

UNIVERSITY OF CALICUT



B. Voc. Logistics Management

FOUR YEAR B. VOC. PROGRAMME STRUCTURE AND SYLLABUS

2025-'26 ADMISSION ONWARDS

(CUFYVP Regulations 2025)

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1. REGULATIONS

The existing regulations of Choice-Based Credit Semester System (UO No. 8018/ 2025/ Admn. Dated 29-05-2025) which are applicable for CUFYVP Regulations 2025 are applicable for this programme with the following exceptions.

1.1 Objectives

- i. Deliver professional education and training to prepare students for careers as Logistics and Supply Chain professionals in both public and private sectors.
- ii. Equip students with leadership and managerial skills to take on operational roles and responsibilities within the logistics and supply chain industry.
- iii. Broaden career opportunities by aligning the curriculum with growing industry demands and supporting professional growth in logistics-related fields.
- iv. Provide comprehensive knowledge in core logistics functions such as shipping, transportation, warehousing, packaging, and material handling.
- v. Integrate general education with vocational skills, ensuring a balanced and industry-relevant academic foundation.
- vi. Ensure flexibility and employability through multiple entry/exit points, minor courses from other disciplines, and vertical mobility for students with vocational backgrounds.
- vii. Align with NSQF standards to meet national and global workforce requirements and enhance student readiness for employment.

1.2 Rules and regulation applicable only to the B.Voc Logistics Management programme

- i. If Swayam does not currently offer any of the online courses mentioned in Index no: 11 on the syllabus, students can select from any other online courses given by Swayam or currently recognized online courses at the university that relate to Logistics Management, Commerce, and Management with approval from the BoS.
- ii. Course teacher can select the Rubrics activities and open ended activities from the options given in the detailed syllabus and must be related to the course.
- iii. Course teacher can select one practical activities from the options given in the detailed syllabus and must be related to the course.

2. PROGRAMME OUTCOMES (PO)

At the end of the graduate Programme at Calicut University, a student would:

PO No.	Graduate Attributes	PO Statement
PO 1	Knowledge Acquisition	Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study

PO 2	Communication, Collaboration, Inclusiveness, and Leadership	Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity
PO 3	Professional Skills	Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO 4	Digital Intelligence	Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information
PO 5	Scientific Awareness and Critical Thinking	Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO 6	Human Values, Professional Ethics, and Societal and Environmental Responsibility	Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the wellbeing of society and the environment.
PO7	Research, Innovation, and Entrepreneurship	Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

3. PROGRAMME SPECIFIC OUTCOMES

PSO No.	PSO Statement
PSO1	Understand the fundamental concepts, definitions, and processes of Logistics and Supply Chain Management.
PSO2	Gain knowledge of principles, practices, and procedures across core logistics functions, including transportation, warehousing, packaging, material control, and shipping.
PSO3	Develop analytical, documentation, and problem-solving skills to ensure professional competence in Logistics and Supply Chain Management.
PSO4	Apply data analysis, calculations, innovation, and technology in logistics operations.
PSO5	Integrate theoretical knowledge with practical applications in business and logistics management
PSO6	Stay updated with emerging trends, techniques, and advancements in the logistics industry.

4. ELIGIBILITY FOR ADMISSION

Candidates who have passed (Eligible for Higher Studies) the HSE of the Kerala State Board of Higher Secondary Examination or any other examination recognised as equivalent thereto, with not less than 50% is eligible for admissions. A concession of 5% will be given to OBC/OEC candidates. The SC/ST candidates need get only a pass. Preferred subjects and index mark calculations for admission will be decided by the university. The eligibility for admission and reservation of seats shall be in accordance with the norms/rules made by Government/University from time to time.

5. QUALIFICATION PACKS (QPs)

Sl.No.	Semester	Sector Skill Council (SSC)	QP Code	Job Role
Under graduate Certificate (NSQF level 4.5)				
QP1	1	Logistics Sector Skill Council	LSC/Q0301	WAREHOUSE EXECUTIVE
QP2	2	Logistics Sector Skill Council	LSC/Q3302	SUPLY CHAIN EXECUTIVE
Under Graduate Diploma (NSQF level 5.0)				
QP3	3	Logistics Sector Skill Council	LSC/Q1003	LAND TRANSPORTATION SUPERVISOR
QP4	4	Logistics Sector Skill Council	LSC/Q2104	EXIM SUPERVISOR
B. Voc. Degree (NSQF level 5.5)				
QP5	5	Logistics Sector Skill Council	LSC/Q2601	E-COMMERCE TEAM LEAD
QP6	6	Logistics Sector Skill Council	LSC/Q0102	WAREHOUSE SUPERVISOR
PG Diploma (NSQF level 6.0)				
QP7	7 & 8	Logistics Sector Skill Council	LSC/Q0104	INVENTORY MATERIALS MANAGER

6. PROGRAMME STRUCTURE

The B.Voc. Curriculum comprises two key components: General Education Components (GEC) and Skill Development Components (SDC). Each academic year integrates both to ensure a well-rounded learning experience. SDC constitutes a minimum of 60% of the total credits, while GEC makes up the remaining portion. Students shall earn a minimum of 140 credits over three years to graduate with a B.Voc degree. Additionally, they can complete a one-year apprenticeship or internship or project work along with (3) online courses of (4) credits each to earn 40 more credits, leading to a Post Graduate Diploma.

6.1. General Education Components(GEC)

Students must earn 42-54 credits, in a span of 4 years, from the General Education Components (GEC). The GEC consist of :

- Foundation Courses
- Minor Pathway Courses

Title	Course Type	Credit	No. of Courses	Total Credits
Foundation Courses	Ability Enhancement Course (AEC)	3	3	9
	Multi-Disciplinary Course (MDC)	3	3	9
Discipline Specific Courses	Minor Pathway Courses (DSC)	4	6 +3*	24+12*
Total Credit for GEC				42+12*

6.2.Skill Development Components

Title	Course Type	Credit	No. of Courses	Total Credits
Foundation Courses	Skill Enhancement Course (SEC)	3	3	9
	Value Added Course (VAC)	3	3	9
Discipline Specific Courses	Major pathway Courses (DSC)	4	17+3*	68+12*
	Internship/Apprenticeship / Project Work	-	-	12+28
	On Job Training (OJT)	60 Hours Mandatory		
Total Credit for SDC				126 +12*

*Three online Discipline-Specific Courses (DSC), approved by the Board of Studies, may be studied in either the major or minor discipline.

Students may choose a minor pathway from the discipline-specific options listed below showing example of B. Voc Logistics Management programme. The degree awarded will correspond to the selected minor pathway.

- Major with Minor – All six (6) minor courses from same discipline
Eg. B. Voc. Logistics Management with minor in Aviation Management
- Major with Vocational Minor – All six (6) minor course from same vocational discipline
Eg. B. Voc. Logistics Management with Vocation Minor in Multimedia
- Major with Multiple discipline – Out of Six (6) minor courses, two groups of three(3) courses from two (2) different disciplines
Eg. B. Voc. Logistics Management with Aquatic Enterprise Development and Aviation Management
- Single Major – Any six (6) minor courses from different disciplines
Eg. B. Voc. Logistics Management

7. MINIMUM CREDIT REQUIREMENTS

Duration	General Education Components (GEC)				Skill Development Component (SDC)				Total Credits
	AEC	MDC	Minor	Total GEC	SEC	VAC	Major	Total SDC	
Undergraduate Certificate (1 Years)	9	6	8	23	3	-	24	27	50
Exit with Undergraduate Certificate (requires two additional 4-credit SDC online courses and 30 hours of mandatory on-the-job training (OJT)).									

Duration	General Education Components (GEC)				Skill Development Component (SDC)				Total Credits
	AEC	MDC	Minor	Total GEC	SEC	VAC	Major	Total SDC	
Undergraduate Diploma (2 Years)	9	9	20	38	6	6	52	64	102
Exit with Undergraduate Diploma (60 hours of mandatory on-the-job training (OJT))									

Duration	General Education Components (GEC)				Skill Development Component (SDC)				Total Credits
	AEC	MDC	Minor	Total GEC	SEC	VAC	Major	Total SDC	
B. Voc. Degree (3 Years)	9	9	24	42	9	9	68+12*	98	140
Exit with a B. Voc. Degree (60 Hours of mandatory On-the-Job Training(OJT) or proceed to the PG Diploma)									

* Internship/ Apprenticeship/ Project Work

Duration	Major (SDC) / Minor (GEC) Components	Internship/ Apprenticeship/ Project (SDC)	Total
PG Diploma (4 th Year)	3 Online Courses of 4 Credits each (12 Credits)	28	40
Exit with B. Voc. Degree + PG Diploma (180 credits) 60 hours of mandatory On-the-Job training(OJT)			

8. SEMESTER WISE COURSE DISTRIBUTION

Semester	Course Type	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks	Total Credits	Total Hours/Week or Semester	Total Marks
1	Major 1	4	3	2	40	60	100	25	27/29	625
	Major 2	4	3	2	40	60	100			
	Major 3	4	4		40	60	100			
	Minor 1	4	3/4	2/0	30	70	100			
	AEC 1	3	2	2	25	50	75			
	SEC 1	3	3		25	50	75			
	MDC 1	3	3		25	50	75			
2	Major 4	4	3	2	40	60	100	25	27/29	625
	Major 5	4	3	2	40	60	100			
	Major 6	4	4		40	60	100			
	Minor 2	4	3/4	2/0	30	70	100			
	AEC 2	3	3		25	50	75			
	AEC 3	3	2	2	25	50	75			
	MDC 2	3	3		25	50	75			
OJT	-	-	30*	-	-	-				
3	Major 7	4	3	2	40	60	100	26	26/28/30	650
	Major 8	4	3	2	40	60	100			
	Major 9	4	4		40	60	100			
	Minor 3	4	3/4	2/0	30	70	100			
	Minor 4	4	3/4	2/0	30	70	100			
	VAC 1	3	3		25	50	75			
	MDC 3	3	3		25	50	75			
4	Major 10	4	3	2	40	60	100	26	28/30	650
	Major 11	4	3	2	40	60	100			
	Major 12	4	4		40	60	100			
	Elective 1	4	4		40	60	100			
	Minor 5	4	3/4	2/0	30	70	100			
	VAC 2	3	3		25	50	75			
	SEC 2	3	3		25	50	75			
OJT	-	-	30*	-						
5	Major 13	4	3	2	40	60	100	26	27/29	650
	Major 14	4	3	2	40	60	100			
	Major 15	4	4		40	60	100			
	Elective 2	4	4		40	60	100			
	Minor 6	4	3/4	2/0	30	70	100			
	VAC 3	3	3		25	50	75			
	SEC 3	3	3		25	50	75			
6	I/A/P	12			120	180	300	12	500	300
7 & 8	Online 1	4					100	40	1000	1000
	Online 2	4					100			
	Online 3	4					100			
	I/A/P	28			280	420	700			

*Number of learning hours per semester

9. LIST OF MAJOR COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
1	Major 1	LMT1CJ101	INTRODUCTION TO LOGISTICS MANAGEMENT	4	3	2	40	60	100
	Major 2	LMT1CJ102	IT FOR BUSINESS	4	3	2	40	60	100
	Major 3	LMT1CJ103	SUPPLY CHAIN MANAGEMENT	4	4		40	60	100
2	Major 4	LMT2CJ101	PRODUCTION AND MATERIALS MANAGEMENT	4	3	2	40	60	100
	Major 5	LMT2CJ102	INVENTORY MANAGEMENT	4	3	2	40	60	100
	Major 6	LMT2CJ103	FUNDAMENTALS OF ACCOUNTING	4	4		40	60	100
	Audit	LMT2CJ149	OJT	-	-	30*	-	-	-
3	Major 7	LMT3CJ201	TRANSPORTATION & DISTRIBUTION MANAGEMENT	4	3	2	40	60	100
	Major 8	LMT3CJ202	EXPORT & IMPORT –POLICIES & PROCEDURES	4	3	2	40	60	100
	Major 9	LMT3CJ203	OPERATIONS MANAGEMENT	4	4		40	60	100
4	Major 10	LMT4CJ201	SHIPPING & OCEAN FREIGHT LOGISTICS MANAGEMENT	4	3	2	40	60	100
	Major 11	LMT4CJ202	AIR CARGO LOGISTICS MANAGEMENT	4	3	2	40	60	100
	Major 12	LMT4CJ203	INTERNATIONAL LOGISTICS MANAGEMENT	4	4		40	60	100
	Elective 1		Elective Course 1 in Major	4	4		40	60	100
	Audit	LMT4CJ249	OJT	-	-	30*	-	-	-
5	Major 13	LMT5CJ301	E-COMMERCE MANAGEMENT	4	3	2	40	60	100
	Major 14	LMT5CJ302	PORT MANAGEMENT & DOCUMENTATION	4	3	2	40	60	100
	Major 15	LMT5CJ303	WORKFORCE MANAGEMENT	4	4		40	60	100
	Elective 2		Elective Course 2 in Major	4	4		40	60	100
6	I/A/P	LMT6CJ349	Internship/ Apprenticeship/ Project Work	12			120	180	300

7 & 8	Online 1	LMT8CJ401	ONLINE COURSE	4*					100*
	Online 2	LMT8CJ402	ONLINE COURSE	4*					100*
	Online 3	LMT8CJ403	ONLINE COURSE	4*					100*
	I/A/P	LMT8CJ449	Internship/ Apprenticeship/ Project Work	28			280	420	700
TOTAL				108 / 120*			2700 / 3000*		
<p>* Credits and Total Marks depend on the course chosen from the major or minor pathway in the fourth year. # Number of learning hours per semester</p>									

10.LIST OF ELECTIVE COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Internal	External	Total Marks
4	Elective 1 (Any one)	LMT4EJ211	BUSINESS STATISTICS	4	4	40	60	100
		LMT4EJ212	MANAGERIAL ECONOMICS	4	4	40	60	100
		LMT4EJ213	INTRODUCTION TO ENTREPRENEURSHIP	4	4	40	60	100
5	Elective 2 (Any one)	LMT5EJ311	BANKING & INSURANCE MANAGEMENT	4	4	40	60	100
		LMT5EJ312	PRINCIPLES OF MANAGEMENT	4	4	40	60	100
		LMT5EJ313	RETAIL MANAGEMENT	4	4	40	60	100

11.LIST OF ONLINE COURSES OFFERED

Semester	Course Title	Platform	Course details	Credits	Mark
7&8	ABC's of Supply Chain	Swayam	Course provider: IIM Bangalore Duration:10 weeks	4	100
	Company Law and Administration	Swayam	Course provider: IIM Bangalore Duration :8 Weeks	4	100
	Banking & Insurance	Swayam	Course provider: IIM Bangalore Duration :8 Weeks	4	100
	Advertising and Sales	Swayam	Course provider: IIM Bangalore Duration :10 Weeks	4	100
	Consumer Buyer Behaviour	Swayam	Course provider: IIM Bangalore Duration :10 Weeks	4	100
	E-commerce	Swayam	Course provider: IGNOU Duration :10 Weeks	4	100

12.LIST OF FOUNDATION COURSES OFFERED

Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Internal	External	Total Marks
1	SEC 1 - SDC	LMT1FS111	WAREHOUSE MANAGEMENT	3	3	25	50	75
	MDC 1-GEC (Other Dept)	LMT1FM105	BASICS OF LOGISTICS	3	3	25	50	75
2	MDC 2 -GEC (Other Dept)	LMT2FM106	INTRODUCTION TO SUPPLY CHAIN MANAGEMENT	3	3	25	50	75
3	VAC 1-SDC	LMT3FV108	CONFLICT MANAGEMENT	3	3	25	50	75
4	VAC 2-SDC	LMT4FV109	EMOTIONAL INTELLIGENCE DEVELOPMENT	3	3	25	50	75
	SEC 2-SDC	LMT4FS112	COLD CHAIN LOGISTICS MANAGEMENT	3	3	25	50	75
5	VAC 3- SDC	LMT5FV110	CORPORATE COMMUNICATION	3	3	25	50	75
	SEC 3- SDC	LMT5FS113	SOCIAL ENTREPRENEURSHIP	3	3	25	50	75

13.FOUNDATION COURSES FROM OTHER DEPARTMENTS

Sem.	Course Code	Code	Department
1	AEC1	ENG1FA101(3)	English
	MDC1	XXX1FM105	Other than Major department
2	AEC2	XXX2FA120(3)	Additional language
	AEC3	ENG2FA103(3)	English
	MDC2	XXX2FM106	Other than Major department
3	MDC3(KS)	XXX3FM107(3)	Additional language

14. GROUPING OF MINOR COURSES

Group 1 may be offered to all students, whereas Group 2 is reserved for students enrolled in the vocational discipline.

Group 1 Title- Applied Marketing									
Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
1	Minor 1	LMT1MN101	MARKETING MANAGEMENT	4	4	0	30	70	100
2	Minor 2	LMT2MN101	RURAL MARKETING	4	4	0	30	70	100
3	Minor 3	LMT3MN201	RETAIL MARKETING	4	4	0	30	70	100

Group 2 Title- Advanced Marketing									
Semester	Course Type	Course Code	Course Title	Credits	Theory Hours	Practical Hours	Internal	External	Total Marks
3	Minor 4	LMT3MN202	CONSUMER & ORGANISATIONAL BEHAVIOUR	4	4	0	30	70	100
4	Minor 5	LMT4MN201	BRAND MANAGEMENT	4	4	0	30	70	100
5	Minor 6	LMT5MN301	GLOBAL MARKETING	4	4	0	30	70	100

15. SCHEME OF EVALUATION

General Foundation Courses						
3 Credit Course with Open Ended Module (50 ESE + 25 CCA)						
External (50)	Theory Internal (20)			Open Module Internal (5)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Test	Rubrics 1	Rubrics 2
50	10	6	4	2	2	1
3 Credit Course with Practical/ Practicum (50ESE +25 CCA)						
External(50)	Theory Internal (10)			Practical/Practicum Internal (15)		
End Semester Examination	Mid Semester Examination	Rubrics 1	Rubrics 2	Practical/ Exercise	Exam/ Viva	Record
50	5	3	2	8	5	2

Minor Pathway Courses						
4 Credit Courses with Open Ended Module(70ESE+30 CCA)						
External(70)	Theory-Internal(20)			Open Ended Module-Internal(10)		
End Semester Examination	Mid Semester Examination	Rubrics1	Rubrics2	Test	Rubrics1	Rubrics2
70	10	6	4	4	4	2
4 Credit paper with Practical /Practicum(70 ESE+30 CCA)						
External(70)	Theory Internal(10)			Practical/Practicum Internal(20)		
End Semester Examination	Mid Semester Examination	Rubrics1	Rubrics2	Practical/ Exercise	Exam/ Viva	Record
70	5	3	2	10	7	3

Major Pathway Courses(Vocational)						
4CreditpaperwithOpenEndedModule(60ESE+ 40 CCA)						
External (60)	Theory Internal(30)			Open Ended Module Internal (10)		
End Semester Examination	Mid Semester Examination	Rubrics1	Rubrics2	Test	Rubrics1	Rubrics 2
60	20	5	5	5	3	2
4 Credit paper with Practical /Practicum(60 ESE+40 CCA)						
External (60)	Theory Internal(10)			Practical/Practicum Internal (30)		
End Semester Examination	Mid Semester Examination	Rubrics1	Rubrics2	Practical/ Exercise	Exam/Viva	Record
60	5	3	2	15	10	5

16.GUIDELINES FOR OJT / INTERNSHIP / APPRENTICESHIP/ PROJECT WORK

16.1. On Job Training (OJT)

Students shall undertake **mandatory On-the-Job Training (OJT)** for a minimum duration of thirty (30) hours in both Semester II and Semester IV. These skill development components shall be designated as audit courses.

To be eligible for a 'Pass' in an audit course, students are required to achieve a minimum of seventy-five percent (75%) attendance. Students who fulfil this attendance requirement are exempt from participation in continuous assessment for the audit course. Notwithstanding the foregoing, a student who does not meet the attendance requirement shall be required to undergo a prescribed evaluation to satisfy the course requirements.

Successful completion of an audit course, evidenced by meeting the attendance requirement or, where applicable, by successfully passing the prescribed evaluation, shall result in a 'Pass' grade with zero (0) academic credits.

16.2. Internship / Apprenticeship / Project Work (I/A/P)

Internship, Apprenticeship, or Project work constitutes a critical capstone component of the B.Voc. programme. This component provide students with structured opportunities to apply theoretical knowledge in real-world settings, develop domain-specific competencies, promote workplace readiness, and align learning outcomes with industry standards and expectations.

I/A/P may be completed in any recognised industry, organisation, startup, research laboratory, or field site. Each student shall be assigned a faculty supervisor by the parent department and, where applicable, shall be supported by an industrial mentor. A learning agreement shall be signed by the student, faculty supervisor, and the host institution / industry prior to the commencement of the I/A/P.

I/A/P Report

Upon successful completion of the I/A/P, each student shall prepare a comprehensive report detailing the observations made and knowledge gained during the training period. Students are advised to consult their industrial mentor or faculty supervisor for the assignment of specific topics or problems upon which the final report shall be based. Maintaining a daily diary throughout the I/A/P is mandatory, as it shall serve as a valuable resource for compiling the final report by systematically incorporating daily learning and experiences. The final report must be duly signed by both the industrial mentor and faculty supervisor to be considered valid.

The evaluation of the report shall be based on the following criteria:

Sl.	Criteria	Description
1	Originality	Uniqueness and independent thought demonstrated in the report.
2	Content Adequacy and Relevance	Thoroughness, coherence, and purposefulness of the write-up
3	Presentation Quality	Organisation, adherence to specified format, clarity of visual aids (drawings, sketches), writing style, and language
4	Learning Experience	Breadth, depth, and relevance of the practical learning acquired during the I/A/P
5	Application and Theory Linkage	Demonstration of practical applications and the clear connection to basic theoretical concepts taught in the academic curriculum

Evaluation Process

A minimum of three (3) internal reviews shall be conducted to evaluate progress during the I/A/P. Internal evaluation shall be conducted jointly by the faculty supervisor and the industrial mentor, while the final evaluation shall be carried out by an evaluation panel comprising: one (1) external examiner from the University-approved panel, one (1) internal faculty member from the college, and one (1) industry representative.

Students shall be required to submit the following documents at the time of the evaluation: an internship completion certificate, an attendance statement and an I/A/P report. Each student shall present their work and participate in a viva voce before the evaluation panel. To be eligible for a 'Pass', students must obtain a minimum of fifty percent (50%) marks in the I/A/P.

