

**GOA MANAGEMENT ASSOCIATION'S  
BEST MANAGEMENT STUDENT AWARDEES**



Sunita Salunke - Batch 2003



Pallavi Naik - Batch 2004



Deepashree Gaonkar - Batch 2005



Ashwin Furtado - Batch 2006



Anirudh Thackur - Batch 2009



Anthony Gomes - Batch 2011



Abbas Shaikh - Batch 2019



**MURGAON EDUCATION SOCIETY'S  
COLLEGE OF ARTS & COMMERCE**

Zuarinagar, Goa - 403726

Affiliated to Goa University | Accredited by NAAC with 'B' Grade

Ranked in the top 150 colleges in India at NIRF Ranks 2017  
by Ministry of Human Resources, Govt. of India

**PROSPECTUS**

**for Bachelor of Business Administration (B.B.A.)**

**and B.B.A. - Shipping & Logistics**

**2019-20**



**M.E.S. COLLEGE OF ARTS & COMMERCE**

Zuarinagar, Goa - 403726

Ph. : 0832 - 2556319 / 2555772 Fax : 0832 - 2556010

Email : mescollegebba@gmail.com / shipmgmt.mes@gmail.com

College Website : [www.mescollege.org](http://www.mescollege.org)

BBA Dept. Website : [www.beamesgoa.org](http://www.beamesgoa.org)

FB Page : MES College BBA Department, Zuarinagar

## COURSE COMPLETION CEREMONY : Batch 2015-18



## APPRECIATION AWARDS GIVEN TO STUDENTS FOR PARTICIPATION IN EXTRA-CURRICULAR ACTIVITIES



## FIELD TRIPS



The BBA (Shipping and Logistics Students visited and interacted with the owner of India's first Cruise Liner 'ANGRIYA', Captain Nitin Dhond, after its maiden voyage from Mumbai to Goa



As part of the subject *Emotional Intelligence*, SYBBA students visited a school for students with special abilities

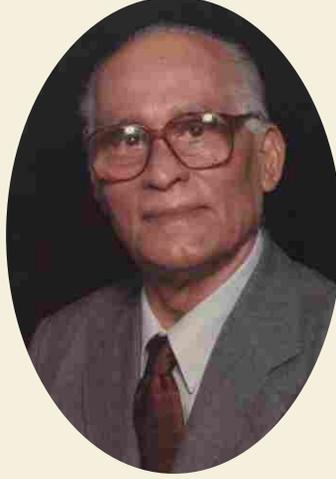


As part of the subject *Health and Nutrition*, students were taken on a field trip to Nestle Industries, Bethora, Ponda



FYBBA students visited the Solid Waste management units at Saligao and Bicholim

**Murgaon Education Society**  
**MEMBERS OF MANAGING COMMITTEE**



**Late Shri Vasant Rao Joshi**  
**Founder Chairman**

1. Shri Madhav S. Kamat	Chairman
2. Shri Paresh V. Joshi	Vice Chairman
3. Shri Bhaskar G. Naik	Vice Chairman
4. Shri U.A. Sarmalkar	Hon. Secretary
5. Shri G.S. Naik	Treasurer
6. Shri Suvarn R.S. Bandekar	Member
7. Shri Prashant V. Joshi	Member
8. Shri Parag V. Joshi	Member
9. Shri Pankaj V. Joshi	Member
10. Shri Pushkar V. Joshi	Member
11. Shri Jayaram Dayalani	Member
12. Shri Kishore L. Tolani	Member
13. Dr. Digamber Talaulikar	Member
14. Shri Sukanth V. Shanbhag	Member
15. Smt. Lalita P. Joshi	Member
16. Dr. Monica P. Joshi	Member
17. Prin. Dr. R.B. Patil (M.E.S. College of Arts & Commerce)	Member
18. Dr. N.M. Jambagi	Invitee
19. Prin. Mr. Y.L. Rao	Invitee

# PRINCIPAL'S MESSAGE



*Dear Parents and Students,*

*Higher education is a life-long process and M. E. S. College strives to make the path of learning a beautiful one for you. It makes me proud that you have chosen our institution to pursue your higher education. Our college will soon be entering into its fiftieth year and the journey so far has been laced with triumphs and innovative techniques in every sphere. Since its inception, M. E. S. College has been empowering the young minds by providing them with skills, ethics and value-added education. Our strength is the commitment of our teaching and non-teaching staff who tirelessly strives to make a change in the individual student's life during her/his period of study.*

