing, Ethical issues in service marketing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings:

- Zeithmal A Valarie and Bitner Mary, Services Marketing, Tata McGraw Hill, New Delhi.
- Lovelock, Christopher H. Services Marketing, Pearson Education, New Delhi
- P.K.Sinha and S.C.Sahoo, Services Marketing, Himalaya Publishing House, New Delhi.
- Services Marketing: People, Technology, Strategy" by Christopher Lovelock and Jochen Wirtz, Pearson, 2016.
- Service Management: Operations, Strategy, and Information Technology" by James A. Fitzsimmons and Mona J. Fitzsimmons, McGraw-Hill Education, 2013.
- Managing the Customer Experience: Turning Customers into Advocates" by Shaun Smith and Joe Wheeler, Pearson Education, 200

Course Title: MOOC

Course Code: BSL299

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 30

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: Warehousing and Inventory Management
Course Title: BSL208

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

- Ability in explaining the significance of Warehousing and its strategic aspects
- Familiarity with the operations of warehouse
- Appreciate the importance of inventory management in supply chain process
- Define Materials Requirements planning
- Use of technology in inventory management systems

Course Content

UNIT I

10 Hours

Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.

UNIT II

10 Hours

Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Dispatching inventory, Equipment Used for a Warehouse.

UNIT III

10 Hours

Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks ,Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.

UNIT IV

15Hours

Material Requirement Planning Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Purpose of Inventory,

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

Inventory - 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.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

References:

- “Warehouse Management”, Gwynne Richards, Kogan Page, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- Excellence in Warehouse Management: How to Minimize Costs and Maximize Value, Stuart Emmett, 2005

Course Title: Marketing Ethics

Course Code: BSL209

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the fundamental principles of marketing ethics and their importance in the business environment.
2. Analyze the ethical issues and dilemmas in marketing practices.
3. Apply ethical frameworks and decision-making models to resolve ethical dilemmas in marketing.
4. Evaluate the impact of marketing practices on consumer behavior and society.

Course Content

UNIT I

10 Hours

Marketing ethics, relevant theories to examine ethical questions, code of conducts and ethical guidelines, a stepwise ethical marketing decision process, Ethics in relation to marketing decisions: market research, segmentation, marketing communications and international marketing.

UNIT II

13 Hours

Consumer rights and protection, Product safety and labeling, Pricing and fair competition, Advertising and promotion ethics. Ethics and Consumer Behavior:

The influence of marketing on consumer behavior, Consumer privacy and data protection, Deceptive marketing practices

UNIT III

12 Hours

Stakeholder Relationships and Social Responsibility: Building ethical relationships with stakeholders, Employee rights and fair labor practices, Ethical Challenges in Digital Marketing: Privacy and data collection in digital marketing, social media ethics and influencer marketing, Managing online reputation and reviews

UNIT IV

10 Hours

Legal and Regulatory Aspects of Marketing Ethics: Laws and regulations governing marketing practices, Intellectual property rights and copyright issues, Ethical leadership and its role in marketing ethics, Application of ethical principles in marketing strategies. Analysis of real-world marketing ethics cases

Transaction Mode

Cooperative learning, Blended Learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Murphy, P. E., & Laczniak, G. R. (2014). Marketing ethics. Wiley Encyclopedia of Management, 1-4. doi:10.1002/9781118785317.weom070106*
- *Laczniak, G. R., & Murphy, P. E. (2019). Marketing Ethics: Cases and Readings. Taylor & Francis.*
- *Brenkert, G. G., & Beauchamp, T. L. (2008). Marketing ethics: A comparative perspective. Business Ethics Quarterly, 18(1), 183-187. doi:10.5840/beq200818110*
- *Murphy, P. E., Laczniak, G. R., & Toffel, L. M. K. (2011). Ethics in Marketing: International Cases and Perspectives. Routledge.*

Ferrell, O. C., Fraedrich, J., & Ferrell, L. (2018). Business Ethics: Ethical Decision Making & Cases (12th ed.). Cengage Learning. (Chapter on Marketing Ethics)

Course Title: Intellectual Property Rights

L	T	P	Cr.
3	0	0	03

Course Code: BSL210

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Get an adequate knowledge on patent and copyright for their innovative research works.
2. During their research career, information in patent documents provide useful insight on novelty of their idea from state-of-the art search. This provide further way for developing their idea or innovations
3. They also learn to have copyright for their innovative works.

4. They also get the knowledge of plagiarism in their innovations which can be questioned legally.

Course Content

UNIT I

10 Hours

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

UNIT II

10 Hours

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

UNIT III

12 Hours

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

UNIT IV

13 Hours

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

Transaction Mode

Cooperative learning, Blended Learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Nithyananda, K V. (2019). Intellectual Property Rights: Protection and Management. India, IN: Cengage Learning India Private Limited.*
- *Neeraj, P., & Khusdeep, D. (2014). Intellectual Property Rights. India, IN: PHI learning Private Limited.*
- *Ahuja, V K. (2017). Law relating to Intellectual Property Rights. India, IN: Lexis Nexis.*
- *Journal of Intellectual Property Rights (JIPR): NISCAIR*
- *Subramanian, N., & Sundararaman, M. (2018). Intellectual Property Rights*
- *World Intellectual Property Organisation. (2004). WIPO Intellectual property Handbook.*

Semester-III

Course Title: Customs Procedures

L	T	P	Cr.
4	0	0	04

Course Code: BSL301

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop a clear understanding and knowledge about Customs Procedures
2. Demonstrate proficiency in Customs Duties
3. Calculate the duties and refunds
4. To understand delivery export report
5. Analyze the Warehouse clearance

Course Content

UNIT I

15 Hours

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods- Power to Prohibit, Power of Central Government to notify goods- Precautions to be taken by persons acquiring notified Goods

UNIT II

15 Hours

Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

UNIT III

15 Hours

Levy off and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods- assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon.

UNIT IV

15 Hours

Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report- No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods- Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Customs Act with Rules and Regulations as amended by Finance Act 2018, Taxmann Maher, M., & Deakin, E. B. (1994). Cost accounting. Boston: Irwin.*
- *Academy of Business Studies BIG's Easy Reference Customs Manual for Import- Exports with commentary and Circulars by Arun Goyal 5th Budget edition 2023*
- *Anand Garg, Customs Tariff with IGST and Foreign trade policy , BDP*
- *Datey V.S., Customs Law Practice & Procedures 15th Edition, Taxmann*
- *P.Veera Reddy, How to handle Customs Problems, 10th Edition, Commercial Law Publishers (India) Pvt. Ltd*

Course Title: Port and Terminal Management

L	T	P	Cr.
4	0	0	04

Course Code: BSL302

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Describe the role of ports, features and different forms of ownership structure of ports.
2. Explain the role, organisation and operations of different terminal operators
3. Apply relevant frameworks and methods to address commercial and operational issues in port and terminal management.
4. Analyze the role of Port Trust Act in organisation and operation of ports and terminals in promoting the efficiency of the maritime and logistics sector
5. Evaluate port charges and port compensation related issues.