Internship – Evaluation Components

Sl. No.	Components of Evaluation of Internship/Apprenticeship	Type	Marks of Evaluation (300)	Marks of Evaluation (700)
1.	Attendance	Internal Evaluation (120 / 280)	20	40
2.	Team work evaluation		20	40
3.	Log book		20	50
4.	Reviews (3)		60	150
5.	Internship Report	External Evaluation (180 / 420)	60	140
6.	Presentation		60	140
7.	Viva Voce		60	140
	Total		300	700

Apprenticeship – Evaluation Components

Sl. No.	Components of Evaluation of Apprenticeship	Type	Marks of Evaluation (300)	Marks of Evaluation (700)
1.	Attendance	Internal Evaluation (120 / 280)	20	40
2.	Skill proficiency evaluation		20	40
3.	Log book		20	50
4.	Reviews (3)		60	150
5.	Work Report	External Evaluation (180 / 420)	60	140
6.	Presentation		60	140
7.	Viva Voce		60	140
	Total		300	700

Project Work – Evaluation Components

Sl. No	Component of External Evaluation	Type	Marks of External Evaluation (300)	Marks of External Evaluation (700)
1	Project Proposal and Planning	Internal Evaluation (120 / 280)	15	25
	Objectives and Problem Definition		15	25
	Literature Review / Background Work		15	80
	Methodology / System Design		15	30

2	Reviews (3)		60	120
4	Project Report	External Evaluation (180 /420)	60	120
5	Project Demonstration		60	150
6	Viva Voce		60	150
Total Marks			300	700

17. LETTER GRADES AND GRADE POINTS

Letter Grade	Grade Point	Percentage of Marks (Internal & External Put Together)	Class
O(Outstanding)	10	95 % and above	First Class with Distinction
A+ (Excellent)	9	Above 85% and below 95%	
A (Very Good)	8	75 % to below 85%	
B+ (Good)	7	65 % to below 75%	First
B (Above Average)	6	55 % to below 65%	
C (Average)	5	45 % to below 55%	Second
P (Pass)	4	35 % to below 45% aggregate (Internal + External) with a minimum of 30 % in the external valuation	Third
F (Fail)	0	Below an aggregate of 35% or below 30% in external evaluation	Fail
Ab (Absent)	0	-	Fail

$$SGPA = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

$$CGPA = \frac{\text{Sum of the credit points of all the courses in all the semesters}}{\text{Total credits in all semesters}}$$

18. DETAILED SYLLABUS OF MAJOR COURSES

Course Code & Title	LMT1CJ101	INTRODUCTION TO LOGISTICS MANGEMENT			
Type of Course	Major	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic understanding of business operations and management principles				
Course Summary	This course provides an understanding of the fundamentals of logistics and its role in supply chain management. It covers the historical evolution, key activities, strategic importance, outsourcing, and integrated logistics.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the basics of logistics and supply chain management.	U	C	Quizzes/Seminar /Examinations/ Case study/Logistics glossary/ Course project/MCQ
CO2	To explain logistics outsourcing and its significance in global business.	U	C	Case study/ Assignments/Quizzes//Examinations/ Packaging Labeling exercise/ Logistics glossary/ Course project/MCQ
CO3	To describe the role and responsibilities of logistics managers.	U	F	Group Discussions/ Quizzes/Assignment Examinations/ Mock interview/ Case study/ Role play/ Packaging Labeling exercise/ Logistics glossary/ Course project/MCQ
CO4	To analyze emerging concepts in logistics.	An	P	Debate/Seminar/Examinations/ Case study/ Logistics glossary/ Course project/MCQ
CO5	To assess the importance of customer service in	E	C	Debate/Seminar/Exa

	logistics.			minations/Assignment/ Case study/ Role play/ Packaging Labeling exercise/ Logistics glossary/Quizzes/ Group discussions/ Course project/MCQ
CO6	To evaluate the impact of technological advancements in logistics.	E	C	Assignments/ /Debate/Examinations/ Case study/ Logistics glossary/Quizzes/ Course project/MCQ

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Logistics Basics		11	15
	1	Logistics-Definition, History, and Evolution	2	
	2	Objectives and Elements	2	
	3	Activities and Importance	2	
	4	The Work of Logistics	2	
	5	Logistics Interface with Marketing & Retail Logistics	3	
II	Logistics Process		11	15
	6	Logistics process - activities	2	
	7	Achievement of competitive advantage through logistics Framework	3	
	8	Role of Logistics management	3	
	9	Integrated Logistics Management	3	
III	Logistics Strategy		12	15
	10	Strategic role of logistics	2	
	11	Role of logistics managers in strategic decisions	2	
	12	Strategy options, Lean strategy, Agile Strategies & Other strategies	2	
	13	Designing & implementing logistical strategy	3	

	14	Emerging concept in logistics	3	
IV	Outsourcing Logistics and customer service		11	15
	15	Outsourcing Logistics: Reasons - Third party logistics provider - Fourth party Logistics providers (4PL)	2	
	16	Stages - Role of logistics providers.	3	
	17	Customer service - importance elements - the order cycle system	3	
	18	Distribution channels - Functions performed - Types designing	3	
V	PRACTICAL		30	
	1	Case studies related to the course/ Course project/ Role play /Packaging Labelling exercise/Create a Logistics Glossary		

References:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Publisher:Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Publisher:Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Publisher:Prentice-Hall of India Pvt Ltd.,New Delhi, 2005

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	P07
CO 1	3	3	2	0	2	1	3	2	3	2	2	1	0
CO 2	3	3	3	2	3	2	3	3	3	3	3	2	1
CO 3	3	3	3	1	3	2	3	3	3	2	3	3	1
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	1	3	3	3	3	3	2	3	3	1
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Correlation levels:

Level	Correlation
0	Nil
1	Slightly/Low

2	Moderate/Medium
3	Substantial/High

Assesement Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one)-Case studies/Course project/Packaging Labeling exercise/ Create a Logistics Glossary
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓			✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code &Title	LMT1CJ102	IT FOR BUSINESS			
Type of Course	Major	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic familiarity with computers and an understanding of general business communication .				
Course Summary	This course provides foundational knowledge and hands-on experience in Information and Communication Technology (ICT) tools essential for business environments, including word processing, spreadsheet management, advanced spreadsheet functionalities, and presentation software, enabling students to effectively handle digital business documentation, data analysis, and professional communication tasks.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
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CO1	To familiarize students with the fundamentals of Information and Communication Technology (ICT) and basic computer architecture.	U	C	Written examination/ Quiz/ Seminar/Assignment/MCQ
CO2	To equip students with practical skills in creating, formatting, and managing business documents using word processing software.	Ap	P	Lab activity/ Written Examination/ Seminar/ Assignment/ Quiz/MCQ
CO3	To introduce students to the essential features and functionalities of spreadsheet software for business data entry and management.	Ap	P	Lab activity/ Assignment/ Written Examination/ Seminar/ Assignment/ Quiz/MCQ
CO4	To develop students' proficiency in applying advanced spreadsheet tools such as formulas, functions, and chart creation for data analysis.	An	P	Lab activity/ Written Examination/ Seminar/ Assignment/ Quiz/MCQ
CO5	To enable students to create and deliver effective business presentations using presentation software tools.	C	P	Written examination Lab activity/ Seminar/Quiz/MCQ
CO6	To enhance students' ability to integrate and apply ICT tools effectively in various business scenarios for improved productivity and communication.	E	M	Assignment/Written Examination/ Seminar

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I		Introduction to Information Technology	8	15

	1	Information and Communication Technology (ICT), Information systems E-World	2	
	2	Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware	2	
	3	Concept of operating system	2	
	4	Understanding your computer customization configuring screen, mouse, printer.	2	
II	Word Processing Package		14	15
	5	Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing	2	
	6	Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents	3	
	7	Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting	3	
	8	Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace	3	
	9	Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;	3	
III	Spreadsheet Package & advanced features		12	15
	10	Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste	2	
	11	Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet.	2	
	12	Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading	2	
	13	Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.	2	
	14	All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc.	2	
	15	Chart and graphs	1	
	16	Pivot tables and graph, Macros	1	

IV	Presentation Package		11	15
	17	Ms-PowerPoint: Advantages ,Creating new slide,	2	
	18	Adding formatting and text,Adding objects, sounds & videos-formatting slides -slide layout views in presentation	3	
	19	Slide transition,slide show management, Custom animation	3	
	20	Inserting hyperlinks, Saving and exporting	3	
V	PRACTICAL		30	
	1	Lab activity regarding ms word		
	2	Lab activity regarding ms excel		
	3	Lab activity regarding ms power point		

References:

1.Dr.Anant kumar srivastava(2019) ,Information technology an its application in business:
Publisher:Sahitya bhawan publications.

2.Dr.Amar nath das(2024)- Information technology an its application in business:
Publisher:Global net publications

3.Dr.Sri vastava,goyal(2015) - Information technology an its implications in business,
Publisher:SBPD Publications

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	2	1	3	2	2	3	2	1	1
CO 2	2	2	3	2	3	1	3	3	3	3	2	1	1
CO 3	2	2	3	3	3	1	3	3	3	3	3	1	1
CO 4	2	2	3	3	3	2	3	3	3	3	3	2	1
CO 5	2	2	2	2	3	1	3	3	3	3	2	1	1
CO 6	3	2	3	3	3	2	3	3	3	3	3	2	2

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar/Quiz
- Assignment//MCQ
- Practical- Lab activity regarding ms word, ms excel and ms power point
- End semester examination(Final exam)

Mapping of CO’s to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓	✓		✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓	✓	✓		✓

Course Code &Title	LMT1CJ103 SUPPLY CHAIN MANAGEMENT				
Type of Course	Major	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of business operations, logistics principles, and management concepts.				
Course Summary	This course provides a comprehensive introduction to the concepts, tools, and practices of supply chain management, focusing on core business processes such as purchasing, supplier management, forecasting system design, and supply chain coordination and integration, enabling students to understand and manage the end-to-end flow of goods, services, and information.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To familiarize students with the fundamentals, evolution, and strategic importance of Supply Chain Management and Logistics, both locally and globally.	U	C	Examinations /Seminars/ Group discussions/ Debate/MCQ/ Local supply chain survey/News Analysis

CO2	To enable students to understand and analyze key supply chain business processes such as planning, sourcing, production, distribution, and inventory management.	An	P	Examinations /Seminars/ Group discussions/ Quizzes/MCQ/ Trace a product
CO3	To develop students' knowledge of purchasing and supplier management, including sourcing, vendor evaluation, and supplier relationship strategies.	Ap	C	Seminars/ Group discussions/ Examinations/ Management games/ Engaging in role play/MCQ/ Local supply chain survey/News Analysis
CO4	To acquaint students with forecasting systems, customer relationship management (CRM), and performance measurement within supply chains.	U	M	Seminars/ Group discussions/ Examinations/ Quizzes/MCQ/ Trace a product
CO5	To introduce students to the design and development of supply chain networks, including logistics models, third-party logistics, and managing uncertainties.	An	C	Seminars/ Group discussions/ Examinations/ Debate/ Engaging in role play/MCQ/ Trace a product
CO6	To equip students with insights into supply chain coordination and integration using IT and e-business tools, and to address related challenges.	E	M	Seminars/ Group discussions/ Examinations/MCQ/ Local supply chain survey/News Analysis

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Supply Chain Management and Logistics		10	15
	1	An Introduction- Necessity and objectives-Role – Scope – Functions and Importance	3	
	2	Local and International Supply Chains –Benefits and Issues	3	
	3	Types of Supply Chain management tool – SCM building blocks	2	
	4	Supply Chain Drivers and Obstacles- International Logistics and Supply Chain Management	2	
II	Key Supply Chain Business Processes		10	15
	5	Planning – Sourcing –Producing –Distributing and Paying	2	
	6	Managing material flow and distribution – Distribution and Planning Strategy	3	

	7	Warehousing and Operations Management	2	
	8	Transportation Management – Inventory Management.	3	
III	Purchasing and Supplier Management		12	15
	9	Sourcing and Supplier Management, Outsourcing	3	
	10	Global Sourcing – Vendor Identification – Selection-Evaluation	3	
	11	Development – Supplier Relationship Management	3	
	12	Supplier Quality Management- Supply Chain Performance	3	
IV	Forecasting Systems Design & Supply Chain Coordination and Integration		16	15
	13	Customer Service Management and Measurements – CRM – 5 views-SWOT analysis of CRM- Manufacturing Logistics	3	
	14	SCM Relationships – Third Party Logistics and Fourth Party Logistics	3	
	15	SCM Network Design and Facilities Development – SCM Planning and Development Strategies	3	
	16	Supply Chain Uncertainties – Supply Chain Vulnerabilities.	3	
	17	Order fulfillment-Role of IT, Impact of Internet and E-Business	2	
	18	IT enabled SCM-Problems and Challenges of Supply chain	2	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Local supply chain survey/News Analysis		
	2	Management games / Group activities/Viva voce/Trace a product		

References:

1. Martin Christopher(2016) Logistics and Supply Chain Management, Publisher:FT Publishing international
2. Sunil Chopra and Peter Meindal(2016). Publisher: Supply Chain Management,Pearson

3. Donald J. Bowersox and David J. Closs(2017). Integrated Logistics Management, Publisher: Mcgraw hill Education

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	3	3	3	2	3	3	3	2	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 3	3	3	3	2	3	3	3	3	3	3	3	2	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓	✓	✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT2CJ101	PRODUCTION AND MATERIALS MANAGEMENT			
Type of Course	Major	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic understanding of business operations and supply chain concepts				
Course Summary	This course provides a comprehensive overview of production and materials management, covering key concepts such as production systems, plant location and layout, maintenance, and production planning and control. It also introduces students to materials management, inventory control, cold chain logistics, and store and purchase functions. Emphasis is placed on practical tools like Gantt charts, use of computers in PPC, and automation in warehousing, equipping students with the skills needed for efficient industrial operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce students to the fundamentals of production functions	U	C	Examinations/ Case studies related to the course/ Course project /Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO2	To enable students to understand the strategic aspects of plant location and layout	U	C	Examinations/ Case studies related to the course/ Course project /Assignment /Management games / Group activities/Mock interview/MCQ
CO3	To equip students with knowledge of Production Planning and Control (PPC)	Ap	A	Examinations/ Case studies related to the course/ Course project /Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes/ Routing

				& Scheduling Exercise/ Gantt Chart Creation/
CO4	To develop a comprehensive understanding of materials management, its objectives, forecasting and planning techniques, and critical components like inventory control	An	C	Examinations/ Case studies related to the course/ Course project /Assignment /Management games / Group activities/Mock interview/MCQ
CO5	To familiarize students with store and purchase functions	U	C	Examinations/ Case studies related to the course/ Course project /Assignment /Management games / Group activities/Mock interview/MCQ
CO6	To enhance students' managerial and technological competencies in overseeing integrated production and materials management systems	E	M	Examinations/ Case studies related to the course/ Course project /Seminars/Group discussions/Debat e/ Engaging in role play/ Quizzes

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Production Function		11	15
	1	Introduction – Production functions – Design of production system – Types of production	2	
	2	Types of process – Productivity – Ergonomics	2	
	3	Plant Location – Factors influencing plant location	2	

	4	Multi Plant location – Foreign Location	2	
	5	Relocation – Plant location trends.	3	
II	Plant Layout and Maintenance		11	15
	6	Plant Layout – Types of layouts	2	
	7	Process layout – Product layout	3	
	8	Layout of service facilities –Maintenance	3	
	9	Objective of maintenance – Elements of maintenance – Types of maintenance	3	
III	Production Planning and Control		12	15
	10	Production Planning and Control – Routing	2	
	11	scheduling – Dispatching	2	
	12	Expediting – GANTT charts	2	
	13	Work study and Motion study and Method study analysis	3	
	14	Use of Computers in PPC	3	
IV	Materials Management and Store and Purchase Function		11	15
	15	Materials Management and Materials Management Information System :Materials Management – Objective of Materials management	2	
	16	Objective of Materials management – Materials forecasting and planning- Inventory control-	3	
	17	Cold chain management-Elements-Items transported-Temperature standards.	2	
	18	Store and Purchase Function Standardization, simplification, codification, stores layout, storage systems and equipment	2	
	19	Stores preservation, stores procedures and Automation of warehouses – Materials handling equipments	2	
V	PRACTICAL		30	
	1	Case studies related to the course/ Course project/ Role play/ Routing & Scheduling Exercise/ Gantt Chart Creation		

References:

1. Sarangi S.K., Production Management and Materials Management: Text & Cases, Publisher :Asian Books Private Limited Publication, New Delhi, 2011
2. Gopalakrishnan Sundaresan, Materials Management, Publisher:PHI Learning, New Delhi, 2003.

3. Tony Arnold J. R., Stephen N. Chapman, and Lloyd M. Clive, Introduction to Materials Management, sixth edition, Publisher: Pearson Prentice Hall, 2008.

4. Dutta, A.K., Integrated Materials Management, New Delhi, Publisher: PHI Learning, 2000.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	2	3	2	3	2	3	2	1
CO 2	3	3	3	3	3	2	3	3	3	2	3	2	2
CO 3	3	3	3	3	3	3	3	3	3	2	3	2	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 5	3	3	3	2	3	3	3	3	3	2	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one) - Case studies/Course project/ Routing & Scheduling Exercise/ Gantt Chart Creation
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓		✓	✓	✓
CO6	✓	✓		✓	✓

Course Code & Title	LMT2CJ102 INVENTORY MANAGEMENT				
Type of Course	Major	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A foundational knowledge of logistics and basic supply chain processes				

Course Summary	This course provides a comprehensive overview of Inventory Management principles and practices essential to effective logistics and supply chain operations. This course introduces the fundamentals of inventory management, including types of inventory, inventory control techniques, EOQ, forecasting, and MRP-II. It covers JIT systems, make-or-buy decisions, outsourcing, and the use of technology in inventory control. Students gain practical skills to manage inventories efficiently in logistics and supply chain operations.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce students to the fundamentals of inventory management, including the types, scope, and organizational setup for effective inventory control.	U	C	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes/ Case studies related to the course/ Course project/ Store Layout Drawing
CO2	To develop an understanding of selective inventory control methods such as EOQ, safety stock, and forecasting techniques.	U	C	Examinations/ Assignment /Management games / Group activities/Mock interview/MCQ / Case studies related to the course/ Course project/ Store Layout Drawing
CO3	To equip students with knowledge of advanced manufacturing planning systems such as MRP-II and JIT, and the strategic considerations in make-or-buy decisions.	Ap	P	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes/ Case studies related to the course/ Course project
CO4	To familiarize students with the role and classification of goods and stocks, including the general management of finished goods inventories.	U	C	Examinations/ Assignment /Management games / Group activities/Mock interview/MCQ/

				Case studies related to the course/ Course project/ Store Layout Drawing/ Inventory Coding Activity
CO5	To provide insights into the management of spare parts inventories and the application of computer systems in inventory control.	An	C	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes/ Case studies related to the course/ Course project/ Inventory Coding Activity
CO6	To enable students to evaluate the performance of the materials function using standard criteria and methodologies.	E	M	Examinations/ Assignment /Management games / Group activities/Mock interview/MCQ/ Case studies related to the course/ Course project

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Inventory Management		11	15
	1	Inventory Management –Inventory Control	2	
	2	Importance and Scope of Inventory Control	3	
	3	Types of Inventory –Costs Associated with Inventory	3	
	4	Organizational set up for Inventory Management.	3	
II	Selective Inventory Control		11	15

	5	Economic Order Quantity	2	
	6	Importance-Uses- Safety Stocks	3	
	7	Inventory Management Systems – Forecasting Techniques	3	
	8	Material Requirement Planning and Execution – Ratio Analysis on Inventory –Profit Margin.	3	
III	Manufacturing Planning(MRP-II):		12	15
	9	Just in Time(JIT) –Work in Process Inventories	3	
	10	Make or Buy Decisions – Concept of Outsourcing	3	
	11	Factors Influencing Make or Buy Decisions	3	
	12	Trends in Make or Buy Decisions in context of core competency	3	
IV	Purpose of Inventory & Spare Parts Inventories		11	15
	13	Goods – Types of Goods	2	
	14	Finished Goods Inventories	3	
	15	General Management of Inventory –Stocks _ Types of Stocks	2	
	16	Spare Parts Inventories: Use of Computers in Inventory Management	2	
	17	Evaluation of Performance of Materials Function –Criteria and methodology of evaluation.	2	
V	PRACTICAL		30	
	1	Case studies related to the course/ Course project/ Store Layout Drawing/ Inventory Coding Activity		

References:

1. Bose & D Chandra.(2006) Inventory Management. 1st Edition, Publisher Prentice Hall India Learning Private Limited
2. Sridhara Bhat(2007). Inventory Management. 2nd Edition, Publisher Himalaya Publishing House
3. Bose & Chandra(2006).Inventory Management First Edition, Publisher Prentice Hall India Learning Private Limited

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	2	3	2	3	2	3	2	1
CO 2	3	3	3	3	3	2	3	3	3	2	3	2	2
CO 3	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one) - Case studies/Course project/ Store Layout Drawing/ Inventory Coding Activity
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓	✓	✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT2CJ103	FUNDAMENTALS OF ACCOUNTING			
Type of Course	Major	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of business operations and numerical proficiency				
Course Summary	This course provides a foundational understanding of accounting principles and practices. Students will learn the origin, importance, and basic concepts of accounting, including the accounting equation and double-entry system. The course covers transaction recording through journals, ledgers, cash books, and trial balances, as well as the preparation of bank reconciliation statements. It also introduces depreciation methods, reserves, and provisions. The course concludes with the preparation of final accounts for sole proprietors, including manufacturing, trading, and profit and loss accounts, along with the balance sheet.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the origin, meaning, principles, and basic concepts of accounting including the accounting equation and double entry system.	U	C	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO2	To develop skills in recording financial transactions using journal, ledger, trial balance, and different types of cash books.	Ap	P	Examinations/ Assignment /Management games / Group activities/Real-life Transaction Simulation
CO3	To enable students to prepare and reconcile bank statements through bank reconciliation statement procedures.	Ap	P	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes/ BRS Puzzle
CO4	To understand the concept and methods of depreciation, along with reserves and provisions in accounting.	U	C	Examinations/ Assignment /Management games / Group

				activities/Real-life Transaction Simulation
CO5	To prepare final accounts for sole proprietorship firms including manufacturing, trading, profit & loss account, and balance sheet.	Ap	P	Examinations/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO6	To apply accounting principles practically for maintaining accurate financial records and reporting.	E	M	Examinations/ Assignment /Management games / Group activities

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction of Accounting		12	15
	1	Accounting Origin, Meaning, Definition, Need, Importance	3	
	2	Functions, Limitations, Accounting principles	3	
	3	Generally accepted accounting principles	3	
	4	Accounting equation, Double entry system.	3	
II	Recording Transactions		12	15
	5	Journal	3	
	6	Ledger	3	
	7	Trial Balance	3	
	8	Cash Book (single column, double column and three column)	2	
	9	Bank Reconciliation Statement.	1	
III	Accounting for Depreciation		9	15

