



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. on 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 30 Years Successfully
INSTITUTION WITH UGC 12B STATUS

UNDERGRADUATE DEGREE PROGRAMME

B.B.A. Logistics & Shipping

Three Years

/

B.B.A. (Hons) Logistics & Shipping

Four Years

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

Department of Business Administration
SCHOOL OF MANAGEMENT STUDIES AND
COMMERCE



DEPARTMENT OF BUSINESS ADMINISTRATION

VISION OF THE DEPARTMENT

To nurture **tomorrow's business and academic leaders** by drawing the synergy of teaching, research and practice.

MISSION OF THE DEPARTMENT

M1	Our purpose is driven by our desire to produce confident leaders who are committed to creativity and excellence.
M2	We inspire critical thinking, personal growth, and a passion for learning. We serve the social, cultural, and economic needs of our community and our society
M3	The Department further supports the vision and mission of the School of Management Studies while enhancing the visibility and reputation of VISTAS .

PROGRAMME EDUCATIONAL OUTCOMES (PEO)

PEO1	Equip graduates with the knowledge and skills to manage logistics and shipping operations efficiently in a global business environment.
PEO2	Prepare graduates to apply analytical and strategic thinking to solve complex challenges in the logistics and shipping industry.

PROGRAMME OUTCOMES (PO)	
PO1	Apply logistics and shipping theories to real-world business scenarios. Utilize theoretical knowledge for practical decision-making. Bridge academic concepts with industry practices.
PO2	Effectively manage global supply chain operations. Optimize logistics processes for maximum efficiency. Streamline international supply chains.
PO3	Develop strategic plans to enhance logistics efficiency. Identify areas for improvement in shipping operations. Implement strategies to boost operational effectiveness.
PO4	Understand international trade regulations and policies. Ensure compliance with global trade standards. Navigate complex regulatory environments in logistics.
PO5	Utilize advanced logistics technologies for operational improvements. Incorporate technology to enhance efficiency in logistics. Stay updated with the latest technological advancements in the field.
PO6	Analyze logistics data for informed decision-making. Utilize data analytics to solve logistics problems. Make data-driven decisions to improve operations.
PO7	Lead and collaborate with diverse teams in global business settings. Foster teamwork in international logistics operations. Manage cross-cultural teams effectively.
PO8	Implement sustainable practices in logistics operations. Promote environmentally-friendly approaches in shipping. Ensure logistics practices contribute to sustainability goals.
PO9	Identify and mitigate risks in logistics and shipping activities. Develop strategies to manage risks in supply chains. Proactively address potential challenges in logistics operations.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Design logistics networks that address specific industry requirements, ensuring efficiency and cost-effectiveness in operations.
PSO2	Show expertise in managing maritime operations and port logistics, optimizing the movement of goods across seas and harbors
PSO3	Apply knowledge of international shipping laws and customs regulations to ensure that global trade activities remain compliant.
PSO4	Coordinate and integrate multimodal transportation strategies to enhance the efficiency and flow of the supply chain.

BOARD OF STUDIES

List of Members

Department of Business Administration

S. No	Name & Designation	Address	Role
1.	Dr.P.Murugan, M.Com, Ph.D., MBA., Professor & Head	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: 9500144969 Email ID: hodBLS@velsuniv.ac.in	Chairperson
2.	Dr.V.Jayanthi M.Com, M.Phil, MBA SET, PhD Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob: 9176121799 Email ID: jayanthi.sms@velsuniv.ac.in	Internal member
3.	Dr.K.Vinayagam, MLM,.MA MBA, NET.,Ph.D., Associate Professor	Department of Business Administration Vels Institute of Science Technology And Advanced Studies Chennai – 600117 Mob:7708880033 Email ID: vinayagam.sms@velsuniv.ac.in	Internal member
4.	Dr.M.Prabhakar Christopher David, MBA NET, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: 9962323513 Email ID: prabhakaran.sms@velsuniv.ac.in	Internal member
5.	Dr.P.SasiKumar MBA, Ph.D Assistant Professor	Department of Business Administration Vels Institute Of Science Technology And Advanced Studies Chennai – 600117 Mob: 9500534612 Email ID: saikumar.sms@velsuniv.ac.in	Internal member
6.	Dr Praveen Kumar M.Com., MBA., PhD Associate Professor	Department of Management Studies. Saveetha University, Chennai. email I'd: Ph:8883558355 praveenkselfa@gmail.com	External member Academic Expert
7.	Mr.Sudharsan, M.Tech., MS., MBA., M.Sc.,(Ph.D.)	Deputy General Manager, L&T constructions, Chennai 9687680827 sudharsar@gmail.com	External member Industry Expert
8.	Ms.Shofika	Entrepreneur, Franchisee of Coffee and Recharge Mob: 9042606488 Email ID: shofikakumar@gmail.com	Alumni, Department of Business Administration

CREDIT DISTRIBUTION

B.B.A. (Hons) Logistics & Shipping

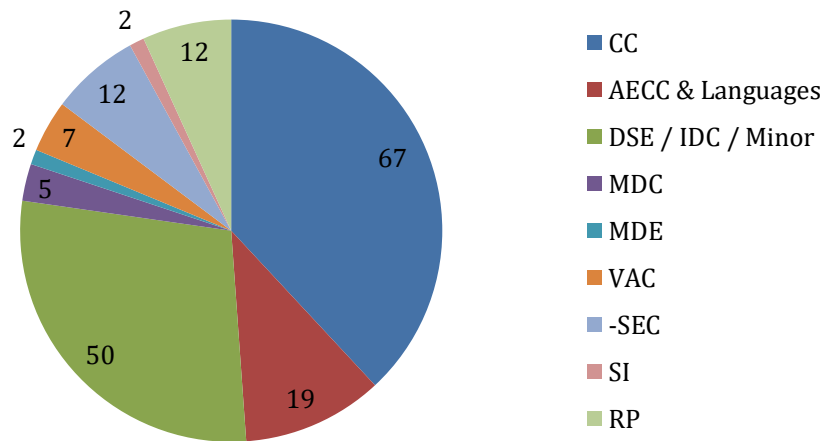
Minimum credits to be earned: 176

B.B.A. Logistics & Shipping

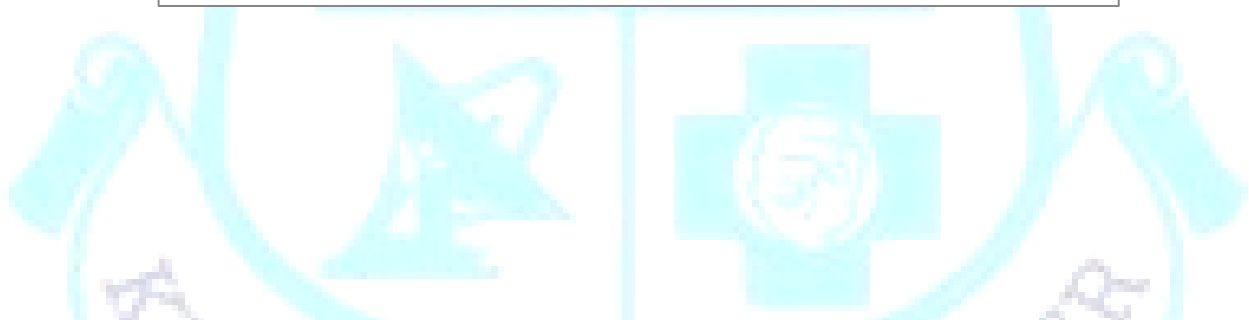
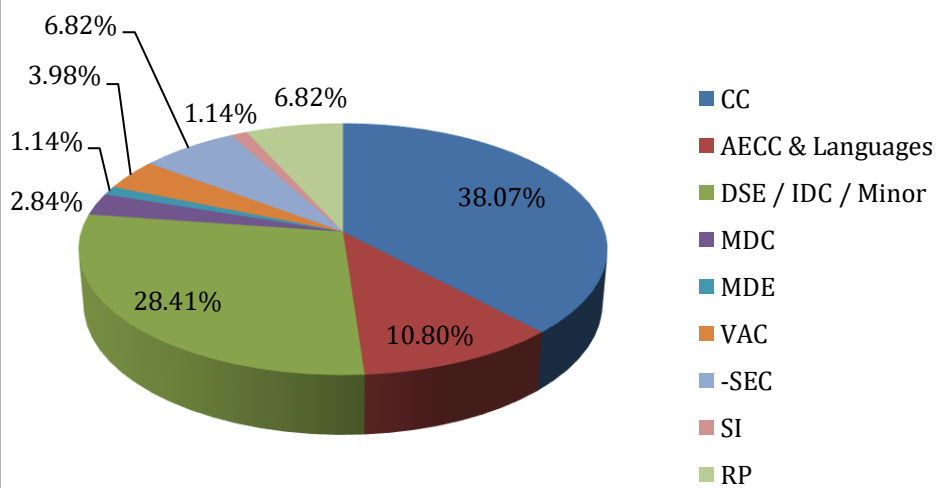
Minimum credits to be earned: 132

Component	I Sem	II Sem	III Sem	IV Sem	V Sem	VI Sem	3 Yrs. Total Credits	VII Sem	VIII Sem	4 Yrs Total Credits
CC	12	12	11	8	12	8	63	4	-	67
AECC & Languages	4	4	4	7	-	-	19	-	-	19
DSE / IDC / Minor	-	-	3	4	4	11	22	12	16	50
MDC	2	3	-	-	-	-	5	-	-	5
MDE	-	-	2	-	-	-	2	-	-	2
VAC	2	2	-	1	2	-	7	-	-	7
-SEC	2	2	2	1	3	2	12	-	-	12
SI	-	-	1	-	1	-	2	-	-	2
RP	-	-	-	-	-	-	-	6	6	12
Total Credits	22	23	23	21	22	21	132	22	22	176

CREDIT DISTRIBUTION



CREDIT DISTRIBUTION PERCENTAGE



ABBREVIATIONS

CC	Core Course
AECC	Ability Enhancement Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
MDE	Multidisciplinary Elective
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project



CURRICULUM STRUCTURE

B.B.A. Logistics & Shipping Three Years

/
B.B.A. (Hons) Logistics & Shipping Four Years

Total number of Credits: 176

B.B.A. (Hons) Logistics & Shipping Minimum Credits to be earned :176										
B.B.A. Logistics & Shipping Minimum Credits to be earned: 132										
Hours/Week Maximum Marks										
SEMESTER 1										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 1	24LTAM11/ 24LH1N11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2	40	60	100
ENG 1	24LENG11	English I	2	0	0	1	2	40	60	100
CC 1	24CBLS11	Principles and Practices of Management	4	0	0	2	4	40	60	100
CC 2	24CBLS12	Fundamentals of Logistics	4	0	0	2	4	40	60	100
CC 3	24CBLS13	Business Statistics and Logic	4	0	0	2	4	40	60	100
MDC	24MBLS11	Media Literacy and Critical Thinking	2	0	0	1	2	40	60	100
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2	40	60	100
SEC 1	24SSKU11	Soft Skills 1	2	0	0	1	2	40	60	100
SEC 2		Orientation programme / Industrial Visit	-	-	-	-	-	-	-	-
			22	0	0	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 2	24LTAM21/	Tamil II / Hindi	2	0	0	1	2	40	60	100
	24LH1N21/	II / French II								
	24LFRE21									
ENG 2	24LENG21	English II	2	0	0	1	2	40	60	100
CC 4	24CBLS21	Financial Accounting	4	0	0	2	4	40	60	100
CC 5	24CBLS22	Introduction to Shipping	4	0	0	2	4	40	60	100
CC 6	24CBLS23	Maritime Economics	4	0	0	2	4	40	60	100
MDC 2	24MBLS21	Indian System of Health and Wellness	3	0	0	2	3	40	60	100
VAC 2	24DVAC21	Universal Human Values	2	0	0	1	2	40	60	100
SEC 3	24SSKU21	Soft Skills 2	2	0	0	1	2	40	60	100
			23	-	-	-	23	-	-	-

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SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 3										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 3	24LTAM31 / 24LHIN31 /24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2	40	60	100
ENG 3	24LENG31	English III	2	0	0	1	2	40	60	100
CC 7	24CBLS31	Management Accounting	3	1	0	2	4	40	60	100
CC 8	24CBLS32	Legal Aspects of Maritime Business	4	0	0	2	4	40	60	100
CC 9	24CBLS33	Human Resource Management	3	0	0	2	3	40	60	100
MDE 1	24MBLS31	Indian Knowledge System	2	0	0	1	2	40	60	100
DSE 1/ IDC / Minor 1	24DBLS3_	Discipline Specific Elective I	3	0	0	2	3	40	60	100
SEC 4	24SSKU31	Soft Skills 3	2	0	0	1	2	40	60	100
SI 1	24IBAM31	Internship I	0	0	2	1	1	-	100	100
			21	1	2	-	23	-	-	-

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SEE - Semester End Examination

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SEMESTER 4										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV / French IV	2	0	0	1	2	40	60	100
ENG 4	24LENG41	English IV	2	0	0	1	2	40	60	100
AEC 1	24EVS041	Environmental Studies	3	0	0	2	3	40	60	100
CC 10	24CBLS41	Financial Management	4	0	0	2	4	40	60	100
CC 11	24CBLS42	Operational Management	4	0	0	2	4	40	60	100
DSE 2 / IDC 2 / Minor 2	24DBLS4_	Discipline Specific Elective II	4	0	0	2	4	40	60	100
SEC 5	24SBLS41	Industry Oriented Employability skills	1	0	0	1	1	-	100	100
VAC 3	21DVAC41	Yoga Education	1	0	0	1	1	-	100	100
SEC 6		In-plant Training/ Industrial Tour / Summer Term	-	-	-	-	-	-	-	-
			21	-	-	-	21	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 5										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 12	24CBLS51	Business Research Methodology	4	0	0	2	4	40	60	100
CC 13	24CBLS52	Marketing Management	4	0	0	2	4	40	60	100
CC 14	24CBLS53	Multi Modal Transportation	4	0	0	2	4	40	60	100
DSE 3 / IDC 3 / Minor 3	24DBLS5_	Discipline Specific Elective III	4	0	0	2	4	40	60	100
SEC 7	24SBLS51	Entrepreneurial Development	2	0	0	1	2	40	60	100
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2	40	60	100
SI 2	24IBLS51	Internship II	0	0	2	1	1	-	100	100
SEC 8	24SBLS52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council (IIC) Activities	0	0	2	1	1	-	100	100
			19	-	6	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

SEMESTER 6										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 15	24CBLS61	Shipping Finance and Marine Insurance	4	0	0	2	4	40	60	100
CC 16	24CBLS62	Business Taxation	4	0	0	2	4	40	60	100
DSE 4 / IDC 4 / Minor 4	24DBLS6_	Discipline Specific Elective IV	4	0	0	2	4	40	60	100
DSE 5 / IDC 5 / Minor 5	24DBLS6_	Discipline Specific Elective V	4	0	0	2	4	40	60	100
DSE 6 / IDC 6 / Minor 6	24DBLS6_	Discipline Specific Elective VI	3	0	0	2	3	40	60	100
SEC 9	24PBLS61	Mini Project	0	0	4	1	2	-	100	100
SEC 10		On Job Training / Apprenticeship / Startup	-	-	-	-	-	-	-	-
			19	-	4	-	21	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