Course Content

UNIT I

15 hours

Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Port users.

UNIT II

15 hours

Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Agreement between and existing Port Terminal and the new operator – Coal, Liquid bulk, LNG Terminals

UNIT III

15 hours

Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships and containers – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window berthing system in a terminal.

UNIT IV

15 hours

Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths -

Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes.

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings:

- *Major Port Trust Act – Government of India*
- *PATRICK M.ALDERTON. 2008, Port Management and Operations. Informa Law Category, U.K.*
- *Sathish Sharma, Port and Terminal Management, Random Publishers*
- *Mihir Das, Port Management A 360 degree view, JBS Academy Pvt. Ltd*
- *Paul Wright Valerie Stringer & & more, Port and Terminal Management, Institute of Chartered Shipbrokers(2015)*

Course Title: Business Statistics

L	T	P	Cr.
4	0	0	04

Course Code: BSL303

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze simple and multiple regression models to analyze the underlying relationships between the variables
2. Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
3. Demonstrate simple and multiple regression models to analyze the underlying relationships between the variables.
4. Evaluate the relationship between variables by correlation and regression.

Course Content

UNIT I

16 Hours

Business statistics: scope, functions, importance, limitations and distrust of statistics; types of statistical methods. Data collection and analysis; types of data: primary and secondary data; Characteristics of a graph: types of graphs and their merits and demerits.

UNIT II

14 Hours

Classification of data, presentation of data: graphic and tabulation. Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

UNIT III

17 Hours

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation. Correlation Analysis: Karl Pearson’s and Spearman’s methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

UNIT IV

13 Hours

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- Siegel, Andrew F. (2018). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (2018). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2019). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House.

Course Title: Seminar on Business Writing Skills

L	T	P	Cr.
0	0	2	01

Course Code: BSL304

Total Hours: 15

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the principles and importance of effective business writing in professional contexts.
2. Apply techniques for clarity, conciseness, coherence, and professionalism in business writing.
3. Create well-structured and organized reports that present data and findings in a clear and persuasive manner.
4. Develop a professional and appropriate tone and style for different types of business communications, such as emails, memos, reports, and proposals.

Course Content

15 Hours

Business Writing, Principles of Clear and Concise Writing, Planning and Drafting Business Documents, Writing Professional Emails and Memos, Writing Reports and Proposals, Adapting Writing Style for Different Audiences, Grammar, Punctuation, and Mechanics in Business Writing, Feedback and Revision, Effective Business Presentations

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active

participation, Mentor Mentee, Quiz, Open talk, Panel Discussions
Evaluation Criteria:

- A. First Practical with Report (Unit-I): 20 Marks
- B. Second Practical with Report (UNIT II): 20 Marks
- C. Third Practical with Report (UNIT III): 20 Marks
- D. Fourth Practical with Report (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Critical Thinking

Course Code: BSL305

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

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

- 1. Apply critical thinking skills to analyze and evaluate complex issues and arguments.
- 2. Identify logical fallacies and biases in reasoning.
- 3. Formulate well-reasoned arguments supported by evidence.
- 4. Synthesize information from multiple sources to make informed decisions.

Course Content

UNIT I

9 Hours

Critical Thinking - concept, importance and scope. Characteristics of effective critical thinkers, critical thinking process.

Reasoning and Argumentation: Types of reasoning, Logic & reasoning, Elements of Reasoning.

UNIT II

6 Hours

Assumptions and Argumentation - Identifying and analyzing assumptions, evidence and arguments.

Creative thinking: concept, principles, tools. Thinking styles

UNIT III

8 Hours

Problem-Solving and Decision-Making - Problem identification and definition

Information and Data: Synthesizing information, data sources, Analyzing and interpreting data, Evaluation and selection; decision-making and its dimensions.

UNIT IV

7 Hours

Logical fallacies - Concepts and types. Design thinking : concept, process; Brainstorming and analysing.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *Paul, R., & Elder, L. (2006). Critical thinking: The nature of critical and creative thought. Journal of developmental education, 30(2), 34.*
- *Nosich, G. M. (2012). Learning to think things through: A guide to critical thinking across the curriculum.*
- *Heard, J., Scoular, C., Duckworth, D., Ramalingam, D., & Teo, I. (2020). Critical thinking: Skill development framework.*
- *Ruggiero, V. R. (2004). The art of thinking: A guide to critical and creative thought.*
- *Paul, R., & Elder, L. (2006). Critical thinking: Learn the tools the best thinkers use.*

Course Title: MOOC

Course Code: BSL399

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 30

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: Corporate Strategy

L	T	P	Cr.
3	0	0	03

Course Code: BSL306

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Acquire the knowledge of Strategic research - identifying, gathering, and verifying
2. Improve expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses within the organization (i.e., perform a situation/SWOT analysis).
3. Develop aptitude of recommending specific, detailed courses of action relative to stated facts exhibiting strategic management knowledge and judgment.
4. Understand the importance of ethical principles and organizational values (i.e., organizational culture) within the context of making socially responsible management choices.

Course Content

UNIT I

11 Hours

Strategic management: introduction, nature; scope, need, strategic decision making. Mission; objectives: need for explicit mission, components of mission statement, formulation of mission; objectives and their specificity.

UNIT II

12 Hours

Scanning the environment: external; internal environment scanning, Techniques of environment. Scanning- SWOT, ETOP, PEST, QUEST. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix, Hofer's model

UNIT III

12 Hours

Internal analysis: value chain analysis. Strategy formulation; choice: Porter's Generic strategy alternatives; Corporate level strategies-stability, expansion, retrenchment, combination. Strategy variations

UNIT IV

10 Hours

Social responsibility of business: Implementation; Control: Behavioral aspects. Strategy evaluation; control- concept, techniques of strategic evaluation and control.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Jouch & Gluick, "Strategic Management & Business Policy", Mcgraw hill 3/e

- *Wheelen & Hunger, “Strategic Management & Business Policy”*, (Pearson education 8/e) Pearce
- *& Robinson: Strategic Management AITBS*
- *Azhar Kazmi, “Business Policy”, Tata McGraw Hill*
- *Reference Books:*
- *Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender*
- *“Strategic Management Concepts” by Robert E Hoskisson and Michael A Hitt.*

Course Title: Business Ethics and Corporate Social Responsibility
Course Code: BSL307

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the importance of ethics and corporate governance in the day-to-day working of organizations
2. Evaluate the need for ethics in business and identify the issues involved in Business Ethics
3. Examine the importance of the ethical dimension in workplace decision making
4. Understand various ethical philosophies to explain how they contribute to current management practices.