	10	Accounting for Depreciation: Meaning, Importance	3	
	11	Methods of providing depreciation (straight line, diminishing, annuity)	3	
	12	Reserves and Provisions	3	
IV	Final accounts of Sole Traders		15	15
	13	Final accounts of Sole Traders: Manufacturing ,Trading account	5	
	14	Profit and Loss Account	5	
	15	Balance Sheet	5	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Real-life Transaction Simulation		
	2	Management games / Group activities/BRS Puzzle		

References:

1. Jain and Narang(2020) Business Accounting(2020) -, Publisher :Kalyani publisher
2. Jain,Narang, SIMMI AGRAWAL, MONIKA SEHGA(2021)Advanced Accounting(, Publisher :Kalyani publisher
- 3.T.S Reddy and Dr.A Murthy(2012),Financial Accounting,Margham publications,Chennai

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	3	2	3	2	3	2	3	2	3	2	1
CO 2	3	2	3	2	3	2	3	2	3	2	3	2	1
CO 3	3	2	3	2	3	2	3	2	3	2	3	2	1
CO 4	3	2	3	2	3	2	3	2	3	2	3	2	1
CO 5	3	2	3	2	3	2	3	2	3	2	3	2	1
CO 6	3	2	3	2	3	2	3	2	3	2	3	2	1

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO’s to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT3CJ201 TRANSPORTATION & DISTRIBUTION MANAGEMENT				
Type of Course	Major	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic understanding of supply chain and logistics concepts, transportation systems, and some familiarity with business operations and computer applications.				
Course Summary	This course provides an in-depth understanding of the distribution and transportation functions within supply chain management. It covers the role of distribution, transportation management, warehousing concepts, and designing distribution channels. Students will learn about distribution network planning, transportation models including multimodal and intermodal systems, and cost and performance measures. The course also focuses on transportation routing decisions, the use of technology in intelligent transport systems, and advanced transit operation software such as GIS and fleet management systems. By the end of the course, students will be equipped to analyze and manage efficient distribution and transportation systems in a supply chain.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce the fundamental concepts and significance of distribution and transportation in supply chain management.	U	C	Quizzes/Seminar /Examinations/ Case study/Course project/MCQ
CO2	To explain the structure and cost implications of various distribution networks and models.	U	C	Case study/ Assignments/Quizzes/ /Examinations/Course project/project/MCQ/ Virtual Tour / Video Review
CO3	To provide knowledge on planning distribution networks, including delivery lead time and optimization techniques.	U	F	Group Discussions/ Quizzes/Assignment /Examinations/ Mock interview/ Case study/ Role play/ Course project/MCQ/Virtual Tour / Video Review
CO4	To familiarize students with different transportation models and evaluate their performance and cost-effectiveness.	An	P	Debate/Seminar/Exam inations/ Case study/ Course project/MCQ
CO5	To examine transportation routing decisions, freight consolidation, and the role of technology in managing transport operations.	E	C	Debate/Seminar/Exam inations/Assignment/ Case study/ Role play/Quizzes/Virtual Tour / Video Review Group discussions/ Course project/MCQ
CO6	To explore modern transit operation software and technologies like GIS, fleet management systems, and transport security tools.	E	C	Assignments/ /Debate/Examinations / Case study/ /Quizzes/ Course project/MCQ

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction of TDM		11	15

	1	Role of distribution in supply chain –transportation management – warehousing concepts	2	
	2	Designing distribution channels –understanding distribution costs	3	
	3	Advantages of distribution models – disadvantages of distribution models	3	
	4	Pre-requisites of distribution – comparison of distribution networks.	3	
II	Distribution Network Planning		11	15
	5	Various factors in distribution – delivery lead time and local facilities	2	
	6	Optimization approach and techniques – material management process	3	
	7	Role of transportation –transportation principles and participants	3	
	8	Contribution of various agencies in transportation.	3	
III	Transportation Models		10	15
	9	Various models of transportation (multimodal and intermodal) – merits of each all models of transportation	2	
	10	Transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation.	2	
	11	Transportation related documents	2	
	12	Types of loading trucks	2	
	13	Types of wagon types and the goods they carry	2	
IV	Transportation Routing Decisions & Transit Operation Softwares		13	15
	14	Transportation administration – transportation operations management –consolidation of freight	3	
	15	Various trends in transportation – application of information technology in transportation -- intelligent transport management system	4	
	16	Geographic information systems – advanced fleet management systems	3	
	17	Intermodal freight technology –transport security initiatives and role of technology –various inspection systems	3	
V	PRACTICAL		30	

	1	Case studies related to the course/ Course project/ Role play/ Role play/Virtual Tour / Video Review		
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References:

1. Sunil Chopra(2015) Supply Chain Management, Publisher:Pearson
2. Agarwal(2003) Logistics Supply Chain Management, Publisher:Laxmi Publications
- 3.Subrata Chattopadhyay,Transport Management, Publisher: Everest Publishing House
- 4.Richard Skiba(2024),strategic management for Transport and Logistics, Publisher:After Midnight Publishing

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	3	3	3	3	2	3	3	2
CO 2	3	3	3	3	3	3	3	3	3	2	3	3	2
CO 3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	2

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one)-Case studies/Course project/Role play/Virtual Tour / Video Review
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT3CJ202	EXPORT & IMPORT –POLICIES & PROCEDURES			
Type of Course	Major	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	Basic understanding of economics, business environment, and trade concepts is required to comprehend the fundamentals and frameworks of international trade.				
Course Summary	This course introduces the fundamentals of international trade, its features, advantages, and challenges. It covers trade agreements (GATT, WTO), foreign trade policies, export incentives, and the role of global financial institutions. It also highlights regional trade integrations like EU, NAFTA, and ASEAN, providing a clear understanding of global trade practices and frameworks.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the basic concepts, features, advantages, and challenges of international trade.	U	C	Quizzes/Seminar /Examinations/ Case study/Course project/MCQ
CO2	To differentiate between domestic and international business and identify methods of entering foreign markets.	U	F	Case study/ Assignments/Quizzes/ /Examinations/Course project/project/MCQ/
CO3	To explain various international trade agreements and the role of institutions like WTO, including key agreements such as TRIPS, TRIMS, and GATS.	U	C	Group Discussions/ Quizzes/Assignment /Examinations/ Mock interview/ Case study/ Role play/ Course project/MCQ/ Report Writing on India's trade relationship with any one country
CO4	To examine the latest Foreign Trade Policy (FTP) and evaluate export incentives and assistance schemes.	E	P	Debate/Seminar/Exam inations/ Case study/ Course project/MCQ/ SWOT analysis of India's Foreign Trade Policy
CO5	To analyze the functions of major international financial institutions like IMF, World Bank, and	An	C	Debate/Seminar/Exam

	EXIM Bank in global trade development.			inations/Assignment/ Case study/ Role play/Quizzes/ Group discussions/ Course project/MCQ/ News Tracking related import and export
CO6	To explore the meaning, forms, and impact of regional economic integrations such as EU, NAFTA, ASEAN, and others.	U	C	Assignments/ /Debate/Examinations / Case study/ /Quizzes/ Course project/MCQ/ News Tracking related import and export

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	International Trade		11	15
	1	International Trade: Meaning- Features	2	
	2	International Trade- Advantages-Scope	3	
	3	International Trade- Benefits-Problems	3	
	4	Domestic business v/s International business -Methods of entry into foreign market.	3	
II	International Trade Agreements		11	15
	5	Bilateral Agreement	2	
	6	Plurilateral and multilateral agreements	3	
	7	GATT and WTO-WTO agreements	3	
	8	TRIPS-TRIMS-GATS and AoA-Trade facilitation Issues	3	
III	FTP(Latest)		10	15
	9	FTP Key features	2	
	10	Export Promotion Schemes- RoDTEP (Remission of Duties and Taxes on Exported Products)- RoSCTL (for textile sector)- EPCG Scheme (Export Promotion Capital Goods) -Duty Drawback Scheme (DBK)-TMA (Transport and Marketing	3	

		Assistance)		
	11	Institutional Framework- DGFT (Directorate General of Foreign Trade)-Export Promotion Councils (EPCs)- Federation of Indian Export Organizations (FIEO)	3	
	12	Market Development Assistance (MDA)- Market Access Initiative (MAI)- Export Credit Guarantee Corporation (ECGC) support- Policies for special economic zones (SEZs)	2	
IV	International Financial Institutions & Regional economic integrations		13	15
	13	IMF,world Bank IBRD-IDA-IFC-MIGA- ICSID	3	
	14	EXIM Bank,ADB-functions and role in economic development	4	
	15	Regional economic integrations –meaning-Benefits- Challenges- EU- NAFTA-ASEAN	3	
	16	SAFTA-APEC- MERCOSUR- AfCFTA- RCEP	3	
V	PRACTICAL		30	
	1	Case studies related to the course/ Course project/ Role play/SWOT analysis of India’s Foreign Trade Policy /Report Writing on India’s trade relationship with any one country/ News Tracking related import and export		

References:

1. Government of India: Export - Import Policy
2. Dr. Khushpat S, Jain.(2010) Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal.(2 0 1 6) Export Management. Himalaya Publishing House
4. Dr. Francis Cherunilam.(2010) International Marketing (Text and Cases). Himalaya Publishing House

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	1	2	2	3	1	2	1	2	2	1
CO 2	3	3	2	2	2	2	3	2	2	1	2	2	1
CO 3	3	3	3	2	3	2	3	2	2	1	2	3	2
CO 4	3	3	3	3	3	3	3	2	3	2	3	3	2
CO 5	3	3	3	3	3	3	3	2	3	2	3	3	3
CO 6	3	3	2	2	2	3	3	2	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one)-Case studies/Course project/Role play/ SWOT analysis of India’s Foreign Trade Policy /Report Writing on India’s trade relationship with any one country/ News Tracking related import and export
- End semester examination(Final exam)

Mapping of CO’s to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓	✓		✓
CO2	✓	✓		✓	✓
CO3	✓	✓	✓		✓
CO4	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code &Title	LMT3CJ203	OPERATIONS MANAGEMENT			
Type of Course	Major	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Basic understanding of business functions and management principles.				
Course Summary	This course introduces the core concepts and practices of operations management, covering areas such as plant layout, capacity planning, production control, maintenance, and quality management. It equips students with the skills to manage and improve operational efficiency in both manufacturing and service sectors.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	EvaluationToolsused
CO1	To understand the basic concepts, scope, and objectives of operations management.	U	C	Examinations /Seminars/ Group discussions/ Debate/ Role Play
CO2	To analyze plant location decisions, layout designs, and material handling techniques.	An	P	Examinations /Seminars/ Group discussions/ Quizzes/Case study

				analysis
CO3	To apply capacity planning and maintenance management techniques in operational contexts.	A	P	Group Discussions/ Quizzes/Assignment Examinations/ Case study/ Role play/ Viva voce
CO4	To evaluate work study methods including time and method studies and work measurement.	E	P	Seminars/ Group discussions/ Examinations/ Debate/ Management games
CO5	To create operations control plans using planning tools and techniques.	C	P	Seminars/ Group discussions/ Examinations/ Debate/ Group Presentation on Trends
CO6	To evaluate quality control processes and TQM practices in organizations.	E	C	Case Studies/Written exam/ Presentations/ Debates/ Assignment/ Quality Circles Simulation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Operations Management		10	15
	1	Meaning and definitions of Operations Management	2	
	2	Scope and objectives	3	
	3	Interaction with other functional areas	2	
	4	Characteristics of manufacturing and non-manufacturing operations	3	
II	Facilities Planning		10	15
	5	Facility Planning-Meaning ,Objective,Importance. Plant location and factors affecting location	2	
	6	Plant layout: process layout and product layout	3	
	7	Materials handlingPrinciples and types of equipment	2	
	8	MRP (Material Requirements Planning)	3	
III	Capacity and Maintenance Management		12	15

	9	Capacity planning and importance of capacity decisions	3	
	10	Determinants of effective capacity	3	
	11	Maintenance management and types of maintenance	3	
	12	Work study: time and method study, Work measurement: meaning, scope and importance	3	
IV	Operations Planning, Control & Quality Management		16	15
	13	Operations planning- Objectives and procedure	3	
	14	Operations control: meaning, importance, and objectives, Techniques of operation control	3	
	15	Concepts of quality and quality planning	3	
	16	Quality control: objectives and need for quality , Statistical quality control and control charts	3	
	17	Quality management in organizations,Quality circles: characteristics and objectives	2	
	18	Total Quality Management (TQM): characteristics, principles, benefits	2	
V	OPEN ENDED MODULE		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Quality Circles Simulation /Group Presentation on Trends		
	2	Management games / Group activities/Viva voce		

References:

- 1.Russell, Roberta S and Bernard W Taylor III, Operations Management, Pearson Education, New Delhi 2004.
- 2.Chase : Operations management for Competitive Advantage, Tata McGraw Hill,New Delhi.
- 3.Buffa , E.S ‘Modern Production Management’ , New York, John Wiley,1987
4. Adam, E.E and Ebert R.J ., ‘Production and operations management ’ Prentice Hall of india ,New Delhi 1995
5. Chary, S.N. ‘ Production and Operations Management’ , Tata McGraw Hill, New Delhi 19

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	1	3	2	3	1	2	2	2	2	1
CO 2	3	3	3	2	3	2	3	2	2	2	3	2	1
CO 3	3	3	3	3	3	3	3	2	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	2	3	2	3	3	2

CO 5	3	3	3	3	3	3	3	2	3	3	3	3	2
CO 6		3	3	3	3	3	3	3	2	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open Module Internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓		✓	✓
CO3	✓		✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓		✓	✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT4CJ201	SHIPPING & OCEAN FREIGHT LOGISTICS MANAGEMENT			
Type of Course	Major	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic knowledge of international trade, transport systems, business communication, and geography, along with computer literacy and analytical skills, is required for this course.				
Course Summary	This course provides a comprehensive overview of the shipping industry, covering the structure and functions of ships, types of cargo, and port operations including stevedoring and security. It explores shipping lines, containerization, shipment planning, and container handling processes such as FCL and LCL. Additionally, the course emphasizes key shipping documents like Bills of Lading, multimodal transport documents, and invoicing, while also introducing trade lane development and cargo release procedures. Overall, it equips students with essential knowledge of maritime logistics, port services, and international shipping practices.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the structure, functions, and classifications of ships, including their components, tonnages, drafts, and cargo types.	U	F	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project / Poster Making / Chart Work
CO2	To explain the roles and operations of ports, including stevedoring, lighterage services, pilotage, and port security mechanisms.	U	C	Examination/Assignment /Management games /Viva/MCQ/ Case studies/Course project / Poster Making / Chart Work
CO3	To apply knowledge of shipping line operations, including hub-and-spoke systems, container processes, and customer service practices.	Ap	P	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project / Poster Making / Chart Work
CO4	To plan and manage containerized shipments effectively using concepts like FCL, LCL, consolidation, and container de-stuffing.	Ap	P	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project / Poster Making / Chart Work

				Work
CO5	To interpret and handle key shipping documents such as Bills of Lading, Sea Waybills, and Multimodal Transport Documents.	An	P	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/Case studies/Course project / Poster Making / Chart Work
CO6	To analyze global shipping practices, trade lanes, multimodal transport logistics, and conditions of contract in maritime trade.	An	C	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project / Poster Making / Chart Work

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Shipping Industry and Business		8	15
	1	Description of a ship - Uses of a ship or a floating vessel	2	
	2	Classification of ship - (route point)(cargo carried) – Superstructure - Tonnages and Cubic -	2	
	3	Drafts and Load lines - Flag Registration -	2	
	4	Different Cargo (Packing, Utility or Value- Trimming – Cleansing - Unitized Cargo.	2	
II	Port Trusts and security agencies		14	15
	5	Lighterage Services and Security Port Trusts - Operational unit – Services – Seaports	2	
	6	Vessel Operations - Pilotage -Stevedoring	3	

	7	Dock Labour Boards - charges - Automated Container Handling	3	
	8	Role of Security Agencies	3	
	9	Security at Ports and Harbours	3	
III	Operations in Shipping		12	15
	10	Shipment Planning Basics - Preparing and Loading Containers	2	
	11	Types of container services - FCL – Consolidation- LCL	2	
	12	Advanced Scientific Shipment Planning	2	
	13	Hub and Spoke – Container Numbering	2	
	14	Process Flow - Shipping Sales	2	
	15	Container Destuffing	1	
	16	Quotations - Customer Service - Leads	1	
IV	Documentation - Billing of Lading Basics		11	15
	17	Advanced Learning in Bills of Lading - Sea Way Bill - Combined Transport - MBL – HBL – CY - CFS	2	
	18	Release of Cargo - Cross Tradeand Documentation - MTO - Multimodal Transport Document (MTD)	3	
	19	Conditions of Contract – Invoicing contents	3	
	20	Trade Lane Development - Consortium	3	
V	Practical		30	
	1	Case Study / Course Project / Poster Making / Chart Work		

Reference:

1. John F. Wilson. Carriage of Goods by Sea. Harlow: Longman(2010)
2. Manolis Kavussanos (2014)Theory and practice of Shipping Freight Derivatives, Kindle Edition
3. Dr. Jagdeep Singh (2022), Global Freight Forwarding, Shipping, and Logistics: Documents & Process Perspective, Kindle Edition

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	2	3	2	2	2	2	2	1

CO 2	3	3	3	2	3	2	3	2	2	2	3	2	2
CO 3	3	3	3	3	3	3	3	2	3	3	3	3	2
CO 4	3	3	3	3	3	3	3	2	3	3	3	3	2
CO 5	3	3	3	3	3	3	3	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	2	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play / Quizzes
- Assignment /Management games /Viva/MCQ
- Practical(Any one)-Case studies/Course project/Poster Making / Chart Work
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Practical	End Semester Examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code &Title	LMT4CJ202	AIR CARGO LOGISTICS MANAGEMENT			
Type of Course	Major	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	Basic knowledge of supply chain, international trade regulations, and logistics operations.				
Course Summary	This course offers a concise overview of air cargo logistics, covering aviation basics, airline operations, international routes, aircraft types, and airport codes. It includes airline industry history, safety, security, marketing strategies, customer service, and freight procedures. Key topics also include documentation, special				

cargo handling, rate calculations, booking, labeling, and industry standards, preparing students for efficient air cargo management.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamentals of air cargo operations and the airline industry.	U	F	Examination/ Quiz/ Assignment/ MCQs
CO2	To analyze the structure, layout, and classification of aircraft and ULD systems	An	C	Examination/Assignment/ Quizzes/ Seminars
CO3	To evaluate the functions of air transport systems and assess safety and security protocols	E	P	Examination/ Seminar/ Assignment/ Case studies/ MCQs
CO4	To apply marketing concepts and customer service strategies in air cargo logistics	Ap	C	Examination/Course Project/ Assignment/ Seminar/Role Play/ Group discussion
CO5	To demonstrate knowledge in documentation, cargo handling, and air freight forwarding practices	Ap	P	Examination/Role Play/ Dangerous goods classification/ Seminar/ MCQs
CO6	To perform cargo booking, rate calculation, DGR classification, and analyze industry trends	C	M	Examination/ Case study analysis /Course Project/ Role play/ Packaging code identification/ Dangerous goods classification/Seminar /Assignment

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Air Cargo		11	15
	1	Air Cargo- Meaning & Definition- Advantages	2	
	2	Aviation and Airline technology	2	

	3	IATA areas – Country – Currency – Airlines	2	
	4	Aircraft layout – Different types of aircraft - Aircraft manufacturers – ULD- Meaning- Types of ULD	3	
	5	International air routes – AirportCodes – Consortium – Hub & spoke	2	
II	Introduction to Airline Industry		11	15
	6	Introduction to Airline Industry- History – Importance of Air cargo industry- Navigation systems	2	
	7	Air transport system – Functions – Terminal area – Landside operations – Civil aviation	3	
	8	Safety and security – Aircraft operator’s security program – Security v/s facilitation – ICAO security manual	3	
	9	Training and awareness in airline – Rescue and Firefighting – Issues and challenges – Airline regulations	3	
III	Airline Marketing and Customer Service in Air Cargo Logistics		12	15
	10	Airline marketing and customer service – Standardization in logistics	2	
	11	Airfreight exports and imports- Understanding Airline Marketing- Marketing environment	2	
	12	Marketing research- Strategies and planning	2	
	13	Market segmentation – SWOT analysis – Marketing management and control	3	
	14	Consignee-controlled cargo – Sales leads – Routing instructions – Customer service – Future trends.	3	
IV	Air Freight Forwarding & Advices		11	15
	15	Air Freight Forwarding- Meaning- Special cargoes – Consolidation – Documentation – Air Way Bill (AWB) – Communication	2	
	16	Handling COD shipments – POD – Conditions of contract – Dangerous (DGR) or hazardous goods- Classificationof DGR	3	
	17	Advices - Booking – SLI – Labeling – Volume/Weight ratio	3	
	18	Shipment planning – TACT – Air cargo rates and charges – Air cargo services	3	
V	Practical		30	
	1	Case study analysis /Course Project/ Role play/ Group discussion/ Packaging code identification/ Dangerous goods classification		

References:

1. Prof. Dr. Siddhartha Ghosh(2022) Airline Cargo and Logistics Management, Notion press
2. Emmy Arsonval Maniriho (2022), Aviation, Air Cargo and Logistics Management: A Manual for Air Cargo Handlers and Shippers, Notion Press

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	2	2	3	2	3	2	2	2	2	2	1
CO 2	3	3	3	2	3	2	3	2	2	2	3	2	1
CO 3	3	3	3	2	3	3	3	2	3	2	3	3	2
CO 4	3	2	3	2	3	2	3	3	3	2	3	3	2
CO 5	3	3	3	3	3	3	3	2	3	3	3	3	2
CO 6	3	3	3	3	3	3	3	2	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games / Group activities/Mock interview/MCQ
- Practical(Any one)-Case study analysis /Course Project/ Role play/ Group discussion/ Packaging code identification/ Dangerous goods classification
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓		✓	✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT4CJ203	INTERNATIONAL LOGISTICS MANAGEMENT			
Type of Course	Major	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of supply chain, business management, international trade, and proficiency in communication and computer skills.				
Course Summary	This course provides a comprehensive overview of International Logistics Management, covering the evolution, significance, and functions of logistics in global trade. It explores the structure of the shipping industry, warehousing, containerization, and port operations in India. Students will learn about road and rail transport systems, including vehicle types, freight practices, documentation, and regulatory frameworks. Emphasis is also given to logistics information systems, third-party logistics, and the role of intermediaries, offering a holistic understanding of logistics operations in international business.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts and importance of international logistics management	U	C	Examinations/Quizzes/ MCQs/Assignment
CO2	To analyze the structure and functions of the shipping industry and logistics intermediaries	An	C	Examinations/ Case analysis/ Group discussion/ Assignment/ Seminar
CO3	To apply knowledge of warehousing, containerization, and port operations in real-world logistics	Ap	P	Examinations/Seminar/Role Play/ Management Games
CO4	To evaluate the efficiency and challenges of road and rail transport systems in logistics	E	C	Examinations/Assignment/ Seminar/ Group Discussions
CO5	To interpret documentation, legal aspects, and regulatory requirements in international logistics	U	F	Examinations/Assignment/Debate/ MCQs
CO6	To develop problem-solving skills through open-ended logistics-based tasks and simulations	C	M	Examinations/Global shipping route chart/ Container types identification chart