*Our college provides under-graduate courses in B. A., B. Com., B. C. A., B. B. A., B. B. A. in Shipping and Logistics and post-graduate courses in M. Com. in addition to conducting short-term courses. Excellent infrastructure, challenging and innovative classroom activities, internships, field-visits and diverse clubs and associations to enhance the non-academic side of the students is what M. E. S. offers to its prospective students. While school education nurtures your personality, college education helps you to identify your strengths and weaknesses and further hone and develop your talents and ideas.*

*The open channels of communication between the parents and alumni, the important stakeholders of the College further enable the college to realize its vision of providing a foundation for lifetime learning.*

*If you choose to pursue your higher studies in M. E. S., we are happy to welcome you into the fold and hope that you have a fruitful time during your time here. I wish you the best in all your future endeavours.*

***Dr. R.B. Patil***  
***Principal***

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# ABOUT MURGAON EDUCATION SOCIETY



## **Education : A lifelong mission of Murgaon Education Society's (M.E.S.) College of Arts and Commerce**

The Murgaon Education Society (M.E.S.) was established in 1971 with the noble goal of providing educational facilities at Vasco-da-Gama and in other parts of Murgaon Taluka. By developing professional skills among its students, and by providing a select core of leadership qualities, the college has become, over the years, a positive force for national and global development. The first educational institution set up by the Murgaon Education Society was the College of Arts and Commerce which was established at Vasco-da-Gama in 1972. This was also the first composite Arts and Commerce College in the State of Goa to be affiliated to the University of Mumbai and then to Goa University. The College seeks to bring about all round integrated development of the intellectual, moral and physical faculties, of its students, so that they can become self-reliant, play a positive role in the nation building and provide leadership to society in various walks of life. Pursuit of excellence is the motto of this college. The college was shifted to its present Zuarinagar campus in June 1985.

## **National and International Recognition**

In recognition of the high standard of education and all round excellence attained by it, the College has been selected by the University Grants Commission for introducing vocational courses at the B.Com. degree level and by the Ford Foundation, U.S.A. for implementing its Campus Diversity Initiative. The pursuit of excellence has fetched one more feather to the crown of glory of the M.E.S. College.



In 1999, the College was granted accreditation by the National Assessment and Accreditation Council (NAAC) of the University Grants Commission with four stars grade and was re-accredited with B++ grade in the year 2006.

## **Our Mission**

The college is committed to provide a foundation for lifetime learning through innovative and value-based inclusive education responsive to the ever-changing needs of the society.

## **Our Vision**

A dynamic centre of excellence to learn and innovate, fostering holistic development of the individuals.

M.E.S. has a link-up with academicians of several colleges and Universities as well as NGOs, whose support it seeks to enlist in furtherance of its educational endeavors. At present we on Goa are going through socio-economic transformation because of rapid industrialisation. To meet the new challenges thrown up by the fast expanding economies of Goa and India, the college offers degree courses in Business Administration (BBA), and in Computer Application (BCA) and BBA (Shipping & Logistics), affiliated to Goa University.

## **Our Goals**

M.E.S. strives to fulfill the following institutional goals it has set for itself :

- To provide an easy access to higher education to the eligible young men and women from Murgaoon Taluka and the surrounding areas.
- To train its students most effectively in the B.A., B Com., B.B.A and B.C.A degree courses of Goa University.
- To provide its students with the best possible curricular, co-curricular and extra-curricular programmes.
- To focus on value based and career oriented education for fostering among the students leadership qualities so that they can eventually assume positions of responsibility.
- To inculcate among the students and the staff deep sense of patriotism, urging them to work for strengthening the unity, integrity and solidarity of India while at the same time celebrating its many splendored diversity.
- To encourage and assist the faculty for improving their academic qualifications and professional competence.
- To collaborate with other educational, social and cultural institutions in India and abroad, to fulfill its avowed goals.



# FACULTY PROFILE

## Full Time Faculty For B.B.A and B.B.A (Shipping & Logistics)



**Ms. Semele Sardesai**

**B.E - (E & TC),**

**MMS (Finance), NET**

Worked for 5 years in IFB Industries Ltd.  
Currently teaching in the Department  
for 17 years.

