



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-III				
Part	Subject Status	Subject Title	Subject Code	Credit
3	Core	BUSINESS ENVIRONMENTAL AND LAW	ZBAM31	4
3	Core	OPERATIONS RESEARCH	ZBAM32	4
3	Elective 1	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	ZBAE31	3
3	Elective 2	INSURANCE AND FINANCIAL SERVICES	ZBAE33	3
3	Elective 3	PERFORMANCE MANAGEMENT	ZBAE35	3
3	Elective 4	HUMAN RESOURCE INFORMATION SYSTEM	ZBAE36	3
3	Elective 5	SUPPLY CHAIN AND LOGISTICS MANAGEMENT	ZBAE3A	3
3	Elective 6	MULTIMODAL TRANSPORTATION	ZBAE3C	3
3	Practical	ONLINE BUSINESS	ZBAL31	2
3	Project	SUMMER PROJECT / INTERNSHIP	ZBAP31	6



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)**

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

- **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 ≥ 6.0
- Second Class : CGPA ≥ 5.0 and < 6.0
- Third Class : CGPA < 5.0



BUSINESS ENVIRONMENT AND LAW

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Evaluate the relevance of business law to individuals and businesses and the role of law in an economic, political and social context.	K-5
CO2	Examine how businesses can be held liable in tort for the actions of their employees.	K-4
CO3	Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.	K-2
CO4	Acquire problem solving techniques and to be able to present coherent, concise legal argument	K-3
CO5	Identify the fundamental legal principles behind contractual agreements.	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

Business Environment Basic Concepts, Internal and External Environment, Components of Environment – Present Indian Scenario Strategies for Corporate Growth, Globalization of Indian Corporate Sector, Competition and Efficiency- Basic Indicator of Economic Development, National Income and GDP, Foreign Trade and Balance of Payment, Money Supply – India's Natural Resources, Land, Water, Mineral and Renewal Resources – Indian Economic Planning, Five Year Plans – Case Study

UNIT – II

Industrial and Regulatory Environment Synergy between Government and Business, Agriculture, Infrastructure, Informatics, Human Resource and Core Competence, Labor Management Relations, Social Responsibility and Consumer Interface – Industrial Policy and Performance, Impact of Industrial Policies, Liberalization and Deregulation – Public Sector in India, Process of Privatization, Disinvestment, Reform of Public Enterprises – Indian Constitution, Federal System of Government,



Directive Principle of State Policy, Fundamental Rights and Duties- Regulatory Role of Government, Tariff Commission, MRTP, FEMA, Trade Practices Commission – Indian Fiscal Policy, Chelliah Committee Report, Tax Reforms – Capital Market in India – Inflation, Employment, PDS – Agricultural policy in India – Case Study

UNIT – III

Social Responsibility and Technology Environment Business Ethics and Corporate Governance – Unemployment and Manpower Policy – Planning for Poverty Alleviation – Defining Technology and Technology Transfer – Quality Assurance Technology Transfer – Energy Resources of Management, Energy Conservation, Energy Sources – Energy Conservation Vs Energy Efficiency – Case Study

UNIT – IV

Legal Environment Patents Act, 1970 – Copy Right Act 1957 – Trade and Merchandise Marks Act 1958, 1999 – Customs Act, 1962 – Finance Act, 1994

UNIT –V

Business Law Contracts – Offer – Acceptance, consideration, capacity of contract – Sale of goods, Agency and Partnership

References:

1. Raj Agarwal 2002, Business Environment New Delhi, Excel Books
2. K. Aswathappa, Business Environment, New Delhi HPH.
3. Adrian Palmer and Bob Hartley, The Business Environment-McGraw Hill Education
4. Francis Cherunilam, Business Environment, Himalaya Publishing House, Delhi
5. Ion Brooks, Jamie Weatherston, Graham Wilkinson, International Business Environment, Pearson Education Ltd.
6. B. Hiriappa, Business Environment.
7. Mercantile Law – N. D. Kapoor 8. World Trade Report, WTO Annual Report.