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to International Logistics Management		15	15
	1	International Logistics Management- Meaning- Importance of logistics in international business – Functions of international logistics– Role of intermediaries	3	
	2	Issues involved in the movement of goods- Integrated Logistics Management- Concept, Evolution, and Development	3	
	3	Logistics information system – Design of logistics information systems – IT in logistics – Total cost approach to logistics – Liabilities of carriers – Marine insurance for cargo	3	
	4	The General Structure of Shipping Industry- Cargo types- vessels and vessel characteristics-Liner service- Bulk service-Tramp service- The ocean liner conference system	3	
	5	Freight structure and practices- Coordination, Role of intermediaries – Forwarding and clearing agents- Freight brokers- Stevedores and Shippers agents	3	
II	Warehousing and Containerization		12	15
	6	Warehousing – Meaning&Importance- Repacking and other value-added service provided by logistics service providers- 3 PL and 4 PL logistics service	3	
	7	Containerization- Meaning & Importance- Types of containers and ICD-Port system and sub systems	3	
	8	Port organization and management- Responsibilities of port trusts- Growth and status of ports in India	3	
	9	Inland water transport-Issues in sea transport	2	
	10	Regulatory authorities for sea transport and their roles in India	1	
III	Road Transport System		9	15
	11	Introduction to Road Transport System- Classification of vehicles-types of roads in India- Full Truckload business(FTL) and Less than Truckload business(LTL)- Road parcel service business	4	
	12	Fleet management systems- Documents and permits required in road transport system	3	
	13	Problems in road transportation- Regulatory authorities involved with road transport system in India	2	
IV	Rail Transport Systems		12	15

	14	Rail Transport Systems- Types of railway wagons-Rakes Marshalling operations and yards	3	
	15	Railway Parcel service operations- Procedure for availing railway parcel or goods service	3	
	16	Documentations involved in Railway Parcel service -Types of railways	3	
	17	Advantages and disadvantages railway transport - Organization of Indian railways	3	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Global shipping route chart		
	2	Management games / Group activities/Container types identification chart		

References:

1. James F Roberson , William C. Capaciono, R Edwin Howe (1994), The Logistics ,
Publisher : Free PrHandbook
2. 2.Pierre David(2017), International Logistics: The Management of International Trade
Operations, Publisher : Cicero Books, LLC; 5th edition
3. Robert Chira,(2016), International Logistics Management, AuthorHouse UK

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	1	0	2	2	3	1	1	1	2	1	0
CO 2	3	3	3	1	2	2	3	2	1	2	2	1	1
CO 3	1	3	3	3	3	1	3	1	2	2	3	1	1
CO 4	1	3	3	3	3	1	3	2	3	3	3	1	1
CO 5	3	3	3	1	2	2	3	1	3	2	3	3	3
CO 6	1	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal

- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓		✓	✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓		✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT5CJ301	E-COMMERCE MANAGEMENT			
Type of Course	Major	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic computer literacy, familiarity with internet usage, a foundational understanding of business concepts, and awareness of online platforms and digital communication tools.				
Course Summary	This course provides a comprehensive understanding of e-commerce, covering its historical evolution, types, and applications within the Indian business context. Students will explore e-marketing strategies, internet technologies, e-security concerns, legal and ethical issues, and various electronic payment systems. The course emphasizes both theoretical concepts and practical applications, preparing students to navigate and manage digital business operations effectively in the evolving global marketplace.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the historical development and emergence of e-commerce globally and in the	U	C	Examination/Seminars/Group

	Indian business context, along with the challenges faced by Indian corporate during the transition to digital platforms.			discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project/ Create a Digital Marketing Poster
CO2	To identify and differentiate between various types of e-commerce models and evaluate the roles of online sales force, online service, support functions, and Electronic Data Interchange (EDI).	An	P	Examination/Assignment /Management games /Viva/MCQ/ Case studies/Course project / Create a Digital Marketing Poster
CO3	To explain the concepts and features of the Internet, including key technologies such as email, WWW, FTP, telnet, and evaluate the functions of intranet, extranet, ISDN, and TCP/IP.	E	F	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project /
CO4	To analyze the significance of e-security and understand the risks, threats, and vulnerabilities in the digital environment, particularly within the Indian e-business ecosystem.	An	P	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project
CO5	To evaluate legal and ethical issues in e-commerce including cyberstalking, privacy concerns, phishing, fraud, and threats to children in the internet age.	E	C	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/Case studies/Course project

CO6	To apply knowledge of electronic payment systems such as e-cash, e-cheques, smart cards, credit/debit cards, and digital signatures, and assess their associated risks and requirements in e-commerce transactions.	Ap	P	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to E-commerce		8	15
	1	History of E-Commerce, Emergence of the Internet	2	
	2	Emergence of the WWW- Advantages & Disadvantages of E-Commerce	2	
	3	Transition to E-Commerce in India- The Internet and India-E-transition Challenges for Indian Corporates.	4	
II	E-Marketing		14	15
	4	E-Marketing- Types of e-commerce	2	
	5	Online Advertising	3	
	6	EDI: Functions & components	3	
	7	Digital Marketing Tools and Channels	3	
	8	Mobile Marketing- Legal and Ethical Issues in E-Marketing	3	
III	Introduction to Internet		12	15
	9	Internet: History- Growth of Internet- Intranet and Extranet	2	
	10	Features of Internet	2	
	11	Email, WWW, ftp, telnet, newsgroup & video conferencing	2	
	12	ISDN- TCP/IP- Limitation of internet-Hardware & software requirement of Internet	2	
	13	Future Trends in Internet	4	
	IV	E-Security & E-Payment Systems		11
14		Security on the Internet- E-business Risk Management Issues- Information Security Environment in India	2	

	15	Legal and Ethical Issues: Cyberstalking, Privacy is at Risk in the Internet Age- Phishing, Application Fraud- Skimming, Copyright- Internet Gambling- Threats to Children	3	
	16	Electronic Payment Systems: E-Cash, e-cheque, credit cards- debit cards- smart cards; E-Banking,, Risk and e-Payment Systems, Digital Signature.	3	
	17	E-Banking and Online Fund Transfer- Risks in E-Payment Systems- Future Trends in E-Payments	3	
V	Practical		30	
	1	Case Study / Course Project / Create a Digital Marketing Poster		

Reference:

1. S.J. JOSEPH, P.T(2023)-E-Commerce - An Indian Perspective, PHI Learning Pvt Ltd
2. E-Commerce Strategy, Technologies and Applications, David Whiteley, Tata Mc-GrawHill (2017)
3. S.J. JOSEPH, P.T(2023)-E-Commerce, Publisher PHI Learning Pvt Ltd

Mapping of Co's with:

	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	2	1	2	1	3	2	3	2	2	2	2	2	1
CO2	2	2	3	2	3	2	3	2	2	3	3	2	2
CO3	2	1	2	3	2	2	2	2	2	3	3	2	2
CO4	2	1	3	2	2	2	2	2	2	3	3	3	2
CO5	2	1	2	1	2	2	3	3	2	2	2	3	2
CO6	2	2	3	3	3	3	2	2	3	3	3	2	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play / Quizzes
- Assignment /Management games /Viva/MCQ
- Practical(Any one)-Case studies/Course project/ Create a Digital Marketing Poster
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Practical	End Semester Examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓

CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT5CJ302	PORT MANAGEMENT & DOCUMENTATION			
Type of Course	Major	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	3		2	75
Pre-requisites	A basic understanding of shipping operations, logistics concepts, and general business management principles to effectively grasp port structure, operations, and regulations.				
Course Summary	This course provides comprehensive knowledge of port structure, functions, and operations, including berth management, cargo handling, and terminal operations. It covers port development phases, the impact of global trade growth, shipping technology, and regulatory frameworks governing port operations. Students will also explore environmental regulations, port security standards, ownership structures, administrative frameworks, and the role of information technology in modern port management, preparing them for careers in the port and logistics industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the structure, functions, and features of ports, including infrastructure, connectivity, and the roles of various port stakeholders.	U	C	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project /Port Identification Activity
CO2	To explain the procedures of port operations, berth management, cargo positioning, stowage planning, and safety measures in terminal and cargo handling.	Ap	A	Examination/Assignment /Management games /Viva/MCQ/ Case studies/Course

				project /
CO3	To analyze the global regulatory frameworks, international conventions, environmental regulations, and security standards governing port operations.	An	C	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/ Case studies/Course project /
CO4	To apply knowledge of export-import documentation, including preparation of purchase orders, invoices, certificates, licenses, customs forms, and bills of lading.	Ap	P	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project
CO5	To examine container types, freight charges, clearing procedures, various port charges, documentation flow, and the functions of agencies such as CHA, stevedores, ship agents, PHO, and immigration.	An	P	Examination/Seminars/Group discussions/Debate / Engaging in role play / Quizzes/Case studies/Course project
CO6	To evaluate integrated logistics activities such as cross docking, cargo flow management, safety compliance, and coordination among stakeholders to ensure efficient port operations.	E	M	Examination/Assignment /Management games /Viva/MCQ/Case studies/Course project / Cross-Docking Chart

Detailed Syllabus:

Module	Unit	Content	Hours	Marks
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				(60)
I	Introduction to port		8	15
	1	Main functions and features of ports: Infrastructure and connectivity –Types of port	2	
	2	Administrative functions-- Operational functions	2	
	3	Main services: Services and facilities for ships - Administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.	4	
II	Port Operations & Global regulatory organizations		14	15
	4	Berths and Terminals - Berth Facilities and Equipment - ship Operation - Pre- shipment planning, the stowage plan and on-board stowage	2	
	5	cargo positioning and stowage on the terminal - Developments in cargo/container handling and terminal operation - Safety of cargo operations	4	
	6	Conventions and Reports. Environment regulation: Port environmental pollution - Environmental Management System	4	
	7	HAZMAT (Hazardous Materials) - BWM (Ballast Water Management). Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400.	4	
III	Container and Formalities		12	15
	8	Major types of container - Based on its purpose and size- Major ports in India- Parties involved in Export and import	2	
	9	Types of charges-Export Local charges-Ocean freight - Import local charges-Clearing procedures-CAN-ETD-ETA- CRO releasing	2	
	10	Types of BL- Original BL-Seaway BL-Surrender BL- Switch BL-RFS BL (Received for shipments)- Types of BL based on who issues it- Master BL- House BL	2	
	11	After vessel sail EGM filing- Invoice preparation - Sending TDR(Terminal Departure Report) & FM (Freight Manifest) preparation along with BL to destination - BL issuance	2	
	12	Key Activities Done before vessel berth- Key Activities Done After vessel berth- Returning of container	4	

IV	Terms ,codes. Import & Export major documents		11	15
	13	Inco terms- FOB-CIF-DDP-CHA	3	
	14	Airport codes-country codes- Cross docking and reasons for cross docking	4	
	15	Purchase Order (PO)- Commercial Invoice- Packing List- Certificate of Origin (COO)- Import License - Export License -Insurance Certificate- Customs Declaration Form- Bill of Entry- Airway Bill	4	
V	Practical		30	
	1	Case Study / Course Project / Port Identification Activity/ Cross-Docking Chart		

Reference:

1. WORLD BANK. 2007, Port Reform Tool Kit. World Bank, Washington.
2. MARIA G.BURNS. 2014., Port Management and Operations. CRS Press, U.K.
3. ALAN E.BRANCH. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	2	2	2	1	3	2	2	2	1	2	1
CO 2	2	3	3	3	3	2	3	3	3	2	3	2	1
CO 3	3	2	3	2	2	3	3	2	2	2	3	3	2
CO 4	3	3	3	3	3	2	3	2	3	3	2	2	2
CO 5	3	3	3	3	3	2	3	3	3	3	3	2	2
CO 6	2	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play / Quizzes
- Assignment /Management games /Viva/MCQ
- Practical(Any one)-Case studies/Course project/ Port Identification Activity/ Cross-Docking Chart
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Practical	End Semester Examination

CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT5CJ303	WORKFORCE MANAGEMENT			
Type of Course	Major	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Basic understanding of organizational structure and management functions				
Course Summary	This course provides a comprehensive overview of workforce management by covering key areas such as human resource planning, recruitment, training and development, performance appraisal, career planning, and grievance redressal. It equips students with practical skills and theoretical knowledge to effectively manage and optimize human resources in an organizational setting.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts and functions of Workforce Management.	U	F	Examinations/ Group discussions/ Quizzes/ Management games/ Case study/Seminar
CO2	To analyze the process of human resource planning, job analysis, and job design.	A	C	Assignments/ Case study/ Examinations/ Viva/ Quizzes/ Engaging in role play
CO3	To apply various training methods and evaluate their effectiveness for workforce development.	A	P	Examinations Seminar/ Group discussions/ Engaging in role play/ Case study/MCQ
CO4	To examine the procedures and challenges in performance appraisal and career planning.	An	C	Group discussions/ Examinations/CV Making / Quizzes/ MCQ/Assignment

CO5	To evaluate grievance redressal mechanisms and understand employee rights and absenteeism.	A	P	Assignments/ Examinations/ Engaging in role play/ Management games/ Case study/Assignment
CO6	To develop the analytical ability of students to evaluate marketing strategies and apply them in real-world business and logistics environments.	E	M	Examinations /Case study/ Debate/ Quizzes/ Management games/Mock interview/Seminar

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Workforce & Human Resource Management		10	15
	1	Workforce Management: Definition, Importance, Scope, Features and Functions	3	
	2	Human Resource Management: Definition, Importance, Scope, Features and Functions	3	
	3	Role, Powers, Responsibilities, and Qualities of Workforce/HR Manager	2	
	4	Relationship between Workforce Management and Human Resource Management	2	
II	Human Resource Planning-Job Analysis-Job Design, Job Description & Job Evaluation		10	15
	5	Human Resource Planning: Need, Importance, and Process - Job Analysis: Process, Significance, and Methods	2	
	6	Job Description: Contents and Importance Job Specification: Contents and Importance	3	
	7	Job Design: Factors Affecting and Methods	2	
	8	Job Evaluation: Objectives, Advantages, Procedure, and Limitations	3	
III	Human Resource Development and Recruitment		12	15
	9	Human Resource Development: Characteristics and Objectives	3	
	10	Training: Need, Methods (On the Job-Off the Job Training), and Evaluation	4	
	11	Recruitment: Methods, Sources, and	3	
	12	Poaching/Raiding	2	

IV	Performance Appraisal, Career Planning & Grievance Redressal		16	15
	13	Performance Appraisal: Need, Importance, Process, and Problems	3	
	14	Career Planning and Career Development: Features, Process, Methods, Objectives, and Limitations	3	
	15	Grievance Redressal: Meaning, Causes, Procedure	3	
	16	Rights of Grievant, Essentials of a Good Grievance Procedure	3	
	17	Absenteeism	2	
	18	Job roles and functions related to workforce management in logistics Industry-Problems Faced by Employees in Logistics Industry	2	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Mock Interview		
	2	Management games / Group activities/CV Making		

References:

1. John Stredwick (2005), Introduction To Human Resource Management Second Edition , Publisher : A Butterworth-Heinemann Title
2. Kandula S.R(2013), Competency: Based Human Resource Management, Prentice Hall India Learning Private Limited

Mapping of Co's with:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	2	2	1	3	2	3	2	2	2	2	2	1
CO 2	3	2	3	2	3	2	3	2	2	3	3	2	2
CO 3	3	3	2	3	2	2	3	2	2	3	3	2	2
CO 4	2	2	3	2	2	2	3	3	2	3	3	3	2
CO 5	2	2	2	1	2	2	3	2	2	2	2	3	2
CO 6	3	1	3	3	3	2	3	2	3	3	3	2	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓		✓	✓	✓
CO6	✓	✓		✓	✓

19. DETAILED SYLLABUS OF THE ELECTIVE COURSES (MAJOR)

Course Code & Title	LMT4EJ211	BUSINESS STATISTICS			
Type of Course	Major Elective	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic numerical ability, familiarity with fundamental mathematical operations, and a general understanding of business concepts."				
Course Summary	This course introduces the fundamental concepts and methods of statistics with a focus on business and industry applications. It covers data collection, classification, tabulation, and graphical representation. Students will learn to compute and interpret measures of central tendency and dispersion, perform correlation and regression analysis for forecasting, and analyze time series data to identify trends and seasonal variations. Emphasis is placed on developing analytical and decision-making skills using statistical tools relevant to business contexts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the basic concepts, origin, meaning, scope, and limitations of statistics and its relevance to business and industry.	U	C	Examinations /Seminars/ Management games / Group activities/Viva voce
CO2	To acquire skills in collection, classification, tabulation, and graphical representation of statistical data.	Ap	P	Examinations /Assignment/ Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey
CO3	To apply appropriate measures of central tendency (mean, median, mode) and measures of dispersion (standard deviation, coefficient of variation) for data analysis.	Ap	P	Seminars/ Examinations/ Management games / Group activities/Viva voce
CO4	To compute and interpret simple correlation and regression analysis, including Karl Pearson's correlation, rank correlation, and regression equations for forecasting.	An	P	Assignment/ Examinations/ Group discussions/Debate/ Engaging in role play/ Quizzes/A small

				survey
CO5	To analyze time series data and compute trends and seasonal variations using simple average methods.	An	P	Seminars/ Examinations/ Management games / Group activities/Viva voce
CO6	To develop problem-solving and decision-making skills by applying statistical methods to real-world business and industry situations.	C	M	Assignment/ Examinations /Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Business statistics Introduction		10	15
	1	Origin – Meaning –Importance of Business statistics	3	
	2	Scope of statistics- Limitations of statistics-Steps of statistical process	4	
	3	Discriptive statistics-Inferential statistics-Relationship with business and industry.	3	
II	Collection of Data		10	15
	4	Collection of Data- Classification and tabulation of statistical data	3	
	5	Types of data-Primary data-Secondary data-methods	4	
	6	Pie chart-Advantages-Disadvantages-Areas-Draw a pie chart	3	
III	Measures of Central Tendency		10	15
	7	Measures of Central Tendency- Mean - Median and Mode- Meaning and Computation	4	
	8	Mode advantages and disadvantages-Standard deviation	4	
	9	Coefficient of variation.	2	

IV	Correlation, Regression & Time Series Analysis		18	15
	10	Correlation-Definition –Types-Methods-Karl Pearson’s Correlation-Computations	3	
	11	Spearman Rank correlation - Computations	3	
	12	Regression equations- Computations-Correlation & regression difference	4	
	13	Time Series Analysis –Definition-Utilities-Components of time series	4	
	14	Three yearly moving average-Five yearly moving average	4	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey		
	2	Management games / Group activities/Viva voce		

References:

1. S.P. Gupta.(1995) Statistical methods. Sulthan Chand and sons. Revised Edition
2. Padmalochan Hazarika (2005) A Textbook of Business Statistics, Publisher : Schand
3. Business Statistics (DPH Mathematics Series) Hardcover –Publisher : Discovery Publishing House; First Edition (1 January 1993)

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	3	2	3	2	3	2	2	2	2	2	1
CO 2	3	2	3	2	3	2	3	2	2	3	3	2	1
CO 3	3	2	3	3	3	2	3	2	3	3	3	2	2
CO 4	3	2	3	3	3	2	3	2	3	3	3	2	2
CO 5	3	2	3	3	3	3	3	2	3	3	3	2	2
CO 6	3	2	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT4EJ212	MANAGERIAL ECONOMICS			
Type of Course	Major-Elective	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Basic knowledge of economics and business concepts.				
Course Summary	This course introduces students to the basic principles of managerial economics, focusing on demand and supply analysis, consumer behavior, market structures,				

	pricing strategies, and key features of the Indian economy to support effective business decision-making.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the nature, scope, and applications of managerial economics.	U	C	Written examination/ Quiz/ Seminar/Assignment/MCQ
CO2	To apply the principles of demand and supply to interpret elasticity and forecasts.	A	P	Examination/ Seminar/ Assignment/Quiz/ MCQ/ Viva voce
CO3	To analyze consumer behavior theories and differentiate market structures.	An	C	Written Examination/ Seminar/ Assignment/ Quiz/MCQ/ Structure Case Study
CO4	To evaluate various pricing strategies and practices used in business decisions.	E	P	Written Examination/ Seminar/ Assignment/ Quiz/MCQ/ Management games
CO5	To identify key macroeconomic issues affecting the Indian economy.	R	F	Written examination / Seminar/Quiz/MCQ/ Economic Debate
CO6	To create economic solutions through collaborative and critical thinking.	C	M	Assignment/Written Examination/ Seminar

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)

I	Introduction to Managerial Economics		10	15
	1	Managerial Economics – Definition, Characteristics, Nature and Scope	2	
	2	Economics vs. Managerial Economics	3	
	3	Decision Making and Forward Planning, Relationship with Other Disciplines	3	
	4	Role of Managerial Economist	2	
II	Demand and Supply Analysis		10	15
	5	Demand- Meaning, Law of Demand-Exceptions of Law of Demand- Determinants of Demand-Demand Function and Demand Curve	2	
	6	Elasticity of Demand – Types and Measurement-Determinants of Price Elasticity of Demand	3	
	7	Demand Forecasting – Concept and Methods,-Factors Affecting Demand Forecasting	2	
	8	Supply-Market Supply Function-Determinants of Supply, Law of Supply-Elasticity of Supply	3	
III	Consumer Behaviour and Market Structures		12	15
	9	Consumer Behaviour, Utility Theory – Cardinal and Ordinal Approaches	3	
	10	Law of Diminishing Marginal Utility	3	
	11	Consumer Surplus,-Indifference Curve Analysis and Consumer Equilibrium	3	
	12	Market Structures – Definition and Characteristics, Types of Market: – Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly	3	
IV	Pricing Policies, Practices and Macroeconomic Aspects		16	15
	13	Pricing – Meaning, Objectives, Factors Governing Pricing	3	
	14	Pricing Methods: – Cost-plus or Full Cost Pricing – Target Pricing – Marginal Cost Pricing – Going Rate Pricing – Follow-up and Barometric Pricing	3	

