



MANONMANIAM SUNDARANAR UNIVERISTY,  
TIRUNELVELI-12

## SYLLABUS

### PG - COURSES – AFFILIATED COLLEGES

Course Structure for MBA  
(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards )



Semester-IV				
Part	Subject Status	Subject Title	Subject Code	Credit
III	Core	Strategic Management	ZBAM41	4
III	Core	International Business Management	ZBAM42	4
III	Core	Entrepreneurship	ZBAM43	4
III	Elective-1	Project Frame	PBAE41	3
III	Elective-2	Mergers and Acquisitions	PBAE42	3
III	Elective-3	Behavioural Finance	PBAE43	3
III	Elective-4	Global Human Resource Management	PBAE44	3
III	Elective-5	Compensation and Reward Management	PBAE45	3
III	Elective-6	Human Resource Analytics	PBAE46	3
III	Elective-7	Green Marketing	PBAE47	3
III	Elective-8	Retail Management	PBAE48	3
III	Elective-9	Marketing Analytics	PBAE49	3
III	Elective-10	Warehouse Management	PBAE4A	3
III	Elective-11	Customs Laws and Procedure	PBAE4B	3
III	Elective-12	Legal Aspects of Shipping	PBAE4C	3



**Total Marks: 100 Internal Exam: 25 marks + External Exam: 75 marks**

**A. Scheme for internal Assessment:**

Maximum marks for written test: **15 marks**

**3 internal tests**, each of **1 hour** duration shall be conducted every semester.

To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks and Seminar for 5 marks

The break up for internal assessment shall be:

Written test- 15 marks; Assignment -5 marks; Seminar-5 Marks Total - 25 marks

**B. Scheme of External Examination**

**3 hrs.** examination at the end of the semester

A – Part : 1 mark question two - from each unit

B – Part : 5 marks question one - from each unit

C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No.	Percentage of Marks	Letter Grade	Grade Point	Performance
1	90 - 100	O+	10	Outstanding
2	80 - 89	O	9	Excellent
3	70 - 79	A+	8	Very Good
4	60 - 69	A	7	Good
5	55 - 59	B+	6	Above Average
6	50 - 54	B	5	Pass
7	0 - 49	RA	-	ReAppear
8	Absent	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$\text{CGPA} = \frac{\Sigma (\text{GP} \times \text{C})}{\Sigma \text{C}}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**

- First Class with Distinction : CGPA  $\geq 7.5^*$
- First Class : CGPA  $\geq 6.0$
- Second Class : CGPA  $\geq 5.0$  and  $< 6.0$
- Third Class : CGPA  $< 5.0$



# STRATEGIC MANAGEMENT

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	understand the Strategic management process and social responsibility of business organizations	K-2
CO2	Develop leadership qualities to devise vision and strategic plans.	K-4,K-6
CO3	Appraise the dynamic business environment to categorize the critical success factors of an Organization.	K-4, K-5
CO4	Formulate strategies at corporate, business and functional levels	K-6
CO5	Evaluate the various control systems required for strategy implementation.	K-4

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## Unit I

Business policy an overview – the General management function – concept of corporate strategy – corporate goals and objectives formulation strategy – Rating opportunity and resources – the company and environment the company and its resources – Strategy and personal values – strategy and social responsibility.

## Unit II

Corporate and strategic planning – mission –vision of the firm – Development, maintenance & the role of leader – Hierarchical levels of planning – strategic planning process – merits and limitations of strategic planning.

## Unit III

Environment Analysis and Internal Analysis of firms - General Environment scanning, competitive environment analysis – to identify opportunities and threat assessing internal environment through Financial approach and value chain – Identifying critical success factors to identify the strength and weakness – SWOT audit – SWOT matrix – Implication core competencies.



### Unit IV

Strategic Formulation - Generic Strategies – Grand Strategies – Strategies of leading Indian Companies – the role of Diversification Limitis – means and forms – Strategic management at Corporate level, at Business level and the function level with special reference to companies, operating in India.

### Unit V

Concepts of tools of strategic evaluation competitive cost dynamics – experience curve – BCG approach cash flow implication – Assessment of economic contribution to strategy – cost of equity capital assessing market values of a business – Profitability matrix Strategy Implementation and control.

### Reference

- Strategic Management – Pearce & Robinson. All India Travellers ND 1988
- Strategic Management – An Integrative perceptive A.C. Hak & N. Smajluf. Prentice Hall, 1984.
- Competitive Strategies – Michael Porter Competitive Advantage of Nations – Michael Porter
- Strategic Management Concepts & Application – Samuel, C.Corto and J. Paul peter, McGraw Hill, 2nd Ed.
- Strategic Management – Gregory G. Dess & Alex miller McGraw Hill.
- Exploring Corporate Strategy – Text and Cases, Gerry Johnson & kevar Scholes,
- Prentice Hall Strategic Planning formulation for corporate Strategy – V. S. Ramasamy & Namakumari – Macmillan
- Business Policy and strategic Management – P. Subbarao Himalaya.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	1	2	2	1	1	2	1	-
CO2	1	-	3	1	2	1	1	1	1	-
CO3	2	2	-	3	1	-	2	1	2	1
CO4	2	2	-	1	1	3	1	3	2	1
CO5	2	-	-	1	1	-	1	-	1	2

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



# INTERNATIONAL BUSINESS MANAGEMENT

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Develop the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.	K-6
CO2	Develop deep Insights in to various market entry strategies followed by Global Organizations	K-6
CO3	Analyze technology environment and International finance	K-4
CO4	Understand the effect of Globalization on HRM	K-2
CO5	Improve the cognitive knowledge of managing business across the cultures	K-6

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### Unit – 1:

History of International business – Reasons for foreign entry – Patterns of International business – Types of FDI – Multinational Corporations – Market imperfection approach – approaches on firm bases and location specific advantages – Environmental factors – Economic, Financial, Political, legal, cultural, technological.