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	3	2	2	3	2	3	1
CO2	1	1	1	3	2	2	2	2	3	2
CO3	2	2	1	3	2	2	3	2	3	1
CO4	3	3	1	3	2	2	2	1	2	1
CO5	3	1	2	3	2	1	3	2	1	1

Strongly Correlated - 3; Moderately Correlated - 2; Weakly Correlated - 1;

No Correlation - 0;



OPERATIONS RESEARCH

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand the mathematical tools that are needed to solve optimisation problems.	K-2, K-3
CO2	Identify and develop operational research models from the verbal description of the real system.	K-3, K-5
CO3	Apply different decision making models in different business environments.	K-3, K-5
CO4	olve problems in inventory management with real time dat	K-3, K-4
CO5	Understand the role that analytics and analytical models play in improving an organization's operational processes	K-2, 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 : Mathematical model

Mathematical models –deterministic and probabilistic – simple business examples – OR and optimization models – Linear programming – formulation – graphical solution – Big M – dual of linear programming problem

Unit II : Transportation model

Transportation model – Initial basic feasible solutions – Optimum solution (only for non- degeneracy) – simple problems – Transshipment model -simple problems – assignment model – travelling sales man – simple problems.

Unit III : Network model

Network model-Networking-CPM&PERT- Crashing-Time estimate-Waiting line models- Structure of model – M/M/I for infinite population- simple problems for business decisions.

Unit IV : Inventory model

Inventory models – Deterministic-EOQ – EOQ with price breaks – simple problems- probabilistic inventory models- probabilistic EOQ mode –Game theory–pure and mixed strategy – Dominance.



Unit V : Simulation

Simulation-Types of simulation – Decision theory – pay off tables – Decision criteria – Decision trees – Simple problems – Sensitivity Techniques.

References

1. Operations Research –An introduction – Handy A.Taha
2. Operations Research – Kanti Swarup, Gupta and Man Mohan
3. Operations Research - Dharani Venkitakrishnan
4. Operations Research – Dr.J.Sharma, Macmillan India Ltd.
5. Quantitative Techniques – Dr. E. Raja Justus & Dr. C. Sathya Kumar, Humming Words Publishers, Faridabad
6. Quantitative Techniques in Management, N. D. Vohra, 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	2	3	-	1	-	-	-	1	-	-
CO2	1	1	-	-	-	-	-	1	-	-
CO3	3	3	1	-	1	2	-	1	1	-
CO4	2	2	-	-	1	-	-	2	-	-
CO5	2	3	-	1	-	-	-	1	-	-

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



SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand the meaning of investment and the characteristic features of various investment Instruments and to Understand the different types of risks and its impact in valuation of securities	K-2
CO2	Analyse the macro-economic factors influencing the value of any business	K-4
CO3	Construct the options and its strategies formulation.	K-3
CO4	Apply quantitative tools in best investment alternatives in designing and re-designing the portfolio.	K-3
CO5	Comprehend the capital market theories and apply to formulate the optimal portfolio based on the investor constraints.	K-3

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

Unit I: Investments

Investments- Investment Vs Speculation – Investment Process- Investment Categories – Risk and Return – Factors Influencing Risk – Measuring Risk and Return, Valuation of Equity; Dividend Models, Price/Earnings Approach.

Unit II: Industry Analysis

Equity Stock Analysis: Economic Analysis: Key Macroeconomic Factors. Industry Analysis: Industry Life Cycle Analysis. Analyzing the Structure and Characteristics of an Industry–Profit Potential of Industries. Company A analysis: Analyzing the financial Statements, the Chemistry of Earnings, Forecasting via the Earnings Model, Market Share/Profit Margin approach, Independent Forecast of Revenue and Expenses. Bond Analysis – Returns and Risk – Valuation of Bonds- Bond Management Strategies Duration



Unit III: Options

Options: Types - Determinants of Option Value- Option Position and strategies – Option Pricing. Futures: Stock Index futures – Portfolio Strategies using futures – Futures on fixed income securities – Futures on long term securities.