	15	Pricing of New Products – Price Skimming & Penetration Pricing	3	
	16	Macroeconomics – Scope,Importance,Major Concerns	3	
	17	Basic Characteristics of Indian Economy-Issues in Indian Economy (Growth, Unemployment, Poverty, Inequality, Inflation/Deflation)	2	
	18	Unemployment-Types of Unemployment Poverty- Types of Poverty Inflation-Types of Inflation	2	
V	OPEN ENDED MODULE		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Economic Debate/Market Structure Case Study		
	2	Management games / Group activities/Viva voce		

References:

1. D N Dwivedi (2015) Managerial Economics, Publisher : Vikas Publishing House
2. Dominick Salvatore, Siddhartha K. Rastogi(2020) Managerial Economics ,Publisher: Oxford University Press

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	3	2	3	2	2	2	3	3	2
CO 2	3	2	3	3	3	2	3	2	2	2	3	3	2
CO 3	3	2	3	3	3	3	3	2	2	2	3	3	2
CO 4	3	2	3	3	3	3	3	2	2	2	3	3	3
CO 5	3	2	3	2	3	3	3	2	2	2	3	3	3
CO 6	3	2	3	3	3	3	3	3	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open Module Internal	End semester examination
CO1	✓	✓	✓	✓	✓

CO2	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT4EJ213 INTRODUCTION TO ENTREPRENEURSHIP				
Type of Course	Major Elective	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic knowledge of business concepts, economic principles, creativity, and communication skills is required to understand and apply entrepreneurial processes.				
Course Summary	This course provides a comprehensive introduction to entrepreneurship, covering its evolution, characteristics, and the critical role it plays in economic development. Students will explore the entrepreneurial decision-making process, including opportunity recognition, idea generation, business planning, resource mobilization, and implementation. The course emphasizes the development of entrepreneurial competencies such as risk-taking, adaptability, and leadership, while also introducing students to the entrepreneurial support ecosystem, including incubators, venture capital, and government initiatives like Kerala Start-up Mission. Special focus is given to women entrepreneurship, rural entrepreneurship, and emerging forms such as digital, sustainable, health, and agri-entrepreneurship. Practical sessions including group discussions, business idea generation, and role plays enable students to apply theoretical knowledge in real-world contexts and foster an entrepreneurial mindset.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts of entrepreneurship, including its evolution, characteristics, and the role of entrepreneurs in the economy.	U	C	Examinations /Seminars/ Management games / Group activities/Viva voce
CO2	To develop an entrepreneurial mindset by recognizing personal traits, overcoming challenges, and cultivating competencies essential for successful entrepreneurship.	Ap	P	Examinations /Assignment/ Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey/ Business Idea Generation

CO3	To analyze the entrepreneurial decision-making process, apply creativity and ideation techniques, and conduct feasibility studies for new business opportunities.	An	P	Seminars/ Examinations/ Management games / Group activities/Viva voce/ Entrepreneur Story Collection
CO4	To demonstrate knowledge of business planning, resource mobilization, execution strategies, and develop essential entrepreneurial competencies like risk-taking, adaptability, and goal setting.	Ap	P	Assignment/ Examinations/ Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey
CO5	To identify and evaluate various entrepreneurial support systems in India, including the role of government, private agencies, incubators, and Kerala Start-up Mission (KSUM).	E	C	Seminars/ Examinations/ Management games / Group activities/Viva voce
CO6	To examine the various dimensions of entrepreneurship, including women entrepreneurship, rural entrepreneurship, digital, sustainable, health, wellness, and agri-entrepreneurship, and their significance in socio-economic development.	An	C	Assignment/ Examinations /Group discussions/Debate/ Engaging in role play/ Quizzes/A small survey/ Entrepreneur Story Collection

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Entrepreneurship		10	15
	1	Entrepreneurship – Definition and characteristics of entrepreneurship Evolution of entrepreneurship- Different Types of Entrepreneurs	3	
	2	Entrepreneurial Mind-set and Traits, Developing an Entrepreneurial Mind-set-Traits of successful entrepreneurs	4	
	3	Overcoming Common Entrepreneurial Challenges-Importance of entrepreneurship in the economy	3	
II	Entrepreneurial Decision-making Process & Competencies		10	15
	4	Entrepreneurial decision making process-Steps involved- Opportunity Recognition and Idea Generation	3	
	5	Identifying market needs and trends-Creativity and ideation techniques-Feasibility study	2	

	6	Business Planning- Resource mobilisation-Execution and implementation	2	
	7	An overview of Entrepreneurial Competencies-Risk-taking and Decision-making, Vision and Goal Setting-Adaptability and Change Management	3	
III	Entrepreneurial Support System		10	15
	8	Entrepreneurial support system in India-Role of various agencies	2	
	9	Incubators and Accelerators- Venture capital firms- Angel Investors- Start-up Hubs and Clusters-Role of education institutions	4	
	10	Overview of Kerala's Entrepreneurial Landscape - Role of Government and Private agencies in supporting entrepreneurs	2	
	11	Introduction to Kerala Start-up Mission (KSUM) and Other key organizations- Role of industries/entrepreneur's associations and self-help Groups	2	
IV	Dimensions of Entrepreneurship		18	15
	12	Definition and Characteristics of Women Entrepreneurship Significance of women's involvement in entrepreneurship	4	
	13	Challenges faced by women entrepreneurs-Overcoming self-limiting beliefs-Steps taken by the Government to promote women entrepreneurship	4	
	14	Rural Entrepreneurship-Definition and characteristics-Importance of entrepreneurship in rural development	5	
	15	An overview of new forms of entrepreneurship-Digital entrepreneurship-Sustainable and Eco-Entrepreneurship-Health and Wellness Entrepreneurship-Food and Agri-Entrepreneurship	5	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/ Entrepreneur Story Collection		
	2	Management games / Group activities/Viva voce/ Business Idea Generation		

References:

1.Anjan,R.Managing New Ventures, Concepts and Cases in Entrepreneurship, New Delhi,PHIL earning Private limited.

2. Bhide A, The Origin and Evolution of New Businesses, New York, Oxford University Press.
 3. Brandt, S.C. (1997). Entrepreneurship: The 10 Commandments for Building a Growth Company. New Delhi: Mc Millan Business Books.
 4. Manjunath, N. (2008). Entrepreneurship & Management. Bangalore: Sanguine Technical Publishers.
 5. Khanka S.S. - Entrepreneurial Development - S Chand and Sons

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	3	2	3	2	2	2	2	3	2
CO 2	3	2	3	2	3	2	3	3	3	2	3	3	3
CO 3	3	2	3	2	3	3	3	3	3	2	3	3	3
CO 4	3	2	3	3	3	3	3	3	3	2	3	3	3
CO 5	3	2	3	3	3	3	3	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓		✓	✓	✓
CO2	✓	✓		✓	✓
CO3	✓		✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓		✓	✓	✓
CO6	✓	✓		✓	✓

Course Code & Title	LMT5EJ311	BANKING & INSURANCE MANAGEMENT			
Type of Course	Major-Elective	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Basic understanding of economic and financial concepts.				
Course Summary	This course provides a foundational understanding of banking and insurance, covering the structure and functions of banks in India, key banking operations, negotiable instruments, electronic banking services, and the basic principles and types of insurance.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the basic structure and functions of banks in India	U	C	Examinations /Seminars/ Group discussions/ Debate/MCQ/News Analysis
CO2	To identify various types of banks and their roles in economic development	R	F	Examinations /Seminars/ Group Chart Making/Assignment/ Quizzes/ MCQ
CO3	To explain the use and importance of negotiable instruments in banking	U	C	Seminars/ Group discussions/ Examinations/ MCQ/ Bank Forms Filling Practice
CO4	To describe the different e-banking services available to customers	U	C	Seminars/ Group discussions/ Examinations/ Assignment/Quizzes/ MCQ/ Engaging in role play
CO5	To distinguish between different types of insurance and their applications	A	C	Seminars/ Group discussions/ Examinations/ Debate/MCQ/ Viva voce/Assignment
CO6	To analyze the role of IRDA in regulating the	A	P	Seminars/ Group

	insurance sector			discussions/Assignment/Examinations/MCQ/Management Games
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Banking & Structure		10	15
	1	Banking: Meaning, definition, characteristics Origin and development of banking	3	
	2	Types of banks, Banks and economic development, Innovative functions in banking	3	
	3	Structure of Banking in India: IDBI, EXIM Bank: objectives and functions, Co-operative banks, NABARD, NHB: objectives and functions	2	
	4	Functions of commercial banks Central Bank – RBI: Functions and departments	2	
II	Negotiable Instruments & Electronic Payments		10	15
	1	Negotiable Instruments: Definition, characteristics, types, Parties to negotiable instruments	2	
	2	Cheques and crossing of cheques, Drafts	3	
	3	Endorsement: significance, kinds, general rules, regularity	2	
	4	Electronic payments: types and characteristics	3	
III	E-Banking		12	15
	1	Need and importance of E-banking	3	
	2	CORE banking, Virtual banking	3	
	3	ATM, credit/debit cards, smart cards, internet and mobile banking.	3	
	4	Mobile banking Telebanking Online payment systems	3	
IV	Insurance & IRDA		16	15
	1	Concept and need of insurance Insurance as a security tool	3	

	2	Insurance and economic development	3	
	3	Principles of insurance	3	
	4	Types of insurance: Fire, Marine cargo, Medical, Motor vehicle, Freight, Property insurance	3	
	5	General principles of life insurance contracts	2	
	6	IRDA: Role, powers, functions, duties	2	
V	Open ended module		12	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Group Chart Making/Bank Forms Filling Practice		
	2	Management games / Group activities/Viva voce/News Analysis		

References:

1. Naraesh K Dr. Byram Anand, Dr. Perumalla Varalaxmi, Dr. Shyma K, Dr. Goutam Tanty (2023) BANKING & INSURANCE MANAGEMENT, Publisher : REDSHINE PUBLICATION
2. Adam Lerwick (2014), BANKING & INSURANCE MANAGEMENT, Publisher : Random Publications

Mapping of CO's with:

	PS O1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	2	2	1	2	1	3	2	2	1	2	3	1
CO2	3	2	3	1	3	2	3	3	3	2	3	3	2
CO3	3	2	3	2	3	2	3	2	3	2	3	3	2
CO4	3	2	3	3	3	3	3	3	3	3	3	3	2
CO5	3	2	3	2	3	2	3	2	3	2	3	3	2
CO6	3	2	3	2	3	3	3	2	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination (Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT5EJ312 PRINCIPLES OF MANAGEMENT				
Type of Course	Major-Elective	Semester	5	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Students should have a basic understanding of business concepts, organizational structure, communication skills, and analytical thinking, along with a willingness to participate in collaborative activities.				
Course Summary	This course covers the fundamental principles, functions, and evolution of management, highlighting key concepts such as planning, organizing, staffing, directing, and controlling. It explores management theories, leadership styles, HRM practices, and contributions by pioneers like F.W. Taylor and Henry Fayol. Practical understanding is reinforced through activities like group discussions, role plays, and presentations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the evolution, nature, and significance of management along with the contributions of key management thinkers like F.W. Taylor and Henry Fayol.	U	C	Examination / Seminar/Debate / Engaging in role play/ Quizzes / Poster Making / Chart Work

CO2	To explain the process and importance of planning, types of plans, decision-making techniques, and forecasting in organizational management. □	U	P	Examination / Assignment / Group discussions/Management games / Group activities/ Viva voce / Presentation
CO3	To analyze organizational structures, span of control, delegation, and the impact of organizational culture and group dynamics.	An	C	Examination / Seminar/Debate / Engaging in role play/ Quizzes / Poster Making / Chart Work /Group activities/ Viva voce / Presentation
CO4	To apply staffing principles, HRM approaches, and performance appraisal methods in managing human resources effectively.	Ap	P	Examination / Assignment /Group discussions/Management games / Group activities/ Viva voce / Presentation/Quizzes / Poster Making / Chart Work
CO5	To evaluate the principles and importance of directing, supervision, motivation, and leadership styles in influencing employee performance.	E	C	Examination / Seminar/Debate / Engaging in role play/ Quizzes /Viva voce / Presentation
CO6	To demonstrate managerial skills through practical activities such as group discussions, role plays, debates, and management games to enhance real-world application of concepts.	C	M	Examination / Assignment /Group discussions/Management games / Group activities / Viva voce / Presentation

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Management		10	15
	1	Definition - Evolution of Management	3	
	2	Nature of Management -Management as a Process - Management as Science and Art - Importance of Management	3	

	3	Schools of Management Thought - Levels of Management	2	
	4	Principles of Management, F.W.Taylor and Henry Fayol - Management and Administration	2	
II	Planning and Organizing		10	15
	1	Objectives - Types of plans - Single use plan and Repeated plan – Planning process - Importance of planning - Limitations of planning- MBO, MBE	2	
	2	Strategic planning and formulation. Decision making - Types and process of Decision Making - Forecasting	3	
	3	Types of organizing Structure - Formal and Informal, Line and Staff, Functional – Organization Structure and Design - Span of control	2	
	4	Delegation and Decentralisation of Authority and Responsibility - Organisational Culture and Group dynamics.	3	
III	Staffing and Directing		12	15
	1	Importance of Staffing-Elements of Staffing-Scope of Staffing-Factors affecting Staffing-Systems Approach to HRM	3	
	2	Performance appraisal and Career Strategy - HRD - meaning and concept - HRD Methods	3	
	3	Directing - Definition – Principles of Directing Need and Importance – Supervision - Role and Functions of a Supervisor - Direction and Supervision	3	
	4	Motivation - Theories of Motivation - Herzberg and McGregor. Leadership – Importance - Styles of Leadership.	3	
IV	Controlling		16	15
	1	Controlling - Meaning and Concept	3	
	2	Features - Significance	3	
	3	Objectives of Control	3	
	4	Limitations of Controlling	3	
	5	Types of Control.	2	
	6	Steps in Control	2	
V	Open ended module		12	
	1	Group discussions / Debate / Engaging in role play / Quizzes / Poster Making / Chart Work		
	2	Management games / Group activities/Viva voce / Presentation		

Reference:

1. Moshal(2009) B.S. Principles of Management, Ane Books India,New Delhi
2. Bhatia R.C. (2009)Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger.(2002) Introduction to Management, Palgrave Macmillan, New York.

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	P07
CO 1	3	2	2	2	3	2	3	2	2	2	2	3	2
CO 2	3	2	3	3	3	2	3	2	2	2	3	3	2
CO 3	3	2	3	3	3	3	3	3	3	2	3	3	3
CO 4	3	2	3	3	3	3	3	3	3	2	3	3	3
CO 5	3	2	3	3	3	3	3	3	3	2	3	3	3
CO 6	3	2	3	3	3	3	3	3	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open Module Internal	End Semester Examination
CO1	✓	✓		✓	✓

CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT5EJ313	RETAIL MANAGEMENT			
Type of Course	Major-Elective	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	Basic understanding of marketing principles and consumer behavior is essential for effective learning of retail management concepts.				
Course Summary	This course provides a comprehensive understanding of the retail industry, including its significance, types, and evolving strategies such as multi-channel retailing. It delves into consumer buying behavior, market segmentation, merchandise management, retail operations, and communication strategies essential for effective retailing. The course also emphasizes practical learning through group activities, presentations, and interactive sessions to build industry-relevant skills.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamentals of retailing, including its significance in India, types of retailers, and retail market strategies.	U	C	Examination / Seminar / Group discussions / Debate / Engaging in role play / Quizzes / Poster Making / Chart Work / Management games / Group activities/Viva voce / Presentation
CO2	To analyze the consumer buying decision process and identify the key factors influencing consumer behavior in a retail context.	An	C	Examination / Assignment / Group discussions / Debate / Engaging in role play / Quizzes / Poster Making / Chart Work / Management games / Group

				activities/Viva voce / Presentation
CO3	To apply market segmentation strategies and evaluate the factors affecting retail store location and post-purchase behavior.	Ap	P	Examination / Seminar / Group discussions / Debate / Engaging in role play / Group activities/Viva voce / Presentation
CO4	To demonstrate knowledge of merchandise management, including planning, buying, pricing, and category management.	Ap	P	Examination / Assignment / Group discussions / Quizzes / Poster Making / Chart Work
CO5	To evaluate and apply various methods of retail communication, store layout planning, and visual merchandising techniques.	E	C	Examination / Seminar / Debate / Engaging in role play/ Viva voce / Presentation / Quizzes
CO6	To develop practical and interpersonal skills through group discussions, role plays, quizzes, and other interactive activities that enhance problem-solving and decision-making in retail management.	C	M	Examination / Assignment / Group discussions / Debate / Engaging in role play / Quizzes / Poster Making / Chart

Module	Unit	Content	Hours	Marks (60)
I	Introduction to Retailing		10	15
	1	Retailing in India - Significance of Retail Industry - Types of Retailers	3	
	2	Characteristics of Retailer – Merchandise - Types of Merchandise – Multi Channel Retailing - Retail Market Strategy.	3	
	3	Consumer Buying Behaviour - Factors Influencing Consumer Behaviour- Post Purchase Behaviour	2	
	4	The Buying Process- Types of Buying Decisions- Consumer Buying Decision Process	2	
II	Market Segmentation		10	15
	1	Bases for Market Segmentation - Information System and Supply Chain Management	2	
	2	CRM process in retailing - Retail Store Location	3	

	3	Types of retail location-Site selection	2	
	4	Factors affecting location-Steps involved in choosing a retail location	3	
III	The Merchandise Management		12	15
	1	Types of Merchandise- Managing the Merchandise Planning Process	3	
	2	Merchandise Buying and Handling Process	3	
	3	Role of Merchandiser - Retail Pricing	3	
	4	category management - Six components Retail organization - Human Resource, Finance and Operation Dimensions. Customer Relationship Management	3	
IV	Retail Communication Mix		16	15
	1	Methods of Retail Communication Mix-Advertising- Sales Promotion	3	
	2	Personal Selling -Publicity in Marketing	3	
	3	Store Layout -Factors Affecting Store Layout	3	
	4	Interior and Exterior Retail Store Layout	3	
	5	Store Design and Visual Merchandising - Objectives	2	
	6	Retail Customer Service	2	
V	Open ended module		12	
	1	Group discussions / Debate / Engaging in role play / Quizzes / Poster Making / Chart Work		
	2	Management games / Group activities / Viva voce / Presentation		

Reference:

1. Levy, Michael & Barton A. Weitz, Retailing Management, Irwin, London.
2. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill (3rd Edition), 2010
3. Piyush Kumar Sinha, Uniyal, Managing Retailing, Oxford University Press, 2007
4. Chetan Bajaj, Rajnish Tuli & Nidhi Srinivastava, Retail Management, Oxford University Press, 2010
5. Barry Berman & Joel Evans, Retail Management – A strategic Approach (11th Edition), 2010

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
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CO 1	3	2	2	1	3	1	3	2	2	1	2	3	1
CO 2	3	2	3	1	3	2	3	3	3	1	3	3	2
CO 3	3	3	3	2	3	2	3	3	3	2	3	3	2
CO 4	3	3	3	3	3	2	3	3	3	3	3	3	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open Module Internal	End Semester Examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

20. DETAILED SYLLABUS OF THE FOUNDATION COURSES

Course Code &Title	LMT1FS111	WAREHOUSE MANAGEMENT			
Type of Course	SEC	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic knowledge of logistics and supply chain management concepts.				
Course Summary	This course aims to equip students with a comprehensive understanding of warehousing concepts, inventory control systems, and warehouse management systems (WMS). It covers the various types of warehouses,				

	the principles and cost implications of inventory, and the necessity of effective WMS for optimizing storage and distribution.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the types and cost related with inventory	U	C	Examinations/ Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes
CO2	To train and equip the students in warehouse management systems	An	P	Examinations /Assignment /Management games / Group activities
CO3	To understand the importance ABC Inventory Control	U	C	Examinations /Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes/ Inventory Classification Exercise
CO4	To understand the importance and usage of Bar coding technology and applications of RFID technology.	U	C	Examinations /Assignment /Management games / Group activities
CO5	To understand the importance of Vehicle travel path(time) ,Handling time and vehicle utilization	U	C	Examinations/ Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes

CO6	To understand the various distribution approaches	U	C	Examinations /Assignment /Management games / Group activities
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Introduction to Warehousing		5	10
	1	Concepts – Decision making – Operations	1	
	2	Need for warehousing–Issues affecting warehousing	1	
	3	Various warehousing facilities	1	
	4	Different types of warehouses	1	
	5	Characteristics of ideal ware houses	1	
II	Introduction to Inventory Management		12	10
	6	Role in supply chain –Role in competitive strategy	3	
	7	Role of inventory – Functions of inventory- Types of inventory	3	
	8	WIP inventory –Finished goods inventory –MRO inventories	3	
	9	Cost of inventories - Need to hold inventory	3	
III	Warehouse Management Systems		11	15
	10	Introduction – The necessity of WMS	1	
	11	Logics of determining locations and sequences	2	
	12	Types of loading docks	2	
	13	Uncertainties in material management systems	3	
	14	Dependent demand systems – Distribution resource planning	3	
IV	ABC Inventory Control and The Principles and Performance Measures of Material		8	15

	Handling Systems			
	15	ABC Inventory Control: Managing inventories by ABC – Multi – echelon inventory systems - Managing inventory in multi echelon networks	2	
	16	Managing inventory in single echelon networks. Various approaches	2	
	17	Distribution approaches –The true multi echelon approach	1	
	18	Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion	1	
	19	Effective performance systems – Fundamentals of various types of material handling systems	1	
	20	Automated storage and retrieval systems Bar coding technology and applications RFID technology	1	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/ Inventory Classification Exercise		
	2	Management games / Group activities/		

References:

1. Martin Christopher.(2016) Logistics and Supply Chain Management. Pearson
2. Raghuram G.(2015) Logistics and Supply Chain Management. Mac Millan