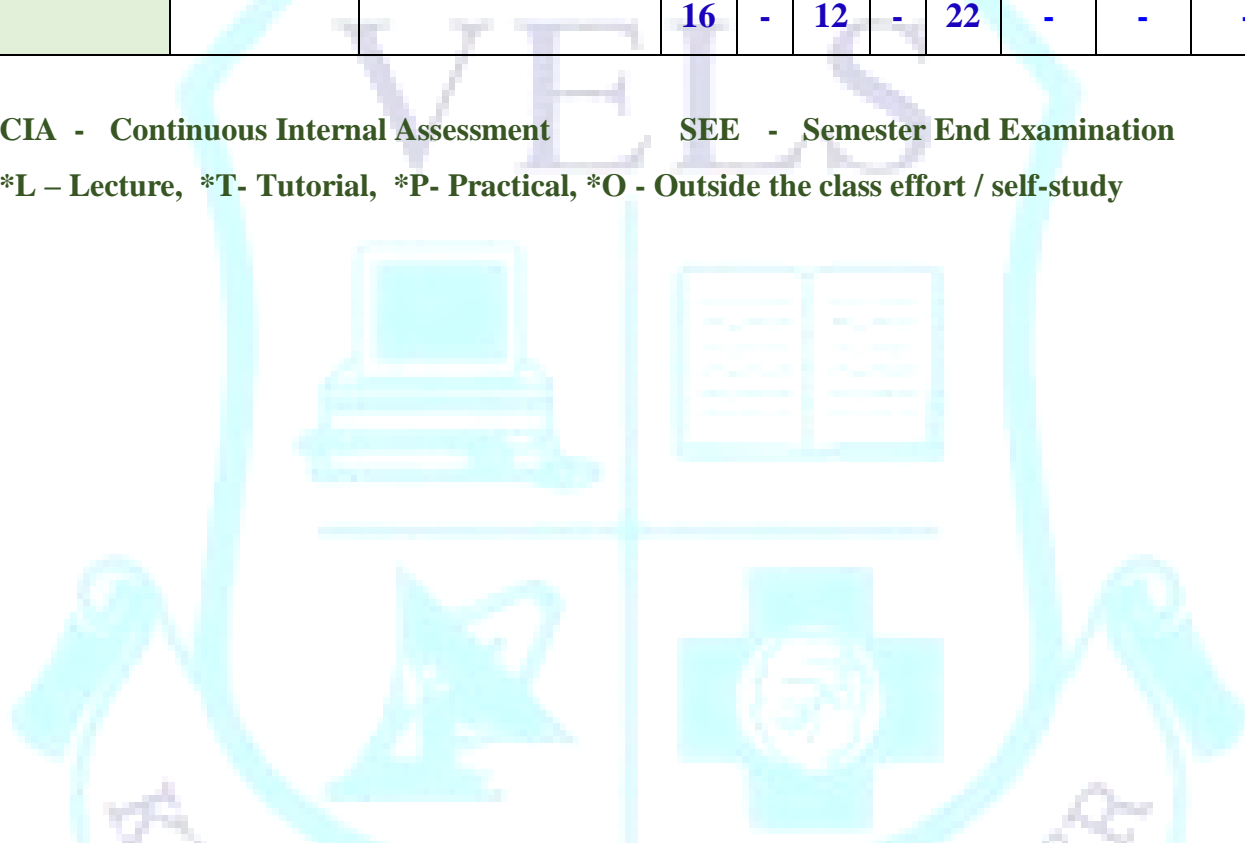
***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 7										
Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
CC 17	24CBLS71	Entrepreneurial Leadership	4	0	0	2	4	40	60	100
DSE 7 / IDC 7 / Minor 7	24DBLS7_	Discipline Specific Elective VII	4	0	0	2	4	40	60	100
DSE 8/ IDC 8 / Minor 8	24DBLS7_	Discipline Specific Elective VIII	4	0	0	2	4	40	60	100
DSE 9 / IDC 9 / Minor 9	24DBLS7_	Discipline Specific Elective IX	4	0	0	2	4	40	60	100
RP 1	24RBLS71	Research Project I	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**



SEMESTER 8

Category	Code	Course	L	T	P	O	C	CIA	SEE	Total
DSE 10 / IDC 10 / Minor 10	24DBLS8_	Discipline Specific Elective X	4	0	0	2	4	40	60	100
DSE 11 / IDC 11 / Minor 11	24DBLS8_	Discipline Specific Elective XI	4	0	0	2	4	40	60	100
DSE 12 / IDC 12 / Minor 12	24DBLS8_	Discipline Specific Elective XII	4	0	0	2	4	40	60	100
DSE 13 / IDC 13 / Minor 13	24DBLS8_	Discipline Specific Elective XIII	4	0	0	2	4	40	60	100
RP 2	24RBLS81	Research Project II	0	0	12	2	6	40	60	100
			16	-	12	-	22	-	-	-

CIA - Continuous Internal Assessment

SEE - Semester End Examination

*L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study

CORE COURSES

Category	Code	Course	L	T	P	O	C
CC 1	24CBLS11	Principles and Practices of Management	4	0	0	2	4
CC 2	24CBLS12	Fundamentals of Logistics	4	0	0	2	4
CC 3	24CBLS13	Business Statistics and Logic	4	0	0	2	4
CC 4	24CBLS21	Financial Accounting	4	0	0	2	4
CC 5	24CBLS22	Introduction to Shipping	4	0	0	2	4
CC 6	24CBLS23	Maritime Economics	4	0	0	2	4
CC 7	24CBLS31	Management Accounting	3	1	0	2	4
CC 8	24CBLS32	Legal Aspects of Maritime Business	4	0	0	2	4
CC 9	24CBLS33	Human Resource Management	3	0	0	2	3
CC 10	24CBLS41	Financial Management	4	0	0	2	4
CC 11	24CBLS42	Operational Management	4	0	0	2	4
CC 12	24CBLS51	Business Research Methodology	4	0	0	2	4
CC 13	24CBLS52	Marketing Management	4	0	0	2	4
CC 14	24CBLS53	Multi Modal Transportation	4	0	0	2	4
CC 15	24CBLS61	Shipping Finance and Marine Insurance	4	0	0	2	4
CC 16	24CBLS62	Business Taxation	4	0	0	2	4
CC 17	24CBLS71	Entrepreneurial Leadership	4	0	0	2	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	O	C
DSE 1	24DBLS11	Retail Logistics & Ecommerce	3	0	0	2	3
	24DBLS12	Port Agency Operations	3	0	0	2	3
DSE 2	24DBLS13	Transportation and Distribution Management	4	0	0	2	4
	24DBLS14	Hazard Analysis and Risk Assessment	4	0	0	2	4
DSE 3	24DBLS15	Liner Shipping Business	4	0	0	2	4
	24DBLS16	Export Import Documentation	4	0	0	2	4
DSE 4	24DBLS17	Air Cargo Logistics Management	4	0	0	2	4
	24DBLS18	Port and Terminal management	4	0	0	2	4
DSE 5	24DBLS19	Inland Waterways Management	4	0	0	2	4
	24DBLS20	Airport Operations Management	4	0	0	2	4
DSE 6	24DBLS21	Financial Auditing	3	0	0	2	3
	24DBLS22	International Standard Organizational Auditing	3	0	0	2	3
DSE 7	24DBLS23	Warehousing and Inventory Management	4	0	0	2	4
	24DBLS24	International Business	4	0	0	2	4
DSE 8	24DBLS25	Total Quality Management	4	0	0	2	4
	24DBLS26	Corporate Governance	4	0	0	2	4
DSE 9	24DBLS27	Logistics Information Systems	4	0	0	2	4
	24DBLS28	Brand Management	4	0	0	2	4
DSE 10	24DBLS29	Customs Procedure and Practices	4	0	0	2	4
	24DBLS30	Project Management	4	0	0	2	4
DSE 11	24DBLS31	International Finance	4	0	0	2	4
	24DBLS32	Advance Research Methodology	4	0	0	2	4

AECC & LANGUAGES

Category	Code	Course	L	T	P	O	C
LANG 1	24LTAM11/ 24LHIN11/ 24LFRE11	Tamil I / Hindi I/ French I	2	0	0	1	2
ENG 1	24LENG11	English I	2	0	0	1	2
LANG 2	24LTAM21/ 24LHIN21/ 24LFRE21	Tamil II / Hindi II / French II	2	0	0	1	2
ENG 2	24LENG21	English II	2	0	0	1	2
LANG 3	24LTAM31/ 24LHIN31/ 24LFRE31	Tamil III / Hindi III / French III	2	0	0	1	2
ENG 3	24LENG31	English III	2	0	0	1	2
LANG 4	24LTAM41/ 24LHIN41/ 24LFRE41	Tamil IV / Hindi IV/ French IV	2	0	0	1	2
ENG 4	24LENG41	English III	2	0	0	1	2
AECC 1	24EVS031	Environmental Studies	3	0	0	2	3

MULTIDISCIPLINARY COURSES

Category	Code	Course	L	T	P	O	C
MDC 1	24MBLS11	Media Literacy and Critical Thinking	2	0	0	1	2
MDC 2	24MBLS21	Indian System of Health and Wellness	3	0	0	2	3

MULTIDISCIPLINARY ELECTIVE

Category	Code	Course	L	T	P	O	C
MDE	24MBLS31	Indian Knowledge System	2	0	0	1	2

VALUE ADDED COURSES

Category	Code	Course	L	T	P	O	C
VAC 1	24DVAC11	Communication Skills	2	0	0	1	2
VAC 2	24DVAC21	Universal Human Values	2	0	0	1	2
VAC 3	24DVAC41	Yoga Education / NSS / NCC	1	0	0	1	1
VAC 4	24DVAC51	Disaster Management	1	0	2	1	2

SKILL ENHANCEMENT COURSES

Category	Code	Course	L	T	P	O	C
SEC 1	24SSKU11	Soft Skills I	2	0	0	1	2
SEC 2	24SBLS11	Orientation Programme / Industrial Visit	-	-	-	-	-
SEC 3	24SSKU21	Soft Skills II	2	0	0	1	2
SEC 4	24SSKU31	Soft Skills III	2	0	0	1	2
SEC 5	24SBLS41	Industry Oriented Employability skills	1	0	0	1	1
SEC 6	24SBAM42	In-plant Training/ Industrial Tour/ Summer Term	-	-	-	-	-
SEC 7	24SBLS51	Entrepreneurial Development	2	0	0	1	2

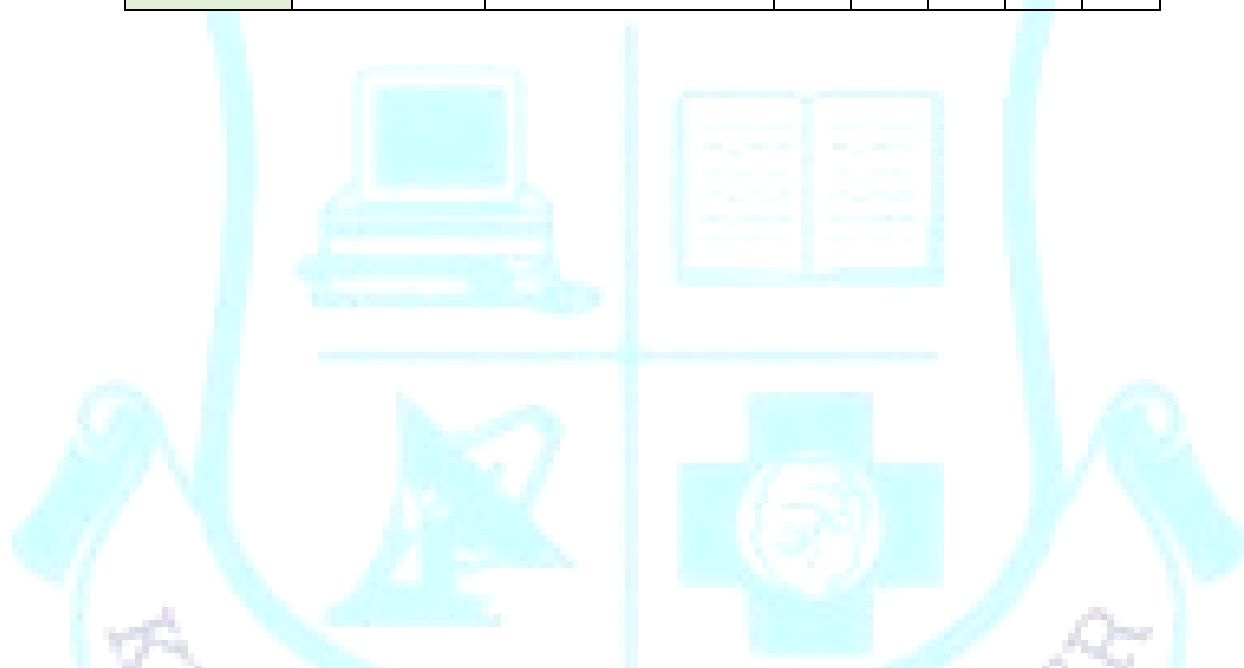
SEC 8	24SBLS52	Skill Enhancement Training / Student Club Activities/ Institution Innovation Council Activities	0	0	2	1	1
SEC 9	24PBLS61	Mini Project	0	0	4	1	2
SEC 10	24SBLS62	On Job Training / Apprenticeship / Startup	-	-	-	-	-