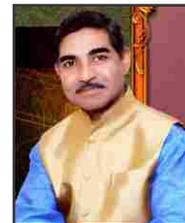


**Mr. Veeraj Mahatme**

**B.E. (Mech.) MMS (Finance), NET**

Worked in industry for 9 years, with  
organisations like Mandovi Pellets Ltd.  
and Marpol Chemicals Pvt. Ltd.

Currently teaching in the Department  
for 16 years.



**Mr. Motilal Pednekar**

**B.E. (Mechanical), M.B.A.**

32 years working experience  
at Mormugao Port Trust (MPT)



**Ms. Pallavi Priya Silveira**

**BBA(HR), MBA (HR)**

Worked with Cape Gemini Pvt. Ltd. (HR),  
We Shine Tech, Pune (HR Generalist),  
Sakaal Media (Corporate HR)



**Ms. Kirti Tyagi**

**B.B.A., M.B.A., SET**

4 years teaching experience



**Mr. B.S. Morje**

**M.Com., M.C.A.**

Worked with Goa Institute of Computer  
Management, Headland Sada, Goa  
for 5 years. Currently teaching in the  
Department for 15 years.

## Non-teaching Staff

- **Ms. Ruhat Shaikh** - Office Assistant
- **Mr. Sandeep Tari** - Office Boy

## Career Guidance and Placement Cell

- **Dr. R.B. Patil** - Principal
- **Dr. Rekha Gaonkar** - Vice Principal
- **Ms. Cedila Pereira** - Placement Cell Co-ordinator
- **Mr. Veeraj Mahatme** - Full Time Faculty
- **Ms. Semele Sardesai** - Full Time Faculty
- **Ms. Lalita Joshi** - Special Invitee
- **Mr. Atul Jadhav** - Special Invitee
- **Class Representative of TYBBA**
- **Class Representative of TYBBA (S&L)**

