

B.A. Economics with Logistics and Freight Management
Semester III
(For the students admitted during the academic year 2017 – 2018 and onwards)

Course : Part IV – Skill Enhancement Course I Communication Skills for Business	Course Code: 317TS1
Semester: III	No. of Credits: 3
No. of hours : 45	C:T- 38 :7
CIA Max. Marks: 75	

(C: Contact hours, T: Tutorial)

Course Objectives:

- To develop self-confidence in managing the business.
- To equip the students with correct and effective communication skills for successful management of a business.

Course Outcomes: On completion of the course, the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Gain knowledge on concepts and principles of communication	R
CO2	Understand the skills in development communication	R
CO3	Construct various communication letters for business activities	U
CO4	Acquire skills on correspondence with banking, insurance and other agencies	U
CO5	Inculcate the skills on different kinds of report writing.	A
CO6	Acknowledge the media planning and advocacy	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Communication	(7 Hours)
Meaning – Importance - Objectives – Principles -Media of Communication.	
Unit II: Oral Communication	(7 Hours)
Verbal, Non-Verbal and Audio-Visual Presentation, Telephone Skills and Etiquettes	
Unit III: Written Communication	(8 Hours)
Kinds of Business Letter – Essentials of a Business Letter – Enquiries and Replies - Orders and execution- Sales letters - Application letters	

Unit IV: Agency Correspondence	(8 Hours)
Insurance - Bank Correspondence – Correspondence with public authorities and other agencies- Letter to the editor of news papers	

Unit V: Report Writing	(8 Hours)
Importance - Kinds – Characteristics of a good report -Report by individuals and committees	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Business Communication	Jain V.K and Omprakash Biyani	S. Chand & Co. Ltd, New Delhi, 2013

Books for Reference:

S. No	Name of the Book	Authors	Publishers with Edition
1	Essentials of Business Communication	Rajendra Pal & KorlahalliJ. S	Sultan Chand and Sons, New Delhi, 2013.

E-Resources : (Web resources & E-books)

1. https://www.pdfdrive.com/essentials-of-business-communication-9-edition_d32791359.html

2. <https://www.amazon.com/Essentials-Business-Communication-MindTap-Course-ebook/dp/B079QFJF1W>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	R
CO 2	H	M	H	H	M	H	H	R
CO 3	M	M	H	M	M	H	H	U
CO 4	H	H	M	M	M	M	H	U
CO 5	H	H	H	H	H	H	H	A
CO 6	H	H	H	H	H	H	H	A

H-High

M- Medium

L- Low

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk method
2. Seminar
3. Assignments

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment	Course Exit Survey

Internal Assessment Components:

Components	CIA I	CIA II	Lab Performance	Record	Total
Marks	30	30	5	10	75

Internal Assessment components:

Components	CIA I	CIA II	Assignment	Total
Marks	30	30	15	75

Question Paper Pattern

Section A	Either or Type - 5 Questions
Section B	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment
R	20%	20%	Content : 50% Presentation :50%
U	50%	40%	
A	30%	40%	

B.A. Economics with Logistics and Freight Management

Semester IV

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV– Skill Enhancement Course II – Tally Accounting Programme –Practical	Course Code:417TS
Semester: IV	No. of Credits: 3
No. of hours : 45	P:R- 33:12
CIA Max. Marks: 75	

(P: Practical, R: Record)

Course Objectives:

- To familiarize the students with accounting skills using tally software.