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	2	3	2	3	2	3	2	1
CO 2	3	3	3	2	3	3	3	3	3	2	3	2	2
CO 3	3	3	3	3	3	3	3	3	3	2	3	2	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 5	3	3	3	3	3	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	2	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code &Title	LMT1FM105	BASICS OF LOGISTICS			
Type of Course	MDC	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic understanding about various concepts & principles of Logistics management				
Course Summary	This course provides a comprehensive introduction to the field of logistics, covering its historical evolution, core objectives, and contemporary relevance including green logistics. Students will explore the structure and strategic significance of logistics management, various				

	operational strategies such as lean and agile logistics, and the impact of outsourcing through third- and fourth-party providers. The course also emphasizes the importance of customer service, order cycles, and distribution channels in integrated logistics systems. By the end, students will understand how logistics enhances business efficiency and customer satisfaction in a competitive environment.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce students to the fundamental concepts, evolution, and objectives of logistics, including green logistics practices.	U	C	Examinations/ Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes
CO2	To familiarize students with the models, processes, and strategic roles of logistics management in achieving competitive advantage.	U	C	Examinations /Assignment /Management games / Group activities/ MCQ
CO3	To explain various logistics strategies including lean, agile, and other approaches for effective supply chain performance.	U	C	Examinations /Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes
CO4	To examine the role and significance of outsourcing in logistics, including third-party and fourth-party logistics providers.	An	C	Examinations /Assignment /Management games / Group activities/ MCQ
CO5	To highlight the importance of customer service, order cycles, and distribution channels in integrated logistics systems.	U	C	Examinations/ Seminars/Group discussions/D ebate/ Engaging in role play/ Quizzes

CO6	To develop an understanding of how logistics contributes to overall business efficiency and customer satisfaction.	E	M	Examinations /Assignment /Management games / Group activities/ MCQ
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Logistics History		5	10
	1	Logistics: Definition - History and Evolution	1	
	2	Objectives – Elements of Logistics	1	
	3	Importance of Logistics	1	
	4	The work of logistics	1	
	5	Green logistics management	1	
II	Logistics Management		12	10
	6	Logistics Management: Definition - model	3	
	7	Logistics Management process - activities	3	
	8	Achievement of competitive advantage through logistics Framework	3	
	9	Role of Logistics management	3	
III	Logistics Strategy & Outsourcing Logistics		11	15
	10	Strategic role of logistics	1	
	11	Strategy options-Lean strategy	2	
	12	Agile Strategies & Other strategies	2	
	13	Outsourcing Logistics: Reasons - Third party logistics provider	3	
	14	Fourth party Logistics providers (4PL)	3	

IV	Quality Customer Service & Integrated Logistics		8	15
	15	Customer service - importance elements -	2	
	16	The order cycle system	2	
	17	Distribution channels	1	
	18	Transportation modes	1	
	19	Integrated logistics management-Definition-Objectives	2	
V	Open Ended Module		9	
	1	Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes		
	2	Assignment /Management games / Group activities/ MCQ		

References:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd.,New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	3	2	3	3	3	2	3	2	3	3	2
CO 2	3	3	3	3	3	3	3	3	3	2	3	3	3
CO 3	3	3	3	3	3	3	3	3	3	2	3	3	3
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3

CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3
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Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code &Title	LMT2FM106 INTRODUCTION TO SUPPLY CHAIN MANAGEMENT				
Type of Course	MDC	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic understanding of management principles, business fundamentals, operations, and computer literacy				
Course Summary	This course provides a comprehensive introduction to Supply Chain Management (SCM) and Logistics, focusing on foundational concepts, objectives, and the scope of modern supply chains. Students will learn to evaluate core business processes including planning, distribution strategies, warehousing, transportation, and inventory management to optimize supply chain operations. Critical topics such as supply chain uncertainties, customer relationship management (CRM), and vulnerabilities are examined through analytical tools to develop strategic insights. The role of Information Technology, including Artificial Intelligence and IT-enabled systems, in integrating and enhancing supply chain coordination is also covered.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the foundational concepts, roles, objectives, and scope of Supply Chain Management .	Understand (U)	Conceptual (C)	Examinations / Seminars/Group discussions/ Debate/ Engaging in role play/ Quizzes
CO2	To Evaluate the core supply chain business processes such as planning, distribution strategy, warehousing, transportation, and inventory management.	E	P	Examinations / Assignment /Management games / Group activities/MC Q
CO3	To examine sourcing strategies, supplier relationship and quality management practices.	An	C	Examinations / Seminars/Group discussions/ Debate/ Engaging in role play/ Quizzes
CO4	To analyze the performance of supply chains using common metrics.	An	P	Examinations / Assignment /Management games / Group activities/MC Q
CO5	To understand and critically assess the impact of uncertainties, customer relationship management (CRM), and supply chain vulnerabilities .	E	M	Examinations / Seminars/Group discussions/ Debate/ Engaging in role play/ Quizzes

CO6	To evaluate the role of Information Technology, including AI and IT-enabled systems.	E	P	Examinations / Assignment /Management games / Group activities/MC Q
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Supply Chain Management and Logistics		5	10
	1	SupplyChain Management and Logistics: An Introduction	1	
	2	SCM Necessity and objectives-Role – Scope – Functions and Importance	1	
	3	SCM building blocks	1	
	4	Supply Chain Drivers and Obstacles	1	
	5	Local and International Supply Chains –Benefits and Issues	1	
II	Key Supply Chain Business Processes		12	10
	6	Key Supply Chain Business Processes: Planning	3	
	7	Managing material flow and distribution – Distribution and Planning Strategy	3	
	8	Warehousing and Operations Management	3	
	9	Transportation Management – Inventory Management.	3	
III	Purchasing and Supplier Management		11	15
	10	Sourcing and Supplier Management, Outsourcing – Global Sourcing	2	
	11	Supplier Relationship Management-benefits-core components	3	
	12	Supplier Quality Management-benefits-objectives	3	
	13	Supply Chain Performance-common metrics-factors influencing supply Chain Performance	3	

IV	Forecasting Systems Design & Supply Chain Coordination and Integration		8	15
	14	Customer Service Management and Measurements – CRM – 5 views-SWOT analysis of CRM	2	
	15	Supply Chain Uncertainties –Supply Chain Vulnerabilities.	2	
	16	Order fulfilment -Role of IT in SCM-AI in SCM	2	
	17	IT enabled SCM-Problems and Challenges of Supply chain	2	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes		
	2	Management games / Group activities/MCQ		

References:

1. Martin Christopher(2016) Logistics and Supply Chain Management, Publisher:FT Publishing international
2. Sunil Chopra and Peter Meindal(2016). Publisher: Supply Chain Management,Pearson
3. Donald J. Bowersox and David J. Closs(2017). Integrated Logistics Management, Publisher: Mcgraw hill Education

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	P07
CO 1	3	3	3	2	3	3	3	3	3	2	3	3	2
CO 2	3	3	3	3	3	3	3	3	3	3	3	3	2
CO 3	3	3	3	2	3	3	3	3	3	2	3	3	2
CO 4	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 5	3	3	3	3	3	3	3	3	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper

- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT3FV108 CONFLICT MANAGEMENT				
Type of Course	VAC	Semester	3	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	Basic understanding of organizational behavior and interpersonal communication skills is required to effectively learn and apply conflict management concepts and strategies.				
Course Summary	This course equips students with essential knowledge and skills to understand, analyze, and effectively manage conflicts in personal, professional, and organizational settings. It covers the nature and types of conflict, sources and causes, management styles, and key theories including the Thomas-Kilmann model. The course also emphasizes practical strategies such as negotiation, mediation, and third-party interventions, while addressing the role of communication, emotional intelligence, and diversity. By the end of the course, students will be capable of applying conflict resolution techniques in team dynamics and leadership contexts to foster a healthy and resilient organizational culture.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the meaning, types, and causes of conflict, and distinguish between functional and dysfunctional conflict in various contexts.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/ /Seminar
CO2	To analyze different conflict management styles using the Thomas-Kilmann model and apply key theories related to conflict behavior.	An	C	Examinations / Group activities/MC Q /Assignment
CO3	To differentiate between conflict resolution and conflict management and apply suitable strategies for handling workplace conflicts.	Ap	P	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/ Seminar
CO4	To develop negotiation skills and utilize third-party intervention techniques such as mediation and arbitration for effective conflict resolution.	Ap	P	Examinations / Group activities/MC Q/ Assignment/ Conflict Diary
CO5	To examine the influence of communication, cultural diversity, and emotional intelligence in conflict situations.	E	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/

				Seminar
CO6	To apply conflict management techniques in team and organizational settings and contribute to building a conflict-resilient work culture.	C	M	Examinations / Group activities/MC Q/ Assignment/ Conflict Diary

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Conflict Management		5	10
	1	Meaning and definition of conflict- Types of conflict: Intrapersonal, Interpersonal, Intragroup, Intergroup	1	
	2	Sources and causes of conflict- Functional vs. dysfunctional conflict	1	
	3	Signs and stages of conflict escalation	2	
	4	Importance of managing conflict in organizations	1	
II	Conflict Management Styles and Theories		12	10
	6	Conflict resolution vs. conflict management	4	
	7	Thomas-Kilmann Conflict Mode Instrument (TKI):	3	
	8	Theories of conflict	5	
III	Conflict Resolution Techniques and Negotiation		11	15
	10	Conflict resolution techniques (win-win approach, mediation, facilitation)	2	
	11	Negotiation strategies: Distributive vs. Integrative	3	
	12	Steps in the negotiation process- Role of third-party interventions: Mediation, Arbitration	3	
	13	Conflict resolution in multicultural and diverse settings	3	

IV	Conflict Management in Teams and Organizations		8	15
	14	Conflict in team dynamics	2	
	15	Conflict management in leadership roles	2	
	16	Conflict management policy in organizations	2	
	17	Building a conflict-resilient organizational culture	2	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Case study/		
	2	Group activities/MCQ/ Conflict Diary		

References:

1. Conflict Management- Prof Abhishek Venkateshwar, Prof Sunil Hegde, et al. , 10 April 2020
2. Conflict and Negotiation Management- Dr. Mahesh Bhaskar, Dr. C.S. Jayanthi Prasad, et al. , 1 January 2024
3. Conflict Management & Organisational efficiency-by Dr. Sanjeet Kumar , 19 April 2022

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	1	2	0	2	1	3	1	2	0	1	2	0
CO 2	1	3	3	1	2	1	3	3	2	0	2	2	1
CO 3	2	3	3	1	3	2	3	3	3	1	3	3	1
CO 4	1	3	3	2	3	2	3	3	3	2	3	3	1
CO 5	1	1	3	0	2	3	3	3	2	1	3	3	1
CO 6	3	3	3	2	3	3	3	3	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar

- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code &Title	LMT4FV109 EMOTIONAL INTELLIGENCE DEVELOPMENT				
Type of Course	VAC	Semester	4	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic understand about language proficiency, general computer literacy, willingness for self-reflection, and readiness to participate in communication and interpersonal activities.				
Course Summary	This course on Emotional Intelligence Development <i>aims</i> to equip students with essential personal and professional skills required for career success. It covers key areas such as self-awareness, assertive communication, effective listening, interpersonal relationships, conflict resolution, and emotional intelligence. Students will develop strong oral and written communication skills, enhance their employability through resume writing, interview preparation, and group discussions, and cultivate crucial work skills like decision-making, problem-solving, time management, stress management, and teamwork. The course combines theoretical understanding with practical activities to foster holistic personality development and workplace readiness.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the importance of soft skills and develop self-awareness, self-concept, and assertive communication abilities.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Problem solving exercises/Seminar
CO2	To demonstrate effective oral and written communication skills, including public speaking, presentation techniques, and use of visual aids.	Ap	P	Examinations / Group activities/MCQ/Stress Management Activity/Mock interview/ Resume Preparation/ Assignment
CO3	To apply interpersonal skills to build and maintain relationships, manage conflicts, and engage in transactional analysis with empathy and persuasion..	Ap	P	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Problem solving exercises/ Seminar
CO4	To develop employability skills such as goal setting, career planning, group discussion participation, and job interview preparation including resume and cover letter writing.	Ap	P	Examinations / Group activities/MCQ/Stress

				Management Activity/Mock interview/ Resume Preparation// Assignment
CO5	To apply problem-solving, decision-making, emotional intelligence, and time management techniques for effective workplace functioning.	Ap	P	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Problem solving exercises/ Seminar
CO6	To manage stress effectively, demonstrate team building skills, and maintain a positive team spirit in professional settings.	Ap	P	Examinations / Group activities/MCQ/Stress Management Activity/Mock interview/ Resume Preparation// Assignment

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Soft Skill and Personality Development		5	10
	1	Soft skills – Meaning and Importance, Self concept	1	
	2	Self awareness, Self development	1	
	3	Types of Listening – Effective Listening – Barriers to Listening	2	
	4	Assertive communication	1	

II	Communication Skills Oral communication		12	10
	6	Communication Skills Oral communication – Forms – Types of speeches	4	
	7	Public Speaking	3	
	8	Presentation – Elements of effective presentation – Use of visual aids in presentation Written communication	5	
III	Interpersonal Skills		11	15
	10	Interpersonal skills – Relationship development and maintenance	2	
	11	Transactional Analysis Conflict resolution skills	3	
	12	Levels of conflict – handling conflict – Persuasion- Empathy – Managing emotions	3	
	13	Negotiation – types, stages & skills	3	
IV	Employability Skills & Work Skills		8	15
	14	Employability Skills :Goal setting – Career planning- Corporate skills – Group discussion – Interview skills	2	
	15	Types of Interview - Interview body language - E-mail writing-Job application – cover letter - Resume preparation	2	
	16	Work Skills :Decision making skills – Problem solving – Emotional Intelligence	2	
	17	Team building skills – team spirit – Time management – Stress management – resolving techniques.	2	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Case study/Problem solving exercises		
	2	Group activities/MCQ/Stress Management Activity/Mock interview/ Resume Preparation		

References:

1. Alex. K., Soft Skills, S Chand & Company, 2014.
2. Gopaldaswamy Ramesh., The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, September 2013.
3. Barun Mitra., Personality Development and Soft Skills, Oxford University Press, 2016.

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
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CO 1	2	2	2	1	2	2	3	3	3	2	2	3	2
CO 2	2	2	2	1	2	2	3	3	3	2	2	3	2
CO 3	2	2	3	1	2	2	3	3	3	2	3	3	2
CO 4	2	2	3	1	3	2	3	3	3	2	3	3	3
CO 5	2	2	3	2	3	2	3	3	3	2	3	3	3
CO 6	2	2	3	2	3	2	3	3	3	2	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT4FS112	COLD CHAIN LOGISTICS MANAGEMENT			
Type of Course	SEC	Semester	4	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	Basic knowledge of logistics and supply chain management concepts, including transportation, warehousing, and inventory handling, is recommended to effectively understand and apply cold chain logistics operations and technologies.				
Course Summary	This course provides students with comprehensive knowledge of managing temperature-sensitive supply chains across various industries such as food, pharmaceuticals, and agriculture. It covers the essentials of cold chain infrastructure, including storage facilities, transportation systems, packaging methods, and temperature control technologies. The course also explores key areas like distribution strategies, last-mile delivery challenges, safety regulations, and emerging technologies such as IoT, block chain, and automation. By the end of the course, students will be equipped to design and manage efficient, safe, and sustainable cold chain operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts, importance, and components of cold chain logistics in various sectors.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Seminar/ Product

				Temperature Tagging
CO2	To identify and describe the infrastructure, equipment, and packaging techniques used in cold chain operations.	R	F	Examinations / Group activities/MCQ/Assignment / Cold Chain Flowchart
CO3	To explain the transportation modes and distribution methods for handling temperature-sensitive products.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study / Seminar/ Product Temperature Tagging
CO4	To analyze challenges in last-mile delivery and apply route optimization techniques in cold logistics.	An	P	Examinations / Group activities/MCQ/Assignment/ Cold Chain Flowchart
CO5	To evaluate food safety standards, regulations, and risk management practices applicable to cold chain logistics	E	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/ Seminar/ Product Temperature Tagging
CO6	To explore and apply emerging technologies such as IoT, automation, and blockchain in building efficient and sustainable cold chain systems.	Ap	P	Examinations / Group activities/MCQ/Assignment

				/ Cold Chain Flowchart
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Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Introduction to Cold Chain Logistics		5	10
	1	Definition and importance of cold chain logistics	1	
	2	Evolution and growth of cold chain industry	1	
	3	Sectors dependent on cold chain (agriculture, dairy, pharmaceuticals, seafood, etc.)	1	
	4	Components of cold chain logistics	1	
	5	Temperature-sensitive products and their handling requirements	1	
II	Cold Chain Infrastructure and Equipment		12	10
	1	Types of cold storage (refrigerated warehouses, blast freezers, etc.)	4	
	2	Refrigerated transportation: Reefer trucks, containers, air & sea freight	3	
	3	Cold chain packaging materials and techniques	3	
	4	Temperature control equipment: Thermometers, data loggers, GPS-enabled sensors	2	
III	Cold Chain Transportation and Distribution		11	15
	1	Modes of cold chain transportation	2	
	2	Handling and movement of perishable goods	3	
	3	Last-mile delivery challenges in cold logistics	3	
	4	Route planning and optimization	3	
IV	Quality Standards & Emerging Trends in Cold Chain		8	15
	1	Food safety regulations and standards (FSSAI, HACCP, ISO 22000, WHO Guidelines)- Risk management in cold chain operations	2	

V	2	IoT, RFID, and blockchain applications in cold chain tracking	2	
	3	AI & automation in cold storage and distribution- Green logistics and sustainability in cold chain	2	
	4	Future trends: Drone delivery, smart cold chains, etc.	2	
	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Case study/ Cold Chain Flowchart		
	2	Group activities/MCQ/ Games/ Product Temperature Tagging		

References:

1. Cold chain management, Myo Min Aung (Author), Yoon Seok Chang (Author), 2022
2. The Complete Book on Cold Storage, Cold Chain & Warehouse (with Controlled Atmosphere Storage & Rural Godowns) 5th Edition, Ajay Kumar gupta, 2022

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	1	0	2	1	3	1	2	0	1	2	0
CO 2	2	3	2	1	2	1	3	1	2	1	2	2	1
CO 3	2	3	2	1	2	2	3	2	2	1	2	2	1
CO 4	1	2	3	2	2	2	2	3	2	2	3	2	2
CO 5	1	2	2	1	2	2	2	2	2	1	3	3	1
CO 6	2	2	3	3	2	3	3	2	2	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT5FV110	CORPORATE COMMUNICATION			
Type of Course	VAC	Semester	5	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic understanding of English language and interpersonal communication skills .				
Course Summary	This course provides a comprehensive understanding of the principles, processes, and practices of effective business communication. It explores various modes and channels of communication, including verbal, non-verbal, formal, and informal communication, with an emphasis on listening skills, presentation techniques, and group communication. The course also introduces students to modern tools and technologies in business communication, such as email, video conferencing, and VoIP. Through practical exposure and analytical learning, students develop the skills needed to communicate clearly, confidently, and professionally in diverse business settings.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamentals of communication, including its meaning, process, objectives, importance, and common barriers.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Seminar/ Communication Diary
CO2	To identify and differentiate various forms of communication such as verbal, non-verbal, formal, informal, and directional flows like upward, downward, and lateral.	U	F	Examinations / Group activities/MCQ/Assignment /
CO3	To apply effective listening skills and develop the ability to prepare and deliver structured speeches and presentations.	Ap	P	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study / Seminar/Presentation Practice

CO4	To analyze the dynamics of group communication and decision-making techniques such as brainstorming, nominal group, and Delphi methods.	An	C	Examinations / Group activities/MC Q/ /Assignment/ Communication Channel Mapping / Communication Diary
CO5	To evaluate the impact of emerging technologies like email, video conferencing, VoIP, and 5G on business communication.	E	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/ Seminar/ Communication Diary
CO6	To develop professional communication competence suited to diverse business contexts using appropriate tools and strategies.	C	P	Examinations / Group activities/MC Q/Assignment /

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Introduction to Communication		5	10
	1	Basis of Communication: Meaning, Importance and process	1	
	2	Need and objectives of communication	1	
	3	7c's of Communication	1	

	4	Barriers of communication	1	
	5	How to overcome communication Barrier.	1	
II	Means/Media of Communication		12	10
	1	Verbal and non-verbal communication channel of communication	4	
	2	formal & informal communication	4	
	3	Types of communication – Downward, upward, Horizontal or lateral, Diagonal or cross.	4	
III	Listening as a Communication Tool		11	15
	1	Importance types of listening, Barriers to effective listening – How to make listening effective	2	
	2	Speeches and Presentation - Speeches - Characteristics of a good speed	3	
	3	How to make speech effective	3	
	4	Presentation - Planning, preparation, organizing, rehearsing and delivery.	3	
IV	Group decision making & New Trends in Business Communication		8	15
	1	Advantages and Disadvantages techniques of Group decision making	2	
	2	Brain storming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups	2	
	3	New Trends in Business Communication -Email Communication- Teleconferencing- Video Conferencing- SMS and Instant Messaging	2	
	4	WebRTC (Web Real-Time Communication)- 5G Mobile Internet- VoIP (Voice over Internet Protocol)	2	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Case study/ Communication Diary		
	2	Group activities/MCQ/ Communication Channel Mapping/Presentation Practice		

References:

1. M. K. Sehgal(2013) Business communication , Publisher : Excel Books; 2nd edition
2. Ty Hoesgen (2022) Elite Communication Skills for Young Professionals , Publisher :
Advanced Growth Institute Inc.
3. Srevstha Beppari (2017), Business communication, Publisher : Assorted Editorial; 1st edition

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	1	2	0	2	1	3	2	1	1	1	2	1
CO 2	2	1	2	0	2	1	3	3	2	1	1	2	1
CO 3	1	0	3	2	2	1	2	3	3	2	2	2	1
CO 4	1	0	3	2	2	2	2	3	3	2	3	2	2
CO 5	1	2	2	2	2	3	2	2	2	3	2	2	2
CO 6	2	2	3	2	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓

CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT5FS113	SOCIAL ENTREPRENEURSHIP			
Type of Course	SEC	Semester	5	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	3	3			45
Pre-requisites	A basic understanding of entrepreneurship, business fundamentals, and awareness of social issues .				
Course Summary	This course introduces students to the concept, evolution, and significance of using entrepreneurial principles to address social challenges. It explores the differences between social and traditional business entrepreneurship, while highlighting the processes, types, and challenges faced by social enterprises. The course delves into the building blocks of social enterprise models, including pricing, financing, delivery channels, and communication strategies. It also examines the role of NGOs, microfinance, ICT, and self-help groups in empowering communities and promoting social innovation. In addition, students learn about emerging global trends, technologies, and government policies that foster innovation ecosystems. Through interactive activities and real-world case studies, the course aims to equip students with the knowledge and skills to develop sustainable and impactful social ventures.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the concept, importance, and evolution of social entrepreneurship and distinguish it from traditional business entrepreneurship.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/Seminar
CO2	To analyze the process, types, and challenges of social entrepreneurship and explore strategies to overcome them.	An	C	Examinations / Group activities/MCQ/Assignment / Poster Presentation
CO3	To apply knowledge of business models, pricing strategies, delivery channels, and communication methods in developing sustainable social enterprises.	Ap	P	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study /

				Seminar
CO4	To evaluate the role of NGOs, microfinance, ICT, and SHGs in supporting and promoting social entrepreneurship.	E	C	Examinations / Group activities/MC Q/ /Assignment/ NGO Field Study / Virtual Interaction
CO5	To explore future trends, emerging technologies, and global perspectives influencing social innovation and impact creation.	U	C	Examinations / Group discussions/ Debate/ Engaging in role play/ Quizzes/Case study/ Seminar
CO6	To develop strategies for collaboration, policy engagement, and ecosystem-building for fostering innovative and impactful social enterprises.	C	P	Examinations / Group activities/MC Q/Assignment /Collaboration Game/

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (50)
I	Introduction to Social Entrepreneurship		5	10
	1	Defining Social Entrepreneurship - Importance of Social Entrepreneurship	1	
	2	Difference between Social and Business Entrepreneurship	1	
	3	Evolution of Social Entrepreneurship in India	1	

	4	Process and Types of Social Entrepreneurship- Challenges in Social Entrepreneurship-	1	
	5	Strategies for Overcoming Challenges- Future Trends in Social Entrepreneurship	1	
II	Building Blocks of Social Enterprise		12	10
	1	Social Enterprise as a Business Model- Types of Business Models in Social Enterprise	4	
	2	Understanding Pricing Models for Social Enterprises- Creating Delivery Channels for Social Enterprises	3	
	3	Financing Social Enterprises- Strategies for Competitiveness in Social Enterprises	3	
	4	Communication Strategies for Social Enterprises	2	
III	Social Entrepreneurship and its Linkage with NGO's, Microfinance ETC.		11	15
	1	Role of NGOs in Social Entrepreneurship	2	
	2	Impact of Microfinance on Social Entrepreneurship	3	
	3	Integration of ICT in Social Entrepreneurship	3	
	4	Empowerment through Self-Help Groups (SHGs)	3	
IV	Future Trends and Innovations in Social Entrepreneurship		8	15
	1	Emerging Technologies in Social Impact	2	
	2	Globalization and Cross-cultural Perspective	2	
	3	Collaborations and Partnerships in Social Innovation	2	
	4	Role of Government and Policy in Fostering Innovation Ecosystems	2	
V	Open Ended Module		9	
	1	Group discussions/Debate/ Engaging in role play/ Quizzes/Case study/ Poster Presentation		
	2	Group activities/MCQ/ Collaboration Game/ NGO Field Study / Virtual Interaction		

References:

1. Doherty B., George Foster, Chris Mason (2009); Management for Social Enterprise; Sage Publication; U.K.

2. Nicholls Alex (2008); Social Entrepreneurship: A New Model of Sustainable Social Change; Oxford University Press; New York.