### Unit – II :

International business strategy – Internationalisation – Management Philosophies – Porter's Model – Prehalad and Doz's model – International Marketing Strategy – Introduction to product, price (INCOTERMS), Distribution, Promotion in international context.



**Unit – III :**

Technology and MNC – Technological interdependence – strategy and innovation – technology accumulation – Home or Overseas R&D – Organisational issues – Technological performance – Introduction to international finance – Exchange rate – changes, forecasting, risk – International cash management, taxation.

**Unit - IV :**

International operation Strategy – Procurement – Subcontracting – Plant location decisions – plant design and interplant relationship – Staffing policies – Globalisation and HRM – International labour strategy – New directions in organizational structures – Performance evaluation.

**Unit - V :**

International acquisitions – cultural, legal, political dimensions – conventional perspective of acquisition process – alternative perspective – acquisitions and business strategy – successful integration – Problems in acquisition integration – Approaches to integration – Future of multinational – international Co – operation – Determinants of competition – International managers for millennium.

**Course Outcome**

At the end of the course students should be able to:

1. Understand the most widely used international business terms and concepts.
2. Identify the role and impact of political, economical, social and cultural variables in international business.
3. Analyze international business from a multi-centric perspective, avoiding ethnocentrism.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	1	3	1	3	2
CO2	3	2	2	3	3	3	2	2	3	1
CO3	2	2	1	2	2	2	1	3	3	1
CO4	3	1	3	2	1	1	2	3	2	1
CO5	2	1	2	1	2	1	3	1	2	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

# ENTREPRENEURSHIP

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Evaluate the opportunity of the emerging trends create idea, select a type of ownership	K-4
CO2	Understand how to finance, protect and insure a business, thereby culminating in the development of a business plan which can raise funds	K-2,K-6
CO3	Evaluate new ventures and conduct feasibility studies	K-4
CO4	Analyze the legal environment which influence Entrepreneurship	K-4
CO5	Understand the latest programs of the government authorities in promoting small and medium industries.	K-2

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## Unit:1

**Entrepreneurship in the New Millennium:** Entrepreneurs/Small-Business Owners: Emerging trends: The Internet & E-commerce, Types of entrepreneurs; Corporate Entrepreneurship – Nature, Concepts and Sustainability. Contact Hours :12

## Unit:2

**The Entrepreneurial Mindset:** Entrepreneurial Individual, Sources of research on Entrepreneurs, Common Entrepreneurial characteristics, Confrontation with risk, Stress & Entrepreneurial Ego; Entrepreneurial Motivation; Developing Individual Innovation, Imagination & creativity, Creative Problem Solving, Ethics, Entrepreneurship, & Law, Social responsibility challenge, Learning about resources, Technology / Know how- Sources / Plans, Funding- various options , Infrastructure, Mentoring, Planning

## Unit:3

**Entrepreneurial Venture Planning:** Opportunity Assessment, Opportunity mapping, Idea validation, introduction to Lean Canvas and MVP aspects, Challenges of New-Venture Start-Ups, Pitfalls in selecting new ventures, Critical factors for NVD,



Failures of New Ventures, New Venture Evaluation process, John Mullin's Seven Domain Model, Feasibility Plan; Sustainable Competitive Advantage, Entrepreneurial Ventures and Marketing Research; Business Plan

#### Unit:4

**Entrepreneurial Issues for Start-Ups:** Legal forms of Entrepreneurial Organizations, Identifying legal structures, Specific forms of Partnerships and Corporations: Debt versus Equity, Venture Capital Market, Informal Risk Capital

#### Unit:5

**Strategic Planning and Entrepreneurship:** Strategic Planning, Value of Strategic Planning: The Entrepreneurial Edge, Implementing Strategic Plan: Venture Development Stages: Entrepreneurial Ventures: Management succession challenge, Developing a succession strategy; Harvest strategy: Liquidity events – Initial Public Offer (IPO); Complete sale of the venture. Governmental initiatives to foster entrepreneurship across sectors, Funding opportunities for start-ups, Business Incubation and its benefits.

#### Reference Books

- Kuratko, Hodgetts, (2014), Entrepreneurship - Theory, Process and Practice, 10th edition. Cengage Learning.
- Hisrich, Peters, Shepherd, (2016), Entrepreneurship, 10th edition. McGraw Hill.
- Kuratko, Rao, (2012), Entrepreneurship A South-Asian Perspective, 8th edition, Cengage Learning.
- Timmons, Spinelli, (2012), New Venture Creation, 9th edition. McGraw Hill.
- Bruce R Barringer, (2011), Entrepreneurship: Successfully Launching New Ventures, 4th edition, Pearson Education.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	3	2	3	3	3	3	3	2
CO2	2	1	3	2	3	3	1	3	-	-
CO3	2	1	3	1	-	3	2	3	1	-
CO4	3	2	2	-	2	1	2	3	-	-
CO5	-	2	-	2	-	2	3	3	3	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;





# PROJECT FINANCE

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the basic concepts in project management.	K-2
CO2	Plan and effectively manage the project planning and project completion.	K-3
CO3	Evaluate the projects under certainty and uncertainty risk situations.	K-5
CO4	Analyze the international project appraisal process.	K-4
CO5	Apply the project implementation and controlling techniques in the project.	K-4

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## Unit I: Project

Project – Concept – Classification – Projects and Developments – External and Internal Causes of Delay – Avoiding Overruns- Project Assets-Issues and Problems – Strategic Variables: Contractual/legal, Engineering /Technology, Financial and Economical, Post – Commissioning operations, social and human aspects, material problems – Project Formulation Checklist.