## VISITING FACULTY FROM THE INDUSTRY



**Ms. Siddhi Salgaocar**  
Sr. Exec., Customer Service and  
Documentation, Samsara Shipping



**Capt. Robert Shane Vaz**  
Surveyor  
RSV Marine Inspection & Training



**Mr. Raghuveer Singh**  
Ex Vice President  
Goa Shipyard Ltd.



**Mr. Amrish Ghode**  
Managing Director  
Swage Systems Pvt. Ltd.



**Mr. Gajanan Palankar**  
Chairman, IIMM, Goa Branch  
Ex Dy. Manager, Goa Shipyard Ltd.



**Ms. Shwetha Pinto**  
Image Consultant and  
Soft Skills Trainer



**Ms. Shraddha Rangnekar**  
Partner, Mrugaya Xpeditions  
Founder Member, FERC



**Ms. Zina Varugis**  
Counsellor and Managing Partner,  
Industrial Gas Distributing Co, Goa



**Ms. Aparajita Menon**  
Asst. Professor and HOD, Sociology  
Smt. Parvatibai Chowgule College



**Ms. Maria Fernandes**  
Journalist



**Ms. Chetna Trehon**  
B.A., L.L.B.



**Ms. Vandana Kakodkar**  
Consulting Dietician



**Ms. Godeliva Gomes**  
Counsellor & NLP Practitioner



**Ms. Madhumita Mahatme**  
B.Pharm., M.B.A. (Finance), M. Phil.



**Mr. Ramchandra Nair**  
Geologist



**Mr. Crispino Durado**  
Professional Photographer & Trainer



**Ms. Sibel Almeida**  
Asst. Professor, Sociology  
Rosary College



**Ms. Maria Filomena Dourado**  
Teacher in Portuguese,  
Spanish & French



**Mr. Surya P. Sharma**  
Dy. Manager, Branch Head  
KEI Industries



**Ms. Mitali Talwadkar**  
Practicing Chartered Accountant



**Ms. Ashita Ranjit**  
M.B.A. (HR)



**Mr. Ramchandra P. Salgaonkar**  
P.G.D.M. (GIMS), Consultant



**Mr. Pravin Karmali**  
HR and Administrative Head,  
Taj Sats Air Catering Ltd.



**Ms. Lalita Joshi**  
Head of Planning & Development  
M.E.S. College



**Ms. Runa Menezes**  
Communication and Voice  
Accent Trainer



**Ms. Ipshita Rajan**  
M.B.A. (HR)



**Ms. Priyal Vora**  
Ex Business Analyst  
Future Group



**Mr. Sylvester Mascarenhas**  
M.Com., Finance

# ADVISORY COMMITTEE FOR BBA - SHIPPING & LOGISTICS

- 1. Mr. SUDHIR NAPHDE**  
Director, Jaisu Shipping Co. Pvt. Ltd., Mumbai
- 2. Mr. V. M. GAITONDE**  
Head - Shipyard Project (Gujarat) Dempo Shipbuilding & Engg. Pvt. Ltd., Panjim, Goa
- 3. Mr. C. DAYAL**  
Consultant / Ex General Manager-Shipping, M/s V.M. Salgaoncar & Brothers Pvt. Ltd., Vasco, Goa
- 4. Mr. ATUL JADHAV**  
President, Goa Barge Owners Association / M.D., New Era Shipping Ltd., Goa
- 5. Capt. EDDIE VIEGAS**  
Principal Surveyor / Proprietor, Ericson & Richards, Goa
- 6. Mr. KISHORE TOLANI**  
Director, Tolani Shipping, Goa
- 7. Mr. K. MADHOK**  
CEO, The Institute of Marine Engineers (India), Navi Mumbai
- 8. Mr. K.P. RAO**  
Management Consultant, N.E.H.A., Goa
- 9. Mr. M.A. SUNDARAM**  
Management Consultant / Ex-Vice President (Finance), Zuari Industries Ltd., Goa
- 10. Mr. PARESH JOSHI**  
M.D., Subrai Motors Ltd., Goa
- 11. Mr. PARAG JOSHI**  
M.D., Jutex, Sancoale
- 12. Mr. DEEPAK BANDEKAR**  
Executive Director, Bandekar Group of Companies, Goa
- 13. Mr. G.S. NAIK**  
Vice-Chairman, Murgaon Education Society, Goa
- 14. Ms. LALITA JOSHI**  
Special Invitee, M.E.S. College of Arts & Commerce, Goa
- 15. Dr. R.B. PATIL**  
Principal, M.E.S. College of Arts & Commerce, Goa
- 16. Ms. SEMELE SARDESAI**  
Course Co-ordinator, M.E.S. College of Arts & Commerce, Goa

# BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

## Objective

To build competence in students, to effectively undertake entry level managerial jobs in organizations.

## Duration

It is a three-year full time degree programme. Each year will consist of three terms; there will be an additional summer placement term of six weeks each and at the end of 1st and 2nd year. Each term will be of approximately 3 months duration, inclusive of vacations.

## Course Fees for the academic year 2019-20

Sr. No.	Particulars	FY students who joined in Academic year 2019-20	S.Y. students who joined in Academic year 2018-19	T.Y. students who joined in Academic year 2017-18
1	Tuition Fees	₹ 52000.00	₹ 52000.00	₹ 52000.00
2	Gymkhana Fees	₹ 250.00	₹ 250.00	₹ 250.00
3	Library fees	₹ 3,000.00	₹ 3,000.00	₹ 3,000.00
4	Computer Lab fees	₹ 3,000.00	₹ 3,000.00	₹ 3,000.00
5	Other Fees	₹ 200.00	₹ 200.00	₹ 200.00
6	Student Aid Fund	₹ 100.00	₹ 100.00	₹ 100.00
7	University Registration Fees	₹ 580.00	-----	-----
8	Library Deposit (Refundable)	₹ 1,000.00	-----	-----
9	Identity & Library Card	₹ 75.00	₹ 75.00	₹ 75.00
10	Examination fees	-----	-----	₹ 500.00
11	Development Fees	₹ 1,000.00	₹ 1,000.00	₹ 1,000.00
12	PTA Fees	₹ 100.00	₹ 100.00	₹ 100.00
13	Goa University Administration Fees	₹ 1,000.00	₹ 1,000.00	₹ 1,000.00
<b>TOTAL</b>		<b>₹ 62,305.00</b>	<b>₹ 60,725.00</b>	<b>₹ 61,225.00</b>

\*Subject to revision by the University

## Kindly Note :

1. Students are requested to compulsorily submit their Savings Bank Account details, such as Name of the Student, Account Number, Name of the Bank, Branch, IFSC Code and MICR Code.
2. Students must also submit a copy of their Aadhar Card and enclose a copy of the first page of their Bank Pass Book, along with the admission form.
3. Library deposit will be refunded after all the books are returned. Students have to replace lost books.
4. Students have to preserve the FYBBA fees challan and produce it to claim Library deposit at the end of third year.
5. Fees will be refunded as per Goa University circular.
6. First year students have to stitch a formal dress as per guidelines by given by the college.