3. Agarwal A., Kumar P. (2018); Social Entrepreneurship and Sustainable Business Models: The Case of India; Palgrave Mac Millian.

Mapping of CO's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	1	1	1	2	1	3	2	2	2	2	3	2
CO 2	2	1	2	1	2	1	3	2	2	2	3	3	2
CO 3	2	2	3	3	3	2	3	2	3	2	3	2	2
CO 4	2	2	2	2	3	2	3	2	2	2	2	3	3
CO 5	1	1	2	2	3	3	2	2	2	2	3	2	3
CO 6	1	1	2	2	3	3	2	3	3	2	3	2	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal Exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓		✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓	✓		✓	✓
CO6	✓		✓	✓	✓

21.DETAILED SYLLABUS OF THE MINOR COURSES

Course Code & Title	LMT1MN101	MARKETING MANAGEMENT			
Type of Course	Minor	Semester	1	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of business principles and consumer behavior				
Course Summary	This course provides the fundamentals of marketing, covering key concepts such as market classification, marketing mix, and the difference between traditional and modern marketing. It explores product strategies, branding, packaging, segmentation, and target marketing. Students learn about promotion techniques including advertising, personal selling, and public relations. The course also examines rural marketing, service vs. product marketing, and modern trends like green and social marketing. Finally, it covers e-marketing, digital advertising, e-branding, and secure online payment systems, preparing students for marketing in both physical and digital environments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce students to the fundamental concepts of marketing, including the classification of markets, marketing mix, and the marketing environment.	U	F	Examinations/ Group discussions/ Quizzes/ Management games/ Case study/ Course project/ MCQ/Seminar
CO2	To enable students to understand product-related decisions including product mix,	Ap	C	Assignments/ Case study/

	product life cycle, branding, packaging, and market segmentation.			Examinations/ Viva/ Quizzes/ Engaging in role play/ Course project/ MCQ/Seminar
CO3	To familiarize students with various promotional strategies and tools such as advertising, personal selling, sales promotion, and public relations.	U	C	Examinations Seminar/ Group discussions/ Engaging in role play/ Create an Advertisement/ Case study/ Course project/ MCQ/ Seminar
CO4	To create awareness about the distinct features of rural marketing and differentiate it from urban and service marketing, including modern marketing trends like green, social, and niche marketing.	An	C	Group discussions/ Examinations/ Mock interview/ Quizzes/ Course project/ Case study / Course project/ MCQ/ Assignments/Seminar
CO5	To provide insights into e-marketing practices and compare them with traditional marketing, emphasizing emerging trends, e-branding, and online payment systems.	An	P	Assignments/ Examinations/ Engaging in role play/ Management games/ Case study/ Course project/ Create an Advertisement/ Website Analysis/ MCQ
CO6	To develop the analytical ability of students to evaluate marketing strategies and apply them in real-world business and logistics environments.	E	M	Examinations /Case study/ Debate/ Quizzes/ Management games/ Course project/Viva/ Assignments

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Marketing		14	15
	1	Classification of market-Features-marketing and selling-	3	

		Approaches-Scope-Marketing concepts-Traditional concepts-modern concepts-		
	2	Modern marketing-features-Marketing mix-Elements	3	
	3	Importance- Factors affecting marketing mix	3	
	4	Marketing Environment-Internal marketing Environment	2	
	5	External marketing Environment-Micro Environment-Macro Environment	3	
II	Product mix		10	15
	6	Product life cycle - importance of branding	3	
	7	Packaging and labeling-Place-	2	
	8	Market segmentation-importance-objectives-process-need	3	
	9	Target marketing-advantages-steps	2	
III	Promotion		10	20
	10	Promotion-meaning and importance	2	
	11	Promotion mix-advertising	3	
	12	Personal selling-sales promotion	2	
	13	Public relation-factors affecting promotion mix decisions	3	
IV	Rural marketing & E -marketing		14	20
	14	Rural marketing- growing importance-unique features of rural markets-drawback	4	
	15	Difference between rural marketing and urban marketing--service marketing vs product marketing-green marketing-social marketing-relationship marketing-niche marketing	4	
	16	E-marketing-traditional marketing vs e-marketing-internet marketing	3	
	17	E- advertising-new trends in internet marketing-e branding-e-payment systems and security features in internet	3	
V	Open Ended Module		12	
	1	Case studies/Course project/ Create an Advertisement/ Website Analysis/ Design a simple social media marketing plan for a local product or service		

References:

1. Philip Kotler, Jha & Koshy, Marketing Management, Pearson Education, New Delhi.
2. SHH Kazmi, Marketing Management Text and Cases, Excel Books, New Delhi.
3. V. S Ramaswami & S. Namakumary, Marketing Management, MacMillan Publishers, New Delhi.
4. Cranfield, Marketing Management, Ane Books, New Delhi.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	2	2	3	2	3	2	3	2	3	2	2
CO 2	3	2	3	3	2	3	3	3	3	2	3	2	2
CO 3	3	2	3	3	2	3	3	3	3	2	3	2	2
CO 4	3	3	2	2	2	3	3	3	3	2	3	3	3
CO 5	3	2	3	3	3	3	3	3	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination

CO1	✓	✓		✓	✓
CO2	✓	✓		✓	✓
CO3	✓	✓		✓	✓
CO4	✓		✓	✓	✓
CO5	✓		✓	✓	✓
CO6	✓		✓	✓	✓

Course Code & Title	LMT2MN101	RURAL MARKETING			
Type of Course	Minor	Semester	2	Academic Level	100-199
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding about the Knowledge of Marketing and Indian Economic Environment				
Course Summary	This course provides a comprehensive understanding of the rural economy and the unique marketing dynamics associated with rural markets in India. It highlights the disparities between rural and urban regions and emphasizes the need for specific policy interventions and developmental reforms. Students will explore the scope, characteristics, and potential of rural markets and develop strategic skills for market selection, product planning, pricing, promotion, and distribution tailored to the rural context.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the structure of the rural economy and analyze rural-urban disparities and related policy interventions.	U	C	Examinations/ Case studies/Course project/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO2	To explore the concept, scope, and unique characteristics of rural markets and rural consumer behaviour.	U	C	Examinations/Rural vs Urban Marketing Comparison Chart/Market Size Estimation Exercise/ Case studies/Course project/ Assignment

				/Management games /Viva/MCQ
CO3	To develop skills in selecting target rural markets and formulating effective product strategies tailored to rural needs.	Ap	P	Examinations/ Case studies/Course project/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO4	To design pricing and promotional strategies suitable for rural consumers and rural market conditions.	Ap	P	Examinations/ Case studies/Course project/ Assignment /Management games /Viva/MCQ
CO5	To examine distribution and logistics challenges in rural marketing and identify innovative approaches to overcome them.	An	P	Examinations/ Case studies/Course project/ Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
CO6	To analyze the role of technology and digital interventions, such as Electronic Choupal, in enhancing rural market access and efficiency.	An	M	Examinations/ Case studies/Course project/ Assignment /Management games /Viva/MCQ

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Rural Economy		10	15
	1	Rural - Urban disparities	3	

	2	Rural Economy –Key areas of policy interventions required	3	
	3	Rural face to Reforms- Challenges Faced by Rural India Post-Reforms	2	
	4	The Development exercises in the last few decades- Achievements-Challenges Remaining	2	
II	Rural Marketing		12	15
	5	Rural Marketing - Concept and Scope	3	
	6	Nature of rural markets - attractiveness of rural markets-Rural Vs Urban Marketing	3	
	7	Characteristics of Rural consumers - Buying decision process	3	
	8	Rural Marketing Information System - Potential and size of the Rural Markets.	3	
III	Selection of Markets		11	20
	9	Product Strategy –key components of product strategy	4	
	10	Product mix Decisions-Importance-Dimensions	4	
	11	Competitive product strategies for rural markets.	3	
IV	Pricing strategy & Distribution		15	20
	12	Pricing strategy - pricing polices- innovative pricing methods for rural markets -	4	
	13	Promotion strategy - appropriate media Designing right promotion mix - promotional campaigns	3	
	14	Distribution Management-key components-challenges-selection of appropriate channels	4	
	15	New approaches to reach out rural markets – Electronic choupal applications and benefits	4	
V	Open ended module		12	
	1	Case studies/Course project/ Rural vs Urban Marketing Comparison Chart/Market Size Estimation Exercise		

References:

1. Balaram Dogra & Karminder Ghuman, RURAL MARKETING: CONCEPT & CASES, Tata McGraw-Hill Publishing Company, New Delhi, 2008

2. A.K. Singh & S. Pandey, RURAL MARKETING: INDIAN PERSPECTIVE, New Age International Publishers, 2007
3. CSG Krishnamacharylu & Laitha Ramakrishna, - RURAL MARKETING, Pearson Education Asia. 2009
4. Philip Kotler, MARKETING MANAGEMENT, Prentice - Hall India Ltd. New Delhi
5. Agarwal A.N, INDIAN ECONOMY, Vikas Publication , New Delhi.
6. Ruddar Dutt Sundaram, INDIAN ECONOMY, Tata McGraw Hill. Publishers , New Delhi

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	3	2	2	3	3	3	3	3	2	3	3	2
CO 2	3	3	2	2	3	3	3	3	3	2	3	3	2
CO 3	3	3	2	2	3	3	3	3	3	2	3	3	2
CO 4	3	3	2	2	3	3	3	3	3	2	3	3	2
CO 5	3	3	3	2	3	3	3	3	3	3	3	3	2
CO 6	3	3	3	2	3	3	3	3	3	3	3	3	2

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar
- Assignment
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Practical	End semester examination
CO1	✓	✓		✓	✓

C02	✓		✓	✓	✓
C03	✓	✓		✓	✓
C04	✓		✓	✓	✓
C05	✓	✓		✓	✓
C06	✓		✓	✓	✓

Course Code & Title	LMT3MN201	RETAIL MARKETING			
Type of Course	Minor	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic knowledge of marketing principles, business management, economics, communication skills, computer literacy, and analytical ability are required to understand the concepts and applications of retail management.				
Course Summary	This course provides a comprehensive understanding of the dynamic field of retail management, covering key areas such as types of retail formats, store location and layout planning, merchandise management, pricing strategies, and customer communication. It examines both product and service retailing, non-store formats, and explores emerging trends in the Indian and global retail industries. Students will learn strategic approaches to gain competitive advantage, analyze trade areas, design store layouts, manage vendor relations, and apply promotional techniques to enhance customer engagement. The course also addresses globalization, innovative retail formats, and the growing importance of technology in retail, complemented by practical activities such as case studies, store visits, and project work.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the fundamental concepts of retailing, types of retail formats, retail strategies, and analyze the legal, social, economic, and technological environment influencing retail operations.	U	C	Examinations/ Group discussions/ Quizzes/ Management games/ Case study/ Course project/ MCQ/ Store Layout Sketching/

				Seminar
CO2	To evaluate store location decisions through trade area analysis, site evaluation, and apply principles of store design and layout for enhancing customer experience.	E	P	Assignments/ Case study/ Examinations/ Viva/ Quizzes/ Engaging in role play/ Course project/ MCQ/ Store Layout Sketching/ Seminar
CO3	To develop merchandise planning skills including merchandise budgeting, assortment planning, vendor relations, inventory evaluation, and pricing strategies to optimize retail performance.	Ap	P	Examinations Seminar/ Group discussions/ Engaging in role play/ Case study/ Course project/ MCQ/ Store Layout Sketching
CO4	To demonstrate effective communication strategies with retail customers use various promotion mix tools such as advertising, sales promotion, publicity, and personal selling.	Ap	P	Group discussions/ Examinations/ Mock interview/ Quizzes/ Course project/ Case study / Course project/ MCQ/ Store Visit Report/ Create a Retail Advertisement/ Seminar/ Assignment
CO5	To analyze the emerging trends in global retailing, including online retailing, international expansion strategies, and the development of innovative retail formats and technologies.	An	C	Assignments/ Seminar Examinations/ Engaging in role play/ Management games/ Case study/ Course project/ MCQ/ Store Visit Report/ Create a Retail Advertisement
CO6	To apply critical thinking to assess opportunities and challenges in the dynamic retail sector and design customer-centric retail solutions leveraging current industry trends.	C	P	Examinations /Case study/ Debate/ Quizzes/ Management games/ Course project/Viva/ Store Visit Report/ Create a Retail Advertisement

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Retailing Introduction		12	15
	1	Types of stores - Product Retailing vs. Service Retailing - Non store Retailing	4	
	2	Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues	4	
	3	Trends in the Indian Retailing Industry.	4	
II	Retail store location and layout		12	15
	4	Retail store location and layout - Country/Region analysis - Trade area analysis	4	
	5	Site evaluation and selection - Store design and layout - Comprehensive store planning	4	
	6	Exterior design and layout - Interior store design and layout - Interior design elements.	4	
III	Planning merchandise needs and merchandise budgets		12	20
	7	Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation	3	
	8	Assortment planning, buying and vendor relations	3	
	9	Merchandise pricing - Price strategies	3	
	10	Psychological pricing - Mark-up and markdown strategies.	3	
IV	Communicating with the retail customer & Globalization and changing retail formats		12	20
	11	Retail promotion mix-Advertising - Sales promotion	3	
	12	Retail selling process - Retail database- In-store customer service	3	
	13	Online retailing - International Retailing – Opportunities and Challenges	3	
	14	Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')	3	
V	Open ended module		12	
	1	Case studies/Course project/ Store Layout Sketching/ Store Visit		

		Report/ Create a Retail Advertisement		
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References:

- 1.Chetan Bajaj, Tuli & Srivastava, RETAIL MANAGEMENT, Oxford University Press, New Delhi.2010
- 2.Giridhar Joshi, INFORMATION TECHNOLOGY FOR RETAIL, Oxford University Press, New Delhi.2009
3. Swapna Pradhan, RETAIL MANAGEMENT, TEXT & CASES, Tata McGraw-Hill Publishing company, New Delhi, 2008
- 4.Ron Hasty and James Reardon, RETAIL MANAGEMENT. McGraw-Hill Publication, International Edition.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	2	3	2	2	2	3	2	2	2	2	2	1
CO 2	3	2	3	1	2	2	3	2	3	3	3	2	1
CO 3	3	2	3	2	2	2	3	2	3	3	3	3	2
CO 4	3	1	3	3	1	2	3	3	3	2	3	3	2
CO 5	3	2	3	2	3	3	3	2	3	3	3	3	3
CO 6	3	2	3	2	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓		✓
CO5	✓	✓	✓	✓	✓
CO6	✓			✓	✓

Course Code & Title	LMT3MN202 CONSUMER & ORGANISATIONAL BEHAVIOUR				
Type of Course	Minor	Semester	3	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of principles of management and human behavior, as well as foundational knowledge in marketing concepts.				
Course Summary	<p>The course Consumer and Organizational Behaviour provides a comprehensive understanding of individual and group behavior within organizations, as well as the psychological and sociocultural aspects influencing consumer decisions. It begins by exploring the foundational concepts and historical evolution of Organizational Behaviour, including global perspectives and the development of assertive behavior. The course delves into key individual factors such as learning, attitudes, personality, and perception that affect workplace performance. It further examines motivational theories, organizational culture, group dynamics, and interpersonal communication, which are essential for effective team functioning and leadership. On the consumer side, the course analyzes the decision-making process, the role of perception and learning in consumer behavior, and the impact of culture, social class, personality, and lifestyle on buying decisions. Through open-ended modules involving case studies, group discussions, and projects, students gain practical exposure and critical thinking skills to apply OB and consumer behavior theories in real-world organizational and marketing contexts.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the foundational concepts, historical development, and global relevance of Organizational Behaviour, including assertiveness and emerging business realities..	U	C	Examinations/ Quizzes/ Assignments/ Class Discussion/ Course Project
CO2	To analyze individual behavior in organizational settings through the study of learning, attitude, personality, and perception.	An	C	Assignments/ Examinations/ Case Study Analysis/Seminar Presentations/ Group Discussion/ Peer Teaching
CO3	To evaluate key motivational theories, organizational culture, group dynamics, and interpersonal communication strategies to enhance individual and team performance.	E	P	Examinations/Assign ment/Group Discussion/ Role Plays/ MCQs/ Case study analysis/ Course Project
CO4	To explain the consumer decision-making process and the role of perception, learning, and behavior in shaping marketing outcomes.	U	C	Examinations/ Seminar/MCQs/ Course Project/ Group Discussion/ Peer Teaching
CO5	To interpret the influence of culture, social class, personality, and lifestyle on consumer behavior and their implications for marketing strategies.	An	C	Examinations/ Assignments/ Role Plays/ Quizzes/ Seminars/ Case study analysis/ Course Project/Online Survey/ Peer Teaching
CO6	To apply theoretical concepts through case studies, group discussions, and project-based activities for practical understanding of organizational and consumer behaviour.	Ap	P	Examinations/ Course Projects/ Case study analysis / Viva Voce/Online Survey

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Introduction to Organisational Behaviour		11	15
	1	Organisational Behaviour- Meaning & Definition	2	
	2	Historical Development of OB-Behavioural sciences and Organizational Behaviour	2	
	3	Organizational Behaviour (OB) in global context- Managing worker diversity	2	
	4	Assertive- Meaning- Assertive vs Aggressive- Developing Assertive Behavior Skills	3	
	5	Emerging Business Realities	2	
II	Learning, Attitude, Personality & Perception		11	15
	6	Learning- Definition and Importance- Theories of learning- Principles of learning-Shaping as a managerial tool- Applications in organizations	3	
	7	Attitudes, Values and Job Satisfaction- Sources and types of attitudes- Attitude formation.	2	
	8	Personality- Foundations of individual behaviour- Personality- Meaning and Importance- Development of personality- Determinants of personality- Theories of personality- Relevance of personality to managers	3	
	9	Perception- Nature, Importance and Definition of Perception- Factors involved in perception	3	
III	Motivation, Culture, Group Dynamics & Interpersonal Communication		12	20
	10	Motivation- Meaning-Theories of motivation- Motivation applied in organizations- Principles of motivation- Applications of motivation	3	
	11	Culture- Meaning- Dimensions & Types of culture- Handling Fear, Anger and Depression	3	
	12	Group- Meaning & Definition, Nature of groups- Stages of group development- Meaning of Teams- Types of teams- Characteristics of teams- Team development- Team decision making	3	
	13	Interpersonal Communications- Increasing Personal and Interpersonal effectiveness through understanding and practicing	3	
IV	Consumer Behaviour		14	20

	14	Consumer Decision-Making Process- Perception in Marketing-Learning and Consumer Behaviour	4	
	15	Cultural Influences on Buying Behaviour	3	
	16	Social Class and Group Influence- Consumer Personality and Lifestyle	4	
	17	Customer Satisfaction and Loyalty- Digital Consumer Behaviour	3	
V	Open ended module		12	
	1	Case study analysis /Course Project/ Group discussion & team tasks / Online Survey/Peer Teaching		

References:

1. Stephen P Robbins; Tim Judge, New York, NY : Pearson, [2019], Organizational behavior.Organization and Administration.18th edition.
2. Robbins, P. Stephen, Timothy, A. Judge, and Neharika Vohra (2017). OrganizationalBehavior, ; New Delhi: Pearson Education.
3. Luthans, F., Luthans, B. C., & Luthans, K. W. (2021). Organizational Behavior: An Evidence-Based Approach (14th ed.). Charlotte, NC: Information Age Publishing. ISBN 978-1648021251
4. Leon G Schiffman,Joseph wissenbilt,S Ramesh Kumar Consumer behaviour-Four Color edition