Unit IV: Technical Analysis

Technical Analysis: Market Indicators, Forecasting Individual Stock Performance – Efficient market Theory – Random Walk – The Efficient Market Hypothesis, Portfolio Analysis: Effects of combining securities – Markowitz's Mean – Variance model. Portfolio selection : Risk and investor Preferences – Constructing the Portfolio – Significance of beta in the portfolio

Unit V : Capital Market

Capital Market Theory: CAP M – Arbitrage Pricing Theory. Management Portfolios and performance evaluation: Sharpe Index. Treynor Index, Jensen's Model.

References:

- Donald E. Fischer and Ronald J Jordan, SECURITY ANALYSIS AND PORTFOLIO MANAEMENT 6 th Edition Prentice Hall of India 2000
- Prasanna Chandra, MANAGING INVESTMENTS, Tata McGraw Hill.
- R.J. Fuller and J.L. Farrel , MODERN INVESTME NTS AND SECURITY ANALYSIS, McGraw Hill. Jack Clark Francis, MANAGEMENT OF INVESTMENTS, McGraw Hill
- Stron Robert, PORTFOLIO MANAGEMENT HAND BOOK, Jaico Bombay
- Punithavathy Pandian, S ECURITY ANALYSIS AND PORTFOLIO MANAEMENT SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, Vikas Publishing House.



INSURANCE AND FINANCIAL SERVICES

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand insurance and IRD	K-2
CO2	Explain the various insurance products to the client.	K-2, K-5
CO3	Understand and interpret the general insurance and its claim and recovery procedures	K-2, K-5
CO4	Analyse the insurance surveyorship	K-4
CO5	Understand and advice the insurance institutions to the clients	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 : Insurance

Introduction – Insurance- meaning, nature and significance- Insurance Regulatory Development Authority Act, Risk Management: Its methods and techniques.

Unit II : Life Insurance

Life insurance-Law relating to Life Insurance, general principles, proposals and policy titles and claims, concepts of trust in life policy- General Insurance- Law, different types- nature of fire insurance, types of fire policy; double insurance- claims and recovery.

Unit III : General Insurance

General insurance- Accident and Motor insurance- nature, terms and conditions, claims and recovery, accident insurance- compulsory motor vehicle insurance. Deposit and credit insurance-nature terms and conditions claim and recovery- Marine insurance- nature and scope, law and types of policy

Unit IV : Insurance Survey

Insurance Survey-Insurance surveyor ship-appointment, legal provisions, functions, insurance and contract analysis

Unit V : Insurance Institutions

Insurance Institutions- Structure and functions – General Insurance Corporation of India, LIC, DICGC, Claim Tribunal.



References:

- Arthur Williams Jr, Michael L Smith & Peter C Young, Risk Management & Insurance, 6th Edition,
- Tata McGraw Hill Publications, 1989
- Kenneth S. Abraham, Insurance Laws & Regulation Case & Materials, Foundation Press.
- Emmett J.Vaughan & Therese Vaughan, Fundamentals of Risk and Insurance FICCI, Emerging Horizon in the Indian Insurance Industry
- Prof. Anand M.Agrawal & Krishna A.Goyal (E ds.), Emerging Trends in Banking, Finance and Insurance Industry
- Nalini Prava Tripathy & Prabir Pal, Insurance - Theory 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	1	1	3	2	3
CO2	-	2	1	1	2	-	1	2	2	3
CO3	1	2	-	2	2	1	1	2	2	3
CO4	2	1	-	2	2	2	2	3	2	3
CO5	2	2	2	2	2	1	2	3	3	2

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

PERFORMANCE MANAGEMENT

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand the current trend in performance management.	K-2
CO2	compare and evaluate the different the performance management system and appreciate the best practices in performance management.	K-3, K-5
CO3	Carry out performance management surveys and Performance review meetings.	K-3, K-5
CO4	Implement the process of performance management.	K-3, K-4
CO5	Deal with poor performance and developing the best alternative	K-2, K-4



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 Performance Management - Overview of performance, performance appraisal, performance evaluation, performance management. The Background, Foundations, Conceptual Framework, Critiques of performance management. Need and Importance of performance management in organization.