## Course Structure and Grading Criteria for B.B.A.

*(Subject to change by University)*

### BATCH 2019

#### Term 1

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
101	BBCB005	Management Process	2	14
102	BBCB029	Business Mathematics	2	14
103	BBCB035	Environment Management- 1	2	15
104	BBCB016	IT Skills	2	15
105	BBCB055	Learning Management Through Executive Interaction 1	1	
<b>Total Credits</b>			<b>9</b>	
<b>CORE SOFT SKILLS</b>				
106	BBCS001	Oral Communication skills	2	16
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
107	BBON030	Individual & Society	2	17
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 1</b>			<b>13</b>	

#### Term 2

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
201	BBCB006	Organisation Behaviour- 1	2	18
202	BBCB003	Human Resource Management -1	2	18
203	BBCB017	IT Skills - 2	2	19
204	BBCB036	Environment Management- 2	2	19
205	BBCB018	Managerial Economics 1	2	20
<b>Total Credits</b>			<b>10</b>	
<b>CORE SOFT SKILLS</b>				
206	BBCS003	Presentation Skills	1	21
207	BBCS007	Time Management	1	22
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
208	BBON031	Psychology	2	21
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 2</b>			<b>14</b>	

**Term 3**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
301	BBCB007	Organisation Behaviour-2	2	22
302	BBCB004	Human Resource Management -2	2	23
303	BBCB001	Marketing Management -1	2	24
304	BBCB027	Production and Operations Management -1	2	24
305	BBCB041	Case Analysis 1	1	25
306	BBCB042	Case Analysis 2	1	25
<b>Total Credits</b>			<b>8</b>	
<b>CORE SOFT SKILLS</b>				
307	BBCS002	Written Communications	2	25
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
308	BBON006	Basics of Professional Photography	3	26
<b>Total Credits</b>			<b>3</b>	
<b>TOTAL CREDITS - TERM 3</b>			<b>15</b>	

**Term 4**

Code		Subject	Credits
401	BBIS001	Internship Seminar	2
402	BBIR001	Internship Report	6
<b>TOTAL CREDITS - TERM 4</b>			<b>8</b>

**BATCH 2018****Term 5**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
501	BBCB002	Marketing Management-2	2	28
502	BBCB028	Production & Operations Management-2	2	28
503	BBCB019	Managerial Economics-2	2	29
504	BBCB039	Legal Aspects of Business-1	2	29
505	BBCB012	Financial Statement Analysis-1	2	30
<b>Total Credits</b>			<b>10</b>	
<b>CORE SOFT SKILLS</b>				
506	BBCB009	Team Building	1	30
<b>Total Credits</b>			<b>1</b>	
<b>NON BUSINESS COURSES</b>				
507	BBON008	Creative Writing	2	31
508	BBON025	Cultural Heritage of Goa-1	2	31
<b>Total Credits</b>			<b>4</b>	
<b>TOTAL CREDITS - TERM 5</b>			<b>15</b>	

**Term 6**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
601	BBCB051	Seminar on contemporary & non-contemporary issues - 1	1	32
602	BBCB052	Seminar on contemporary & non-contemporary issues - 2	1	32
603	BBCB040	Legal Aspects of Business-2	2	32
604	BBCB020	Macroeconomic Analysis of Management -1	2	33
605	BBCB047	Case Writing & Analysis 1	1	33
<b>Total Credits</b>			<b>7</b>	
<b>CORE SOFT SKILLS</b>				
606	BBCS005	Etiquettes	1	34
<b>Total Credits</b>			<b>1</b>	
<b>ELECTIVE BUSINESS(ANY TWO)</b>				
607		<i>Elective 1</i>	2	
608		<i>Elective 2</i>	2	
<b>Total Credits</b>			<b>4</b>	
<b>NON BUSINESS COURSES</b>				
609	BBON026	Cultural Heritage of Goa-2	2	34
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 6</b>			<b>14</b>	