Course Outcomes: On completion of the course, the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Create account heads.	U
CO2	Create and manage inventory.	U
CO3	Apply tax concepts in business accounting.	U

CO4	Prepare final accounts in accordance with generally accepted accounting principles.	A
CO5	Acquaint to prepare bill	A
CO6	Learn to extract financial and inventory reports.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

List of Practicals:	(33 Hours)
<ol style="list-style-type: none"> 1. Company Creation 2. Creation of account head under Pre-defined groups 3. Creation and Alteration of New Groups (Single and Multiple) 4. Creation and Alteration of Ledger (Single and Multiple) 5. Creation and Alteration of Cost categories and Cost centre 6. Accounting Voucher (Purchase, Sales) 	

7. Display of Books, Trial Balance, Profit and Loss Account and Balance Sheet
8. Altering Inventory Features
9. Creation and Alteration of Stock Group, Category (Single and Multiple)
10. Creation and Alteration of Stock Item (Single and Multiple)
11. Creation and Alteration of Godown
12. Display of Stock summary
13. Accounting Vouchers (Payment, Receipt, Contra, Journal)

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV &V	Financial Accounting on Computers using Tally	Namrata Agarwal & Sanjay Kumar	Dreamtech Press, New Delhi, 2010

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Using Tally	Satyapal N	Khanna Publications, New Delhi, 2000

E-Resources : (Web resources & E-books)

<https://www.amazon.in/Accounting-Tally-ERP-Munishwar-Gulati-ebook/dp/B01LXYWKTA>

Mapping of Course Outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	M	M	H	-	R
CO 2	H	H	H	H	M	M	L	R
CO 3	H	H	H	M	M	H	-	A
CO 4	H	H	H	M	H	H	-	A
CO 5	H	H	H	M	M	H	-	A
CO 6	H	H	H	H	M	M	-	A

H-High

M- Medium

L- Low

Content Delivery Methods: (Minimum Two of the following)

1. Laboratory class
2. LCD Presentation
3. Demonstration

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Lab Performance Record	Course Exit Survey

Internal Assessment Components:

Components	CIA I	CIA II	Lab Performance	Record	Total
Marks	30	30	10	5	75

**B.A. Economics with Logistics and Freight Management
Semester V**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV- Skill Enhancement Course III - Computer Application Techniques – Practical	Course Code: 517TS3/517ES3
Semester: V	No. of Credits: 3
No. of hours: 45	P:R - 33:12
CIA Max. Marks: 75	

(P: Practical, R: Record)

Course Objectives:

- To equip the students to develop their own application using Graphical user Interface.
- To learn Power Point Presentation Graphics Program.
- To develop the knowledge of Microsoft Access as Database Management System to organizing information about personal and business life.

Course Outcomes: On completion of the course, the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Apply computer resources for use in business and academics	A
CO2	Use Microsoft Word to Construct business and academic documents.	A
CO3	Create spreadsheets with formulas and graphs using Microsoft Excel.	A

CO4	Develop presentations containing animation and graphics using Microsoft PowerPoint.	A
CO5	Generate and manage databases.	A
CO6	Prepare and manipulate different programs and functions.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

List of Practical

MS Word	(9 Hours)
1. Type a paragraph and perform the following changes: Font Size, Font style, Line spacing, Page setup (margin), Text color, Center heading Under line a text, Bullets/numbering, Alignment (Justify, center, left, right) 2. Type a document and perform the following: Insert header, Find and replace, Cut, copy and paste, Change case 3. Prepare an advertisement for a product 4. Send an application to many companies for suitable job using mail merge option.	
MS Excel	(8 Hours)
5. Prepare Payroll for employee 6. Draw a Chart using Excel with the details : Student Name and Marks of 5 subjects	
MS PowerPoint	(8 Hours)
7. Design a Sports Day Invitation and prepare Slides describing various events in Power Point. 8. Display various departments and courses offered in our college using Power point.	
MS Access	(8 Hours)
9. Create a database for Employee Details and generate a report for Pay Slip using MS Access 10. Create a database for Customer Information and generates a report with the customer name in ascending order.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Computer Application in Business	Parameswaran R	S.Chand & Company Ltd., New Delhi, 2012.
I, II, III, IV & V	MS Office 2007 in a Nutshell.	Sanjay Saxena	Vikas Publishing House, New Delhi, 2013.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Working in Microsoft Office	Ron Mansfield	Tata McGraw Hill Publishing Co. Ltd, Delhi, 2005.