Course Content

UNIT I

10 Hours

Characteristics of Ethical Organization, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder’s Protection. Issues involved in Business Ethics. Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading

UNIT II

13 Hours

Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

UNIT III

12 Hours

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbery Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK).

UNIT IV

10 Hours

Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Murthy, K. B. (2009). Politics, Ethics and social responsibility of business. Pearson Education India.*
- *Sharma, J. P. (2013). Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals). Ane Books Pvt.*
- *Tricker, R. B., & Tricker, R. I. (2015). Corporate governance: Principles, policies, and practices. Oxford University Press, USA.*
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). The Oxford handbook of corporate social responsibility. OUP Oxford.

Course Title: Total Quality Management

Course Code: BSL308

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the principles and concepts of Total Quality Management.
2. Examine and apply TQM tools and techniques
3. Develop skills for quality leadership and teamwork
4. Apply TQM principles in organizational contexts

CourseContents**Unit-I**

12 Hours

Quality concepts and stakeholder concerns for building and construction; Evolution of modern concept of Quality management process approach; Quality assurance & control. Quality management system and ISO 9000:2000 requirements; Need for ISO 9000 – ISO 9001-2008

Unit-II

11Hours

Quality System – Elements, Documentation, Quality Circles. Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors and ISO 22000. Quality system standards for construction elements; Inspections & tests; Quality management tools; Practical aspects of quality control of building projects. Good practices and managerial responsibilities.

Unit-III

10 Hours

New quality management tools – Six sigma: Concepts, Methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA – Stages, Types. Quality Councils – Employee involvement – Motivation, Empowerment, Team and Teamwork

Unit-IV**12 Hours**

Quality circles Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier selection, Supplier Rating. TQM Framework – Contributions of Deming, Juran and Crosby, Barriers to TQM

Transactional Mode:

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).
- Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002
- Poornima m Charantimath , Total Quality Management, Pearson
- Dr.S. Rajaram and Dr. M.Sivakumar, Total Quality Management, Dream tech
- Joel E. Ross, Total Quality Management, Text, Cases and Readings, third edition , Taylor & Francis Ltd.

Course Title: Constitution of India**Course Code: BSL309**

L	T	P	Cr.
3	0	0	03

Total Hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Identify and explore the basic features and modalities about Indian constitution.
2. Understand the administrative structure of various branches of government.
3. Differentiate and relate the functioning of Indian parliamentary system at the center and state level.
4. Examine different aspects of Indian Legal System and its related bodies.

Course Content**UNIT I****10 Hours**

Constitution: Meaning & Constitutionalism, Historical perspective - : 1909 Act, 1919 Act & 1935 Act, Salient features & nature of the Constitution,

Unit II**12 Hours**

Fundamental Rights: Introduction & its scheme, Right to Equality (Art.14), Right to Fundamental Freedoms (Art. 19), Right to Life (Art. 21), Directive Principles of State Policy: importance and implementation, Fundamental Duties and its legal status.

Unit III**12 Hours**

Government: Union & State – Executive & Legislature, composition, powers and functions, Local Self Governments – Panchayat Raj Institutions & Urban Local Bodies (Municipalities).

Unit IV

13 Hours

Statutory Institutions: Elections-Election Commission of India, National Human Rights Commission, National Commission for Women. Federal structure & distribution of legislative and financial powers between the Union and the States.

Suggested Readings:

1. D.D. Basu, New Delhi Introduction . to the Constitution of India, Lexis Nexis,
2. Indian Constitution by Subhash C. Kashyap, National Book Trust, New Delhi.
3. Constitution of India and Professional Ethics, Dr. G. B. Reddy & Mohd. Suhaib, Dreamtech Press.
4. B.Z. Fadia & Kuldeep Fadia, Indian Government & Politics, Lexis Nexis, New Delhi.
5. Indian Polity by Laxmikanth 5th Edition, McGraw Hill.

Course Code: OEC039 (Open Elective)

L	T	P	Cr.
2	0	0	02

Course Subject: Innovation Management

Total Hours: 30

Learning Outcomes

- To understand the concepts of Innovation management.
- To apply knowledge new business plans and strategy.
- To demonstrate the value of customers in increasing the profitability ratio.
- To impart knowledge about the need and importance of technical innovation
- In short the goal of this study is to understand the current state of your business.

Course Content

UNIT I**8 Hours**

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain storming, off The Wall Thinking & Thinking Hats Method.

UNIT II**7 Hours**

Areas of Innovation Product Innovation: Concept, New product development, Packaging and Positioning Innovation, Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering

UNIT III**7 Hours**

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

UNIT IV**8 Hours**

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Innovation and Entrepreneurship*, Peter F. Drucker
- *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*, Clayton M. Christensen
- "Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)" by Igor N Dubina and Elias G Carayannis
- "Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)" by Christensen
- *Creativity and Innovation in Entrepreneurship* by S S Khanka Published Sultan Chand & Sons

Semester-IV

Course Title: Export-Import Documentation
Course Code: BSL401

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Acquire an understanding of policy, procedures and documentation relating to foreign trade operations.
2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3. Evaluate concept in custom clearance concepts with functioning of global trade.
4. Analyze diversity and multicultural perspectives when making business decisions

CourseContent

UNIT I

15 Hours

Documentation Framework, Exim Documentation. International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement. Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP). Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

UNIT II

15 Hours

Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agents; Excise Clearance of cargo. Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo. Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT III

15 Hours

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives. Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System, Freight, and Structure.

UNIT IV

15 Hours

Containerization and other developments, International Agreements and Conferences on Sea Transport. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation. Air Transport: International setup, Freight structure.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Johnson, T. E., & Bade, D. (2021). *Export/import procedures and documentation. Amacom.*
- Bade, D. (2015). *Export/import procedures and documentation. Amacom.*
- Weiss, K. D. (2017). *Building an import/export business. John Wiley & Sons.*

Course Title: International Trade & Export Import Management

Course Code: BSL402

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Describe the nature and theories of International Trade.
2. Understand Commercial Policy Instruments.
3. Understand India's Trade Policy.
4. Summarize the details on Export Procedure.
5. Summarize the details on Import Procedure.

Course Content

Unit I

15 Hours

Absolute and comparative advantage theories, modern theory of trade, terms of trade, theory of international trade in services, balance of payments and adjustment mechanism. Commercial Policy Instruments: Tariffs, quotes, anti-dumping/countervailing duties, technical standards, exchange controls and other non-tariff measures.