## Unit II: Managing Resources

Managing Resources – Phases from Project Planning to Project completion: Pre-investment, investment and operational phase- Capital Cost time- Value System – Project Feasibility Study: Stages Opportunity Study: General and Specific- Prefeasibility Study: Functional or support Study – Feasibility Study – Components of Project Feasibility Study

## Unit III: Appraisal

Financial Evaluation of projects under certainty: Pay Back Method, Average Rate of Return Method and Net Present Value method – Project Evaluation under Uncertainty and Risk.

## Unit IV : Appraisal

Appraisal Process – Concept – the methodology for project evaluation – Commercial Vs National Profitability: Social Cost benefit Analysis, Commercial or financial Profitability, Social or national Profitability – International Project Appraisal.



## Unit V: Implementation & Control

Planning, Implementation and Control: Network Analysis, Techniques, PERT, CPM – Crashing of Project Network – Resource Leveling and Resource Allocation and Line Balance

### References

- Gopalakrishnan.P and Rama Moorthy, V.E., PROJECT MANAGEMENT, Mac Millian India Ltd., New Delhi.
- Prasanna Chandra, PROJECTS; PLANNING, ANALYSIS, SELECTION, IMPLEMENTATION AND REVIEW, Tata McGraw Hill.
- Goel B.B, PROJECT MANAGEMENT – PRINCIPLES & TECHNIQUES, Deep and Deep Publications, New Delhi. TriMTOO Series on Project Management
- Stefano Gatti, Project Finance in Theory and Practice: Designing, Structuring, and Financing Private and Public Projects.
- Andrew Fight, Introduction to Project Finance

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	1	2	1	2	-	3	1	1
CO2	1	3	1	2	2	3	1	3	3	3
CO3	-	2	-	1	1	3	1	3	3	1
CO4	-	2	-	2	1	2	1	2	3	2
CO5	1	3	1	2	1	2	3	3	3	3

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



# MERGER AND ACQUISITIONS

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the merger and acquisition and Analyse the types of merger	K-2, K-4
CO2	Understand the corporate finance and solving the cost of capital	K-2, K-3
CO3	Analyse the corporate restructuring and joint venture	K-4
CO4	Compare the share market and detailed knowledge of share purchase	K-5
CO5	understand the takeover process and cost management	K-2

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## Unit I : Merger & Acquisition

Mergers, Acquisitions and Restructuring – An Overview: Forms of Corporate Restructuring - Corporate Control – Organization Behavior – Extensions and Conclusions. Strategy, Diversification and Mergers; Diversity in Strategic Planning – BCG- Porter – Adaptive P process- Formulation of Competitive Strategy- Diversification Strategy – Types and Characteristics of a Merger: Economic Rationale of Major Types of Mergers – Role of Industry Life Cycle

## Unit II : Corporate Finance

A Framework for Corporate Finance: Theory of the Firma and Corporate Finance- Capital Structure Theories – Dividend Policy Theories – The Financial Methodology of Valuation: Valuation Principle – Capital Budgeting Decisions – Basis for Firm Valuation: Dividend Growth Valuation Model S Calculation of Cost of capital – Sensitive Analysis Agency Problems and Management.

## Unit III : Marger & Takeover

Self Off and Divestitures – Definition Effects and Analysis – Spin Off – Self Off Gains –Explanation and Rationale – Divestiture Motives – Voluntary Liquidations and Takeover, Unsuccessful Takeover – Timing of Merger Activity- Mergers and Macro – economy, Aggregate Conglomerate Activity, Deal S structuring: Course Objective Tax Planning Options – Payment and Leverage Methods - Restructuring Joint



Ventures: JVs in Business Strategy, Rationale Tests of the Role of JVs – ESOPs: Nature and History, Usage, Analysis and Evidence Buy-out Economic and Financial Factors, Elements of an LBO operation, conditions and circumstances of Going- Private Buy-outs, Post Buy out Equity Value – Internal Mergers and Restructuring, International M&As.

#### **Unit IV : Corporate Control**

Corporate Control: Share Repurchase and Exchanges: Basic Stock Repurchase Model, Exchange Offers – Mechanism. Underlying Corporate Control Internal and External Control Mechanism, Managing Ownership and Corporate Performance, Voting Rights and value of control, Regulation of Securities and Trading and Takeovers – Evaluation of Arbitrage and Insider Trading, The Recent Developments and their implications

#### **Unit V : Strategic cost Management**

Managerial Strategies: Review of Theories and Case Study of M & A Activity, Models of Takeover Process, Strategic Cost Management: Traditional Cost Accounting Vs. Strategic Cost Management, ABC Costing - Value Chain Analysis – Cross Subsidization of Products – Implications for Corporate Strategy, Life Cycle Costing Target Costing.

#### **References**

Mergers Restructuring and Corporate Control – J. Fred Westron, Kwon Shun & Susan E. Hoag – PHI

Doing Deals – Investment Banks at Work – Robert G. Eccles & Dwight B. Crane – (HBS)

A Merger acquisition Buyout guide, Stanley Foster Reed,

Mergers and Acquisitions from A to Z, Andrew J. Sherman

Investment Banking: Valuation, Leveraged Buyouts, and Mergers and Acquisitions (Wiley Finance),

Joshua Rosenbaum.