Mapping of Course Outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	A
CO 2	H	H	H	H	H	H	H	A
CO 3	H	H	H	H	H	H	H	A
CO 4	H	H	H	H	H	H	H	A
CO 5	H	H	H	H	H	H	H	A
CO 6	H	H	H	H	H	H	H	A

H-High

M- Medium

L- Low

**B.A. Economics with Logistics and Freight Management
Semester I**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Allied I Management Principles	Course Code: 119AT1
Semester: I	No. of Credits: 4
No. of hours : 90	C:T - 75:15
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T:Tutorial)

Course Objectives:

This course endeavours to impart the basic knowledge of organizing and managing a firm in an efficient manner.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Equip with the basic knowledge of managing a business unit.	R
CO2	Inculcate managerial skills.	R
CO3	Provide the capacity to apply theoretical knowledge in stimulated and real-life settings.	U
CO4	Identify and analyze both qualitative and quantitative information to solve the issues and formulate best control methods.	U
CO5	Comprehend the corporate strategic planning techniques.	A
CO6	Describe the techniques of controlling and co-ordination.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Management	(15 Hours)
Definition – Features – Functions – Importance - Administration and Management - Manager: Functions – Role – Responsibilities - Entrepreneur and Manager.	

Unit II: Planning	(15 Hours)
Definition – Characteristics – Objectives - Advantages and Limitations - Steps in Planning Process - Management by Objectives (MBO) - Decision Making - Decision Making Process.	

Unit III: Organisation	(15 Hours)
Functions- Nature- Importance-Classification of Organisation: Formal and Informal Organisation - Difference between Formal and Informal Organisation - Directing: Meaning and Principles.	

Unit IV: Delegation	(15 Hours)
Elements – Principles – Types – Advantages - Problems. Decentralization –Advantages – Disadvantages - Departmentation: Need – Factors - Basis.	

Unit V: Controlling	(15 Hours)
Steps - Requirements of Effective Control System – Features - Need – Advantages – Limitations -Coordination - Features – Importance – Types - Problems- Steps for effective Co-ordination.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Principles of Management	Ramasamy. T	Himalaya Publishing House, Mumbai, 2017.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Principles of Management	Tripathi P.C & Reddy P.N	Tata McGraw Hill Ltd., New Delhi, 2015.

E-Resources : (Web resources & E-books)

1. <https://www.amazon.in/Principles-Management-P-C-Tripathi-ebook/dp/B00DMXKDMW>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	M	H	H	R
CO 2	H	H	M	M	H	M	H	R
CO 3	H	H	H	H	M	H	H	U
CO 4	M	H	M	L	H	H	H	U
CO 5	H	H	H	H	M	M	H	A
CO 6	H	H	H	H	H	H	H	A

H-High

M- Medium

L- Low

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk method
2. Power Point Presentation
3. Seminars

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment JAM	Course Exit Survey

Internal Assessment Components:

Components	CIA	Assignment	JAM	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type – 5 Questions
Section C	Either or Type – 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	JAM
R	13 %	13 %	Content : 50% Presentation :50%	Content : 50% Presentation :50%
U	27 %	27 %		
A	60 %	60 %		

**B.A. Economics with Logistics and Freight Management
Semester II**

(For the students admitted during the academic year 2019 – 2020 and onwards)

Course: Part III - Allied II Industrial Economics	Course Code: 219AT2
Semester: II	No. of Credits: 4
No. of hours : 90 hours	C:T 75:15
CIA Max. Marks: 15	ESE Max. Marks:75

(C:Contact hours, T:Tutorial)

Course Objectives:

- ❖ To enable the students to understand the fundamentals of Industrial Economics.
- ❖ To create the knowledge on Industrial growth and economic development.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Acquire skills on 'firm', optimum and representative firm	A
CO2	Describe the nature and various theories of industrial location.	A
CO3	Examine the importance of term finance, short term, Medium term and Long term.	A
CO4	Analyze the role of state in Industrial development.	A
CO5	Assess the new industry policy if India.	A
CO6	Elucidate the economic reforms of industries.	A
CO7	Prepare and implement the various aspects of rationalization and Automation benefits.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Size of the Firm	(15 Hours)
Meaning and Concept of Industry -Factors determining the size of the firm - Concept of the optimum firm - Representative firm.	