Unit:2

Performance Management System -The Practice of Performance Management: PMS, Managing Performance Management, Managing under-performance. Performance Management Processes: Goal setting, Feedback, 360-degree feedback, Performance Reviews, Analyzing and Assessing Performance, Coaching.

Unit:3

Performance Management Model- Performance Management in Action: Performance Management surveys, Performance Management Models, The Impact of Performance management on an organization.

Unit:4

Applications of Performance Management- The Applications of Performance Management: Managing Organizational Performance, Managing Team Performance, Performance management and Learning, Performance Management and Rewards. Competency Mapping and assessment techniques, Potential appraisal, Training Need appraisal, Performance diagnosis and self-development initiatives.

Unit:5

Developing Performance Management- Developing and Maintaining Performance Management: Developing Performance Management, The Performance Management Role of Line Managers, Evaluating Performance Management Performance development strategy. Mapping Business Strategies with performance management Strategies. Challenges of managing performance.

Text Book(s)

1. Armstrong Michael, Armsrong's (2009), Handbook of Performance Management, 4th edition, Kogan Page. Reference Books MBA Page 158 1.
2. Bacal Robert (1999), Performance Management, McGraw-Hill. Harvard Business Essentials: Performance Management (2006), Harvard Business School Press.



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	-	-
CO2	2	-	1	-	3	2	-	-	-	-
CO3	-	1	-	-	1	1	-	2	-	-
CO4	2	1	2	-	1	-	-	2	-	-
CO5	1	1	2	-	2	-	-	2	-	-

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

HUMAN RESOURCE INFORMATION SYSTEM

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	understand different software packages of HRIS	K-2
CO2	Understand the concepts and importance of data management for HRIS and its functioning.	K-3
CO3	Explore the use of different HRIS modules	K-5
CO4	Examine the different management process that deals with HRIS	K-4
CO5	Analyse the data & operations of HRIS and opportunities for combination of HRM and ITES personnel.	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

Data & Information needs for HR Manager - Sources of Data - Role of IT in HRM - IT for HR Managers - Concept, Structure, & Mechanisms of HRIS – Programming Dimensions & HR Manager - Survey of Software Packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco’s Marshal [only data input, output & screens] - EHRM - Objectives - Advantages & Disadvantages.

Unit - II

Data Management for HRIS - Data Formats - Entry Procedure & Process - Data Storage & Retrieval - Transaction Processing - Office Automation - Information Processing & Control Functions - Design of HRIS - Relevance of Decision Making Concepts for Information System Design - HRM Needs Analysis – Concept & Mechanisms - Standard Software and Customized Software - HRIS : An Investment.

Unit - III

HR Management Process & HRIS - Modules on HR Planning, Recruitment, Selection, Placement - Module on Performance Appraisal System - Training & Development Module - Module on Pay & other Related Dimensions - Information System’s support for Planning & Control.2

Unit - IV

HR Management Process II & HRIS - Organization Structure & Related Management Processes - Authority & Responsibility Flows - Communication Process - Organization Culture and Power – Data Capturing for Monitoring & Review - Behavioral Patterns of HR - Other Managers and their Place in Information Processing for Decision Making.

Unit - V

Security, Size & Style of Organizations & HRIS - Security of Data and Operations of HRIS Modules - Common Problems during IT Adoption Efforts and Processes to Overcome - Orientation & Training Modules for HR & other Functionaries – Detailed Analytical Framework - Opportunities for combination of HRM & ITES Personnel - HRIS & Employee Legislation - An Integrated View of HRIS.