SUMMER INTERNSHIP

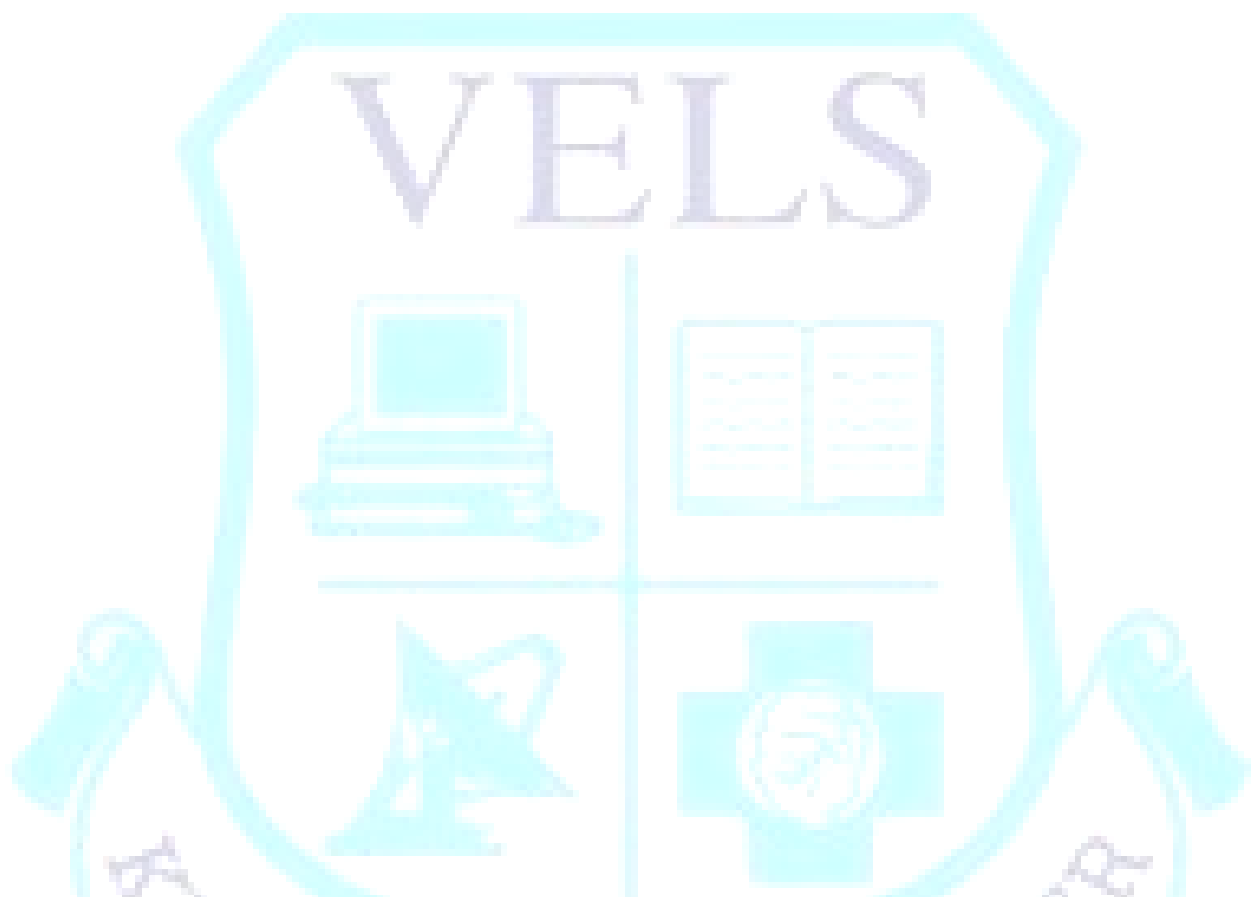
Category	Code	Course	L	T	P	O	C
SI 1	24IBLS31	Internship I	0	0	2	1	1
SI 2	24IBLS51	Internship II	0	0	2	1	1

RESEARCH PROJECT

Category	Code	Course	L	T	P	O	C
RP 1	24RBLS71	Research Project I	0	0	12	2	6
RP 2	24RBLS81	Research Project II	0	0	12	2	6



SEMESTER I



24LTAM11

பாடக் குறியீட்டு எண்: 24LTAM11 2 0 0 1 2

பருவம்-1, தமிழ்மொழிப்பாடம்-1, பகுதி-1, தகுதிப்புள்ளி: 2, வாரப் பாட நேரம்: 2.

தாள்-1

மொழிவரலாறு – சங்க இலக்கியம் – அற இலக்கியம் – மொழித்திறன்
பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், தற்கால தமிழ் இலக்கிய வகைமைகளான மரபுக்கவிதை, புதுக்கவிதை, உரைநடை ஆகியவற்றை அறிமுகப்படுத்துதல், தமிழர்தம் வாழ்வியல் நெறிகளையும் பண்பாட்டுச் செழுமைகளையும் இன்றைய தலைமுறையினர் அறியச் செய்தல், மாணவர்களுக்குத் தமிழைத் தவறின்றி எழுதுவதற்குத் தேவையான பயிற்சி அளித்து அவர்களின் மொழித்திறனை மேம்படுத்துதல், செய்யுளின் நலத்தைப் பாராட்டும் முறைமையை அறியச் செய்து அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களுக்கு வேலைவாய்ப்பை உருவாக்குவதும் இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு- 1: தமிழ் மொழி வரலாறு

8மணி நேரம்

மொழிக்குடும்பம் - இந்திய மொழிக்குடும்பங்கள் - இந்திய ஆட்சி மொழிகள் - திராவிட மொழிக்குடும்பங்கள் - திராவிட மொழிகளின் வகைகள் - திராவிட மொழிகளின் சிறப்புகள் - திராவிட மொழிகளின் வழங்கிடங்கள் - திராவிட மொழிகளுள் தமிழின் இடம் - தமிழ்மொழியின் சிறப்புகள் - தமிழ் பிறமொழித் தொடர்புகள்.

அலகு -2

8 மணி நேரம்

புறநானூறு- பாடல் எண்: , 182, 183, - இரண்டு பாடல்கள்.

குறுந்தொகை- பாடல் எண்: 2, 167, - இரண்டு பாடல்கள்

பரிபாடல் - முருகன். வையை - இரண்டு பாடல்கள்

அலகு - 3 அற இலக்கியங்கள்

திருக்குறள்- வான்சிறப்பு (அறம்), பெருமை (பொருள்), பிரிவாற்றாமை (இன்பம்),

மூன்று அதிகாரங்கள் முழுமையும்

1. நாலடியார் - இரண்டு பாடல்கள். (2, 3)
2. மூதுரை - இரண்டு பாடல்கள். (2, 8)

அலகு 4 மொழி

07 மணி நேரம்

பிழை நீக்கி எழுதுதல் - ஒற்றுப்பிழை நீக்கி எழுதுதல் - தொடர்பிழை நீக்கி எழுதுதல் - ஒற்று மிகும் இடங்கள் - ஒற்று மிகா இடங்கள் - பிற மொழிச் சொற்களை நீக்கி எழுதுதல் - பயிற்சிகள்.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

1. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
2. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
3. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
4. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
5. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அக்காடெமி, 2007.
6. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
7. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

24LHIN11	HINDI-I	L	T	P	O	C
		2	0	0	1	2

Course Objectives :

- To understand the rural life style, social responsibilities and social values
- To create awareness about the importance of varied culture
- To enable the students to develop communication skill in Hindi and to use Azhagi, Azhagi+ fonts

UNIT I : पं.श्रीराम शर्मा कृत 'स्मृति' (कहानी)

'Smruti' (Kahani) by Pandit Sriram Sharma. 6hrs.

UNIT II : शरद जोशी कृत 'अतिथि तुम कब जावोगे' (व्यंग्य)

'Athiti tum kab jaaoge' (Vyangy) by Sharad Joshi. 6hrs.

UNIT III: राहुल सांस्कृतयायन कृत 'अथातो घुमक्कड जिज्ञासा' (यात्रा वृत्तान्त)

'Atatho Ghumakkad Jigyasa' (Yatra Vruthanth) by
Rahul Sanskritayayan. 6hrs.

UNIT IV: व्यावहारिक हिन्दी- पत्र लेखन में प्रयुक्त वाक्यांश, कौशल विकास

- भाव एक भाषा अनेक 6hrs.

Functional Hindi-Phrases used in Letter Writing.

Skill development - Bhav Ek Bhasha Anek

UNIT V : पत्र लेखन - परिचय व प्रकार, 3 अनौपचारिक पत्र

अलगी, अलगी + फ्रॉन्ट का परिचय

Letter Writing- Intro. & Types & 3 Personal Letters

6hrs.

Introduction to Azhagi, Azhagi + fonts



Total: 30hrs.

Course Outcome:

At the end of this course Students will be able to

- CO1 Gain knowledge about the rural life style
- CO2 Understand social values
- CO3 Understand importance of varied culture
- CO4 Journalise in Functional Hindi
- CO5 Use Azhagi, Azhagi+ fonts

Text Books:

Pandit Shriram Sharma, Shikaar, Sahitya Sadan, 1932.

Sharad Joshi, Yatha Sambhav, Bharatiya Gyanpeet, 2014.

Rahul Sanskritayan, Ghumakkad Shastra, Rajkamal Prakashan, 1949.

Reference Book:

Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

NCERT, Sparsh, Class 9.

Main Aur Mera Vyakaran, New Saraswati House, New Delhi.

Govind Ballabh Sharma, Hindi Vyavaharik Tankan Kala Evam Tankan Abhyas, Neelkanth Publishers Pvt. Ltd., 2022.

Weblinks :

Pandit Sriram Sharma ka kahani: <https://www.evidyarthi.in>

Harishankar parasayi ka Vyangy: <http://gadyakosh.org>

Rahul Sanskritayan ka yatravruttant: <https://www.hindwi.org>

Prayojanmoolak Hindi: <https://hi.m.wikipedia.org>

<https://www.azhagi.com/hnd/helphtml/Introduction.html>



24LFRE11	FRENCH-I	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">L</td> <td style="text-align: center;">T</td> <td style="text-align: center;">P</td> <td style="text-align: center;">O</td> <td style="text-align: center;">C</td> </tr> <tr> <td style="text-align: center;">2</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<p>The lessons are being chosen:</p> <ul style="list-style-type: none"> ● To greet, to express excuse and to introduce oneself ● To introduce another person ● To express his/her ideas, opinions and weekend projects ● To request someone to do something, polite manners ● To accept, refuse, enquire and indicate the time and date ● To express himself / herself in positive and negative manner 												
UNIT I	SALUT	4 HOURS										
<ul style="list-style-type: none"> ● les nombres, Les jours de la semaine et du mois, La nationalité 												
UNIT II	ENCHANTÉ	6 HOURS										
<ul style="list-style-type: none"> ● Les verbes Etre, Avoir, Aller, Regular ER verbes, Present tense 												
UNIT III	J'ADORE	4 HOURS										
<ul style="list-style-type: none"> ● La negation, l'adjectif possessif, le futur proche 												
UNIT IV	TU VEUX BIEN	7 HOURS										
<ul style="list-style-type: none"> ● Les articles de finis/indéfinis, Les pronoms après une préposition (avec lui, chez moi), Le passé composé 												
UNIT V	ON SE VOIT QUAND	5 HOURS										
<ul style="list-style-type: none"> ● Les pronoms compléments directs me, te, nous, vous, L'interrogation avec est-ce que, L'heure et la date. 												
UNIT VI	BONNE IDÉE	4 HOURS										
<ul style="list-style-type: none"> ● Les articles partitifs, Le masculin et le féminin des adjectifs, Les pronoms compléments directs le, la, les, La négation : ne... pas de. 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<p>CO 1 The students would be able to greet, to excuse and to introduce himself</p> <p>CO 2 The students would be able to introduce someone</p> <p>CO 3 The students would be able to express his ideas, opinions and weekend projects</p> <p>CO 4 The students would be able to ask someone to do something, polite manner</p> <p>CO 5 The students would be able to accept, refuse enquire and indicate the time and date</p> <p>CO 6 The students would be able to express himself in positive and negative manner</p>												
REFERENCES:												
<ol style="list-style-type: none"> 1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau 2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kaszian 												

24LENG11	ENGLISH-I	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>L</td> <td>T</td> <td>P</td> <td>O</td> <td>C</td> </tr> <tr> <td>2</td> <td>0</td> <td>0</td> <td>1</td> <td>2</td> </tr> </table>	L	T	P	O	C	2	0	0	1	2
L	T	P	O	C								
2	0	0	1	2								
COURSE OBJECTIVES:												
<ul style="list-style-type: none"> ● To enable students to develop their communication skills effectively. ● To make students familiar with usage skills in the English Language. ● To enrich their vocabulary in English. ● To develop communicative competence. 												
UNIT I	PROSE	6 HOURS										
<ul style="list-style-type: none"> ● Dangers of drug abuse - Hardin B.Jones ● Tight corners - E.V.Lucas 												
UNIT II	POETRY	6 HOURS										
<ul style="list-style-type: none"> ● Ecology - A.K.Ramanujan ● The owl and the chimpanzee - Jo Camacho 												
UNIT III	SHORT STORY	6 HOURS										
<ul style="list-style-type: none"> ● The Dear Departed - Stanley Houghton ● The Fool's Paradise- Isaac Bashevis Singer 												
UNIT IV	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> ● Parts of speech, Articles 												
UNIT V	GRAMMAR	6 HOURS										
<ul style="list-style-type: none"> ● One-word substitution, prefix, suffix, synonym, antonym 												
TOTAL 30 HOURS												
COURSE OUTCOMES:												
<p>Upon completion of this course, the students will be able to</p> <p>CO 1 Understand the characteristic features of the language used in the text.</p> <p>CO 2 Strengthen their knowledge of basic grammar</p> <p>CO 3 Improve narrative skills after studying diverse prose and play.</p> <p>CO 4 Understand to classify parts of speech and articles.</p> <p>CO 5 Develop critical writing skills in the textual content of the syllabus.</p>												
REFERENCES:												
<ol style="list-style-type: none"> 1. English for Communication Enrichment: by Jeya Santhi June 2015. 2. Dr. M. Narayana Rao and Dr. B. G.Barki–Anu’s Current English for Communication (AnuChitra). June 2012. 3. Dr. Ananthan, R. Effective Communication. Ed. Chennai: Anu Chithra Pub.2010. 												

24CBLS11	PRINCIPLES AND PRACTICES OF MANAGEMENT	L 4	T 0	P 0	O 2	C 4
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To understand the basic concepts, principles, and theories of management. To examine the essential functions of managers. To analyze the impact of globalization, diversity, and ethics on management. To develop skills in strategic planning, decision-making, and leadership. 						
UNIT I	INTRODUCTION TO MANAGEMENT	12 HOURS				
Definition, nature, and significance of management, management and administration, levels of management, role of managers and managerial skills; Evolution of management thoughts: Classical, Behavioral, Quantitative, Systems, Contingency and Modern approaches; Management as a science and an art; Functions of management: Planning, organizing, leading, and controlling.						
UNIT II	PLANNING, ORGANIZING AND STAFFING	12 HOURS				
Nature, Importance and Purpose of planning in management; Types of plans: Strategic, tactical, operational ; Planning process and techniques ; Decision- making- Importance and steps, decision making models and tools; Organizational structure and design; types of organizational structures: Functional, divisional, matrix; Authority, responsibility, and delegation, Centralization Vs Decentralization of authority and responsibility – Span of Control; Coordination and integration, MBO and MBE; Nature and Importance of staffing – Process of selection and recruitment.						
UNIT III	LEADING, DIRECTING	12 HOURS				
Meaning and nature of directing, Leadership theories (trait, behavioral, contingency, participative, charismatic, transformational, level-5 leader), Motivation theories and practices (Maslow, Herzberg two factor, McGregor's theory x & theory y), Hawthorne effect, Communication (meaning and importance) in management, Team building and group dynamics						
UNIT IV	CONTROLLING	12 HOURS				
Controlling-meaning and steps in controlling, control process and systems, essentials of sound control system, methods of establishing control, types of control; Performance measurement and management.						
UNIT V	STRATEGIC MANAGEMENT, ETHICS AND SOCIAL RESPONSIBILITY	12 HOURS				
Overview of strategic management, SWOT analysis and strategic formulation, Implementing and evaluating strategies. Ethical issues in management, Corporate social responsibility (CSR), Sustainable management practices.						
						TOTAL 60 HOURS
COURSE OUTCOMES:						
On having completed this course student should be able to: CO 1 Demonstrate how management principles are used to solve practical business problems CO 2 Compare and contrast different management theories and their effectiveness in various organizational contexts Design a management strategy for a hypothetical or real organization using a mix of management theories and practices						

CO 3 Propose innovative management solutions to enhance efficiency and effectiveness in given business scenarios

CO 4 Demonstrate controlling techniques

CO 5 Learn the SWOT analysis

REFERENCES:

Text Books (Latest Editions):

1. Rao, V. S. P. Management Principles and Applications. Taxmann Publications.
2. Bright, D. et al. Principles of Management. OpenStax Textbooks, Houston
3. Kapoor, Premvir, Principles of Management, Khanna Book Publishing.
4. Jones, G. R., and George, J. M. Essentials of contemporary management. New York, NY: McGraw-Hill Education.
5. Robbins, S. P. & Coulter, M. A. Management. Pearson.