Unit II: Location of Industry	(15 Hours)
Factors determining Industrial Location - Theories of Industrial Location - Weber - Sargant Florence Thoery.	

Unit III: Industrial Finance	(15 Hours)
Short Term, Long Term - Specialized Financial Institutions - IFCI - IDBI - ICICI.	

Unit IV: Industrial Policies	(15 Hours)
Industrial Policies - 1948, 1956, 1971, 1977, 1990, 1991 - Role of State - New Industrial Policy and Economic Reforms.	

Unit V: Industrial Productivity	(15 Hours)
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Factors Influencing Productivity - Rationalisation - Aspects of Rationalisation - Scientific Management - Automation - Benefits - Rationalisation in India.

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
II, III, IV & V	Industrial Economics	Ranjana Seth	Ane Books Pvt .Ltd.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Industrial Economics	R R BARTHWAL	New Age International Publications
2	Industrial Economy	H.R. Mukhi	R.B.Publications
3			

E-Resources :(Web resources & E-books)

1. <http://www.pearson.com.au/products/O-R-Robbins-Judge-Millett-Boyle/O-R-Robbins-Stephen-et-al/Organisational-Behaviour-eBook/9781488609374?R=9781488609374>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	U
CO 2	H	H	H	H	H	H	H	U
CO 3	H	H	H	H	H	M	H	A
CO 4	H	H	H	H	H	H	H	R
CO 5	H	H	H	H	H	H	H	R
CO 6	H	H	H	H	H	H	H	A
CO 7	H	H	H	H	H	H	H	A

Content Delivery Methods(Minimum 2):

1. Power Point presentation
2. Chalk and Talk
3. Guest Lecture

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Seminar	Course Exit Survey

Internal Assessment components:

Components	CIA	Assignment	Seminar	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	Seminar
R	13 %	13 %	Content : 50% Presentation : 50%	Content : 50% Presentation : 50%
U	27 %	27 %		
A	60 %	60 %		

B.A. Economics with Logistics and Freight Management
Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core VI Supply Chain Management	Course Code: 317T06
Semester: III	No. of Credits: 3
No. of hours : 45	C:T- 38:7
CIA Max. Marks: 25	ESE Max. Marks: 50

(C:Contact hours, T:Tutorial)

Course Objectives:

The course aims

- to equip the student with the knowledge of Supply Chain Management
- to teach new opportunities in SCM

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Identify the objectives, importance and decisions phases of supply chains of various industries.	R
CO2	Estimate the supply chain performance with knowledge on achieving strategic fit to face the challenges in Indian scenario.	U
CO3	Create the structuring drivers of supply chain performance role of inventory, components of inventory decision in supply chain.	R
CO4	Analyze the role of safety inventory, impact of supply uncertainty on safety inventory and impact of replenishment policies on safety inventory	A
CO5	Apply the knowledge of information technology in supply chain management and thereby gain the foundation future of IT in supply chain	A
CO 6	Generalize the knowledge of supply chain management	U

R-Remembrance U –Understanding A-Apply**Syllabus:**

Unit I: Understanding the Supply Chain	(7 Hours)
Meaning-Objectives-Importance-Decision phases-process-Supply chains with illustrations.	
Unit II: Supply Chain Performance	(7 Hours)
Achieving strategic fit- Challenges to achieving and maintaining strategic fit-Indian scenario.	
Unit III: Supply Chain Drivers & Metrics	(8 Hours)
Drivers of supply chain performance- Framework for structuring drivers- Role of inventory in supply chain- Components of inventory decision.	
Unit IV: Managing Uncertainty in a Supply Chain Safety Inventory	(8 Hours)
Role of safety inventory in a supply chain- Impact of supply uncertainty on safety inventory- Impact of replenishment policies on safety inventor	

Unit V: Information Technology in a Supply Chain**(8 Hours)**

The role of Information technology in a supply chain – The supply chain and IT framework- Internal supply chain management- Supplier relationship management- Transaction management -Foundation future of IT in supply chain.