Unit II

15 Hours

India's foreign trade and Policy: Direction and composition of India's Foreign Trade. Export – Import Policy, Export Promotion and Institutional set up. Deemed exports, Rupee convertibility.

Unit III

15 Hours

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing – Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit

Unit IV

9 Hours

Liberalization of Imports, Negative List for Imports, Categories of Importers, Pre-Import Procedure - Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure –

Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

1. *Justin Pauland Rajiv Aserkar, Export Import Management, Second Edition, Oxford University Press, 2013.*
2. *Usha Kiran Rai, Export - Import and Logistics Management, Second Edition, PHI Learning, 2010.*
3. *Thomas E. Johnson & Donna L.Bade, Export Import Procedures and Documentation Amacom Publishers*
4. *Coyle et.al, Management Of Transportation, 7th Edition, Cengage Learning, 2011*
5. *Thomas A. Cook Kelly Raia , Mastering import and export management, third edition, Harper Collins*

Course Title: Training and Development for Managerial Effectiveness

L	T	P	Cr.
3	0	0	03

Course Code: BSL403

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the benefits of training to work in the corporate world.
2. Evaluate and describe learning styles.
3. Explain the various activities and tasks associated with work specialization
4. Evaluate and apply the technicalities related to training contexts

Course Content

UNIT I

12 Hours

Training – concept, and rationale; Training process. Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Training Methods.

UNIT II

11 Hours

Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules

UNIT III

10 Hours

Training aids. Training methods and techniques – role playing, business

games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; Inspirational techniques – brainstorming, mind mapping, creative problem solving

UNIT IV

12 Hours

Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, and knowledge management.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Agochiya, D. (2019). Every trainer's handbook. Sage Publications India.*
- *Sahu, R. K. (2019). Training for development. Excel Books India.*
- *Goldstein. (2017). Training in Organization. Thomson Learning, Bombay*
- *Rao, P. L. (2021). Enriching human capital through training and development. Excel Books India*

Course Title: Advertisement and Promotional Tactics

L	T	P	Cr.
4	0	0	04

Course Code: BSL404

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the relevant research in advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
3. Develop advertising media buying and planning strategies.
4. Create and defend the strategy and execution of an ad campaign for a client(s).

Course Content

UNIT I

14 Hours

Advertising: Concept Objectives, Budget; DAGMAR; AIDA; Advertising Media: Classification; Internet Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy;

UNIT II**16 Hours**

Advertising and Indian Art & Culture: Ads and Indian Society; Misleading and Deceptive ads. Advertising: Marketing communication models, Advertising copy.

UNIT III**17 Hours**

Advertising its place in marketing – different kinds of advertising: Advertising art & layout. Advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials: Creative copy strategies: Media planning & scheduling.

UNIT IV**13 Hours**

Measurement: Measuring Effectiveness, Deceptive advertising. Advertising Ethics and Unethical Practices, Role of Ad Agencies, Legal framework of Advertising

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- *Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. McGraw-Hill Book Company.*
- *Kazmi, S. H. H., & Batra, S. K. (2009). Advertising and sales Promotion. Excel Books India.*
- *Hoyt, C. W. (1929). Scientific sales management today. A&C Black.*
- *Chunawalla, S. A. (2021). Sales Management. Himalaya Publishing House Pvt. Ltd.*
- *Tyagi, C. L., & Kumar, A. (2004). Advertising management. Atlantic Publishers & Dist.*

Course Title: Business Sustainability & Growth**Course Code: BSL409**

L	T	P	Cr.
3	0	0	03

Total Hours: 45**Learning Outcomes**

On the completion of the course, the students will be able to

1. Understand the concept of business sustainability and its significance in achieving long-term growth.
2. Analyze and assess the environmental, social, and economic dimensions of sustainability and their implications for business operations.
3. Apply sustainable principles and innovative approaches to develop business solutions that promote sustainability and growth.
4. Evaluate the sustainable performance of organizations using appropriate metrics and tools.

Course Content

UNIT I

10 Hours

Business Sustainability: importance, Triple bottom line: environmental, social, and economic dimensions' Sustainable development goals.

Environmental Sustainability: Climate change and its impact on business, Energy efficiency, and renewable energy, Waste management and recycling, Sustainable supply chain management.

UNIT II

11 Hours

Social Sustainability: Corporate social responsibility, Stakeholder engagement, and management, Diversity and inclusion in the workplace, Ethical considerations in business.

Economic Sustainability: Sustainable business models, Sustainable finance, and investment, Circular economy, Sustainable entrepreneurship.

UNIT III

12 Hours

Sustainable Marketing and Communication: Green marketing and consumer behavior, Sustainable branding and storytelling, Communication strategies for sustainability.

Innovation for Sustainability: Sustainable product and service innovation, Design thinking and sustainable innovation, Technology and digitalization for sustainability

UNIT IV

12 Hours

Measuring Sustainable Performance: Key performance indicators for sustainability, Sustainability reporting and transparency, Impact assessment and life cycle analysis, Certification, and standards for sustainability.

Case Studies and Best Practices: Analysis of real-world examples of sustainable businesses, Lessons learned, and best practices in business sustainability.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Roleplay Demonstration, Project-based learning, Team Teaching.

Suggested Readings

- *Elkington, J. The triple bottom line: How today's best-run companies are achieving economic, social, and environmental success - and how you can too. Routledge.*
- *Epstein, M. J., & Buhovac, A. R. Making sustainability work: best practices in managing and measuring corporate social, environmental, and economic impacts. Berrett-Koehler Publishers.*
- *Hart, S. L. Sustainable Value: How the world's leading companies are doing well by doing good. Stanford University Press.*
- *Laszlo, C., & Zhexembayeva, N. Embedded sustainability: The next big competitive advantage. Stanford University Press.*
- *Schaltegger, S., & Wagner, M. Sustainable entrepreneurship and innovation. Routledge.*
- *Smith, B., & Colander, D. C. A better planet: 40 big ideas for a sustainable future. Yale University Press.*

Course Title: Global Human Resource Management
Course Code: BSL405

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Evaluate and get familiar with international HR.

4. Acquire positive attitude and skills that create productive managerial leaders.

Course Contents

Unit-I

12 hours

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

Unit-II

13 hours

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-III

10 hours

Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

Unit-IV

10 hours

Compensation: Objectives of International compensation, Key components of an international compensation program. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

Course Title: Business Environment
Course Code: BSL406

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate the concept, factors of the business environment and five-year plans of India.
2. Analyze the political, social, economic, technological and other configurations that support cross-border trade.
3. Apply the micro and macro indicators for analyze the current state of affairs for the Indian Economy.
4. Examine the impact of monetary and fiscal policies and pertinent legislation for industries.