References:

1. Indian Business Rising: The Contemporary Indian Way of Conducting Business-And How It Can Help You Improve Your Business | Harvard Business Review Press | 5813BC PDF-ENG | <https://hbsp.harvard.edu/product/5813BC-PDF-ENG>

Reflective Exercises and Cases:

1. *Entrepreneurial Leadership in Forming High Tech Enclaves: Lessons from the Government of Andhra* | F. Warren McFarlan, Espen Andersen, RamiroMontealegre | Harvard Business School | 308079-PDF-ENG | <https://hbsp.harvard.edu/product/308079-PDF-ENG?>
2. *ATH Technologies* by Robert Simons and Jennifer Packard <https://www.hbs.edu/faculty/Pages/item.aspx?num=52711>
3. Article review and discussion:
Application of Ancient Indian Philosophy in Modern Management (http://www.irdindia.in/journal/ijrdmr/pdf/vol5_iss4/8.pdf)
4. *Review of Lincoln Electric Co.* by Norman Berg.
5. *Review of Hawthorne case.*
6. Leadership Lessons from India | Peter Cappelli, Harbir Singh, Jitendra V. Singh, Michael Useem | Harvard Business Review | R1003G-PDF-ENG | <https://hbsp.harvard.edu/product/R1003G-PDF-ENG?>
7. *Traditional Way of Learning Ayurveda and Practising It: A Dialogue with Vaidya Bhaskarbai Hardikar* | Mukund Dixit, Sanjay Verma | IIM Ahmedabad | A00135-PDF-ENG | <https://hbsp.harvard.edu/product/A00135-PDF-ENG?>
8. *Forest Essentials: Demystifying India's Luxury Ayurveda Brand* | Veena Vohra, Seema Khanvilkar | Ivey Publishing | W28410-PDF-ENG | <https://hbsp.harvard.edu/product/W28410-PDF-ENG?>
9. Atjeevan Foundation: Transforming Scars into Strength | Shubham Sharma, Satyendra C Pandey | Ivey Publishing | W36939-PDF-ENG | <https://hbsp.harvard.edu/product/W36939-PDF-ENG?>
10. *How Do Great Leaders Overcome Adversity?* By Mayo (2024) <https://hbswk.hbs.edu/item/cold-call-how-do-great-leaders-overcome-adversity>
11. *Leadership principles from Hindu scriptures* (<https://blog.hua.edu/blog/leadership-principles-from-hindu-scriptures>)
12. 5 Principles of Purposeful Leadership | Hubert Joly | Harvard Business Review | H06YSB-PDF-ENG | <https://hbsp.harvard.edu/product/H06YSB-PDF-ENG?>

24CBLS12	FUNDAMENTALS OF LOGISTICS	L	T	P	O	C
		4	0	0	2	4
COURSE OBJECTIVES:						
<p>Students will understand the core principles and practices of logistics, including supply chain management, transportation, and warehousing. They will learn to analyze and optimize logistics operations for efficiency and cost-effectiveness. Additionally, students will develop problem-solving skills to address common logistical challenges in various industries.</p>						
UNIT I	INTRODUCTION TO LOGISTICS	12 HOURS				
<p>Origin of Business Logistics - Logistics organization and its role in a manufacturing unit - Role of Logistics in Economy/Organization - Functions of the Logistics system - Inbound Logistics - Outbound logistics - In plant logistics</p>						
UNIT II	PROCUREMENT AND OUTSOURCING	12 HOURS				
<p>Procurement and Outsourcing - Integrated Logistics Management - Routing of materials from origin to destination - role of physical delivery - Importance of Packaging- Principles of Packaging - Role, Cost, Economics - Packaging Materials - Customer Service functions in logistics</p>						
UNIT III	GLOBAL LOGISTICS	12 HOURS				
<p>Global Logistics scenario - Logistics hubs and distribution Strategy - Role of Information Systems in improving the efficiency – Containerization as an enabler of logistics strategy - Cargo security - Logistics strategy for perishables / Dangerous goods</p>						
UNIT IV	LOGISTICS PERFORMANCE	12 HOURS				
<p>Financial aspects in Logistics performance - Role of 3 PL and 4 PL - Logistics infrastructure for 3PL - Types and functions of warehouses -Expectations & Fulfillment levels for E-business - Retail Supply Chain Administration - Vendor Managed Inventory</p>						
UNIT V	LOGISTICS PLANNING AND DESIGN TECHNIQUES	12 HOURS				
<p>Logistics Planning and Design Techniques - Organization structure for improving the effectiveness Goods – (Automobile components) - Reverse logistics</p>						
						TOTAL 60 HOURS

COURSE OUTCOMES:

On having completed this course student should be able to:

CO1: Explain the functions of logistics system.

CO2: Discuss the principles and importance of packing

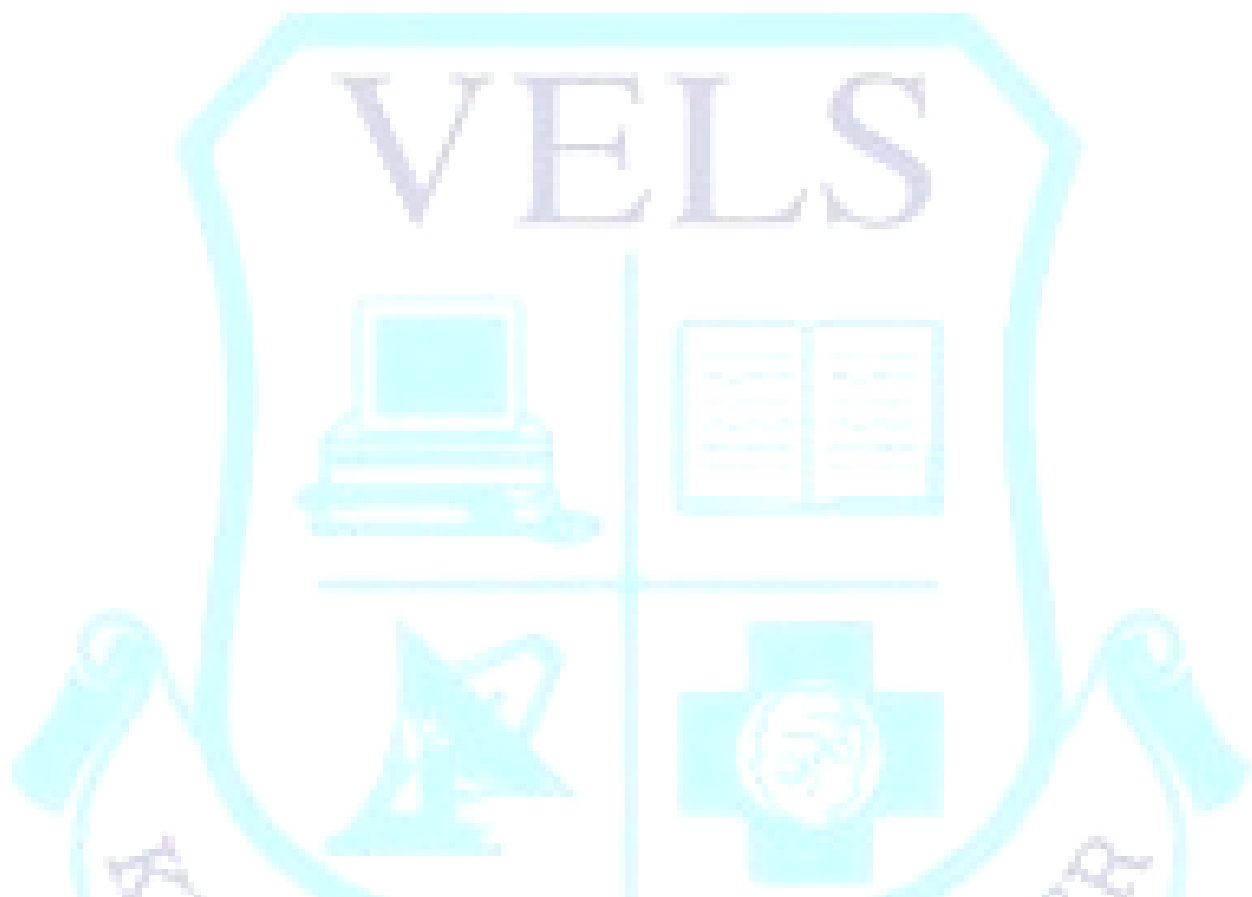
CO3: Enumerate the Role of Information Systems in improving the logistics efficiency

CO4: List the logistics techniques

CO5: Explore the learners with more employment opportunities

REFERENCES:

1. Donald J. Bowersox David J. Closs, International Editions (1996) Logistical Management, McGraw-Hill, Singapore.
2. JhonW.langford (2007) Logistics Principles and Applications, McGraw-Hill professional, U.S.A.
3. Nandi, S.K and Ganapathi, S.L (2015),Logistics Management, Oxford University Press, New Delhi.
4. Pramod Raokalyani Gohokar (2010) Logistics Management Concepts and Cases , ICFAI University Press, Hyderabad, S.India
5. Reza Zanjirani Farahan, Shabnam Rezapour and Laleh Kurdor (2012) Logistics Operations and Management-Concepts and Models ,Elsevier, New York, USA.



24CBLS13	BUSINESS STATISTICS AND LOGIC	L	T	P	O	C
		4	0	0	2	4
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> • To learn various concept in matrix. • To apply the concept of sets to promote critical thinking, problem-solving techniques and interdisciplinary connections. • To analyze the relationships, decisions making and modeling the various kinds of problems. • To solve various logical problems. 						
UNIT I	SETS THEORY	12 HOURS				
Definitions – Operations on Sets – Laws of Sets – Properties of Sets–Simple application using Venn diagram.						
UNIT II	MATRICES	12 HOURS				
Definitions – Operations on Matrices – Determinants–Minors– Cofactors– Properties of Determinants– Inverse of matrix – Solution of Linear Equations–Matrix method– Crammer’s rule						
UNIT III	STATISTICAL METHODS	12 HOURS				
Definition– Importance, uses and limitations of Statistical methods–Diagrammatic and Graphical Representation of Data–Measures of Central tendency: Mean, Median, Mode.						
UNIT IV	CORRELATION AND REGRESSION ANALYSIS	12 HOURS				
Definition - Types of Correlation-Methods of Correlation–Karl Pearson’s Coefficient of Correlation– Spearman’s Rank Correlation Coefficient– Regression Lines and Regression equations.						
UNIT V	LOGICS	12 HOURS				
Definitions -Algebra- Ratio–Proportions– Variations– Permutations– Fundamental Principle of Counting – Combinations– Applications of Permutations and Combinations.						
						TOTAL 60 HOURS
COURSE OUTCOMES:						
<p>On having completed this course student should be able to</p> <p>CO 1 Examine the laws of sets and its applications.</p> <p>CO 2 Analyze the operations in Matrices and evaluate the solution of the system of equations.</p>						

CO 3	Evaluate the Measures of central tendency under various conditions.
CO 4	Analyze the relation between the variables under different concepts.
CO 5	Evaluate the basic computational logics in business.

REFERENCES:

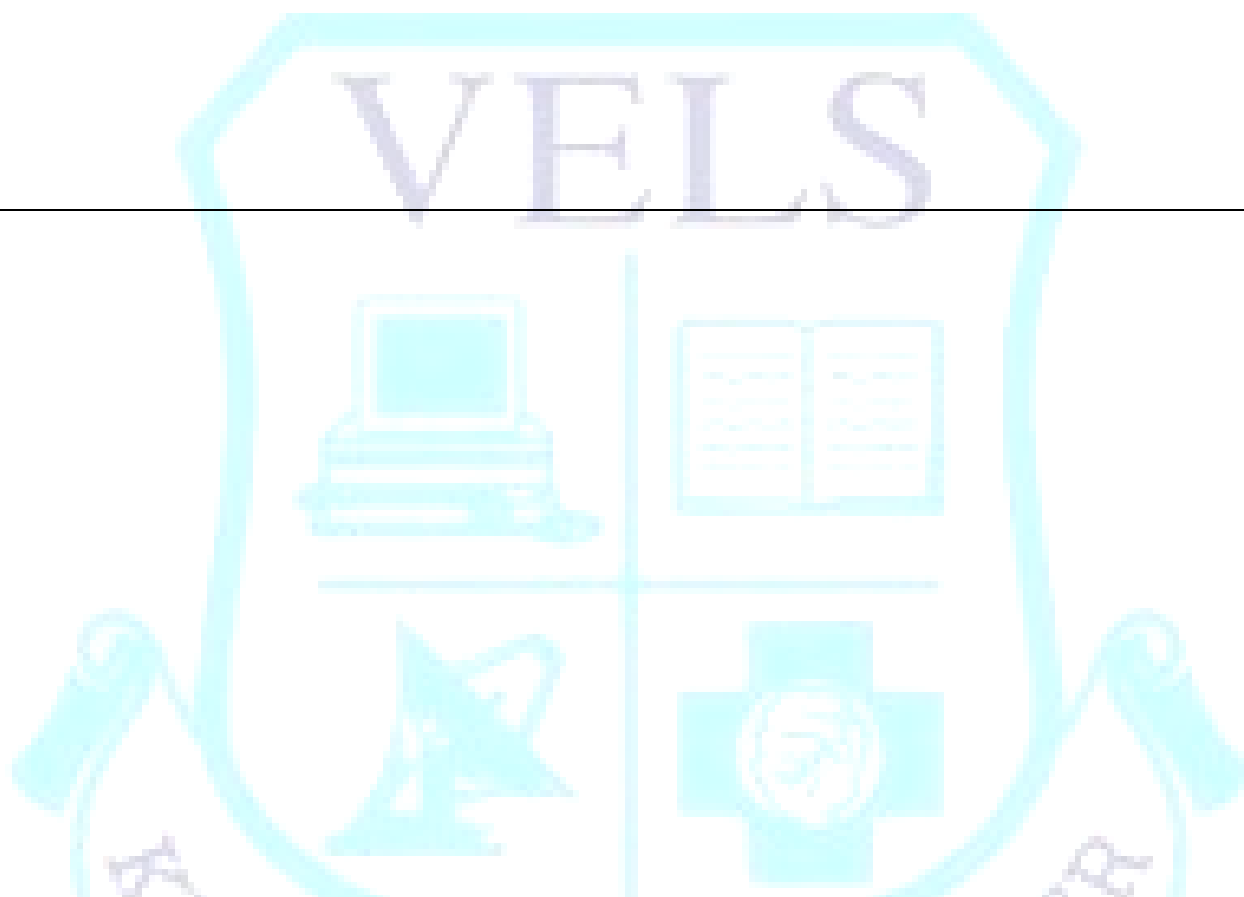
1. Beri G, *Business Statistics*, Tata McGraw Hill Publishing Company Limited, 2009.
2. P.R.Vittal , *Businesss Statistics* -Margham Publications, 2021
3. Pillai R.S.N, Mrs.Bhagavathi, *Statistics* ,S. Chand and Company Ltd., New Delhi, 1997.
4. S.C. Gupta and V. K. Kapoor, *Fundamentals of Mathematical Statistics*. Sultan Chand & Sons, New Delhi, 2020.