**Term 7**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
701	BBCB021	Macroeconomic Analysis of Management -2	2	35
702	BBCB055	Business Research Methods	2	36
703	BBCB013	Financial Statement Analysis-2	2	37
<b>Total Credits</b>			<b>6</b>	
<b>CORE SOFT SKILLS</b>				
705	BBCS010	Emotional Intelligence	1	38
<b>Total Credits</b>			<b>1</b>	
<b>ELECTIVE BUSINESS (ANY TWO)</b>				
706		<i>Elective 3</i>	2	
707		<i>Elective 4</i>	2	
<b>Total Credits</b>			<b>4</b>	
<b>NON BUSINESS COURSES</b>				
708	BBC007	Health & Nutrition	2	38
709	BB0N026	Music Appreciation	2	39
<b>Total Credits</b>			<b>4</b>	
<b>TOTAL CREDITS - TERM 7</b>			<b>15</b>	

**Term 8**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
801	BBIS002	Internship Seminar 2	2	40
802	BBIR002	Internship Report 2	6	40
<b>TOTAL CREDITS - TERM 8</b>			<b>8</b>	

**BATCH 2017****Term 9**

Code		Subject	Credits	Pg. No.
		<b>CORE SOFT SKILLS</b>		
901	BBCS004	Interview Facing Skills	2	40
		<b>Total Credits</b>	<b>2</b>	
		<b>ELECTIVE BUSINESS</b>		
902		<i>Elective 5</i>	2	
903		<i>Elective 6</i>	2	
904		<i>Elective 7</i>	2	
905		<i>Elective 8</i>	2	
906		<i>Elective 9</i>	2	
		<b>Total Credits</b>	<b>10</b>	
		<b>NON BUSINESS COURSES</b>		
907		ONBC 9	2	
908		ONBC 10	2	

**Term 10**

Code		Subject	Credits	Pg. No.
		<b>ELECTIVE BUSINESS</b>		
1002		<i>Elective 10</i>	2	
1003		<i>Elective 11</i>	2	
1004		<i>Elective 12</i>	2	
1005		<i>Elective 13</i>	2	
1006		<i>Elective 14</i>	2	
		<b>Total Credits</b>	<b>10</b>	
		<b>NON BUSINESS COURSES</b>		
1007		ONBC 11	2	
1008		ONBC 12	2	

**Term 11**

Code		Subject	Credits
<b>CORE SOFT SKILLS</b>			
1101	BBCS	<i>Mock Interview</i>	1
<b>Total Credits</b>			<b>1</b>
<b>ELECTIVE BUSINESS</b>			
1102		<i>Elective 15</i>	2
<b>Total Credits</b>			<b>2</b>
<b>NON BUSINESS COURSES</b>			
1107	BBON007	ONBC 13	2
1108	BBON009	ONBC 14	2
<b>NON BUSINESS COURSES</b>			
1109	BBIS03	Summer Internship Seminar	2
1110	BBIR003	Summer Internship Report	4
<b>Total Credits</b>			<b>6</b>

**ELECTIVE SUBJECTS**

Code	Subject	Credits	Pg. No.
<b><u>FINANCE</u></b>			
BBOF002	Insurance	2	41
BBOF004	Taxation	2	42
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<b><u>MARKETING</u></b>			
BBOM001	Consumer Behaviour	3	
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# SYLLABUS

**FYBBA : Batch 2019**

<b>Code BBCB005</b>	<b>101 Management Process</b>	<b>Credits 2</b>
Objective	To apply the managerial functions and processes to various organizational situations.	
Contents	<ul style="list-style-type: none"> <li>• Definition of Management, importance, managers functions, roles and skills (5 Hrs)</li> <li>• History of Management –Various approaches to Management (4 Hrs)</li> <li>• Planning-definition, importance, goals and plans, developing plans(4 Hrs)</li> <li>• Decision Making- process, types of decisions, styles (4 Hrs)</li> <li>Organizational Structure, design, staffing. (4 Hrs)</li> <li>• Leadership- definition, theories, contemporary views, issues. (5Hrs)</li> <li>• Controlling- The system, process of controlling and control techniques (4 Hrs)</li> </ul>	
Pedagogy	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Suggested Readings	<ol style="list-style-type: none"> <li>1. Robbins S., Coulter M.: ‘Introduction to Management’. Prentice Hall, 11<sup>th</sup> edition or later</li> <li>2. Robbins S., Coulter M. and Vohra N.; ‘Management’, Pearson, 9<sup>th</sup> edition or later</li> <li>3. Harold Koontz, Heinz Wehrich: ‘Essentials of Management: An International and leadership perspective’, McGraw Hill Education, 8<sup>th</sup> edition or later.</li> </ol>	