Course Content

UNIT I

10 Hours

Components and overview of Business Environment, Micro and Macro Environment. Concept of Business Cycle, techniques of scanning the business environment.

UNIT II

12 Hours

Political Environment: Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

UNIT III

10 Hours

Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, new economic policies. Aspects of economic reforms and its effects on business, Emerging Economies.

UNIT IV

13 Hours

Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005. International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European Union (EU)

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- *Craig, T., & Campbell, D. (2018). Organizations and the business environment. Routledge.*
- *Aswathappa, K. (2019). Essentials of business environment. Himalaya Publishing House.*
- *Palmer, A., & Hartley, B. (2018). The business environment. McGraw-Hill.*

- Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2018). *The strategy-focused organization: How balanced scorecard companies thrive in the new business environment*. Harvard Business Press.
- Schiffer, M., & Weder, B. (2019). *Firm size and the business environment*. World Bank Publications.

Course Title: E-logistics

L	T	P	Cr.
3	0	0	03

Course Code: BSL407

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze How logistic decisions impact the performance of the firm as well as entire supply chain
2. Apply various E- logistics tools to the logistical process
3. Familiarize the students with new technologies used in logistics
4. Understand the E- logistics Process Integration.
5. Enable students to identify logistics strategies.

CourseContents

Unit-I

10 Hours

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E- logistics – importance of E-logistics – New trends and technology in logistics.

Unit-II

10 Hours

Hours

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems

Unit-III

10 Hours

Hours

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit-IV

15 Hours

Hours

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business

logistics and its benefit.

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Last Mile: How Startups Solve the Challenge of Delivering to Your Door, Chris Jordan and Joe Weber, 2017*
- *Retail’s Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions, Jonathan Reeve, 2016*
- *E-Logistics - Logistics for Ecommerce, Ramon Abalo Costa, 2019*
- *Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom, Porter Erisman, 2017*
- *The Changing Postal Environment: Market and Policy Innovation, Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021*

Course Title: Financial Management
Course Code: BSL408

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze objectives of financial management and sources of finance.
2. Understand the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunity.

Course Content

UNIT I

11 Hours

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions. Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

UNIT II

12 Hours

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay back period; rate of return method; Net Present value method, Internal rate of return method ; Profitability index method.

UNIT III

12 Hours

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

UNIT IV

10 Hours

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach ; Traditional approach. Dividend Decision: Scope, types, and Approaches.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Pandey, IM. (2018). Financial Management. Vikas Publishing House.*
- *Chandra, Prasanna. (2019). Financial Management. Tata McGraw-Hill Publishing.*
- *Hampton, John J. (2020). Financial Decision-making. Prentice Hall of India Ltd., New Delhi*
- *Khan, M. Y& Jain, PK (2019). Financial Management and Policy. Tata McGraw-Hill Company Ltd, New Delhi*
- *James, Van Horn & Dhamija, Sanjay. (2018). Financial Management and Policy. Pearson Education India*

Semester-V

Course Title: Project Management

Course Code: BSL501

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Understand the effective organizational leadership & skills for managing projects, teams & stakeholders.
2. Examine the personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
3. Analyze the systematic process to select and screen a business idea write a business plan.
4. Evaluate the concepts related to entrepreneurship such as entrepreneur, functions, development programs, motivation; rural and small-scale enterprise.

CourseContents

Unit-I

15 hours

Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in feasibility study.

Unit-II

15 Hours

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource Allocation.

Unit-III

14 hours

Setting a base line- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management -Attributes of a good project team – Formation of effective teams – stages of team formation.

Unit-IV

16 Hours

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports Guidelines for closeout reports. E-markets and their role in Project management- Risk management Environmental Impact Assessment. Case studies in Project management.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Chandra, P. (2018). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi

- *Desai, V. (2018). Project Management and Entrepreneurship. Himalaya Publishing House.*
- *Fyffe, D. S. (2019). Project Feasibility Analysis. John Wiley and Sons.*

Course Title: Maritime Law
Course Code: BSL502

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Identify the principles of English and Indian Law; 2
2. Examine the various provisions of the Law of Contracts;
3. Explain the salient features of carriage of goods by sea;
4. Discuss the international law of sea
5. Explain the Law of Limitations.
6. Apply the maritime law to commercial shipping issues

Course Content

UNIT I

15 Hours

History and principle of English and Indian law. source of law, types of law, common law, case law, legislation - general principles of the law of tort - elements in tort, types of torts, remedies in tort

UNIT II

15 Hours

LAW OF CONTRACTS Basic principles, Formation of Contract, Doctrine of Frustration, Remedies for Breach of Contract - Suits relating to Contracts, Contract of Indemnity & Guarantee, Specific Relief, Bailment. Principles of the Law of Agency- Creation of Agency, Principal-Agent Relationship, Rights and Duties, Warranty of Authority, INCOTERMS 2010.

UNIT III

15 Hours

CARRIAGE OF GOODS BY SEA: private and common carriers, types of contracts, bill of lading, charter parties - international conventions on carriage of goods by sea, Hague Rules, Hague-Visby Rules 1968, Hamburg Rules 1978, Rotterdam Rules 2009. bill of lading - forms and functions; types of bill of lading, important clauses in liner bill of lading, charter parties and bill of lading, seaway bills, letter of indemnity.

UNIT IV

15 Hours

INTRODUCTION TO INTERNATIONAL LAW: Admiralty Law and Jurisdiction - Action 'In Rem' Procedures, Ship's Arrest. Liens - Types of Liens, Maritime Lien; Freight, Hire, Laytime, Safe Ports/Berths. General Average, Principles of General Average, York-Antwerp Rules 1974/ 1994, GA Expenditure and Recovery, Average Bonds, Warsaw Convention, CMI & CMR Conventions, Customs and Transit Convention, Kyoto Convention.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Maritime Law*, Christopher Hill, Publisher: Lloyd's of London Press
- *Carriage of Goods by Sea*, J. Wilson, Publisher: Longman Publishing Group
- *General & Commercial Laws*, Publisher: Universal Law Publishing Co. Pvt. Ltd., Delhi 110 033
- *Kuchhal, M.C. & Kuchhal Vivek. (2018). Business Law. Sultan Chand & Sons (P) Ltd. India.*
- *Bulchandani, K.R. (2018). Business Law. Himalaya Publishing House, India.*
- *Chawla, Garg, and Sareen. (2019). Mercantile Law.7th Ed. Kalyani Publisher*

Course Title: Internship in Shipping and Logistics Management Industry (4 Weeks)

Course Code: BSL503

L	T	P	Cr.
0	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Gain practical industry experience and apply theoretical knowledge in a real-world setting.
2. Develop professional skills and work ethic through hands-on experience and exposure to professional work environments.
3. Enhance problem-solving and decision-making abilities by tackling real-world challenges and projects.
4. Build a professional network and establish connections with industry professionals for future career opportunities.