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	1	2	2	3	2	3	2	2	2	2	3	1
CO 2	2	1	2	2	2	2	3	3	3	2	3	3	2
CO 3	3	1	3	2	3	2	3	3	3	2	3	3	2
CO 4	3	1	3	2	2	2	3	3	3	2	3	3	2
CO 5	3	1	3	3	2	3	3	3	3	3	3	3	3
CO 6	3	1	3	3	2	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓		✓	✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓		✓	✓	✓
CO4	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT4MN201	BRAND MANAGEMENT			
Type of Course	Minor	Semester	4	Academic Level	200-299
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic knowledge of Marketing Management and Consumer Behavior.				
Course Summary	This course covers the fundamentals of branding, brand types, and strategies for building and positioning strong brands. It explores brand communication, extensions, and rebranding practices, along with global branding approaches. The course also focuses on measuring brand performance, managing brand equity, and the evolving role of brand managers.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the basic concepts, functions, and significance of branding.	U	F	Examinations/ MCQs/ Quizzes/Assignment
CO2	To analyze different brand strategies and positioning techniques in a competitive market.	An	C	Examinations/ Case study analysis/Seminar
CO3	To Evaluate brand communication tools and the effectiveness of brand ambassadors and digital branding.	E	P	Examinations/ Role play/Assignment/Seminar/Quizzes
CO4	To analyze brand extension practices and assess rebranding strategies.	An	C	Examinations/Group Discussion/Seminar/Assignment
CO5	To apply techniques to measure brand performance and manage brand equity.	Ap	P	Examinations/Assignment/MCQs/Role Play/Seminar
CO6	To design and implement a comprehensive branding project that tackles real-world branding challenges and explores emerging market opportunities.	C	M	Examinations/Case study analysis /Course Project/ Role play/ Group discussion/ Brand Presentations/ Product Rebranding Activity

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Introduction to Branding		12	15

	1	Branding– Meaning &Definitions - Branding Concepts	2	
	2	Functions of Brand	2	
	3	Role of Brand in Marketing	3	
	4	Significance of Brands – Different Types of Brands	3	
	5	Co-branding – Store brands	2	
II	Brand Strategies		12	15
	6	Brand strategies - Strategic Brand Management process – Building a strong brand	3	
	7	Brand positioning – Establishing Brand values	3	
	8	Brand vision – Brand Elements	3	
	9	Branding for Global Markets – Competing with foreign brands	3	
III	Brand communications & Brand extension		12	20
	10	Brand communications- Brand image Building – Brand Loyalty programmes	3	
	11	Brand Promotion Methods –Role of Brand ambassadors, celebrities – On line Brand Promotions.	3	
	12	Brand extension- Brand Adoption Practices – Different type of brand extension	3	
	13	Factors influencing Decision for extension – Re-branding and re-launch	3	
IV	Brand Performance		12	20
	14	Brand performance –Meaning- Measuring Brand Performance	3	
	15	Brand Equity Management - Global Branding strategies	3	
	16	Brand Audit – Brand Equity Measurement	3	
	17	Brand Leverage -Role of Brand Managers– Branding challenges & opportunities	3	
V	Open ended module		12	
	1	Case study analysis /Course Project/ Role play/ Group discussion/ BrandPresentations/ Product Rebranding Activity		

References:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012

- REFERENCES
1. Lan Batey, Asain Branding – A Great way to fly, PHI, Singapore, 2002.
 2. Paul Tmepoal, Branding in Asia, John Willy, 2000.
 3. Aaker, D. A. (1996). Building Strong Brands. New York: Free Press.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	P07
CO 1	2	1	1	3	1	2	3	2	2	2	2	1	1
CO 2	2	1	1	3	2	2	3	2	2	2	3	1	2
CO 3	2	0	1	3	2	2	3	2	3	3	3	2	2
CO 4	1	1	1	3	2	2	3	2	2	2	2	2	2
CO 5	2	1	1	3	2	3	3	2	2	2	3	2	2
CO 6	3	2	2	3	3	3	3	3	3	3	3	3	3

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminars/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓		✓	✓	✓
CO2	✓	✓		✓	✓
CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

Course Code & Title	LMT5MN301	GLOBAL MARKETING			
Type of Course	Minor	Semester	5	Academic Level	300-399
Course Details	Credit	Lecture Per week	Tutorial per week	Practical Per week	Total Hours
	4	4			60
Pre-requisites	A basic understanding of marketing principles, management concepts, business environment, marketing research, communication skills, and fundamental economics is required to take this course.				
Course Summary	<p>This course offers a comprehensive overview of the principles and practices of marketing in an international context. It begins by exploring the international marketing environment, focusing on political, legal, cultural, economic, and financial factors that influence global marketing decisions. Students will gain insights into global consumer behavior and the complexities of assessing international market opportunities using marketing research tools.</p> <p>The course further delves into international marketing management, including planning, organization, and various market entry strategies such as exporting, joint ventures, and direct investments. It covers global product management with emphasis on standardization vs. differentiation, and the development and marketing of industrial products and services internationally, along with appropriate pricing strategies. Finally, the course addresses global logistics, international distribution systems, and the development of effective global advertising and promotional strategies. It also includes sales and marketing program development tailored to international markets. This course prepares students to effectively navigate and succeed in the dynamic and challenging landscape of global marketing.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the international marketing environment, including political, legal, cultural, economic, and financial dimensions.	U	C	Examinations/ Group discussions/ Quizzes/ Management games/ Case study/ Course project/ MCQ/ Seminar/Country Profile Report/
CO2	To analyze global consumer behavior and assess international market opportunities	An	P	Assignments/ Case study/

	using marketing research.			Examinations/ Viva/ Quizzes/ Engaging in role play/ Course project/ MCQ/ / Seminar
CO3	To explain international marketing management practices, including planning, organization, and market entry strategies.	U	C	Examinations Seminar/ Group discussions/ Engaging in role play/ Case study/ Course project/ MCQ/ Global Marketing SWOT:
CO4	To apply product planning and development strategies for global markets, focusing on standardization and differentiation.	Ap	P	Group discussions/ Examinations/ Mock interview/ Quizzes/ Course project/ Case study / Course project/ MCQ/ Store Visit Report/ / Seminar/ Assignment
CO5	To evaluate pricing strategies and the marketing of industrial products and services in international markets.	E	C	Assignments/ Seminar Examinations/ Engaging in role play/ Management games/ Case study/ Course project/ MCQ/ Global Ad Analysis
CO6	To develop global logistics, distribution, advertising, promotional, and sales strategies for international markets.	C	P	Examinations /Case study/ Debate/ Quizzes/ Management games/ Course project/Viva/

Detailed Syllabus:

Module	Unit	Content	Hours	Marks (70)
I	Introduction to global marketing		10	15
	1	The international marketing environment - Political and legal systems	4	
	2	Multilateral and Geographical Groupings -	3	

	3	Culture and Business Customs - Economic and Financial dimensions.	3	
II	Global consumer market		10	15
	4	Understanding the global consumer market	4	
	5	Scope and challenges of international marketing -	3	
	6	Assessing international market opportunities - Marketing Research	3	
III	International marketing management		10	20
	7	Key Elements of International Marketing Management: Planning and Organization- Market Entry Strategies- Market Research and Analysis- Global Marketing Mix (4Ps)- Risk Management- Compliance and Ethics	4	
	8	Importance of International Marketing Management:	3	
	9	Market entry strategies - Export, joint ventures and direct investments.	3	
IV	Global product management & Global logistics management		18	20
	10	Global product management - standardization vs. differentiation	3	
	11	Product planning and development	3	
	12	Marketing industrial products and services globally- Pricing for international markets	3	
	13	Global logistics management - International distribution systems	3	
	14	Global advertising and promotional strategies	3	
	15	Sales management - Developing marketing strategies and programs for international markets.	3	
V	Open ended module		12	
	1	Case studies/Course project/ Country Profile Report/Global Marketing SWOT/Global Ad Analysis		

References:

1. Keiefer Lee & Steve Carter, GLOBAL MARKETING MANAGEMENT, Oxford University, 2009
2. Micheal R. Czinkota and Iikka A. Ronkainen, GLOBAL MARKETING, CENGAGE Learning, 2007
3. R. Srinivasan, INTERNATIONAL MARKETING, Prentice-Hall India Pvt. Ltd, New Delhi, 2008

4. Daniels, Raderbaugh & Sullivan, GLOBALIZATION AND BUSINESS, Prentice-Hall India,
 5. Philip R. Cateora and John L. Graham, INTERNATIONAL MARKETING, Irwin McGraw-Hill
 6. Masaaki & Helsen, GLOBAL MARKETING MANAGEMENT, John Wiley & sons Inc, 2004
 7. Terpstra & Sarathy, INTERNATIONAL MARKETING, Thomson.

Mapping of Co's with:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	1	0	0	3	2	3	1	1	2	3	2	1
CO 2	2	1	0	1	3	2	2	2	3	2	2	1	1
CO 3	3	1	1	1	3	3	3	2	3	2	3	2	2
CO 4	3	0	2	3	2	2	2	1	2	2	2	2	1
CO 5	2	1	0	1	3	2	2	1	2	1	3	1	1
CO 6	3	1	2	1	3	3	3	2	3	2	3	2	2

Assessment Rubrics:

- Internal exam /Mid-semester exam/ Test paper
- Seminar/Group discussions/Debate/ Engaging in role play/ Quizzes
- Assignment /Management games /Viva/MCQ
- Open module internal
- End semester examination(Final exam)

Mapping of CO's to Assessment Rubrics:

	Internal exam	Seminar	Assignment	Open module internal	End semester examination
CO1	✓	✓		✓	✓
CO2	✓	✓	✓	✓	✓
CO3	✓	✓		✓	✓
CO4	✓	✓	✓		✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓		✓	✓

22. MODEL QUESTION PAPERS

Format of the Question Papers- Type I (Foundation Courses)

I Semester B. Voc. Degree Examinations – October 2025

LMT1FS111 : WAREHOUSE MANAGEMENT

(Credits: 3)

Maximum Time: 1:30 Hours

Maximum Marks: 50

Course Outcomes (COs)

Co #	CO Statement
CO1	To understand the types and cost related with inventory
CO2	To train and equip the students in warehouse management systems
CO3	To understand the importance ABC Inventory Control
CO4	To understand the importance and usage of Bar coding technology and applications of RFID technology.
CO5	To understand the importance of Vehicle travel path(time) ,Handling time and vehicle utilization
CO6	To understand the various distribution approaches

Section A

[Answer all questions. Each question carries 2 marks] (Ceiling: 16 Marks)

1. Define inventory and list any three types of inventory. [CO 1]
2. What are the characteristics of an ideal warehouse? [CO 1]
3. State two key benefits of warehouse management systems (WMS). [CO 2]
4. Differentiate between independent demand and dependent demand systems. [CO 3]
5. What is ABC inventory control? Give a brief explanation. [CO 3]
6. Mention two advantages of using bar coding in warehouse operations. [CO 4]
7. List two applications of RFID technology in inventory management. [CO 4]
8. What do you understand by vehicle utilization in warehouse logistics? [CO 5]
9. List any two factors affecting vehicle travel path in warehouse management. [CO 5]
10. Name and briefly describe any two distribution approaches. [CO 6]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling:24 Marks)

11. Explain in detail the different types of inventory and the costs associated with holding inventory. [CO 1]
12. Describe the functions and components of a Warehouse Management System (WMS). How does it improve operational efficiency? [CO 2]
13. Discuss the ABC Inventory Control technique. How is it used to manage inventories in multi-echelon and single-echelon networks? [CO 3]
14. Explain the role of bar coding and RFID technologies in inventory tracking and warehouse automation. Highlight their advantages and limitations. [CO 4]

15. Analyze the factors that influence vehicle travel time, handling time, and vehicle utilization in a warehouse. Suggest ways to optimize these parameters. [CO 5]

Section C

[Answer any One. Each question carries 10 marks]

16. Discuss in detail the different types of inventory used in supply chain management. Explain the various inventory-related costs and the reasons for holding inventory in organizations. [CO 1]
17. Analyze the various distribution approaches used in logistics systems. Explain how the selection of an appropriate distribution model impacts cost, delivery speed, and customer satisfaction. Include the role of Distribution Resource Planning (DRP) in your answer. [CO 6]

Format of the Question Papers- Type II (Major Courses)

I Semester B. Voc. Degree Examinations – October 2025
LMT1CJ101: INTRODUCTION TO LOGISTICS MANGEMENT

(Credits: 4)

Maximum Time: 2 Hours

Maximum Marks: 60

Course Outcomes (COs)

Co #	CO Statement
CO1	To understand the basics of logistics and supply chain management.
CO2	To explain logistics outsourcing and its significance in global business.
CO3	To describe the role and responsibilities of logistics managers.
CO4	To analyze emerging concepts in logistics.
CO5	To assess the importance of customer service in logistics.
CO6	To evaluate the impact of technological advancements in logistics.

Section A

[Answer all questions. Each question carries 2 marks] (Ceiling: 20 Marks)

1. Define logistics and briefly mention any two of its key elements. [CO 1]
2. State two major objectives of logistics in a business context. [CO 1]
3. List two main activities involved in the logistics process. [CO 2]
4. What is the significance of achieving competitive advantage through logistics? [CO 2]
5. Mention any two strategic roles performed by logistics managers. [CO 3]
6. Differentiate between lean logistics strategy and agile logistics strategy. [CO 3]
7. What is meant by 3PL and 4PL in logistics outsourcing? [CO 4]
8. Mention two reasons why companies outsource logistics services. [CO 4]
9. State two key elements that define customer service in logistics. [CO 4]
10. Name any two technologies that have impacted logistics operations in recent years. [CO 6]
11. Explain the role of logistics in integrating with marketing functions. [CO 1]
12. What is the importance of the order cycle in customer service? [CO 5]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling: 30 Marks)

13. Explain the evolution of logistics over time. Discuss the major elements and importance of logistics in modern supply chain systems. [CO 1]
14. Describe the logistics process in detail. How does effective logistics contribute to achieving competitive advantage in global business? [CO 2]
15. What are the major responsibilities of logistics managers in strategic planning? Explain their role in designing and implementing logistics strategies. [CO 3]

16. Discuss any three emerging concepts in logistics. How do they influence the efficiency and sustainability of logistics operations? [CO 4]
17. Why is customer service important in logistics? Explain the elements of customer service and the role of the order cycle system in enhancing customer satisfaction? [CO 5]
18. Evaluate the impact of modern technologies (e.g., automation, RFID, IoT) on logistics operations. How do these technologies improve accuracy, visibility, and efficiency? [CO 6]

Section C

[Answer any One. Each question carries 10 marks]

19. Explain in detail the concept of logistics outsourcing. Differentiate between Third Party Logistics (3PL) and Fourth Party Logistics (4PL) providers. Discuss the stages involved in logistics outsourcing and the role of logistics providers in managing the supply chain. [CO 2]
20. Analyze the impact of technological advancements on logistics. Discuss how technologies such as Warehouse Management Systems (WMS), RFID, GPS, and automation are transforming logistics operations in terms of speed, accuracy, and cost-efficiency. Support your answer with examples. [CO 6]

Format of the Question Papers – Type III (Minor Courses)
I Semester B. Voc. Degree Examinations – October 2025
LMT1MN101: MARKETING MANAGEMENT
(Credits: 4)

Maximum Time: 2 Hours

Maximum Marks: 70

Course Outcomes (COs)

Co #	CO Statement
CO1	To introduce students to the fundamental concepts of marketing, including the classification of markets, marketing mix, and the marketing environment.
CO2	To enable students to understand product-related decisions including product mix, product life cycle, branding, packaging, and market segmentation.
CO3	To familiarize students with various promotional strategies and tools such as advertising, personal selling, sales promotion, and public relations.
CO4	To create awareness about the distinct features of rural marketing and differentiate it from urban and service marketing, including modern marketing trends like green, social, and niche marketing.
CO5	To provide insights into e-marketing practices and compare them with traditional marketing, emphasizing emerging trends, e-branding, and online payment systems.
CO6	To develop the analytical ability of students to evaluate marketing strategies and apply them in real-world business and logistics environments.

Section A

[Answer all questions. Each question carries 3 marks] (Ceiling: 24 Marks)

1. What is the difference between marketing and selling? [CO 1]
2. List any two elements of the marketing mix. [CO 1]
3. State two factors that influence the marketing environment. [CO 1]
4. Mention any two stages of the Product Life Cycle (PLC). [CO 2]
5. Define market segmentation and mention one of its objectives. [CO 2]
6. What are two tools used in personal selling or sales promotion? [CO 3]
7. State two factors that affect promotion mix decisions. [CO 3]
8. Give two unique features of rural markets in India. [CO 4]
9. Mention any two differences between traditional marketing and e-marketing. [CO 5]
10. What is e-branding? Name one platform commonly used for e-branding. [CO 5]

Section B

[Answer all questions. Each question carries 6marks] (Ceiling: 36 Marks)

11. Explain the classification of markets. How do traditional and modern marketing concepts differ in terms of scope and approach? [CO 1]
12. Define the marketing mix. Discuss the factors affecting the formulation of an effective marketing mix strategy. [CO 1]
13. Describe the stages of the Product Life Cycle (PLC). Why is branding important in each stage of the PLC? [CO 2]
14. What is market segmentation? Explain its objectives, need, and the process involved in segmenting a market. [CO 2]

15. Discuss the role of advertising and public relations in the promotion mix. How do they influence customer perception? [CO 3]
16. Compare and contrast personal selling and sales promotion. What factors affect the choice of promotion mix? [CO 3]
17. Explain the key features and challenges of rural marketing. How does it differ from urban marketing? [CO 4]
18. Discuss the advantages of e-marketing over traditional marketing. Highlight the role of e-payment systems and their security features in modern commerce. [CO 5]

Section C

[Answer any One. Each question carries 10 marks]

19. Discuss the differences between traditional marketing and e-marketing. Explain how emerging trends such as e-branding, social media marketing, and online payment systems are transforming the marketing landscape. Illustrate your answer with suitable examples. [CO 5]
20. Explain the concept of market segmentation. Discuss its objectives, process, and importance in designing an effective marketing strategy. How does target marketing enhance the success of a product in a competitive market? [CO 6]

Appendix

1. Format of the Internship/ Apprenticeship Report

1. Title Page:

- Title of the report, Name of the organization, Name of the intern, Duration of the internship, Date of submission.

2. Certificate, Declaration and Acknowledgments:

- Internship / Apprenticeship completion certificate from the organization
- Include a declaration stating that the internship/ Apprenticeship report is original work and has not been submitted elsewhere.
- Express gratitude.

3. Table of Contents:

- Provide a list of sections and subsections with corresponding page numbers.

4. Introduction:

- Introduce the organization where the internship/ Apprenticeship was conducted, including its background, mission, products/services, industry sector, and any other relevant information.
- State the objectives of the internship/ Apprenticeship report.

5. Description of the Organization:

- Provide a detailed overview of the organization, its history, organizational structure, core functions, target market, competitors, and industry trends.
- Describe the department or division where the internship/ Apprenticeship was undertaken and its role within the organization.

6. Internship / Apprenticeship Experience:

- Describe the tasks, projects, and responsibilities undertaken during the internship/ Apprenticeship.
- Discuss the skills, knowledge, and competencies acquired or enhanced through practical experience.
- Provide examples of significant achievements, challenges faced, and how they were overcome.

7. Learning Outcomes:

- Reflect on the key learning and insights gained from the internship/ Apprenticeship experience.
- Discuss how the internship/ Apprenticeship contributed to personal and professional development, including skill development, industry knowledge, and career aspirations.

8. Recommendations:

- Offer recommendations for the organization based on observations and experiences during the internship/ Apprenticeship.
- Suggest areas for improvement, future opportunities, or strategies to enhance organizational effectiveness.

9. Conclusion: Summarize the main findings and outcomes of the internship/ Apprenticeship experience

10. Appendices:

12. Include any references, sources, or materials cited in the internship report.

2. Format of Internship/ Apprenticeship Daily Report

1. **Title:** Daily Report of Internship/ Apprenticeship in [Organization Name]

2. **Date:**

3. **Internship Details:**

- Intern Name:
- Department/Division:
- Supervisor/Mentor:

4. **Objective/Task for the Day:**

- Briefly describe the main objective or tasks assigned for the day.

5. **Work Activities:**

- List the activities performed during the day, including:

6. **Challenges Faced:**

- Identify any challenges or obstacles encountered during the day.
- Describe how the challenges were addressed or mitigated.

7. **Learning and Insights:**

- Reflect on the key learning, insights, or new skills acquired during the day.

8. **Feedback and Comments:**

- Provide feedback on the internship/ Apprenticeship experience,

9. **Signature:**

Intern's Signature:

Date:

3. Format of Internship/ Apprenticeship Certificate

Certificate of Internship/ Apprenticeship Completion

This is to certify that [Intern's Name] has successfully completed the internship/ Apprenticeship program at [Organization Name] from [Start Date] to [End Date].

During this period, [he/she] actively participated in [brief description of internship / Apprenticeship responsibilities and projects], demonstrating [list of skills developed] and achieving [mention any notable achievements].

[Signature]

[Name and Title of Signatory]

Signature and Name of Faculty in Charge

Signature of HoD

Date

4.Format of Optional Project report

Sl.No	Content
1	Introduction 1.1 Background of the Study 1.2 Statement of the Problem 1.3 Relevance & Scope of the Study 1.4 Objectives of the Study
2	Review of Literature 2.1 An Overview of Earlier Studies 2.2 Uniqueness of Research Study
3	Methodology of the study 3.1 Research Approach and design 3.2 Sources of Data 3.3 Sampling Design – Reliability & Content Validity 3.4 Data Analysis Tools 3.5 Report Structure 3.6 Limitations of the Study
4	Data Analysis, Interpretation and Inference
5	Findings and Conclusion
6	Suggestions
7	Appendix Bibliography

5.Format of Research Diary

Name of the Student:

Title of the research work:

Month:

Sl. No	Date	Particulars of Research Work done	Signature of the research Scholar

Signature of the Supervisor

Signature of the HoD

6. Format of Practical Record Book (Front Page)

Index page

Sl. No	Date	Title of the Practical	Page no	Remarks

7. Format of Practical Record Book (Inner Page)

Practical No: Date
Title of the activity:
Brief description of the practical activity

Signature of the Course Teacher

UNIVERSITY OF CALICUT



Minor in Applied Marketing
Offered by
Board of Studies in Commerce

FOUR-YEAR UNDER GRADUATE PROGRAMME

2025-26 ADMISSION ONWARDS (CUFYUGP/ CUFYVP Regulations 2025)

GROUPING OF MINOR COURSES

Minor Title: Applied Marketing

Group 1 may be offered to all students, whereas Group 2 is reserved for students enrolled in the vocational discipline.

Semester	Course Code	Course Title	Credit	Theory hrs	Practical hrs	Internal	External	Total marks
1	LMT1MN101	MARKETING MANAGEMENT	4	4	0	30	70	100
2	LMT2MN101	RURAL MARKETING	4	4	0	30	70	100
3	LMT3MN201	RETAIL MARKETING	4	4	0	30	70	100

Semester	Course Code	Course Title	Credit	Theory hrs	Practical hrs	Internal	External	Total marks
3	LMT3MN202	CONSUMER & ORGANISATIONAL BEHAVIOUR	4	4	0	30	70	100
4	LMT4MN201	BRAND MANAGEMENT	4	4	0	30	70	100
5	LMT5MN301	GLOBAL MARKETING	4	4	0	30	70	100