TEXT BOOKS:

1. P.R.Vittal , *Businesss Mathematics and Statistics*- Margham Publications, 2021
2. R.S.Agarwal, *Quantitative Aptitude for Competitive Examinations* –S.Chand Publications, 2022.

WEB SITE LINKS:

1. <http://mathworld.wolfram.com>
2. https://web.gccaz.edu/~johwd63181/MAT142/chapter_1/problems/section%201.7.pdf
3. <https://wpforms.com/the-ultimate-list-of-online-business-statistics/>
4. <https://www.coursera.org/courses?query=business%20statistics>
5. <https://www.geeksforgeeks.org/quantitative-aptitude/>

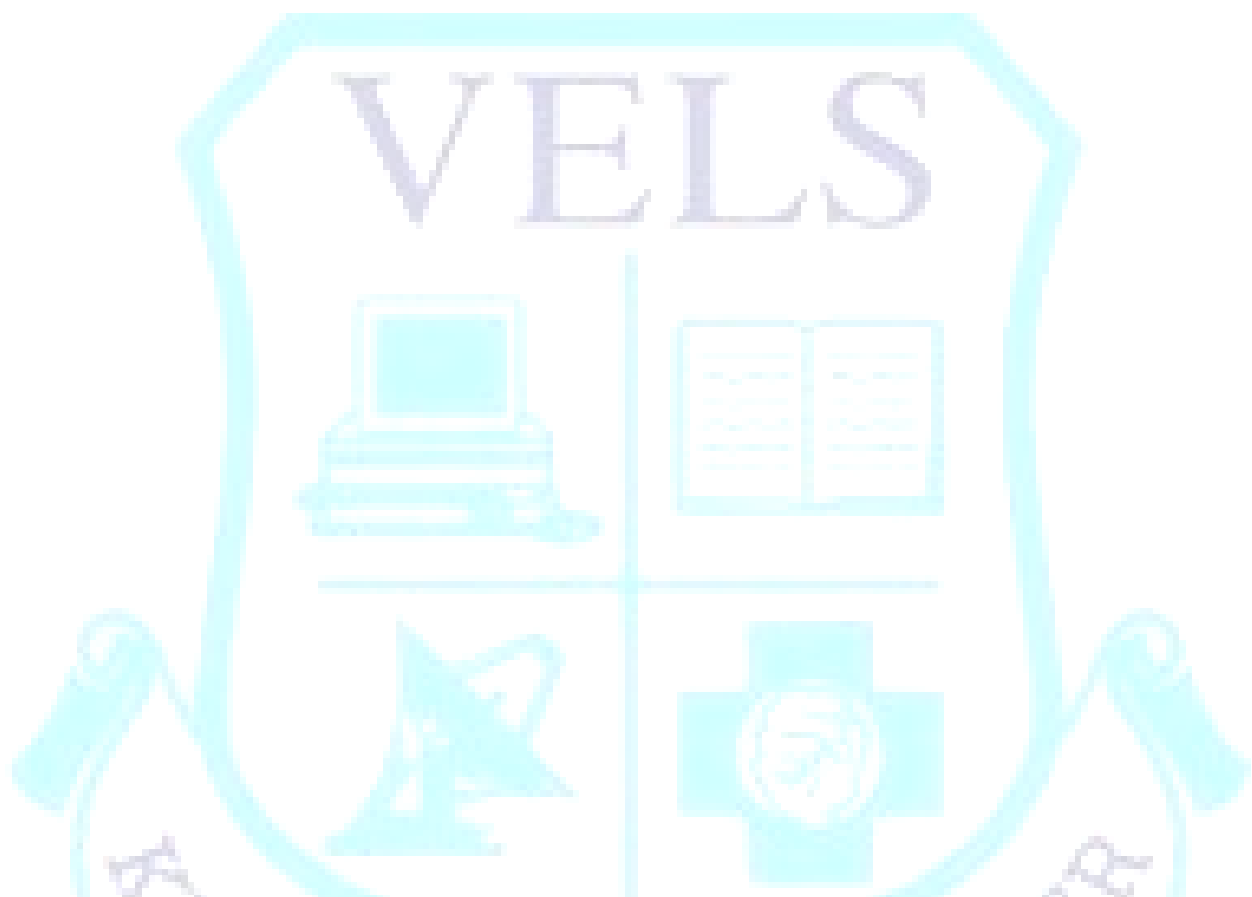


24MBLS11	MEDIA LITERACY AND CRITICAL THINKING	L	T	P	O	C
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COURSE OBJECTIVES:						
<ul style="list-style-type: none"> • Develop critical thinking skills to analyse various media forms effectively and identify underlying biases. • Foster media literacy principles for navigating digital media landscapes and evaluating credibility. • Explore media production dynamics and ownership structures in the Indian context. • Address ethical and regulatory considerations in media practices. • Enhance digital media literacy for responsible online engagement and combating misinformation. 						
UNIT I	FOUNDATIONS OF MEDIA LITERACY AND CRITICAL THINKING					6 HOURS
Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviors.						
UNIT II	DECONSTRUCTING MEDIA TEXTS					6 HOURS
Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.						
UNIT III	MEDIA CONSUMPTION AND PRODUCTION DYNAMICS					6 HOURS
Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analysing audience consumption patterns.						
UNIT IV	ETHICS, REGULATION					6 HOURS
Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self regulatory bodies in upholding ethical standards .						
UNIT V	DIGITAL MEDIA LITERACY					6 HOURS
Digital media's impact on contemporary media literacy practices, strategies for navigating online information, and promoting digital citizenship.						
						TOTAL 60 HOURS
COURSE OUTCOMES:						
On having completed this course student should be able to:						
CO 1 Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies.						
CO 2 Apply media literacy principles to make informed decisions about media consumption and production.						
CO 3 Understand the complexities of media production, distribution, and audience behavior.						
CO 4 Adhere to ethical standards in media content creation and consumption.						

CO 5 Promote responsible digital citizenship by navigating online information critically and combating misinformation

REFERENCES:

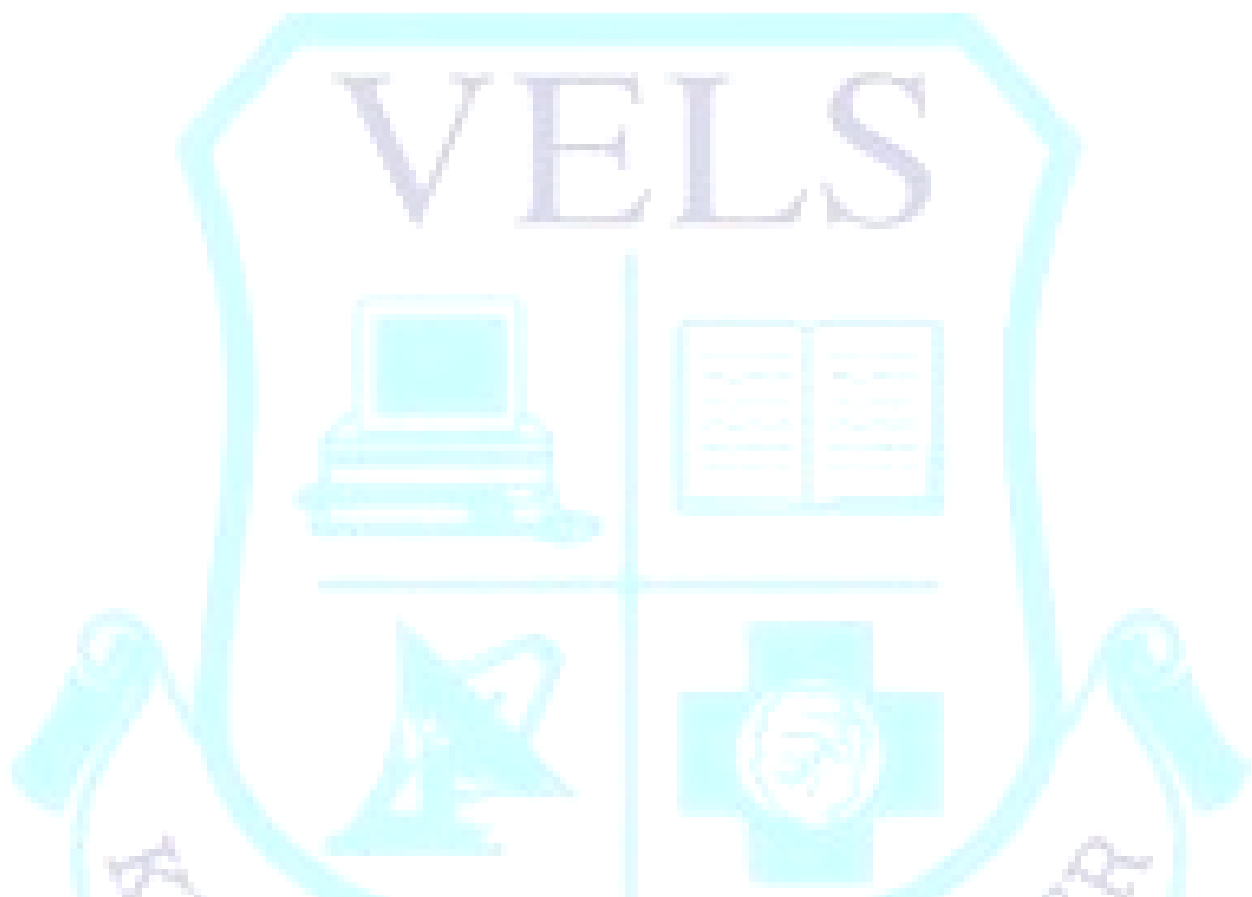
1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.
4. Kahneman, D. Thinking, fast and slow. Farrar, Straus and Giroux.
5. Baran, S. J., & Davis, D. K. Mass communication theory: Foundations, ferment, and future (8th ed.). Cengage Learning.
6. Kahne, J., & Bowyer, B. Media literacy education in action: Theoretical and pedagogical perspectives. Routledge.
7. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
8. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.
9. West, R., & Turner, L. H. Understanding intercultural communication: Negotiating a grammar of culture (2nd ed.). Routledge.
10. Aufderheide, P., & Jaszi, P. Reclaiming fair use: How to put balance back in copyright (2nd ed.). University of Chicago Press.
11. Hammond, J. S., Keeney, R. L., & Raiffa, H. Smart choices: A practical guide to making better decisions. Harvard Business Review Press.
12. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change (30th anniversary ed.) Simon & Schuster.



24DVAC11	COMMUNICATION SKILLS	L	T	P	O	C
		2	0	0	1	2
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To develop effective verbal and non-verbal communication techniques for various contexts. To enhance listening skills for better comprehension and engagement in conversations. To improve written communication abilities, focusing on clarity, coherence, and style. To build confidence in public speaking through practice and constructive feedback. To cultivate interpersonal skills for successful collaboration and professional interactions. 						
UNIT I	INTRODUCTION TO COMMUNICATION SKILLS	6 HOURS				
<ul style="list-style-type: none"> Fundamentals of Communications Elements of Communication, Types of Communication 						
UNIT II	PRACTICAL ENGLISH	6 HOURS				
<ul style="list-style-type: none"> Importance of the language - Word Usage and Jargon Tenses and the effectiveness - Basics of grammar (Noun/Verb/Adverb/Conjunction) 						
UNIT III	EFFECTIVE COMMUNICATION	6 HOURS				
<ul style="list-style-type: none"> LSRW (Listening, Speaking, Reading & Writing) Pronunciation - Vocabulary Building Intonations & its importance 						
UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS				
<ul style="list-style-type: none"> Six Thinking Traits Creative writing exercises Open mindedness 						
UNIT V	PERSONAL HYGIENE AND STRESS MANAGEMENT	6 HOURS				
<ul style="list-style-type: none"> Basic Etiquettes Health and Personal Grooming Stress-meaning and nature, Eustress, Distress Stress management strategies 						
						TOTAL 30 HOURS
COURSE OUTCOMES:						
On having completed this course student should be able to:						
CO 1 Demonstrate basic etiquette in various personal and professional settings.						
CO 2 Effectively manage stress using learned techniques.						
CO 3 Show increased self-awareness and make informed decisions.						
CO 4 Understand and articulate key 21st-century skills.						
CO 5 Apply creativity and critical thinking to solve problems innovatively.						

REFERENCES:

1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979
4. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
5. Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India.