Course Content

Student will undergo a summer internship for 4 weeks. This program aims to provide students with practical industrial training opportunities while fostering community linking and social responsibility. Students will engage in hands-on work experiences within community-focused organizations, applying their skills and knowledge to address community needs and contribute to sustainable development. Through reflection and critical analysis, students will develop a deep understanding of community linking, social impact, and ethical considerations.

Transaction Mode

Peer Demonstration, Field Visit, Role Play

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks

- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 30 Marks.

Course Title: Stock Marketing and Banking Operations

L	T	P	Cr.
03	0	0	03

Course code: BSL504

Total Hours: 45

Learning Outcomes:

1. Understand the structure, types, and role of stock markets globally and in India.
2. Gain knowledge of financial instruments and their participants in stock markets.
3. Analyze stock markets using fundamental, technical, and sentiment analysis.
4. Comprehend the fundamentals of banking, including products, services, and regulations.
5. Explore emerging trends, risks, and digital innovations in stock marketing and banking operations.

Unit-I

12 hours

Stock Marketing

Introduction to Stock Markets: Definition and role of stock markets, Types of stock markets: Primary vs. Secondary markets, Overview of global and Indian stock markets

Financial Instruments in Stock Markets: Equity shares, Preference shares, Bonds and debentures, Derivatives, Mutual funds and ETFs

Stock Market Participants: Retail investors, Institutional investors, Stockbrokers Regulatory bodies (SEBI, SEC), Market intermediaries (Depositories, Custodians, etc.)

Stock Market Indices: Definition and types of indices, Major global and Indian indices (e.g., S&P 500, Nifty 50, BSE Sensex)

Unit-II

11 hours

Stock Market Analysis: Fundamental analysis: Financial statements, ratios, company analysis, Technical analysis: Charts, patterns, indicators (RSI, MACD), Sentiment analysis, Risk management in stock trading

Regulation and Compliance: Stock market regulations, Insider trading and market manipulation, Investor protection laws and ethics, Role of SEBI and other regulatory bodies

Global Stock Markets: Major global stock exchanges (NYSE, NASDAQ, LSE, etc.), Cross-border listings and ADRs/GDRs, Impact of global events on stock markets

Emerging Trends in Stock Markets: Role of AI and Machine Learning in stock trading, Cryptocurrencies and blockchain in stock markets

Unit-III

12 hours

Introduction to Banking: Definition and types of banks, Role and importance of banking in the economy, Overview of the Indian banking system, Central banking and its functions (RBI, Federal Reserve)

Banking Products and Services: Deposit products (Savings, Current, Fixed Deposits), Loan products (Personal, Home, Auto, Corporate loans), Other services: Credit cards, internet banking, mobile banking, Ancillary services: Insurance, mutual funds, forex services

Banking Regulations and Compliance: Overview of banking regulations (RBI Act, Banking Regulation Act), Anti-money laundering (AML) and KYC norms

Retail Banking Operations: Branch banking operations, Role of customer service in retail banking, Loan processing and credit appraisal, NPA management and recovery strategies

Unit-IV

10 hours

Corporate Banking Operations: Wholesale banking products and services, Cash management services, Trade finance and letters of credit

Risk Management in Banking: Asset-Liability Management (ALM), Interest rate risk, credit risk, market risk, Risk management strategies and tools

Digital Banking: Evolution of digital banking, Payment systems and gateways (UPI, NEFT, RTGS, IMPS), Blockchain technology and cryptocurrencies in banking

International Banking Operations: Foreign exchange management, international banking regulations, Cross-border payments and trade finance

Banking Technology and Innovations: Core banking systems (CBS), Role of AI and ML in banking operations, Cyber security in banking.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings:

- Gordon, E., & Natarajan, K. 2019. Financial Markets and Services. New Delhi: Himalaya Publishing House. New Delhi
- Dalton, John M.: How the Stock Market Works; Prentice Hall, New Delhi.
- Gupta, L.C.: Stock Exchanging Trading in India; Society for Capital Market Research and Development, Delhi.
- Machi Raju, H.R.: Working of Stock Exchanges in India; Wiley Eastern Ltd.; New Delhi.
- Chandratre K.R. et al.: Capital Issues, SEBI & Listing; Bharat Publishing House, New Delhi.
- Donald E. Fisher, Ronald J. Jordan: Security Analysis and Portfolio Management; Prentice Hall, New Delhi.
- Raghunathan V.: Stock Exchanges and Investments; Tata McGraw Hill, New Delhi
- Rose Peter S. and Sylvia C. Hudgins, Bank Management and Financial Services, McGraw Hill

Course Title: Entrepreneurship Development

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Course Code: BSL505

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop an entrepreneurial mindset and foster creativity and innovation.
2. Analyze and evaluate business opportunities by conducting market research and feasibility analysis.

3. Examine the legal and regulatory requirements for establishing and operating a business.
4. Acquire essential skills in marketing, finance, operations, and leadership for entrepreneurial success.

Course Content

UNIT I

8 Hours

Concept and need of entrepreneurship; Characteristics and Types of; Entrepreneurship as a career; as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneurs.

UNIT II

8 Hours

Influences on entrepreneurship development; entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

UNIT III

8 Hours

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organization and management.

UNIT IV

6 Hours

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programs, schemes and challenges. Government initiatives and inclusive entrepreneurial Growth.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

References:

- Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Mumbai, India: Himalaya publishing house.
- Hodgett, R. M., & Kuratko, D. F. (2007). *Entrepreneurship: theory, process, practice*. Language, 33(757p), 28cm.

Course Title: Stress Management

L	T	P	Cr.
2	0	0	02

Course Code: BSL506

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop an understanding of the physiological and psychological aspects of stress and its impact on mental and physical health.
2. Demonstrate the ability to identify personal stressors, triggers and coping mechanisms through self-assessment and reflection.
3. Apply stress reduction strategies in various contexts, such as academic,

professional, and personal life, to enhance resilience and well-being.

4. Evaluate the effectiveness of different stress management interventions and develop personalized stress management plans for long-term stress resilience.

Course Content

UNIT I

6 Hours

Meaning and nature of stress: Difference between eustress and distress; Frustration, conflict and pressure; Meaning of stressors; common stressors at work place: Stressors unique to age and gender.