References

1. Michael Armstrong, A Handbook of Human Resource Management Practice, KoganPage
2. Gueutal & Stone, THE BRAVE NEW WORLD OF HER, Jossey-Bass
3. Monk & Wagner, CONCEPTS IN ENTERPRISE RESOURCE PLANNING, Thomson



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	2	1	1	1	2	2	3
CO2	2	1	1	1	1	-	1	2	1	2
CO3	2	2	1	2	-	1	1	2	1	2
CO4	3	1	1	2	1	1	1	2	1	3
CO5	3	3	2	2	1	1	1	3	1	1

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

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand of supply chain fundamentals	K-2, K-3
CO2	Design supply chain networks to enhance supply chain performance	K-3, K-5
CO3	Plan and manage inventory and transportation in supply chain	K-3, K-5
CO4	Implement information technology in supply chain management and Categorize the applications of information technology in both manufacturing and service industry to develop a strong supply chain.	K-3, K-4
CO5	Construct a network design and virtual integration that will help in coordinating and analysing the performance of the supply chain.	K-2, 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

Understanding Supply Chain-Supply Chain – definition, objectives, Decision phases, process view, types, importance of supply chain – Strategic Fit – Competitive and supply chain strategies, Achieving strategic fit, expanding strategic scope – Supply chain drivers – Framework, inventory, transportation, Facilities, Information, Obstacles

UNIT II

Planning Demand and Supply in a Supply Chain-Demand Forecasting in a supply chain – role of forecasting – components, methods, measures of forecasts error. Aggregate planning in a supply chain – Role, problem, Strategies, Excel, implementations. Planning – predictable variability, managing supply, managing demand, implementations.

UNIT III

Managing Inventories and Transportation-The role of cycle inventory in a supply chain – Estimating cycle inventory (Related costs) Role of safety inventory – determining appropriate level safety inventory, impact of supply uncertainty. Transportation – role, factors affecting, modes, design options, trade-offs, Tailored, routing and scheduling.

UNIT IV

Information Technology in a Supply Chain-Information technology – Role, need, importance, use, information enabler, Application E-business role, impact, value of E-business in different industries, types, technologies, setting up E-business in practice.

UNIT V

Coordinating and Performance Measurement in a Supply Chain-Lack of supply chain coordination and the Bullwhip Effect – Effect of Lack of coordination on performance – obstacles to coordination alligning the Supply Chain with Business Strategy - SCOR Model

BOOKS FOR REFERENCES:

1. 'Supply Chain Management' – Sunil Chopra & Peter Meindl; Pearson Education Asia (2008).
2. 'Supply Chain Management' – G. Raghuram, N. Rangaraj; Mc Millan (2001).
3. 'Supply Chain Management' – Sarika Kulkarni, Tata McGraw Hill Publishing Company, New Delhi.
4. 'Logistics Engineering & Management' – Blanchard; Pearson Education Asia.
5. 'Logistics & Supply Chain Management' – Christopher, Pearson Education Asia.
6. 'Strategic Purchasing & Supply Chain Management' – Malcolm 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	3	-	-	2	1	2	1	1	-	1
CO2	3	-	-	2	-	1	1	1	3	1
CO3	3	-	-	2	-	1	1	1	2	1
CO4	-	1	-	1	1	3	2	1	-	3
CO5	-	2	-	2	-	2	1	2	-	1

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

MULTIMODAL TRANSPORTATION

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Understand the basic concepts of Multimodal Transportation.	K-2
CO2	Apply containerisation in logistical operations	K-3
CO3	Evaluate suitable Transportation modes for distribution channel providers	K-5
CO4	Create logistics documentation process for various Intermodal transports.	K-6
CO5	Understand the legal framework governing Multimodal transport in India and International conventions and practices	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:

Introduction to Multimodal Transport-Multimodal transportation- . Definition, Multimodal transport in India. MTO, MTD, MTC, concepts, benefits, current scenario, challenges faced and reforms



Unit II:

Containerization-Evolution of containerization, Contribution of Malcolm Mclean in containerization, Types of containers, Benefits of containerization, Growth prospects of trade with containerization.

Unit III: Transport Modes-Air, Cargo consolidation, Road, Rail, Inland Water, Coastal Shipping and Sea Transport. Connected transport infrastructure and Intermodal transfer. Multimodal Logistics Parks.

Unit IV:

Overview of Intermodal Transportation-Types of Ships, Definition of Intermodal Transport, Various aspects of Intermodal transport in India, Custom clearance process, Role of CHAs, Role of NVOCCS, Trade Financing Options, Letter of Credits, Role of intermediaries like Freight forwarders, ship brokers, ship agents, Port authorities.