24SSKU11	SOFT SKILLS -I	L	T	P	O	C
		2	0	0	1	2
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> ● To learn and apply basic etiquette for personal and professional interactions. ● To develop effective stress management techniques for maintaining mental and emotional well-being. ● To enhance self-awareness for personal growth and informed decision-making. ● To gain an overview of essential 21st-century skills necessary for success in a rapidly changing world. ● To foster creativity and critical thinking skills for innovative problem-solving and adaptability. 						
UNIT I	INTRODUCTION TO SOFT SKILLS	6 HOURS				
<ul style="list-style-type: none"> ● Soft Skills vs Hard Skills ● 15 important Soft Skills ● Communication Skills, Time Management, Leadership Skills 						
UNIT II	OVERVIEW OF 21ST CENTURY SKILLS.	6 HOURS				
<ul style="list-style-type: none"> ● Lateral Thinking – Left Brain/Right Brain Functionality ● Problem solving skills 						
UNIT III	SELF AWARENESS	6 HOURS				
<ul style="list-style-type: none"> ● Human Values ● Mindfulness ● SWOT Analysis ● PDCA Approach 						
UNIT IV	CREATIVITY/CRITICAL THINKING	6 HOURS				
<ul style="list-style-type: none"> ● Six Thinking Traits ● Creative writing exercises ● Open mindedness 						
UNIT V	PERSONAL HYGIENE AND STRESS MANAGEMENT	6 HOURS				
<ul style="list-style-type: none"> ● Basic Etiquettes ● Health and Personal Grooming ● Stress-meaning and nature, Eustress, Distress ● Stress management strategies 						
						TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

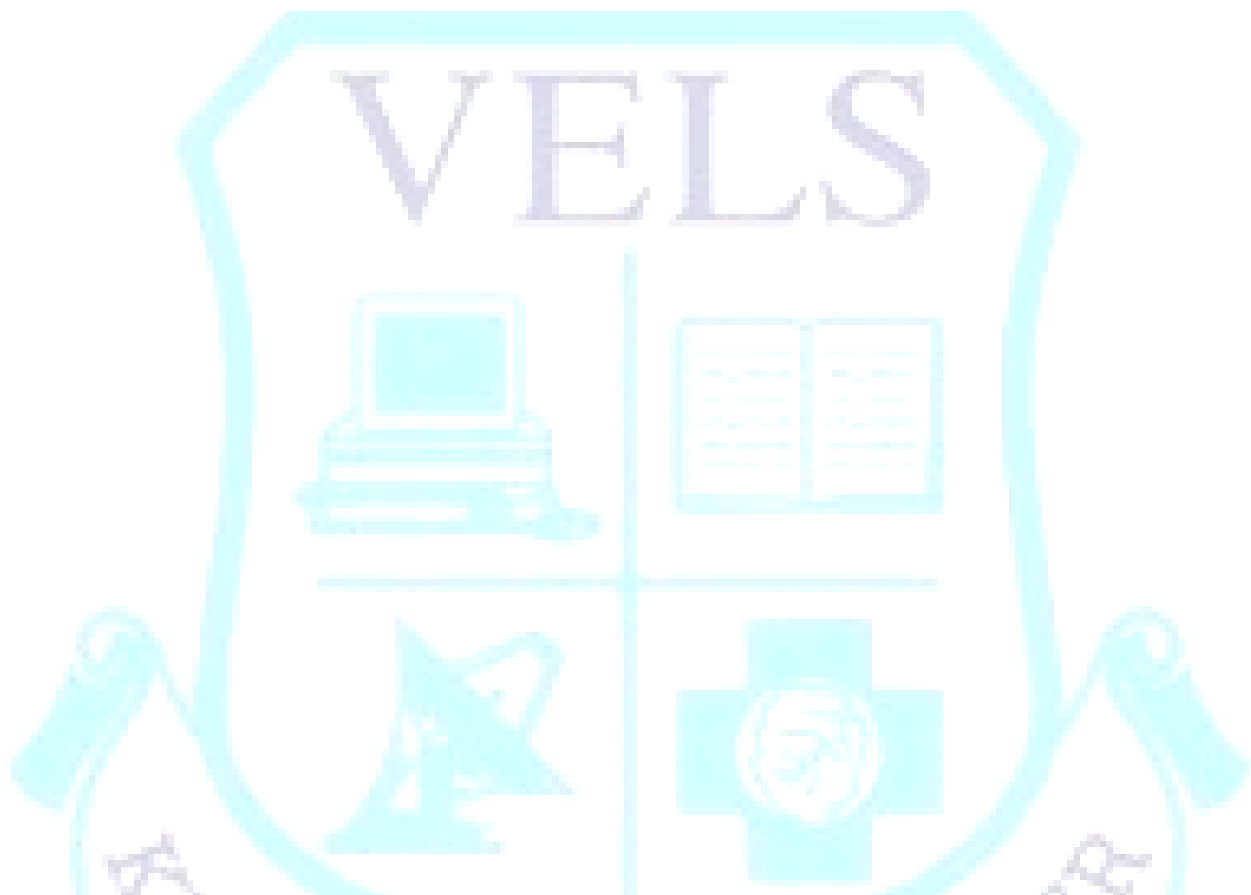
- CO 1 Demonstrate basic etiquette in various personal and professional settings.
- CO 2 Effectively manage stress using learned techniques.
- CO 3 Show increased self-awareness and make informed decisions.
- CO 4 Understand and articulate key 21st-century skills.
- CO 5 Apply creativity and critical thinking to solve problems innovatively.

REFERENCES:

1. Alex, Dr. K. (2014). Soft Skills (1st edition) S Chand & Company
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979
4. Nelson-Jones, R. (1992). Life skills, a handbook, Trowbridge, Wilts: Detesios Ltd.
5. Tuhovsky, Ian (2019). Communication Skills Training (2nd edition) Rupa Publication India.



SEMESTER II



24LTAM21

பாடக் குறியீட்டு எண்: 24LTAM21

2 0 0 1 2

பருவம்-2, தமிழ்மொழிப்பாடம்-2, பகுதி-1, தகுதிப்புள்ளி: 2, வாரப் பாட நேரம்: 2.

தாள்-2

காப்பியம், பக்தி இலக்கியம், கலைகள், நாகரிகம்-பண்பாடு

பாடத்திட்ட நோக்கம்:

மாணவர்களின் இலக்கிய நாட்டத்தை மேம்படுத்துதல், அற இலக்கியங்கள், சிற்றிலக்கியம், சிறுகதை ஆகியவற்றை அறிமுகப்படுத்துதல், தற்காலப் பேச்சுத் தமிழ் எழுத்துத்தமிழ் ஆகியவற்றின் வளர்நிலைகளை மாணவர்களை அறியச் செய்தல், அதன்வழி சிந்தனை வளத்தைப் பெருகச் செய்தல் என்பனவும் மேற்கண்டவழி மாணவர்களை ஆளுமை மிக்கவர்களாக உருவாக்கி, போட்டித்தேர்வுகளுக்குத் தயார் செய்து அவர்களின் மொழித் திறனை மேம்படுத்த அவர்களுக்குக் கடிதம் எழுதும் கலையைக் கற்றுக்கொடுத்தல், அணி இலக்கணத்தை அறியச் செய்தல் என்பன இந்தப் பாடத்திட்டத்தின் முக்கிய நோக்கமாகும்.

அலகு 1 காப்பியங்கள்

8மணி நேரம்

சிலப்பதிகாரம்- கனாத்திறம் உரைத்தக் காதை முழுவதும்.

மணிமேகலை- மலர்வனம் புக்க காதை முழுவதும்.

கம்பராமாயணம் - குகப் படலம் (தேர்ந்தெடுக்கப்பட்ட ஒன்பது பாடல்கள்)

அலகு 1: பக்தி இலக்கியம்

8 மணி நேரம்

1. மாணிக்கவாசகர் - திருவாசகம் – மூன்று பாடல்கள்
 - ✓ புல்லாகி பூடாகி (சிவபுராணம்)
 - ✓ எல்லாப் பிறப்பும் (சிவபுராணம்)
 - ✓ உற்றாரை யான் வேண்டேன் (திருப்பலம்பல்)
2. ஆண்டாள் - திருப்பாவை – மூன்று பாடல்கள் (1, 3, 4)
 - ✓ மார்கழித் திங்கள் ... (பாசுரம் 1)
 - ✓ ஓங்கி உலகளந்த... (பாசுரம் 3)
 - ✓ ஆழிமழைக் கண்ணா... (பாசுரம் 4)
3. வீரமாமுனிவர் - தேம்பாவணி – வளன் செனித்தப் படலம்
4. சீறாப்புராணம்- மானுக்கு பிணை நின்ற படலம்

அலகு 3 கலைகள்

07 மணி நேரம்

சிற்பம் - ஓவியம் - இசை - கூத்து - ஒப்பனை - ஆடை அணிகலன்கள்.

அலகு 4 நாகரிகம், பண்பாடு

7மணி நேரம்

சொற்பொருள் விளக்கம் - பண்டைத் தமிழர் வாழ்வியல் - அகம் - களவு - கற்பு - குடும்பம் - விருந்தோம்பல் - உறவு முறைகள் - சடங்குகள் - நம்பிக்கைகள் - பொழுதுபோக்கு - புறம் - போர் முறைகள் - நடுகல் வழிபாடு - கொடைப்பண்பு.

மொத்தம்: 30 மணி நேரம்

பார்வை நூல்கள்

8. தமிழர் நாகரிகமும் பண்பாடும், டாக்டர் அ. தட்சிணாமூர்த்தி, ஐந்திணைப் பதிப்பகம், 2001.
9. தவறின்றித் தமிழ் எழுதுவோம், மா. நன்னன், ஏகம் பதிப்பகம், 1999.
10. தவறின்றித் தமிழ் எழுத - மருதூர் அரங்கராசன், ஐந்திணைப் பதிப்பகம், 2003.
11. தமிழ் இலக்கிய வரலாறு, வரதராசன், மு., புது தில்லி : சாகித்திய அக்காடெமி, 2002.
12. புதிய தமிழ் இலக்கிய வரலாறு, நீல. பத்மநாபன், சிற்பி பாலசுப்ரமணியம், சாகித்திய அகாடெமி, 2007.
13. செம்மொழி தமிழின் சிறப்பியல்புகள் - முனைவர் மறைமலை இலக்குவனார்; <https://www.youtube.com/watch?v=HHZnmJb4jSY>
14. பாடநூல் தேடலுக்கான இணையம் - <https://archive.org/>

L	T	P	O	C
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Course Objectives :

- To inculcate the human values, importance of patriotism and hard work
- To train students in functional Hindi
- To introduce the usage of Inscript keyboard

UNIT I : मुंशी प्रेमचंद कृत 'बूढी काकी' (कहानी) 'Boodee kaki" (Kahani) by Munshi Premchand	6hrs.
UNIT II : जयशंकर प्रसाद कृत 'पुरस्कार' (कहानी) 'Puraskar' (Kahani) by Jaishankar Prasad	6hrs.
UNIT III: हरिशंकर परसाई कृत 'मैं नरक से बोल रहा हूँ' (व्यंग्य) 'Main Narak Se Bhol Raha Hun' (Vyangy) by Harishankar Parsayi,	6hrs.
UNIT IV: व्यावहारिक हिन्दी 1 – 50 – तकनीकी शब्द, 50 – पदनाम व विभागीय नाम, भाव एक भाषा अनेक Functional Hindi 1 - 50-Technical Words, 50-Designation & Department Names, Bhav Ek Bhasha Anek	6hrs.
UNIT V : व्यावहारिक हिन्दी 2 – पत्र लेखन – 3 औपचारिक पत्र, इन्स्क्रिप्ट कीबोर्ड का परिचय Functional Hindi 2 -Letter Writing- 3 Official Letters. Introduction to Inscript Keyboard	6hrs.

Total: 30hrs



Course Outcome:

At the end of this course Students will be able to

CO1 Know to the human values

CO2 Know the importance of patriotism

CO3 Know the value of hardwork in human life

CO4 Journalise in Functional Hindi

CO5 Use inscript keyboard

Text Book:

Ed. Subhash chandar, Boodi Kaki by Premchand, Natioonal Book Trust, 2012.

Jaishankar Prasad, Pratinidhi Kahaniyan, Raj Kamal Prakashan, 2015.

Harishankar Parsai, Pratinidhi vyangy, Rajkamal, 2007.

Kendriya Hindi Prashikshan Sansthan, Parangat, Bharat Sarkar, 2015.

Reference book:

Kendriya Hindi Sansthan, Banking Hindi Patyakram, 2012.

Weblink:

Munshi Premchand, Manasarovar, 2007, <http://gadyakosh.org>

Jaishankar Prasad/ <http://gadyakosh.org>

Harishankar Parsai/ <https://hindikahani.hindi-kavita.com>

Prayojanmoolak Hindi:<https://hi.m.wikipedia.org>

<https://rajbhasha.gov.in/en/introduction>

24LFRE21	FRENCH-II	L	T	P	O	C
		2	0	0	1	2

COURSE OBJECTIVES:

- To express his / her where abouts and to ask seek direction
- To express obligation and restriction
- To describe a place
- To narrate and to question
- To describe someone
- To express his desire and to speak about the future

UNIT I	C'est où	5 HOURS
<ul style="list-style-type: none"> • L'impératif, Les articles contractés au, à la..., Le passé composé et l'accord du participe passé avec être. 		
UNIT II	N'oubliez pas	5 HOURS
<ul style="list-style-type: none"> • Le pronom relatif Qui, que, où, Les pronoms compléments indirects (me, te, lui, leur...) 		
UNIT III	Belle vue sur la mer --	4 HOURS
<ul style="list-style-type: none"> • Les adjectifs démonstratifs, Y- pronom complément 		
UNIT IV	Quel beau voyage!	4 HOURS
<ul style="list-style-type: none"> • Les verbes pronominaux, En- pronom complément 		
UNIT V	Oh ! joli	5 HOURS
<ul style="list-style-type: none"> • L'imparfait, L'imparfait ou le passé composé 		
UNIT VI	Et après ?	7 HOURS
<ul style="list-style-type: none"> • Le futur simple, Le subjonctif présent 		
		TOTAL 30 HOURS

COURSE OUTCOMES:

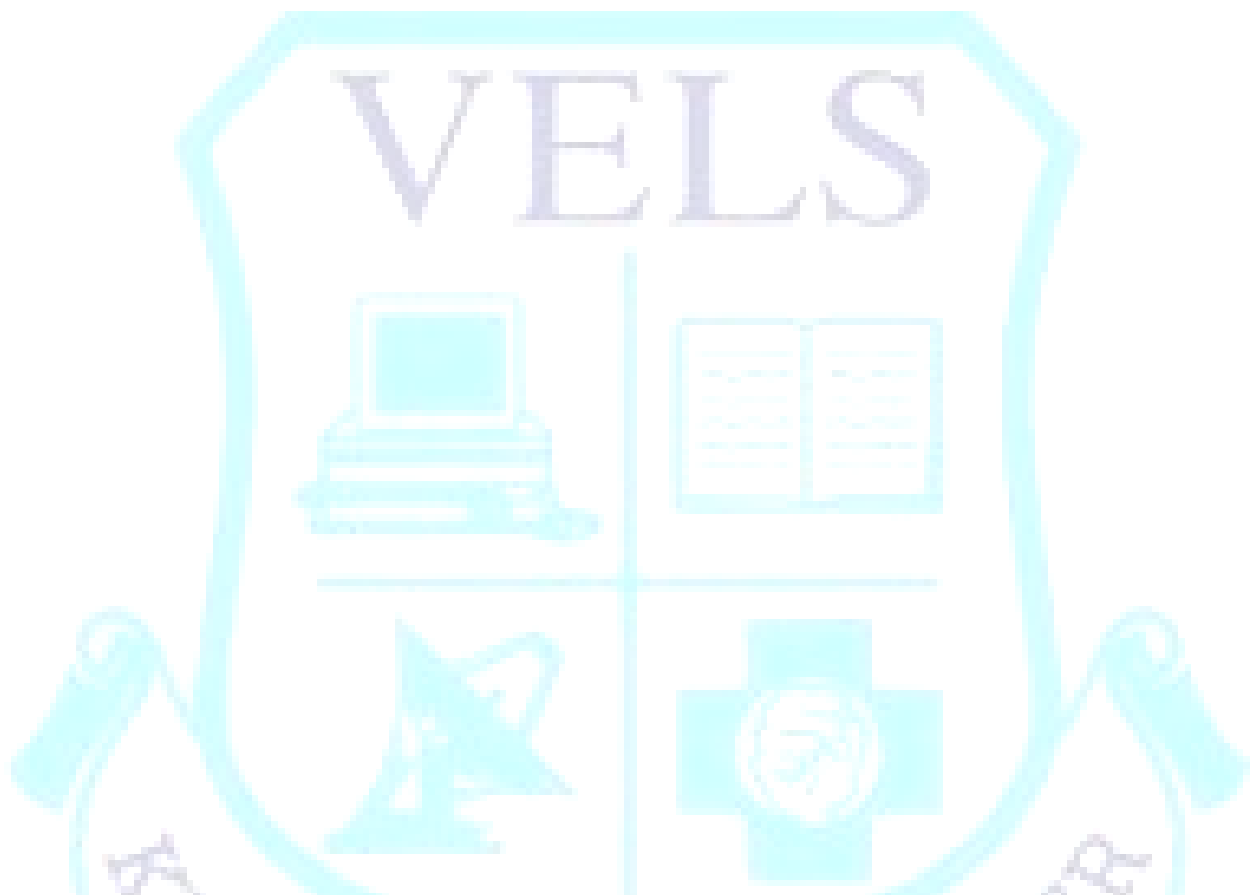
Upon completion of this course, the students will be able to