UNIT II

8 Hours

Behavioural aspects of Stress: Adaptive and Maladaptive Behaviour; Individual and Cultural Differences: Sources of Stress- Across the Lifespan; College and Occupational Stress.

UNIT III

9 Hours

Stress and Work performance: Role of communication in managing stress and work performance: Emotional regulation and coping; Emotional intelligence and conflict management: Emotional Basis and Stress; Stress and Conflict in Relationships.

UNIT IV

7 Hours

Preparing for the Future: Care of the Self: Nutrition and Other Lifestyle Issues: Stress reduction practices: Time management; Exercise; Relaxation techniques; yoga; meditation.

Transaction Mode

Lectures, assignments, Group discussions, seminars and training programmes

Suggested Readings

- Baron .L & Feist.J (2000) Health Psychology 4th edition, USA Brooks/Cole
- Cooper,C,& Palmer,S, (2000)Conquer Your Stress, London: Institute of personal development Universities Press
- Dutta, P,K, (2010) Stress management Himalaya, Himalaya Publishing House
- Lee, K. (2014). Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being. Universe Publishing.
- Experiential Approach. 4th edition. Wadsworth Publishing.
- Taylor S.E (1998) Health Psychology 3rd edition, New York. Mc GrawHill

Course Title: MOOC

Course Code: BSL599

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 45

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Semester: VI

Course Title: Operation Research

Course Code: BSL601

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyse Linear Programming
2. Analyse Transportation problem
3. Analyse Assignment problem
4. Analyse Network models
5. Analyse Game Theory and Decision Theory

Course Content

UNIT I

14 Hours

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT II

15 Hours

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method- Vogel's approximation method to find the optimal solution.

UNIT III

15 Hours

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

UNIT IV

16 Hours

Network models-PERT and CPM — difference between PERT and CPM-constructing network- critical path, various floats, three-time estimates for PERT.Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. Decision Theory – statement of Baye's theorem application - decision trees.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- P.R. Vittal & V. Malini, *Operative Research – Margham Publications – Chennai – 17.*
- P.K. Gupta & Man Mohan, *Problems in Operations Research – Sultan Chand & sons – New Delhi*
- V.K. Kapoor, *Introduction to operational Research – Sultan Chand & sons – New Delhi*
- Hamdy A Taha, *Operation Research – An Introduction prentice Hall of India- New Delhi*

- *P. Gupta, N. Aruna Rani, M. Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.*

Course Title: Freight Forwarding and Port Operations

Course Code: BSL602

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Knowhow of Freight Forwarding and Port Operation functions and activities.
2. Understand warehousing operations, modes of transport, packaging, import & export documentation etc.
3. Comprehend the structure and components of a port and their underlying need for existence in the country.
4. Students to be able to become adept in improving operational discipline among organizations in the domains of port & shipping industry
5. Containerization procedures

CourseContents

Unit-I

15 Hours

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage- Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage- Separation- Pilfering- Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks- Cranes.

Unit – II

15 Hours

Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit- Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards-Precautions-Hold Preparation-Cotton- Rice- Dunnage-Spar Ceiling-Loading and Ventilation- Cement, IMDG Code

Unit III

15 hours

Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods , Paletisation- Containers- Physical Characteristics of Containers-Types of Containers- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes,Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline

Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Pollution.

Unit IV

15 hours

Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling- Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors- Obligations of Dock Workers

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *International Logistics by Supply Chain Imperative, Pierre David, Biztantra*
- *5. Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008 Modes of Evaluation: Quiz/Assi*
- *Logistics Management, S.K. Bhattacharyya, S. Chand*
- *A text book on container and multimodal transport management, K.V. Hariharan, Paperback*
- *International Logistics, Donald F. wood, Amacom Logistics Management, S.K. Ganpathi, Oxford*

Course Title: Managerial Skill Development

Course Code: BSL602

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

1. Understand and enhance emotional intelligence, learning styles, and attitudes towards change.
2. Develop and apply analytical problem-solving and creative thinking skills.
3. Master supportive communication, coaching, and personal interview management.
4. Learn team dynamics, leadership, empowerment, and delegation.
5. Implement learned skills in real-world personal and professional contexts.

Course Contents

Unit-I

7 Hours

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of

emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit – II

8 Hours

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting. Skills development and application for above areas.

UNIT III

7 Hours

Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management. Skill analysis and application on above areas.

UNIT IV

8 Hours

Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application. Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works. Skills development and skill application on above areas.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings:

Goleman, D. (1995). Emotional Intelligence: Why It Can Matter More Than IQ. Bantam Books.

Robbins, S.P., & Judge, T.A. (2018). Organizational Behavior (18th ed.). Pearson.

Cameron, K.S., & Whetten, D.A. (2015). Developing Management Skills (9th ed.). Pearson.

Amabile, T.M. (1996). Creativity in Context: Update to the Social Psychology of Creativity. Westview Press.

Hackman, J.R. (2002). Leading Teams: Setting the Stage for Great Performances. Harvard Business Review Press.

Course Title: Information Technology

Course Code: BSL604

L	T	P	Cr.
0	0	4	02

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assess the impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

CourseContent

UNIT I

13 Hours

Computer & Control Panel: Explorer, Drives and Installing New Hardware. Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge. Exercise on MS Excel: Creating Work book, Printing and Chart.

UNIT II

17 Hours

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature. Web Site & Search Engine: Google.com, India Results.com and Other Important Sites. Application of Information Technology.

UNIT III

13 Hours

MS Access: Creating database, adding, deleting and moving records. Querying: creating, saving and editing. Creating and using forms, creating and printing reports.

UNIT IV

17 Hours

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage. Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show. Web Designing in HTML, Internet Surfing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *McKeown, P. (2015). Information technology and the networked economy.*
- *Miller. (2018). Data and Network Communication. Vikas Publishing House. New Delhi*
- *Turban, E., Rainer, R.K., & Potter, R.E. (2019). Introduction to information technology (p. 550). New York, NY: John Wiley & Sons.*
- *Lucas, H.C. (2020). Information technology for management. McGraw-Hill.*

Course Title: Emotional Intelligence in Businesses

L	T	P	Cr.
3	0	0	03

Course Code: BSL605

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Analyze the concept of emotional intelligence and its relevance in business settings.
2. Apply self-awareness techniques to recognize and manage personal emotions and reactions in professional situations.
3. Develop strategies for self-management, including stress management and impulse control.
4. Apply effective communication and relationship management skills to foster positive interpersonal dynamics in business environments.