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Supply Chain Management Strategy Planning and Operation	Sunil Chopra and Peter Meindl & Karla. D.V	Pearson Education, 2016.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Supply Chain Management– Text and Cases	Janat Shah	Pearson Education, 2016.
2	Supply Chain Management	Mohanty R.P & Deshmuki. S.G	Biztantra, New Delhi, 2016.

E-Resources : (Web resources & E-books)

1.<https://www.amazon.in/Logistics-Supply-Management-Martin-Christopher-ebook/dp/B01DDSJ52O>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	R
CO 2	H	H	H	H	H	H	H	U
CO 3	H	H	H	H	H	H	M	R
CO 4	H	H	H	M	H	H	L	A
CO 5	H	H	H	H	M	H	H	A
CO 6	H	H	M	H	H	H	M	U

H-High**M- Medium****L- Low****Content Delivery Methods (Minimum two of the following):****1. Chalk and Talk Method****2. Power Point Presentations**

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Quiz	Course Exit Survey

Internal Assessment Components:

Components	CIA	Assignment	Quiz	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 5 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	Quiz
R	13 %	13 %	Content : 50% Presentation :50%	Content : 50% Presentation :50%
U	27 %	27 %		
A	60 %	60 %		

B.A. Economics with Logistics and Freight Management

Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV- Skill Enhancement Course IV Creative and Innovative Management	Course Code: 617TS4
Semester: VI	No. of Credits: 3
No. of hours : 45	C:T- 33:12
CIA Max. Marks: 75	

Course Objectives:

- To understand the nuances involved in Creativity & Innovation.
- To get hands on experience in applying creativity in problem solving.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Develop creative thinking for managers and work teams	A
CO2	Build up creativity and promote generation of innovative Ideas	A
	Creative thinking methods, tools and techniques to generate ideas and solve problems	A
CO4	Identify and critique organizational models of innovation Management	R
CO5	Evaluate the characteristics that make innovative organization is successful.	A
CO6	Discuss how a business might emulate the successful traits.	U

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Creativity	(6 Hours)
Need for Creative and innovative thinking for quality –Components of Creativity, Methodologies and approaches, individual and group creativity, organizational role in creativity	
Unit II: Visualization	(9 Hours)
Advanced study of visual elements and principles- line, plane, shape, form, pattern, texture gradation, color symmetry. Procedure for genuine graphical computer animation – Animation aerodynamics – virtual environments in scientific Visualization – Unifying principle of data management for scientific visualization – Visualization benchmarking	

Unit III: Creativity	(8 Hours)
Methods and tools for Directed Creativity – Basic Principles – Tools that prepare the mind for creative thought – stimulation – Development and Actions: - Processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and Motivation.	

Unit IV: Designing	(8 Hours)
Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, six thinking hats, lateral thinking – Individual activity, group activity, contextual Influences	

Unit V: Model	(7 Hours)
Creating and sustaining successful growth – Disruptive Innovation model – Segmentive Models – New market disruption - Commoditization and DE- Commoditization – Managing the Strategy Development Process.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Creating Value – Successful Business Strategies	Madhur	Routledge Publication. 2001

E-Resources : (Web resources & E-books)

<https://www.amazon.com/Creating-Value-Second-Successful-Strategies/dp/0750653639>

<https://www.amazon.in/Harvard-Business-Essentials-Creativity-Innovation/dp/1591391121>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	A
CO 2	H	H	H	H	H	H	H	A
CO 3	H	H	H	H	H	H	H	A
CO 4	H	H	H	H	H	H	M	R
CO 5	H	H	H	H	L	H	H	A
CO 6	H	H	H	H	H	H	H	U