- | | |
|------|--|
| CO 1 | The students would be able to express his/her where about and to ask direction |
| CO 2 | The students would be able to express obligation and restriction |
| CO 3 | The students would be able to describe a place |
| CO 4 | The students would be able to narrate and to question |
| CO 5 | The students would be able to describe someone |

CO 6 The students would be able to express his desire and to speak about the future

REFERENCES:

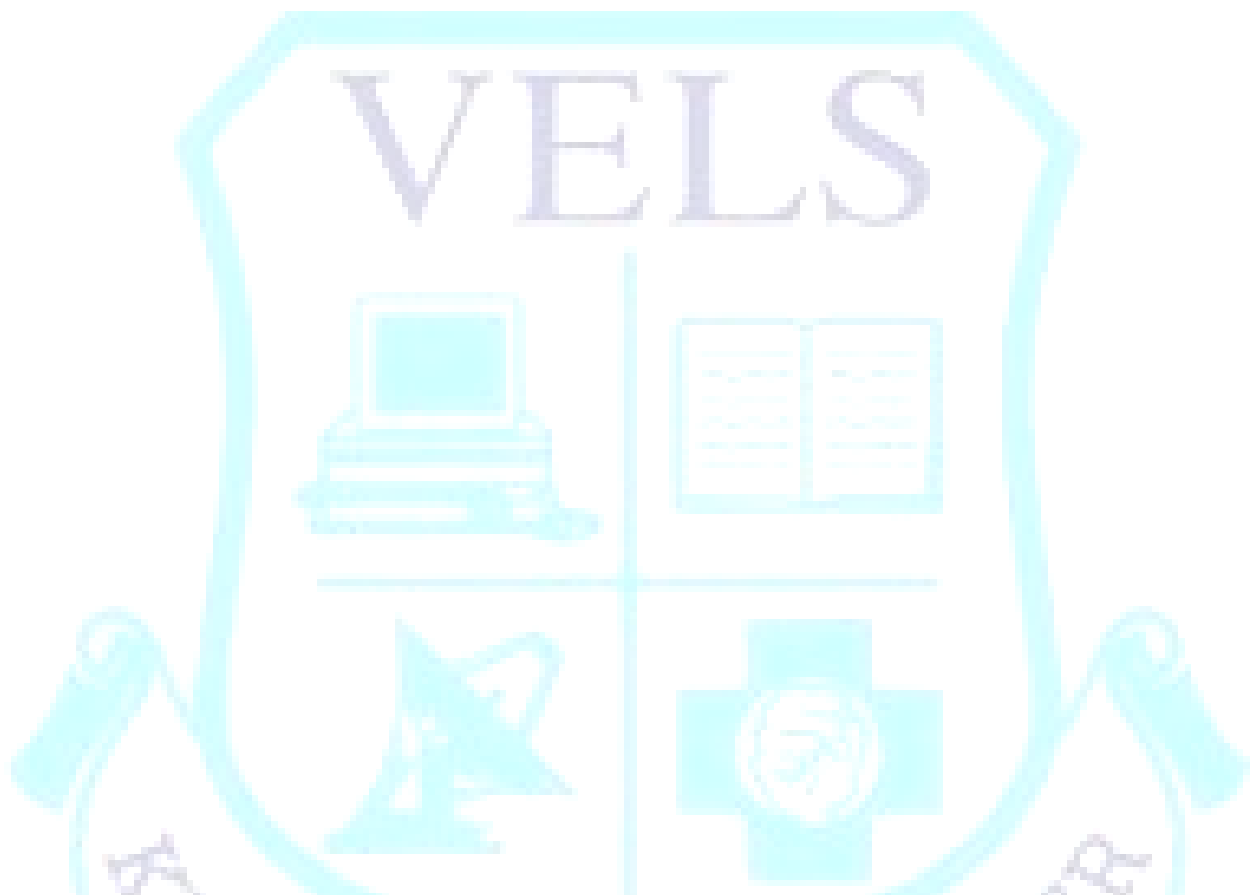
1. LATITUDES 1 (A1/A2) MÉTHODE DE FRANÇAIS - Régine Mérieux and Yves Loiseau
2. SAISON A1 - MÉTHODE DE FRANÇAIS - Marie-Noëlle Cocton, Élodie Heu, Catherine Houssa, Émilie Kasazian



24LENG21	ENGLISH-II	L	T	P	O	C
		2	0	0	1	2
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To read and understand different types of prose, poetry, and fiction. To think critically about texts and express ideas clearly. To recognize and discuss key themes and styles in literary works. To learn and use grammar rules correctly in writing and speaking. To write more effectively by applying grammar and literary techniques 						
UNIT I	PROSE					6 HOURS
<ul style="list-style-type: none"> If you are wrong, admit it- Dale Carnegie Words of Wisdom- Chetan Bhaghat 						
UNIT II	POETRY					6 HOURS
<ul style="list-style-type: none"> La Belle Dame Sans Merci - John Keats Ozymandias- P.B.Shelley 						
UNIT III	FICTION					6 HOURS
<ul style="list-style-type: none"> The School for Empathy - E.V. Lucas The Lamb to the Slaughter-Roald Dahl 						
UNIT IV	GRAMMAR					6 HOURS
<ul style="list-style-type: none"> Types of sentences, Concord 						
UNIT V	GRAMMAR					6 HOURS
<ul style="list-style-type: none"> Tenses, Voices 						
						TOTAL 30 HOURS
COURSE OUTCOMES:						
<p>Upon completion of this course, the students will be able to</p> <p>CO 1 Identify poetic expressions in the course of daily speech</p> <p>CO 2 Students will develop skills that enable them to communicate effectively in writing.</p> <p>CO 3 Students will develop skills that enable them to communicate effectively in writing.</p> <p>CO 4 Discriminate against different sensibilities in approaching life.</p> <p>CO 5 Strengthen the ability to solve life's problems, as highlighted in the selections.</p>						

REFERENCES:

1. Dr. M. Narayana Rao and Dr. B. G. Barki-Anu's Current English for Communication (AnuChitra). June 2012.
2. General English for competitive examinations by V.Rajagopalan (Mcgraw Hill Education) -2010



24CBLS21	FINANCIAL ACCOUNTING	L	T	P	O	C
		4	0	0	2	4
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To provide an understanding of application of various principles and practice of accounting. To demonstrate the knowledge on the process of accounting cycle and basic steps involved in accounting. To apply the knowledge of systematic maintenance of books of accounts to real life business. To estimate Annual Financial statements of Sole proprietorship and Company form of business. 						
UNIT I	INTRODUCTION TO ACCOUNTING, ACCOUNTING SYSTEM AND PROCESS	12 HOURS				
Meaning, Need for accounting and accounting information system, Stakeholder using accounting information, Qualitative aspects of financial accounting, Accounting standards in India and International (outline), Branches of Accounting, Types of Business Organisations, Accounting taxonomy, Accounting concepts and conventions, Accounting concept of income and expenditure, Classification of capital and revenue- expenditure and income, accounting equation of assets equals capital and liabilities, accounting process, contingent assets and liabilities, Fictitious assets.						
UNIT II	RECORDING TRANSACTIONS AND TRIAL BALANCE	12 HOURS				
Transactions -nature, Entry in Journal, Purchases, sales, Returns, Receivables, and payables, Inventory, Depreciation and amortizations, reserves, Intangible assets accounting, GST transactions, Entry in Ledger, Accounting accuracy through Trial balance, correction of errors.						
UNIT III	FINAL ACCOUNTS	12 HOURS				
Preparation of Trading and Profit and Loss account, cash books, and Balance Sheet of sole trading concerns, importance of disclosures in final accounts.						
UNIT IV	SINGLE ENTRY	12 HOURS				
Definition and objectives of single entry accounting- Comparison with double-entry accounting- Calculating profit and loss from single entry records- Assessing financial position using single entry data- Preparation of income statement.						
UNIT V	SUSTAINABLE REPORTING	12 HOURS				
Green Accounting and Sustainable Reporting- Need and objectives, Sustainability reporting need and methods, data collection, analysis for sustainable reporting to improve value of business, IFRS Financial sustainability disclosure standards.						
						TOTAL 60 HOURS
COURSE OUTCOMES:						

Upon completion of this course, the students will be able to

- | | |
|------|--|
| CO 1 | Identify the application of various principles and practice of accounting in preparation of accounting statements. |
| CO 2 | Demonstrate the knowledge on the process of accounting cycle. |
| CO 3 | Apply the knowledge of systematic maintenance of books of accounts to real life business. |
| CO 4 | Estimate Annual Financial statements of Sole proprietorship and Company form of business. |
| CO 5 | To demonstrate sustainable reporting. |

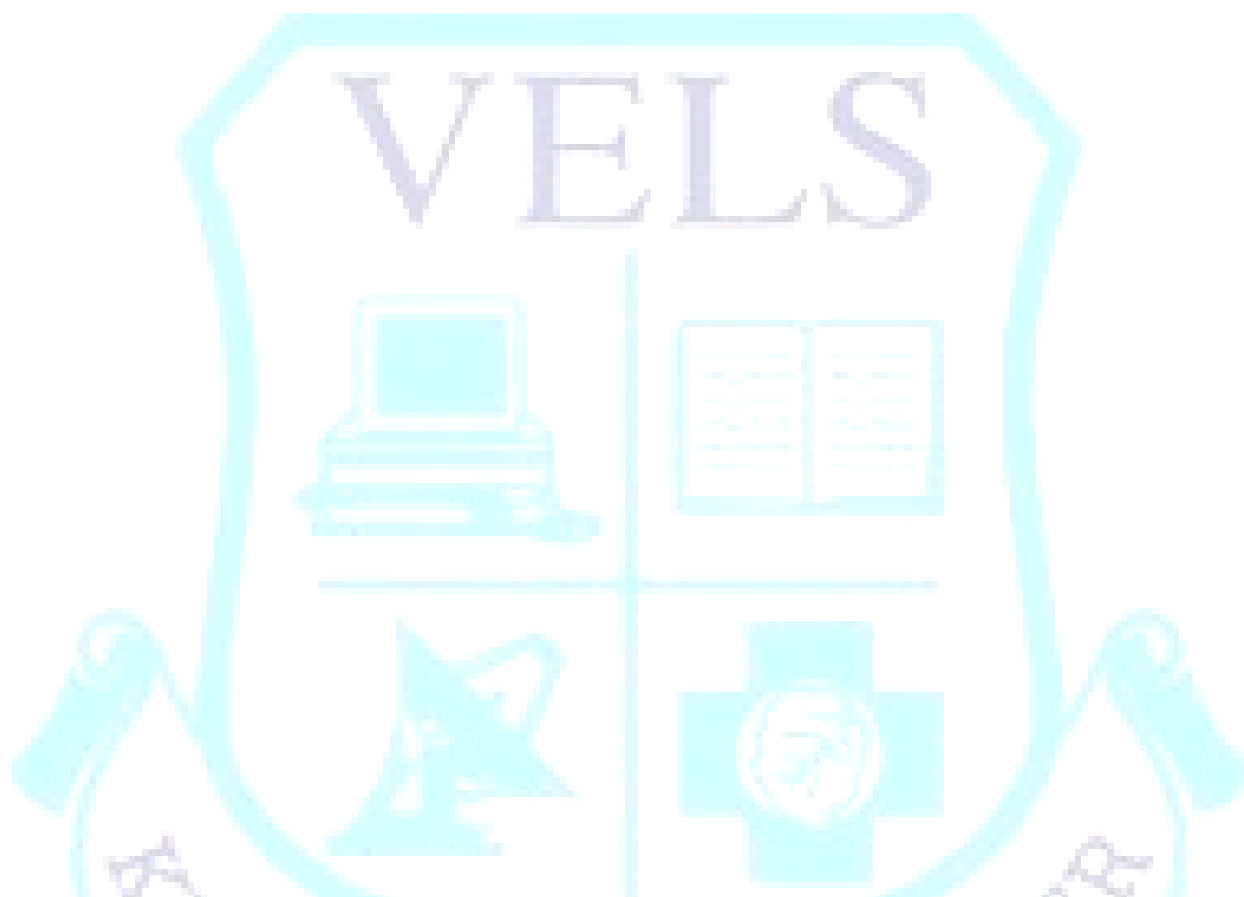
REFERENCES:

Text Books (Latest Editions):

1. Jain S.P., & Narang K L. Basic Financial Accounting I, New Delhi, Kalyani publishers.
2. Kimmel, Financial accounting, Wiley Publications
3. Gupta, A. Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
4. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
5. Ashish k Battacharya, Essentials of financial accounting for Business Managers, Six, PHL learning.
6. Accounting for sustainability: www.ifac.org
7. Peter Bartelmus, E K Seifert, Green Accounting, London, Routledge Publications
8. IFRS sustainability standards: www.ifrs.org

Suggested Cases

1. Smokey Valley Café
2. Irrigation Equipment's Limited
3. Monarch Trading Company



24CBLS22	INTRODUCTION TO SHIPPING	L	T	P	O	C
		4	0	0	2	4
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> • Understanding ships and the dynamics of shipping markets. • Exploring the geography of the maritime and commercial world. • Examining the legal aspects of the shipping business. • Learning about commerce, including finance, basic accounting, and corporate structures. 						
UNIT I	INTRODUCTION TO SHIPPING	12 HOURS				
<p>The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades – Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification.</p>						
UNIT II	CHARTING MARKETS	12 HOURS				
<p>The Ship – Tonnage & Load lines – Types of Ships The Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations.</p>						
UNIT III	HISTORY OF LINER	12 HOURS				
<p>Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter. Brief History of Liners – Containerization – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions.</p>						
UNIT IV	INTRODUCTION TO SEA AND PORT	12 HOURS				
<p>The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade.</p>						
UNIT V	CAPITAL MANAGEMENT	12 HOURS				
<p>Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types if Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract –</p>						

TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague Visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

- CO 1 To get knowledge in Shipping Markets and its legal aspects.
- CO 2 Learners of this course know about the basic shipping operations
- CO 3 Learners will be benefitted with the various shipping accounting concepts which enables them to fetch global placements.
- CO 4 Understand the maritime supply chain that underpins shipping activities and operations
- CO 5 To gain a familiarity and understanding of marine insurance.

REFERENCES:

Text Books:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 2 nd Edition, 1994.

Reference Book:

1. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) Vdm Verlag Dr. Mueller Ag & Co Ka, 3 rd Edition, 2010
2. Alan Marsh, FICS, Introduction to shipping, Institute of chartered ship brokers, 1 st Edition, 2006.