Valuation: Mergers, Buyouts and Restructuring (Wiley Custom Select, Enrique R.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	1	3	3	2	3	2	2	2	3
CO2	1	2	1	2	1	2	1	2	3	3
CO3	1	1	-	1	1	3	1	2	2	3
CO4	2	2	-	3	1	3	2	2	2	2
CO5	2	2	2	1	1	2	2	3	3	2

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



# BEHAVIOURAL FINANCE

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the behavioural finance	K-2
CO2	Analyse and take decision under risk and uncertainty	K-4
CO3	Evaluate and effectively manage the financial market	K-5
CO4	Identify the effective organisational structure and dividend policy .	K-3
CO5	Assume the common emotional biases in different domains.	K-4

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## UNIT-I: INTRODUCTION

Behavioral Finance – meaning, nature, scope , objectives and applications – Investment decision cycle: Judgement under uncertainty: Cognitive information perception- Peculiarities of quantitative and numerical information perception- representativeness – Anchoring- Exponential discounting.

## UNIT -II: UTILITY FUNCTIONS

Expected utility theory and Rational Thought: Decision making under risk and uncertainty – Expected utility as a basis for decision making – Theories based on Expected Utility Concept- Investor rationality and market efficiency

## UNIT-III: BEHAVIORAL FACTORS AND FINANCIAL MARKETS

The efficient market hypothesis- Fundamental information and financial markets- Information available for market participants and Market Efficiency – Market Predictability- The concept of limits of Arbitrage Model- Asset management and behavioural factors- Active portfolio management: return statistics and sources of systematic underperformance.

## UNIT-IV: BEHAVIORAL CORPORATE FINANCE

Behavioral factors and corporate decisions on capital structure and dividend policy- Capital structure dependence on market Timing – Systematic approach to using behavioral factors in corporate decision making. External factors and Investor behavior: Mechanisms of the external factor influence on risk perception and attitudes- Connection to human psychology and emotional regulation Active portfolio management- the source of the systematic underperformance



## UNIT -V: EMOTIONAL DECISION MAKING

Experimental measurement of risk -emotional mechanisms in modulating risk taking attitude- Neurophysiology of risk taking. Personality traits and risk attitudes in different domains

### Text Books:

1. Dr. Prasanna Chandra, behavioural Finance- McGraw Hill Publications, New Delhi
2. Ranjit Singh, Behavioural Finance, PHI Learning, New Delhi
3. Sujata Kapoor and Jaya Mamta prosad, behavioural finance-Sage Publications India Pvt Ltd.
4. Rahul Subash, Behavioral finance in Investment decisions: Evidence from India-Lambert Academic Publications

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	1	1	2	2	1	1	2	2	3
CO2	1	3	1	2	2	3	2	2	2	3
CO3	2	3	1	2	2	-	1	3	3	2
CO4	2	3	2	2	2	2	1	2	3	2
CO5	2	3	2	2	2	1	1	2	2	3

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

## GLOBAL HUMAN RESOURCES MANAGEMENT

### Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the basics of IHRM models and practices	K-2
CO2	Evaluate cross cultural behavioural factors.	K-4
CO3	Examine the models of IHRM and its benefits.	K-4
CO4	Understand global perspectives on Training, development, performance appraisal	K-2
CO5	Analyze ethics followed in international business and issues in IHRM.	K-4



Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### **Unit I-International Context of HRM:**

Introduction to IHRM- Human resource management in the international firm- the framework- Importance of IHRM-International organization – approaches to the study of comparative employment policy – convergence theory, Marxist theory, the cultural approach – the institutionalist Perspective/functions - Globalisation and HRM.

### **Unit II- Global Cultural Environment:**

The concept of culture -comparison of cross-cultural behaviour - managing diversity-causes of diversity, the paradox of diversity- Cross national differences in personnel and organizations- cultural factor in human resource policies- Complexities and issues in managing human resource across countries-International HRM department and functions.

### **UNIT III Models of IHRM**

Models of IHRM – Matching Model, Harvard Model, Contextual Model, 5p Model, European Model- IHRM policies- Standardization and Localization of HRM practices.

### **Unit III- Global Staffing and development**

Hiring– Policies and practices- Techniques and sources of global recruitment -Staffing for international operations- selection process -Selection strategies for overseas assignments – Managerial Transfers-Global Management Development- techniques-management qualifications and characteristics- motivation and retention of talent- International transfers- 360 degree feedback- international adjustments- repatriation.

### **Unit IV-Training, Development and Compensation in International Perspective**

Expatriate training program-, components- types-effectiveness measures- Compensation in international perspective- factors, package, methods and trends- International reward system-Multinational performance appraisal – criteria and process-performance management – cultural issues in Performance Management

### **Unit V- Industrial Relations and Other Issues in IHRM:**

A framework for international industrial relations; Employees participation – practices in various countries – Ethics in International business - Comparative study of HRM practices in major global economies-HRM in cross border mergers and acquisitions-Joint ventures- alliances and SMEs- IHRM: trends- complexities, challenges, and choices in future.