Course Content

UNIT I

12 Hours

Introduction to Emotional Intelligence. Understanding emotional intelligence and its impact on corporate success. The role of emotions in the workplace. Assessing and developing emotional intelligence

UNIT II

13 Hours

Self-Awareness and Self-Management. Self-awareness techniques and practices. Emotional self-regulation and impulse control. Stress management and resilience in professional settings. Developing a growth mind-set

UNIT III

10 Hours

Social Awareness and Empathy. Developing empathy and understanding others' emotions. Nonverbal communication and emotional cues. Cultural sensitivity and diversity awareness. Ethical considerations in emotional intelligence

UNIT IV

10 Hours

Communication and Relationship Management. Effective communication skills for building positive relationships. Conflict resolution and negotiation strategies. Collaborative teamwork and leadership skills. Emotional intelligence in organizational culture and change management

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- Goleman, D. (2005). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam.
- Bradberry, T., & Greaves, J. (2009). *Emotional Intelligence 2.0*. Talent Smart.
- Mayer, J. D., Roberts, R. D., & Barsade, S. G. (2008). *Human Abilities: Emotional Intelligence*. *Annual Review of Psychology*, 59, 507-536.
- Cherniss, C., & Goleman, D. (Eds.). (2001). *The Emotionally Intelligent Workplace: How to Select For, Measure, and Improve Emotional Intelligence in Individuals, Groups, and Organizations*. Jossey-Bass.
- Salovey, P., & Mayer, J. D. (1990). *Emotional Intelligence*. *Imagination, Cognition and Personality*, 9(3), 185-211.
- Ciarrochi, J., & Mayer, J. D. (Eds.). (2017). *Applying Emotional Intelligence: A Practitioner's Guide*. Psychology Press.

Course Title: Production & Operations Management
Course Code: BSL606

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze various production processes to identify inefficiencies and opportunities for improvement.
2. Evaluate capacity planning, inventory management and ement in decision making.
3. Examine supply chain dynamics and their impact on production and operations.
4. Evaluate and mitigate operational risks, including supply chain disruptions and resource shortages

Course Content

UNIT I

10 Hours

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout.

UNIT II

12 Hours

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

UNIT III

10 Hours

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

UNIT IV

13 Hours

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM and ISO quality systems. Emerging concepts of operational management: flow charts, PERT, CPM, Location, Layout

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project-based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2018). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2018). *Production and operations management*. McGraw Hill Education.

Course Title: Major Project

Course Code: BSL607

L	T	P	Cr.
0	0	8	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Evaluate the project on the basis of subject studied in this semester, this work helps in creating entrepreneur/employment skills.
2. Apply the knowledge/concepts acquired in the previous semesters to create/design/implement project relevant in the field of Management.
3. Acquire research abilities and effective compilation of primary and secondary data.
4. Analyze and apply the theoretical knowledge with their practical experience in given research project.

Course Content:

The Major Project course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a research project. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize to provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode: Peer Demonstration, Field Visit, Mock Exercise

Course Title: Economic Policies and Reforms

L	T	P	Cr.
3	0	0	03

Course Code: BSL608

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyzing the role and objectives of planning commissions, along with understanding challenges in resource mobilization
2. Evaluating inclusive growth strategies and government budgeting, as well as understanding investment models and trends
3. Examining fiscal and monetary policies in India, including their impact on economic growth and the financial system
4. Assessing banking reforms, financial inclusion, and foreign trade policies, while understanding international organizations' roles

Course Content**UNIT I****12 Hours**

Indian Economy and Issues Relating to Planning: Role and Objective of Planning Commission, Regulatory Role of the State Development Strategy in India's Five-Year Plan, NITI Aayog and Its Role. Reforms in Planning System. Resource Mobilization: Types of Recourses (Physical and Financial), Challenges to Resource Mobilization.

UNIT II**11 Hours**

Inclusive Growth and Issues Arising from IT: concept of Inclusion, India's experience of Inclusion, Rural economy growth, Need for

Sustainable agriculture, food security and resilience for growth, Inclusive Growth Strategies. Government Budgeting: Types of budget, Benefits, Flows in Budgeting Process. Investment Models: Investment Measures, Factors, Classification, Role of State, PPP (Public-Private Partnership), Savings and Investment Trends.

UNIT III

11 Hours

Fiscal Policy: Fiscal Concept and Fiscal Policy in India, Government Revenues & Spending Trends, Impact of deficits on economic growth, Twin Balance Sheet syndrome, Types of Deficit.

Monetary Policy in India: Instruments of Monetary Policy, Monetary Policy in Pre-Reform Era (1948 – 1991), Monetary Policy in Post-Reform Era (Since – 1991)

Urjit Patel Committee Report, Monetary Policy Committee, and Inflation Targeting

Financial System: Money Market and Capital Market in India, Regulatory Framework in Indian Capital Market, Primary Market Reforms in India, Secondary Market Reforms in India, Current and capital account convertibility, Risks of financial system.

UNIT IV

11 Hours

Banking: Nationalization of Banks in India, Banking Reforms in India, New Bank License Criteria, Small Finance Banks and Payment Banks Criteria, Non-Banking Financial Companies (NBFC), Financial Inclusion, Issue of NPAs.

Foreign Trade & International Organizations: Trends in International Trade. Foreign Trade Policy, Balance of Payments and Foreign Capital, Impact of Globalization on the Indian Economy, International Monetary Fund (IMF), World Trade Organisation (WTO), World Bank Group AIIB and NDB

Transaction Mode

Case Studies, Group discussion, Active participation, Research Projects, Policy Analysis Exercises, Role-Playing, Field Visits or Industry Immersion, Interactive Online Platforms, Multimedia Resources

Suggested Readings

- Ahluwalia, M. S. *Economic reforms in India since 1991: Has gradualism worked?* Cambridge, MA: MIT Press.
- Basu, K. *An economist in the real world: The art of policymaking in India.* Cambridge, MA: MIT Press.
- Bhagwati, J., & Panagariya, A. *Why growth matters: How economic growth in India reduced poverty and the lessons for other developing countries.* New York, NY: Public Affairs.
- Chakraborty, P. *Economic reforms and development: Essays in honor of Manmohan Singh.* New Delhi, India: Oxford University Press.
- DeLong, J. B., & Ray, S. *Understanding economic development: A global transition from poverty to prosperity?* Oxford, UK: Oxford University Press.
- Rodrik, D. *The growth report: Strategies for sustained growth and inclusive development.* Washington, DC: World Bank Publications.
- Dreze, J., & Sen, A. *An Uncertain Glory: India and Its Contradictions.* Penguin Books India.
- Ghosh, A., & Chand, S. (2014). *Public Finance in India: Issues in Management and Policy.* Oxford University Press.