<b>Code BBCB029</b>	<b>102 Business Mathematics 1</b>	<b>Credits 2</b>
Objective:	The course aims to introduce the students to managerial situations requiring elementary mathematical formulations, formulating such situations using elementary mathematics, and understanding the larger organisational implications of those solutions.	
Contents:	<ul style="list-style-type: none"> <li>• Elementary algebra (3 Hrs.)</li> <li>• Calculation of Compound interest, (3 Hrs.)</li> <li>• Breakeven point (3 Hrs.)</li> <li>• Sets -mutually exclusive, Venn diagram, intersection of sets (4 Hrs.)</li> <li>• Solutions of equations, simultaneous equations, inequalities, determinants, matrices (7 Hrs.)</li> <li>• Permutations and combinations (5 Hrs.)</li> <li>• Progressions and annuity (5 Hrs.)</li> </ul>	
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
Suggested Readings:	<ol style="list-style-type: none"> <li>1. Spooner, H.A. and D.A.L. Wilson; ‘The Essence of Mathematics for Business’; Prentice–Hall of India Private Limited; latest edition</li> <li>2. Raghavachari, M; ‘Mathematics for Management’; Tata McGraw–Hill Publishing Company Ltd., latest edition</li> <li>3. Sancheti D.C. &amp; Kapoor V.K. ‘Business Mathematics’, Sultan Chand &amp; Sons, latest edition</li> </ol>	

**BBCB035****103 Environment Management -1****Credits 2**

<b>Objective</b>	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction to Environment Education (2 Hrs.)</li> <li>• Natural Resources and associated problems (2 Hrs.)</li> <li>• Importance and role of Forest resources, Water Resources, Mineral Resources, Food Resources in environment (8 Hrs.)</li> <li>• Role of Energy and Land Resources (4 Hrs.)</li> <li>• Major Ecosystems of the World (Terrestrial, Aquatic and Sand Dune) (6 Hrs.)</li> <li>• Biodiversity (6 Hrs.)</li> <li>• Role of NGOs and Local Media in Environmental awareness (2 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References Readings</b>	<ol style="list-style-type: none"> <li>1. Erach Bharucha, 'Text book of Environmental Studies for undergraduate courses'; Universities Press (India) Private Limited, 2005 or later editions.</li> <li>2. Agarwal K. C., 'Environment Biology', Nidi Publ. Ltd., Bikaner, latest edition.</li> <li>3. J. P. Sharma , 'Comprehensive Environmental Studies', Laxmi Publications (P) Ltd, latest edition.</li> <li>4. Shinde P.G.; Dongre P., 'Environment Management', Seth Publishers, latest edition.</li> </ol>

**BBCB016****104****IT Skills-1****Credits 2**

<b>Objective</b>	To develop the ability in using Word processor, Presentation tool.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Word Processor - create and modify documents, letter writing, formatting, and viewing. (7 Hrs.)</li> <li>• Printing the documents, proofing the documents and usage of mail merge facility. (8 Hrs.)</li> <li>• Presentation tool - variety of commands, functions to create different items such as pictures, text boxes, shapes to enhance the text in the Presentation. Slideshow, Format fonts, paragraphs, bullets and text boxes. (8 Hrs.)</li> <li>• Custom animation, slide transitions and effects, graphics, sound and on-screen navigation. (7 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Libre Office 5.0, The document Foundation, getting started Guide, <a href="https://wiki.documentfoundation.org/images/d/d1/GS50GettingStartedLO.pdf">https://wiki.documentfoundation.org/images/d/d1/GS50GettingStartedLO.pdf</a> (free Internet resource)</li> <li>2. Beth Melton, 'MS Office Professional 2013 Step-by step', Microsoft Press (free Internet Resource)</li> </ol>

**Code BBCB055 105 Learning Management through executive interaction-1 Credits: 1**

<b>Objective</b>	At the end of the subject the student will develop managerial/ organizational reality orientation.
<b>Content</b>	Experience narration by executives or first person narration of live /real cases (15 Hrs.)
<b>Pedagogy</b>	Interaction sessions with executives from industry. Critical reflection on the experience of the executive.