**References Books:**

1. International Business: By K. Aswathappa
2. International Human Resources: By P. Subba Rao
3. International HRM: By Dr. Nilanjan Sengupta and DR. Mousumi S. Bhattacharya
4. Peter J Dowling & D E. Welch: International Human Resource Management, Cengage Learning 7th Edition IE., 2017
5. Monir H. Tayeb: International Human Resource Management, A Multinational Company Perspective Oxford University Press, IE
6. Ibraiz Tarique, Dennis Briscoe & Randall, International Human Resource Management- Policies and practices for Multinational Enterprises, Routledge, 5th edition
7. Anne- Wil Harzing, Ashly Pinnington, International human Resource Management, 3rd edition, Sage Publication
8. P L Rao, International Human resource Management- Text and Cases, Excel Books

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	1	3	3	2
CO2	1	2	1	2	1	1	1	3	3	1
CO3	1	2	1	2	2	1	2	2	3	1
CO4	1	2	1	2	1	-	1	2	3	1
CO5	2	2	1	2	-	2	1	2	3	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

## COMPENSATION AND REWARD MANAGEMENT

**Course Outcomes**

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the basics of Compensation Management, Theories and strategies	K-2
CO2	Understand Wages and salary administration in organisations.	K-2
CO3	Analyse Employee benefits and rewards.	K-4
CO4	Evaluate incentives plans	K-5
CO5	Execute Compensation Plan and packages.	K-4





Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### **Unit – I Introduction to compensation**

Compensation – Definition – Basic concepts of Compensation -Objectives of compensation Importance of Compensation – Factors influencing compensation-principles of compensation formulation- Compensation Design and strategies- types of compensation-Compensation Process- Compensation Philosophies- Components of compensation program.

### **Unit – II Wages and salary administration**

Wages – Meaning – Theories of Wages – Wage Structure -Types of wages –Wage Fixation – Wage Payment – Salary Administration – Team Compensation- Wage differential – Wage policy and its importance.

Contact Hours :12

### **Unit- III Employee Benefits And Rewards**

Nature and types of employee benefits- statutory employee benefits in India- Deferred compensation plan- Non-monetary benefits. Reward - Meaning, Elements, Types- Basic concepts of reward management - Designing reward system- Approaches to reward system- Difference between reward and compensation.

### **Unit -IV Incentive Plans**

Basic concepts of Incentive Plans – Factors influencing Incentive Plans – Types of wage incentive plan – individual and group incentive system – Fringe benefits in India – Profit Sharing Incentive Plan – Enterprise Incentive Plan -ESOPs – Flexible compensation/benefits plans

### **Unit -V Executive Compensation Plan**

Executive Compensation – Components, Theories, Design- Relationship between Fixed and variable pay- Performance Based Pay Systems - Executive Compensation Plan and Packages- Legal Constraints on Pay Systems- Compensation Management in Multi-National organisations.

### **References:**

1. Henderson, R.I., Compensation Management in a Knowledge-based World, Prentice Hall India, New Delhi.
2. Joseph J.Mantocchio, Strategic Compensation: A human resource Management Approach, 1st edition, Prentice Hall, 1998 .
3. Richard Thrope& Gill Homen: Strategic Reward Systems- Prentice-Hall, 2000.
4. Reward Management: A Handbook of salary administration by Armstrong, Michael and Marlis, Kogan page business books, 2005.



5. Michael Armstrong & Helen Murlis: Hand Book Of Reward Management – Crust Publishing House.
6. Milkovich, G., Newman, J. & Venkatratnam, C.S. (2017). Compensation (9th Ed.) (Special Indian Ed.). New Delhi: McGraw Hill.
7. Ellig, B.R. (2011). The Complete Guide to Executive Compensation. New Delhi: Tata McGraw Hill.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	2	1	3	1	-
CO2	2	2	1	2	3	-	1	2	1	1
CO3	2	3	1	1	2	-	1	3	-	-
CO4	1	3	1	1	2	1	-	2	-	-
CO5	2	2	1	2	2	1	1	2	1	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0

## HUMAN RESOURCE ANALYTICS

### Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Apply HR Analytical techniques in the areas of HRP, recruitment and selection, Compensation and Benefits, Training and Human Capital development etc.	K-3
CO2	Demonstrate HR functions in adding value in business terms.	K-2
CO3	Identify and use human resource data in organizations for decision making	K-3
CO4	Design a Metrics and Analyze index for recruitment, performance and or a training and development context	K-6,k-4
CO5	Predict the issues using the available HR data and formulate the best strategies	K-6

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create



**UNIT:1 Introduction to HR Analytics**

Understanding core concepts of HR Analytics. Business Intelligence, Business analytics and its Evolution. Role of Data in HR, Assembling Data, Describing Data, Visualization. Measures of Data, Probability and Managing Uncertainty. HR Analytics: The Third Wave for HR value creation

**UNIT:2 Human Resource Planning and Forecasting**

Quantitative and Qualitative Dimensions of HR Planning. Methods and Techniques of HR Demand Forecasting. Data Base for Manpower forecasting. Analysis of Labour Market Behaviour. Analyzing Turnover trends.

**UNIT:3 Behavioral assessment in Personnel selection**

Approaches to behavioral assessment - Sorting application. Identifying and developing Key Performance Indicators (KPI) - create, Build and maintain a HR Scorecard - classification based on performance indicators- identifying performance drivers.

**UNIT:4 Designing a compensation system**

Linking Compensation and performance. Analyzing and Classifying training needs, Measuring training effectiveness, Predicting training effectiveness with performance and compensation Surveys on employee satisfaction, engagement, work life balance, etc.