Unit V:

National Law on Transport-Multimodal Transportation Goods (Amendment) Act, 2000 Multimodal transportation of Goods Act, 1993- its objectives and benefits, Multimodal transportation of Goods Act, 2000, International Conventions on Intermodal transport, Dangerous good classification, Regulations concerning dangerous goods regulations, Motor Vehicles Act, Warsaw Convention

Reference Books:

- K.V Hariharan. (2002). A Text Book on Container & Multimodal Transport Management. Shroffs Publishers & Distributors.
- International Trade Logistics-Ram Singh- Oxford Publication
- Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers.
- Multimodal Transport Security: Frameworks and Policy Applications in Freight and Passenger Transport. Edward Elgar Publishing
- Crainic, Teodor. "A Brief Overview of Intermodal Transportation." Engineering Handbook. Taylor and Francis Group, 2007.

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

CO- PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
C01	3	-	-	1	-	2	2	2	-	-
C02	3	-	-	1	-	1	1	1	-	1
C03	-	2	-	1	-	2	1	2	1	-
C04	2	-	-	2	-	2	1	2	2	3
C05	3	-	-	3	-	3	2	1	1	2

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



ONLINE BUSINESS LAB

Course Outcomes

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

Course Outcomes		Cognitive level
CO1	Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.	K-2, K-3
CO2	Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.	K-3, K-5
CO3	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.	K-3, K-5
CO4	Make use of Search Engine Optimization	K-3, K-4
CO5	Make use of social media marketing	K-2, K-4

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

Session 1 Market Research

1. How to get response to your survey
2. How to analyze your survey result
3. How to get valuable feedback

Session 2 Make a Website

1. Why use word press
2. How to make a website
3. How to setup your business email
4. How to add your domain in email

Session 3 Email Marketing

1. How to create a Mailchimp account
2. How to add Opt Ins and Pop ups
3. How to write email subject lines
4. Create a Email Campaign with Mailchimp
5. Email Marketing Analytics

Session 4 Search Engine Optimization

1. SEO Metrics to Measure SEO Performance



2. How to SEO Optimise Your Homepage
3. How to Add Your Website to Google Search Console
4. How to Improve Website Performance & Speed
5. How to Do Keyword Research: Steps & Strategy
6. How to Write Title Tags Search Engines
7. How to Appear in the Google Image Search Results

Session 5 Social media Marketing

1. You tube marketing -How to Create a YouTube Channel (Personal or Brand), How to Increase YouTube Subscribers by 400%, How to Find Video Ideas with Competitor Analysis, How To Monetize Your YouTube Channel.
2. LinkedIn Marketing- LinkedIn Account Setup & Optimisation, LinkedIn Connections Hack, LinkedIn InMail Hack, LinkedIn Viral Posts, LinkedIn Blog Traffic, LinkedIn Groups, LinkedIn Company Page Setup
3. Twitter Marketing- Twitter Profile Setup, Twitter Profile Optimisation, Twitter - What to Post? Twitter Hashtags, Twitter Polls, Twitter Customer Acquisition, Twitter Analytics. Facebook marketing.

Session 6 Google Ad Words/Ads

1. How Google Ads Works
2. Google Ads Account Setup
3. Select the Right Campaign Type
4. Select the Right Campaign Type
5. Determine Bids & Budgets
6. Choose Profitable Keywords
7. Write Ads That Grab Attention

Session 7 Google analytics

1. Google Analytics Demo Account
2. How Google Analytics Works
3. How to Add Filters to Reporting Views
4. How to Set Up Ecommerce Tracking in Google Analytics
5. Main Tools for Analysis
6. How to Track Marketing Campaigns with Campaign Tagging
7. How to Manage Multiple Google Analytics Accounts
8. How to Link Google Adwords to Google Analytics.

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	3	-	-	1	-
CO2	1	-	-	-	2	3	-	-	-	2
CO3	-	2	-	2	1	3	-	-	1	1
CO4	1	-	-	-	2	3	-	-	-	2
CO5	1	3	-	1	1	3	-	-	1	1

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