Website

1. https://link.springer.com/chapter/10.1057/9780230235809_2
2. https://static1.squarespace.com/static/5347d859e4b0cbe1acbfebca/t/5460a523e4b093c10ce3d6_1a/1415619875974/EST+Ch+7+Present.pdf

Weblink:

1. <https://www.slideshare.net/studsplanet/shipping-industry-27107082>
2. <https://www.slideshare.net/RAGHUNANDANRAMACHAND/introduction-on-container-shipping-and-liner-industry>

24CBLS23	MARITIME ECONOMICS	L	T	P	O	C	
		4	0	0	2	4	
COURSE OBJECTIVES:							
<ul style="list-style-type: none"> • To impart concepts & functions related to Business Economics • To understand the Business decision-making, cost aspects • To gain knowledge about the role of Economics in the shipping industry • To understand and apply demand & supply patterns and the impact on Global Maritime Trade • To interpret the economic forces in Maritime Industry. 							
UNIT I	BASIC CONCEPTS OF ECONOMICS	12 HOURS					
<p>Managerial Economics and business decision making, Role of Managerial Economics, Fundamental concepts of Managerial Economics; Demand Analysis: Meaning, determinants and types of demand, Elasticity of demand; Supply Analysis- Demand and supply for sea transport, the world merchant fleet, the four shipping markets: freight market, sale & purchase market, new building market, demolition market. Case Study Discussion.</p>							
UNIT II	DEMAND & SUPPLY FOR SHIPPING	12 HOURS					
<p>Balance of Trade and Balance of Payments, Disequilibrium in BOP, Adjustments for equilibrium in BOP, Exchange Rate Theories, Determinants of Exchange Rate, Fixed Rate vs. Floating Rate systems, Trade Barriers and Trade Blocks.</p>							
UNIT III	DEMAND & SUPPLY FOR SHIPPING	12 HOURS					
<p>Derived demand, Demand measurement, Effect of Substitution, Freight Rate mechanisms, Productivity and supply trends, surplus tonnage, active fleet, and short-run supply. Measuring elasticity of demand & supply, Determination of equilibrium pricing in various segments.</p>							
UNIT IV	MARKET STRUCTURE	12 HOURS					
<p>Market Characteristics, Pricing and output decisions, methods of pricing, differential pricing, Government intervention and pricing. Cost concepts, Cost functions, Cost-Output relationship, Economies and diseconomies of scale. Case Study Discussion.</p>							
UNIT V	SHIPPING ECONOMICS	12 HOURS					

Global pattern of maritime trade, Economics of bulk shipping, Economics of liner shipping, Economics of ships and ship designs, Economics of shipbuilding and scrapping. Impact of the Shipping Industry on the GDP of India.

TOTAL 60 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

- CO1: Explain the basic concepts of managerial economics
- CO2: Assess the different types of market structure
- CO3: Identify the economic role of the shipping industry
- CO4: Examine the demand and supply for shipping services
- CO5: Explain the concepts of shipping economics
- CO6: Apply the economic concepts in the shipping industry

REFERENCES:

TEXTBOOKS:

1. Varshney. R.L. and Maheshwari. K.L., Managerial Economics, Publisher: Prentice Hall of India, 2017
2. Martin Stopford, Maritime Economics, Publisher: Routledge, 2019
3. Joel Dean, Managerial Economics, Publisher: Prentice Hall of India, 2020

REFERENCE BOOK:

1. Review of Maritime Transport, United Nations Conference on Trade and Development, 2023

WEBLINKS:

1. <https://www.maritimeeconomics.com/overview/>
2. <https://link.springer.com/journal/13437>



24MBLS21	INDIAN SYSTEM OF HEALTH AND WELLNESS	L	T	P	O	C
		3	0	0	2	3
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To apply the emerging concepts in health and wellness, and its relevance in daily life. To understand the relation between the mind body and its relevance. To design the hygiene promotion and education programmes for development. To understand about the stress management in day to day life. 						
UNIT I	INTRODUCTION TO HEALTH & WELLNESS	09 HOURS				
Definition of health and wellness - Importance of health and wellness in everyday life, - Components of health- physical, social, mental, spiritual and its relevance - Determinants of health behaviors.						
UNIT II	INDIAN HEALTH CARE SYSTEM	09 HOURS				
Traditional Health care System: Indigenous healthcare traditions include Ayurveda, Siddha, Unani, Homeopathy, Naturopathy, and Yoga - Modern (Allopathic) Healthcare Systems in India.						
UNIT III	NUTRITION FOR HEALTH AND WELLNESS	09 HOURS				
Essential components of balanced diet for healthy life style - Malnutrition, under nutrition and over nutrition - Processed foods and unhealthy eating habits.						
UNIT IV	MANAGEMENT OF HEALTH AND WELLNESS	09 HOURS				
Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise - Postural deformities and corrective measures - Spirituality and mental health - Role of Yoga, asana and meditation in maintaining health and wellness - Role of sleep in maintenance of physical and mental health - Body systems and common diseases - Sedentary lifestyle and its risk of disease.- Stress, anxiety, and depression. Factors affecting mental health - Substance abuse (Drugs, Cigarette, Alcohol), de-addiction, counselling and rehabilitation.						
UNIT V	HEALTH HYGIENE PROMOTION & EDUCATION	09 HOURS				
Hygiene Behavior promotion & education- concept and its importance - Hygiene promotion & education in children & adolescence - Government initiatives & policies in rural & urban area.						
						TOTAL 45 HOURS
COURSE OUTCOMES:						
Upon completion of this course, the students will be able to						
Co – 1: Learn the Components of health- physical, social, mental, spiritual and its relevance.						

Co – 2: Explain the Traditional Health care System.

Co – 3: Evaluate the components of balanced diet for healthy life style.

Co – 4: To analyse the Modern lifestyle and hypo. Role of sleep in maintenance of physical and mental health.

Co – 5: To develop a plan Hygiene Behavior promotion & education.

TEXT BOOKS:

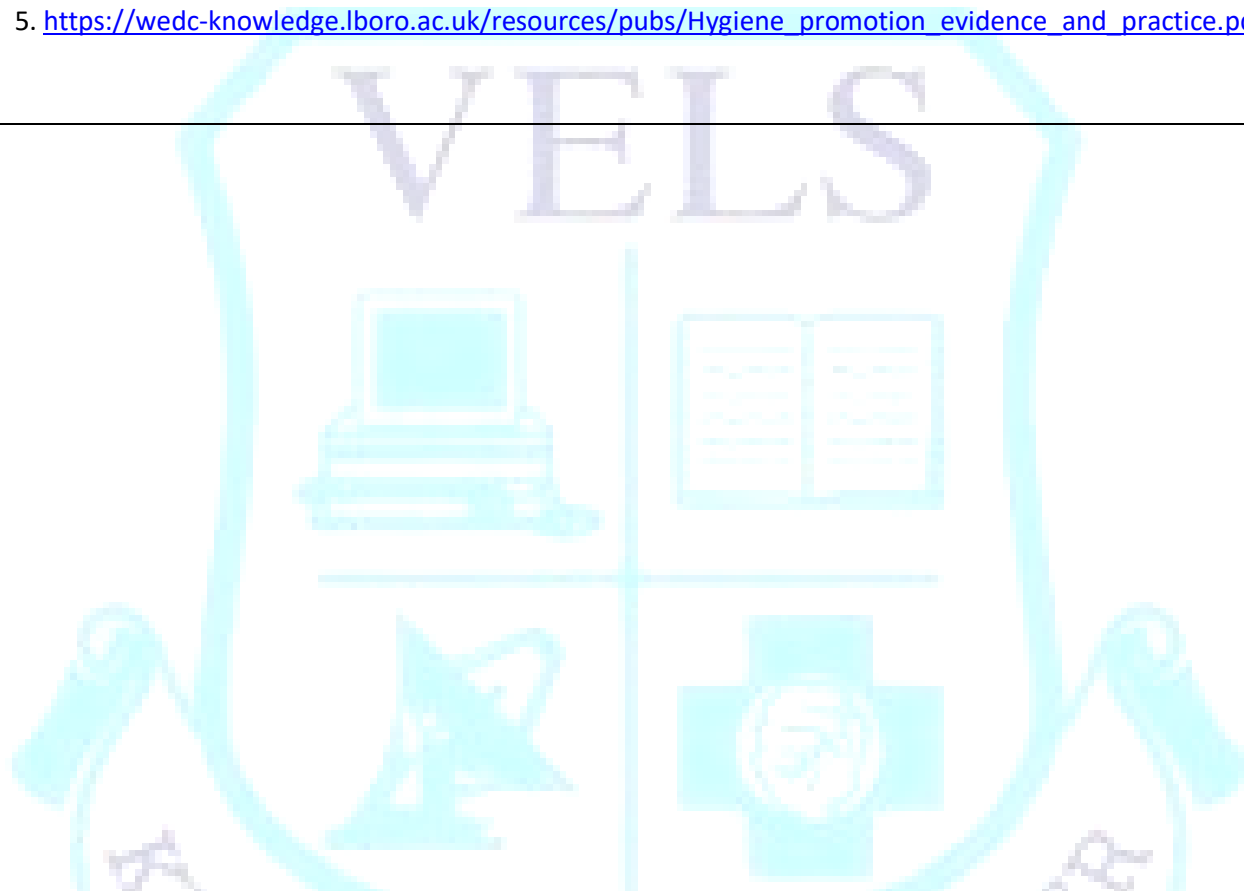
1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022.

REFERENCES:

1. Health Care System in India. Brijesh C. Purohit, 2009, Gayathri Publications.
2. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
3. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
4. Snyder, C.R., & Lopez, S.J. (2007). Positive psychology: The scientific and practical explorations of human strengths. Thousand Oaks, CA: Sage.

WEB SITE LINKS:

1. <https://testbook.com/ias-preparation/health-care-delivery-system-in-india>
2. <https://egyankosh.ac.in/bitstream/123456789/17268/1/Unit-4.pdf>
3. <https://ncert.nic.in/textbook/pdf/kehe103.pdf>
4. <https://egyankosh.ac.in/bitstream/123456789/17262/1/Unit-1.pdf>
5. https://wedc-knowledge.lboro.ac.uk/resources/pubs/Hygiene_promotion_evidence_and_practice.pdf



24DVAC21	UNIVERSAL HUMAN VALUES	L	T	P	O	C
		2	0	0	1	2
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To create an awareness on Engineering Ethics and Human Values. To understand social responsibility of an engineer. To appreciate ethical dilemma while discharging duties in professional life. 						
UNIT I	INTRODUCTION TO VALUE EDUCATION					6 HOURS
Value Education, Definition, Concept and Need for Value Education. - The Content and Process of Value Education. - Basic Guidelines for Value Education. - Self exploration as a means of Value Education. - Happiness and Prosperity as parts of Value Education.						
UNIT II	HARMONY IN THE HUMAN BEING					6 HOURS
Human Being is more than just the Body. - Harmony of the Self ('I') with the Body. – Understanding Myself as Co-existence of the Self and the Body. - Understanding Needs of the Self and the needs of the Body - Understanding the activities in the Self and the activities in the Body.						
UNIT III	HARMONY IN THE FAMILY AND SOCIETY AND HARMONY IN THE NATURE					6 HOURS
Family as a basic unit of Human Interaction and Values in Relationships. - The Basics for Respect and today's Crisis: Affection, e, Guidance, Reverence, Glory, Gratitude and Love. Comprehensive Human Goal: The Five Dimensions of Human Endeavour. Harmony in Nature: The Four Orders in Nature. The Holistic Perception of Harmony in Existence.						
UNIT IV	SOCIAL ETHICS					6 HOURS
The Basics for Ethical Human Conduct. Defects in Ethical Human Conduct. Holistic Alternative and Universal Order. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.						
UNIT V	PROFESSIONAL ETHICS					6 HOURS
Value based Life and Profession. Professional Ethics and Right Understanding. Competence in Professional Ethics. Issues in Professional Ethics – The Current Scenario. Vision for Holistic Technologies, Production System and Management Models.						
						TOTAL: 30 HOURS
COURSE OUTCOMES:						
CO-1: Analyze the significance of value inputs in a classroom and start applying them in their life and profession.						

CO-2: Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.

CO-3: Describe the role of a human being in ensuring harmony in society and nature.

CO-4: Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

CO-5: Illustrate Value based Life and Professional Ethics.

TEXT BOOKS:

1. A.N Tripathy, "HUMAN VALUES", New Age International Publishers, 3rd Edition, 2003.
2. Bajpai.B.L., "Indian Ethos and Modern Management", New Royal Book Co., Lucknow, Reprinted, 2004.
3. Dr. Rajan Misra, "Human Values", Laxmi Publications, Ltd., 1st Edition 2009.
4. Gaur.R.R., Sangal.R, Bagaria.G.P., "A Foundation Course in Value Education, Excel Books", 1st Edition, 2009.

REFERENCES:

1. Corliss Lamont, "The Philosophy of Humanism", Humanist Press, 8th edition, 1997.
2. C. Ed. Stanley M. Daugert. Sharma, "Ethical Philosophies of India", George Allen & Unwin, 1st Edition, 1965.
3. Mortimer. J. Adler, "Whatman has made of man", Read Books, 1st Edition, 2007.

WEB LINKS:

1. <https://nptel.ac.in/courses/109/104/109104068/>



24SSKU21	SOFT SKILLS -II	L	T	P	O	C
		2	0	0	1	2
COURSE OBJECTIVES:						
<ul style="list-style-type: none"> To enable participants' social skills To enable participants' Etiquettes To impact leadership, Decision-making, Behaviour and team bonding skills. 						
UNIT I	PROFESSIONAL BEHAVIOUR					6 HOURS
<ul style="list-style-type: none"> Team Building – Team Bonding Inter-Personal Relationship– Intra-Personal Relationship 						
UNIT II	PERSONALITY DEVELOPMENT.					6 HOURS
<ul style="list-style-type: none"> Types of Personality Self-Confidence - Confidence Building Attitude (Positive/Negative) 						
UNIT III	TELEPHONE ETIQUETTE					6 HOURS
<ul style="list-style-type: none"> Basics of telephone etiquette Giving clear and concise information Tone & rate of speech Intonations & its Importance Whatsapp Communications 						
UNIT IV	DECISION MAKING					6 HOURS
<ul style="list-style-type: none"> Types of Decisions – planned-unplanned, individual-group, major-minor Types of Leadership styles – Autocratic, democratic, lesse-faire, participative, bureaucratic. 						
UNIT V	PROFESSIONAL ETIQUETTE					6 HOURS
<ul style="list-style-type: none"> Respect – Salutations Official Behaviour 						
						TOTAL 30 HOURS

COURSE OUTCOMES:

Upon completion of this course, the students will be able to

- CO 1 Enhance participants business communication skills
- CO 2 Enhance LSRW Skills (LSRW – Listening, Speaking, Reading & Writing)
- CO 3 Express opinions at free will in social/ personal gathering
- CO 4 Impact leadership qualities among participants
- CO 5 Engage in conversation with others to exchange ideas

REFERENCES:

1. Language Service, University at Oberta de Catalunya
2. Taylor. Grant English Conversation Practice. Tata McGraw Hill Education Pvt. Ltd 2005
3. Tiko, Champa& Jaya Sasikumar. Writing with a purpose. OUP New Delhi 1979.