**UNIT 5 Current approaches to measuring HR and reporting value from HR contributions.**

HR Scorecards & Workforce Scorecards and how they are different from HR Analytics. Overarching components of an effective Analytics framework. Introduction to Tools that performs HR analytics, Predictive Analytics: Conditions including correlation, causality and isolation. Diagnosing and clarification of symptoms of HR

**Reference Books**

1. 2. Barnett K, Berk J, (2012), Human Capital Analytics. Word Association Publication. Fitz-Enz J, (2010),
2. The HR Analytics: Predicting the Economic Value of your Company's Human Capital Investments, AMACOM.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	1	-	1	1	-	-	2	1	-
CO2	3	1	1	1	2	-	2	3	1	-
CO3	3	2	1	2	2	1	1	2	-	-
CO4	2	2	2	-	-	2	-	2	-	-
CO5	2	1	-	1	3	-	1	2	1	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



# GREEN MARKETING

## Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the green marketing nature and dimensions	K-2
CO2	Identify green consumers ideas, concepts and models	K-3
CO3	Understand the pricing strategies	K-2
CO4	Analyze the green channel management	K-4
CO5	Apply green communication practices in future of green marketing	K-3

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

## UNIT – I

Green business overview – Green management – New dimensions of ecology - Environmental marketing - Greenwashing – Green claims – case studies – green environment

## UNIT – II

Green consumers - Green ideas – Green concepts - sources – feasibility study – Designing Green products – innovation - examples – characteristics of green products – procedure of green product development – Ottman model  
Contact Hours :12

## UNIT – III

Pricing strategies – impact of greening on price – value based pricing – consumption difficulties – government regulations

## UNIT – IV

Green channel management – features of efficient channel – different modes of green transportation – impacts and benefits



**UNIT – V**

Green communications – communicating sustainability – Green promotional mix – different strategies of green campaigns – Future of green marketing

**References**

1. Jacquelyn A. Ottman, Green marketing – Challenges and Opportunities for New Marketing Age, 2nd Edition, McGraw – Hill., 2014
2. Peattie K, Pitman, Green Marketing, 1st Edition, Pitman Publishing., 2014
3. Robert Dhalstrom, Green Marketing, 1st Edition, Cengage Learning India, 2011
4. Leishman Paul, Green Marketing – A Primer, 1st Edition, Torque., 2008
5. AI Iannuzi, Greener Products – The Making and Marketing of Sustainable Brands, 2nd Edition, CRC press., 2018

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	1	-	1	1	-	-	2	1	-
CO2	3	1	1	1	2	-	2	3	1	-
CO3	3	2	1	2	2	1	1	2	-	-
CO4	2	2	2	-	-	2	-	2	-	-
CO5	2	1	-	1	3	-	1	2	1	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

**RETAIL MANAGEMENT****Course Outcomes**

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the concept and related terms in retailing	K-2
CO2	Evaluate the store location and layout	K-5
CO3	Understand merchandise needs and budget planning	K-2
CO4	Improve better communication with retail customers and involve in promotion activities	K-6
CO5	understand the operations-oriented policies, methods, and procedures used by successful retailers in toay's global economy	K-2

.

.



Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### **Unit I: Retailing**

Introduction to Retailing- Overview of scope of retailing framework – Retailing industry – Benefits of retailing – Ethical, legal, social, economic and technological environment for retailing - Types of retailers – retail strategy – Positioning and retail planning – retail marketing mix – Case Study

### **Unit II: Location & Layout**

Retail Store location and layout- Country /Region analysis – Trade area analysis - Site evaluation and selection – Store design and layout- Comprehensive store planning – Exterior design and layout – Interior store design and layout – interior design elements – Case Study

### **Unit III: Merchandise**

Planning merchandise needs and merchandise budgets- Methods for determining inventory evaluation- Assortment planning buying and vendor relations- Merchandise pricing – Price Strategies Psychological pricing – Mark-up and markdown strategies– Case Study

### **Unit IV: Communication in Retail**

Communicating with the retail customer – Retail promotion mix, - Advertising –Sales promotion – Publicity – Retail Selling process – Retail database – Case Study.

### **Unit V: Globalization and retail**

Globalization and changing retail formats – Virtual store – E-retailing International Retailing – Opportunities – Market entry formulas – new customized formats (Customized stores, portable stores, merchandise depots, retail theatre, service malls, customer –made stores, interactive kiosk shopping arcades) – Case Study

### **References:**

1. Ron Hasty and James Reardon: RETAIL MANAGEMENT
2. Lucas, Robert Bush and Larry Gresham: RETAILING (Hononghton Mifin, AIPD, India
3. Dunne & Lusch, Retailing, South-Western Educational Publishing 5th Edition
4. Barry Berman and Joel R. E vans, Retail Management: A strategic Approach, (9th edition), Macmillan Publishing Com pany, New York 2003.
5. Michael Levy and Barton A. Weitz, Retail Management, McGraw, Hill/Irwin
6. Hasty and Reardon, Retail Management (1st Ed.), 1997, McGraw Hill-Iriwn.



Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	2	1	3	1	-
CO2	2	2	1	2	3	-	1	2	1	1
CO3	2	3	1	1	2	-	1	3	-	-
CO4	1	3	1	1	2	1	-	2	-	-
CO5	2	2	1	2	2	1	1	2	1	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

## MARKETING ANALYTICS

### Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the basics of marketing metrics, financial and strategic decisions	K-2
CO2	Analyse Cost of customer acquisition, retention, and life time value of customers	K-4
CO3	Develop analytic competencies pertaining solving of marketing problem	K-6
CO4	Understand the Financial Perspectives of Channel Participants	K-2
CO5	Apply Financial implications on Research and development	K-3

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create



**UNIT – I**

Introduction to Marketing metrics – Linking Marketing to financial performance of a firm – Financial implications of marketing Strategic decisions.