H-High

M- Medium

L- Low

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk
2. Seminars

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Activity	Course Exit Survey

Internal Assessment components:

Components	CIA	CIA II	Activity	Total
Marks	30	30	15	75

Question Paper Pattern

Section A	Either or Type - 5 Questions
Section B	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment
R	20%	20%	Content : 50% Presentation :50%
U	50%	40%	
A	30%	40%	

**B.A. Economics with Logistics and Freight Management
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Elective III Brand Management	Course Code: 617TE6
Semester: VI	No. of Credits: 4
No. of hours :90	C:T -75:15
CIA Max. Marks: 25	ESE Max. Marks:75

(C:Contact hours, T:Tutorial)

Course Objectives:

- This course endeavours to impart the basic knowledge of organizing and managing a firm in an efficient manner

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Specify the key principles of branding and explain branding concepts and Ideas	R
CO2	Develop a brand including positioning and communications	U
CO3	Evaluate brand strength for any particular market offering	A
CO4	Identify important issues related to planning and implementing techno brand	R
CO5	Design and valuing a self-generated brand	A
CO6	Assess the global branding strategy	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Brand	(15 Hours)
Brands and Brand Management-Branding Commodities - Place Branding - The Brand Equity Concept - Sources of Brand Equity - Identifying and Establishing Brand Positioning.	
Unit II: Brand Mantra	(15 Hours)
Defining a Brand Mantra - Nike Brand Mantra - Disney Brand Mantra - The Marketing Advantages of Strong Brands -The Four Steps of Brand Building - The Brand Value Chain - Creating Customer Value	
Unit III: Build Brand	(15 Hours)
Choosing Brand Elements to Build Brand Equity - The Psychology of Packaging - New Perspectives on Marketing -Integrating Marketing -Product Strategy - Pricing Strategy - CHANNEL STRATEGY	
Unit IV: Marketing Communications	(15 Hours)
Integrating Marketing Communications -Four Major Marketing Communication Options -The Importance of Database Marketing - Brand Building via the X Games - Developing Integrated Marketing Communication Programs- Introducing and Naming New Products and Brand Extensions.	
Unit V: Brand Equity	(15 Hours)
Developing versus Developed Markets - Building Global Customer- ADVANTAGES OF GLOBAL MARKETING PROGRAMS - Brand Equity - Strategic Brand Management Guidelines - Future Brand Priorities.	

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Brand Management	Ajay Kumar	Wisdom Publications, 2017

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Strategic Brand Management	Kevinlane Keller and others	Pearson Education, 2017

E-Resources : (Web resources & E-books)

1. <https://www.pdfdrive.com/marketing-management-by-philip-kotler-e42459493.html>
2. <https://www.slideshare.net/walbert35/marketing-management-ebook>
- 3.

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk
2. Seminars
3. Gallery Walk

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment GD	Course Exit Survey

Internal Assessment components:

Components	CIA	Assignment	GD	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	GD
R	13 %	13 %	Content : 50% Presentation :50%	Content : 50% Presentation :50%
U	27 %	27 %		
A	60 %	60 %		

B.A. Economics with Logistics and Freight Management
Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III- Elective I Modes of Transport	Course Code: 517TE2
Semester: V	No. of Credits: 4
No. of hours : 75	C:T- 65:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Course Objectives:

The aim of the course is

- to make the students understand the modes of Transport
- to provide students with the basic knowledge of transportation economics and their applications to transportation planning, traffic engineering and management.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Discuss the concepts, principles and procedures of transport economics for effective decision making.	R
CO2	Explain the various modes of transport.	A
CO3	Examine the modernization in transport system.	U
CO4	Analyse the benefits of privatization of transport sector for domestic and international trade.	U
CO5	Expose the knowledge of air transportation services for international trade	A
CO6	Recognise the government regulations in transport sectors.	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Transport	(13 Hours)
Meaning and Significance of Transport - Classification of Transport – Road, Railway, Water and Air – Effects – Features of Logistics transportation	
Unit II: Railways	(13 Hours)
Factors influencing growth in rail logistics – Railway infrastructure in India and Freight movement – Share of Railway in cargo movement in India	
Unit III: Road Transport	(13 Hours)
Nature – Characteristics – Significance; Road Development in India – Role of National highways and the Toll highways – Outsourcing fleets from others – Technology, Cost, Speed, Security and Dynamics.	
Unit IV: Water Transport	(13 Hours)
Nature and Significance – Limitations – Classification - Problems of Development – Shipping: Progress – Problems of Indian Shipping – Major Ports in India	
Unit V: Air Transportation	(13 Hours)
Features – Significance in logistics – Limitations –Innovative schemes facilities to popularize air cargo logistics in India	

Books for study:

Unit	Name of the Book	Authors	Publishers with Edition
I,II,III, IV & V	Economics of Transport	Sankaran S.	Margham Publications, Chennai. 2004
III & V	Indian Economy	Sankaran S.	Margham Publications, Chennai. 2014.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	The Indian Economy– Environment and Policy	Ishwar C. Dhingra	Sultan Chand and Sons, New Delhi, 2014.
2	India Transport Report	India National Transport Development Policy Committee	Routledge Publishers, 2014

E-Resources : (Web resources & E-books)

1. <http://www.bookpump.com/upb/pdf-b/9428989b.pdf>

2. <https://www.kopykitab.com/Economic-And-Social-Issues-India-And-International-by-Ishwar-C-Dhingra#snapshot>

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	R
CO 2	H	H	H	H	H	H	H	A
CO 3	H	H	H	H	H	H	H	U
CO 4	H	H	H	H	H	H	H	U
CO 5	H	H	H	H	H	H	H	A
CO 6	H	H	H	H	H	H	H	A

H- High

M- Medium

L- Low

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk method
2. Power Point Presentations
3. Gallery Walk

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment Activity	Course Exit Survey

Internal Assessment Components:

Components	CIA	Assignment	Activity	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	Activity
R	13 %	13 %	Content : 50% Presentation :50%	Presentation :100%
U	27 %	27 %		
A	60 %	60 %		

**B.A. Economics with Logistics and Freight Management
Semester VI**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Elective II Strategic Management	Course Code: 617TE4
Semester: VI	No. of Credits: 4
No. of hours : 90	C:T - 75:15
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T:Tutorial)

Course Objectives:

This course endeavors to impart the basic knowledge of Strategies adopted in managing a firm, able to identify competitive advantages and core competences.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Analyse strategic macro environmental issues	A
CO2	Estimate the industry factors, and identify their impact on profitability and strategic positioning.	U
CO3	Predict organisational performance	A
CO4	Identify strategic capabilities and gaps	R
CO5	Compare and implement strategy at the single business unit level	U
CO6	Assess Strategic evaluation and control	A

R-Remembrance U –Understanding A-Apply

Syllabus:

Unit I: Strategic Management: An Introduction	(15 Hours)
Meaning of strategic management - concept of strategy - policy and strategy - strategy and tactic - Strategy and strategic plan - Nature of strategic plan - Nature of strategic decisions - approaches to strategic decision making - levels of strategies - The strategic management process - strategic management: merits and demerits.	
Unit II: Mission, Objective, Goals and Ethics	(15 Hours)
What is mission - concept of goals - Integration of individual and organisation goals: A Challenge - How Objectives are pursued - how is mission and objectives are formulated - why do	

mission and objective change - vision mission – objectives - goals and Strategy: Mutual relationships - core of strategic management: vision A-must - ethics and strategy.

Unit III: External Environment: Analysis and Appraisal (15 Hours)

Concept of environment - environmental analysis and appraisal - why environmental scanning and analysis - component of environment - SWOT: A tool of environment analysis - techniques of environmental search and analysis - ETOP: A technique of diagnosis - decision making on environmental information.