**UNIT – II**

Cost of customer acquisition – Retention – Life time value of customers – Balanced Score Card Approach to measure customers' satisfaction - Brand metrics – Brand equity – Brand portfolio management - Brand financial performance

**UNIT – III**

Communication metrics – Profit impact on sales promotion – Advertisement cost benefit analysis - Measuring financial effectiveness of e-mail campaign - Pricing metric - Pricing simulation and its impact on profitability.

**UNIT – IV**

Financial Perspectives of Channel Participants - Marketing budget and resource allocation. Return on marketing investment (ROMI) - Marketing audit.

**UNIT – V**

Financial implications on Research and development – Training of sales force - Determination of financial incentives across Product / Service delivery system – Global Marketing Metrics

**References**

1. Paul W. Farris, David Reibstein, Phillip E. Pfeifer, Neil Bendle, Marketing Metrics, Wharton School Publishing., 2010
2. David J. Reibstein, Marketing Metrics, Pearson Education (USA)., 2014
3. Kavin Kale, Strategic Brand Management, Building Measuring & Managing Brand Keller, 3rd Edition, Prentice Hall., 2008.
4. Lilien, Kotter & Morthy, Marketing Models, 1st Edition, Prentice Hall., 2008.
5. Dhvur Grewal and Micheal Levy, Marketing Value Based, 1st Edition, Tata Mc Graw Hill., 2008

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	-	-	3	-	1	1	2	-	-
CO2	2	2	-	-	-	2	1	2	1	-
CO3	1	2	-	1	1	1	-	1	-	-
CO4	-	-	3	1	2	1	1	2	-	-
CO5	2	2	-	-	1	2	2	-	1	2

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;





## WAREHOUSE MANAGEMENT

Course Outcomes		Cognitive level
CO1	Understand challenges, objectives, and functions of warehousing.	K-2
CO2	Categorize materials using Inventory management techniques	K-4
CO3	Select suitable storage material handling systems for better material management.	K-3
CO4	Improve supervisory skills and deal more effectively with warehouse staff issues	K-6
CO5	Adapt suitable software tools for improved warehouse operations.	K-6

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### UNIT I : Introduction to warehousing management

Define Warehousing- Objectives of warehousing- Types of warehouse- The modern warehouse-The warehouse management process- Problems and challenges in warehousing- Warehousing and inventory costs- Computerization of Warehouse Activities -Customer service in warehousing- Case Study

### UNIT II Inventory classification

Types of inventory- The ABC classification-Uses of the ABC classification- Inventory record accuracy- EOQ- Reorder point formula- FIFO and LIFO- Batch tracking- Systems and methodology of counting- Knowing what is inside the warehouse- Knowing how much is inside the warehouse- Drop shipping

### UNIT III Storage and material handling systems

The layout of the warehouse- Size and shape of the warehouse- Types of storage systems- Fixed versus random location-Material handling equipment- Types- Material handling equipment checklist- Improving the receiving/issuing material operations

### UNIT IV Dealing with staff-related & Productivity

Key roles of the warehouse manager- Staff management issues- Corrective guidance techniques- Qualities of a good warehouse employee. Definition of productivity- Causes of lost time- Warehousing key performance indicators- Objectives of the warehouse audit- Components of the audit-Steps to follow before, during and after the audit



## UNIT V Safety in the warehouse & Latest Software tools

Good housekeeping inside the warehouse- Identifying safety hazards- Unsafe acts and conditions- Causes of damage- Planning for safety- Automation and IT systems in warehouse operations and management –Application Softwares-SAP warehouse management, Microsoft Dynamic 365 SCM –Functions- Product Features- Pros- Cons- Reviews Contact Hours: 12

### BOOKS FOR REFERENCES:

1. 'Warehouse Management and Inventory Control – J P Saxena; Vikas Publishing (2001).
2. Frazelle Edward H. (2009). Supply Chain Strategy: The Logistics of Supply Chain Management. Tata McGraw Hill.
3. Shapiro Jeremy F. (2002). Modeling The Supply Chain, 2nd Edition. Thompson Press
4. 'Logistics Engineering & Management' – Blanchard; Pearson Education Asia.
5. 'Logistics & Supply Chain Management' – Christopher, Pearson Education Asia.
6. 'Strategic Purchasing & Supply Chain Management' – Malcolim saunders; Pitman Publishing.

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	2	-	-	3	-	1	1	2	-	-
CO2	2	2	-	-	-	2	1	2	1	-
CO3	1	2	-	1	1	1	-	1	-	-
CO4	-	-	3	1	2	1	1	2	-	-
CO5	2	2	-	-	1	2	2	-	1	2

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



## CUSTOMS LAWS AND PROCEDURE

### Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Understand the basic principles governing levy of customs duty and types of various duties.	K2
CO2	Classify the documents required for Export customs clearance and Import customs clearance	K4
CO3	Understand the provisions regarding conveyance, stores, warehousing, and prohibitions on import and export	K2
CO4	Understand the duties and appointments of customs authorities	K2
CO5	Understand the legal aspects of Service tax Act.	K2

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### UNIT I:

Principles governing Levy of Customs duty – types of duties – exemption from Customs duty, Basic principles of classification of goods and valuation of goods.