Unit IV: Organisational Change and Innovation (15 Hours)

Planned and unplanned change - causes or forces of organisational change - managing planned change - choosing a change strategy - creativity and innovation in organisations - organizational creativity and innovation process - learning organisation.

Unit V: Generic Competitive Strategy (15 Hours)

Generic vs. competitive strategy - five generic competitive strategies - competitive marketing strategy option - offensive vs. defensive strategy - Corporate strategy: Concept of corporate strategy - offensive strategy - defensive strategy - scope and significance of corporate strategy - Strategic evaluation and control.

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
I, II, III, IV & V	Strategic Management	Sankaran S	Margham Publications, Chennai. 2014.
I, II, III, IV & V	Strategic Management	Aiharkazmi, Adela Kazmi,	McGraw Hill, New Delhi, 2016.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Strategic Management Text and Cases	Ravi M.Kishore	Taxmann Publication Pvt Ltd, New Delhi 2010.
2	Strategic Management	John a Peare –II, Richard Robinson B., Amita Mital	McGraw Hill, New Delhi, 2012.

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	H	A
CO 2	H	H	H	H	H	H	H	H	U
CO 3	H	H	L	H	H	H	H	H	A
CO 4	H	H	H	H	H	H	H	H	R
CO 5	H	H	H	H	H	H	H	M	U
CO 6	H	H	H	H	H	H	H	L	A

H-High

M- Medium

L- Low

Content Delivery Methods (Minimum two of the following):

1. Chalk and Talk
2. Seminars
3. Case Analysis

Course Evaluation Methods:

Direct Methods	Indirect Methods
Continuous Internal Assessment Test I Continuous Internal Assessment Test II Assignment GD	Course Exit Survey

Internal Assessment components:

Components	CIA	Assignment	GD	Attendance	Total
Marks	15	4	4	2	25

Question Paper Pattern

Section A	MCQ – 10 Questions
Section B	Either or Type - 5 Questions
Section C	Either or Type - 5 Questions

Questions for CIA will be designed based on Weightage % given

Bloom's Category	CIA I	CIA II	Assignment	GD
R	13 %	13 %	Content : 50% Presentation :50%	Content : 50% Presentation :50%
U	27 %	27 %		
A	60 %	60 %		

B.A. Economics with Logistics and Freight Management

Semester VI

(For the students admitted during the academic year 2017 2018

and onwards)

Course: Part III – Human Rights and Humanitarian law- online course	Course Code: 617TE4
Semester: VI	No. of Credits: 4
No. of hours : 60	T – 60
CIA Max. Marks: 50	

(T:Tutorial)

Course Objective :

The aim of the course is to :

- Provide the students with the most comprehensive and current information available in their field of study

Human rights have only recently been protected by international law and are still seen today as being mainly governed by national law (though not of exclusively domestic concern). They were always seen and formulated as subjective rights of the individual (and, more recently, of groups) in respect of the state –mainly their own state.

Course Outcomes: On completion of the Course the student will be able to

CO	Statement	Bloom's Taxonomy level
CO1	Identify the complete course which made the students to work their own pace.	A
CO2	Develop an individualized program of study for them self's.	A
CO3	Implement the ideas on the value of life –long learning and opportunity.	A
CO4	Develop student personal satisfaction.	A
CO5	Built a body of knowledge in a specific discipline	A

Mapping of Course outcome with POs

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 6	PO 7	Bloom's Taxonomy level
CO 1	H	H	H	H	H	H	H	H	A
CO 2	H	H	H	H	H	H	H	H	A
CO 3	H	H	L	H	H	H	H	H	A
CO 4	H	H	H	H	H	H	H	H	A
CO 5	H	H	H	H	H	H	H	H	A

H-High

Content Delivery Methods

1. online

Internal Assessment components:

Components	Seminar	Assignment	Activity	CIA	Total
Marks	10	10	20	60	100