### UNIT II:

Documents required for Export Customs Clearance: ProForma Invoice, Customs Packing List, Country of Origin or COO Certificate, Commercial Invoice, Shipping Bill, Bill of Lading or Airway Bill, Bill of Sight, Letter of Credit, Bill of Exchange, Export License, Warehouse Receipt, Health Certificates. Documents required for Import Customs Clearance: Bill of Entry, Commercial Invoice, Bill of Lading or Airway Bill, Import License, Certificate of Insurance, Letter of Credit or LC, Technical Write-up or Literature (Only required for specific goods), Industrial License (for specific goods), Test Report (If any), RCMC Registration cum Membership Certificate, GATT/DGFT declaration, DEEC/DEPB/ECGC License for duty benefits.



**UNIT III:**

Provisions governing conveyance, importation and exportation of goods, provisions regarding baggage, goods imported or exported by post and through Courier, Provisions regarding stores, warehousing, transit and trans-shipment of goods, Prohibitions on import and export, Duty drawback and circumstances.

**UNIT IV:**

Customs Authorities, Appointment of Customs ports & Warehousing stations, Adjudication, appellate remedies including settlement Commission and Advance Rulings.

**UNIT V:**

Service Tax Act: Introduction, charge to Service tax, taxable service, liability to pay service tax and exemption - Services on which tax is payable. Procedure for Registration, filing of returns, payment of Tax, Records maintained by assessee and assessment. Authorities under the Act.

**REFERENCES:**

1. V.S. Datey: Indirect Taxes – Law and Practice.
2. R.K. Jain: Customs Law Manual and Customs Tariff of India.
3. B.N. Gururaj: Guide to Customs Procedures.
4. Taxmann's: Customs Manual and Customs Tariff.
5. Parthasarathy and Sanjiv Agarwal: A Handbook of Service Tax, Law, practice and procedures.
6. P. Veera Reddy: Guide to Service Tax.
7. Bimal Jaiswal & Yusuf Kamal: Export-Import Procedures and Documentation
8. Faustino Taderera: Customs Practice and Documentation
9. Vinod Kumar Advani: Customs Duty – Law and Practice

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	2	-	2	-	1	1	3	3	2
CO2	-	-	-	2	-	1	1	3	3	2
CO3	-	2	-	2	-	1	1	3	3	2
CO4	-	-	-	2	-	1	1	3	3	2
CO5	-	-	-	2	-	1	1	3	3	2

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;



## LEGAL ASPECT OF SHIPPING

### Course Outcomes

At the end of the course, the student will be able to:

Course Outcomes		Cognitive level
CO1	Students will be able to understand the commercial law relating to sale of goods, carriage of goods.	K2
CO2	Students will be able to understand various aspects of Indian contract Act.	K2
CO3	Students will be able to understand the scope of Maritime law and understand the objects and functions of International Maritime Organisation (IMO)	K2
CO4	Students will be able to rephrase the legal aspects concerning merchant shipping.	K2
CO5	Students will be able to rephrase the legal aspects related to Marine insurance	K2

Cognitive level	Content
K-1	Remember
K-2	Understand
K-3	Apply
K-4	Analyze
K-5	Evaluate
K-6	Create

### UNIT I:

**Commercial law:** Sale of goods, Credit-hire-purchase-lease, Bailment-indemnity-liens, Consumer protection, Agency, Basic principles of Insurance, Law relating to carriage of goods by land, sea and air, contract of affreightment, Limitation of the carrier liability, Protection of the rights of the consignor and consignee, Negotiable instruments, Freight and Carriage, Guarantees.

### UNIT II:

**Indian Contract Act:** Formation of a contract, Capacity of parties, Free Consent, Performance of contract, Discharge of contract, Breach of contract and remedies for the same

### UNIT III:

**Scope of maritime law:** Sources, Maritime belt, Continental shelf, Exclusive economic zone, Admiralty jurisdiction, international aspects of registration of ship building contracts and mortgage, Nationality of ships, Structure, objects and functions of International Maritime Organization (IMO)



**UNIT IV:**

**Merchant shipping** - Indian merchant shipping Act, 1958, Definitions (section 3), Registration of Indian ships (sections 20-74), Seamen and apprentices (Sections 88-218), Limitation & liability (Sections 352- 389) - Indian laws on general aspects of carriage of goods by sea - Hague /Visby Rules - Brief introduction to Charter Party

**UNIT V:**

Marine insurance: Definition of marine insurance (Section 3), Sea and land risks (Section 4), Different types of marine insurance and policies (Sections 7-52), Loss and settlement of claims (Sections 55- 87), Specific Relief Act, 1963 (Part II & III), Brief introduction to Arbitration and conciliation act, 1996. Contact Hours: 12

**REFERENCES:**

1. Indian contract Act, 1879
2. Merchant Shipping Act, 1958
3. Sale of goods Act, 1930
4. Negotiable Instrument Act, 1881
5. Marine Insurance Act, 1963
6. Consumer protection Act, 1986
7. Carriage of good by Sea Act, 1925
8. Specific Relief Act, 1963
9. Arbitration and conciliation act, 1996.
10. STCW convention 1978;
11. IMO Hague/Visby Rules, Hamburg rules and Charter parties Scrutton

Mapping of Course outcomes with Programme Outcomes and Programme Specific Outcomes:

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	-	-	-	1	-	1	-	2	2	1
CO2	-	-	-	1	-	1	-	2	2	1
CO3	-	-	-	1	-	1	-	2	2	1
CO4	-	-	-	1	-	1	-	2	2	1
CO5	-	-	-	1	-	1	-	2	2	1

Strongly Correlated – 3; Moderately Correlated – 2; Weakly Correlated – 1; No Correlation – 0;