**BBCS001 106 Oral Communication Skills 2 Credits**

<b>Objective</b>	At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Fundamentals of communication: The importance of communication, basic forms, Communication cycle, barriers, and dealing with them. (2 Hrs.)</li> <li>• Oral Communication Channels (2 Hrs.)</li> <li>• Inter-personal communication-7 C's of Effective Communication, persuasive speaking. (4 Hrs.)</li> <li>• Public speaking - Pillars of oratory - ethos, pathos, logos, speech purposes, methods of speaking, analyzing the audience. (4 Hrs.)</li> <li>• Non-verbal dimensions, effective delivery. (3 Hrs.)</li> <li>• Voice Modulation, Intonation, Pace, Pause, avoiding fillers &amp; crutch-words &amp; phrases. (4 Hrs.)</li> <li>• Organizing a speech, supporting ideas with visual aids, Planning Speeches, post speech analysis, Techniques of impromptu &amp; planned speeches. (3 Hrs.)</li> <li>• Body language &amp; presentation-effective Introductions, body Language &amp; grooming (3 Hrs.)</li> <li>• Conversational skills-Conversation Starters, Listening Skills, approaches to listening, barriers, measures that can be adopted to ensure better listening. (2 Hrs.)</li> <li>• Conversation Etiquette (3 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Business Communication - concepts and application in an electronic Age ; Randolph Hudson and Bernard Selzler, Oxford University press, Latest edition</li> <li>2. Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds; Carmine Gallo ,,Mac Millan, Latest edition</li> <li>3. Business Communication, Rajeesh Vishwanathan, Himalaya Publishing House, Latest edition.</li> </ol>

<b>Objective</b>	To sensitise the students on how social forces affect individual behaviour in everyday lives. At the end of the course the students will be able to apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society
<b>Content</b>	<ul style="list-style-type: none"> <li>• Individual &amp; Social behaviour – Origin of Society, features of Society, Role of Individuals in Society, Norms &amp; Value (3 Hrs.)</li> <li>• Objective Study of Society – Characteristics of Scientific observation, Advantages of observational methods, Problems of Objectivity (2 Hrs.)</li> <li>• Sociological, Functionalist &amp; Conflict Perspectives – Origin, Ideologies &amp; Theories (4 Hrs.)</li> <li>• Culture – Components, Aspects, Characteristics, Culture Change (2 Hrs.)</li> <li>• Socialization – Types of Socialization, Agencies &amp; Theories (2 Hrs.)</li> <li>• Social control and Deviance – Forms of Deviance, issues pertaining to deviance – crime &amp; delinquency, white collar crime. (2 Hrs.)</li> <li>• Stratification – Forms of Social Stratification, Caste, Class, Gender, Theories of Social Stratification (2 Hrs.)</li> <li>• Gender and Inequality – Gender as social construction, social structure of gender inequality, Gender &amp; Development (2 Hrs.)</li> <li>• Status and Role – Interrelationship between status &amp; role, Multiple roles, role set, role conflict, status set (2 Hrs.)</li> <li>• Social Mobility – Meaning, Horizontal &amp; Vertical Mobility, importance of social mobility (2 Hrs.)</li> <li>• Social Change – Concepts &amp; Types, Evolution, Progress, revolution, modernisation, globalisation. Social Change in Goa (3 Hrs.)</li> <li>• Social Policy – Government Policy, relation to education, economy, Science &amp; technology (2 Hrs.)</li> <li>• Future of society- The challenges of present Society, contemporary social issues of India. (2 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Sociology, a brief Introduction : Schaefer, Tata McGraw- Hill, 6<sup>th</sup> or later edition</li> <li>2. Sociological Theory ,George Ritzer, Tata McGraw- Hill, 5<sup>th</sup> or later edition</li> <li>3. Sociology:Themes &amp; Perspective , M. Haralmbos, R. M. Heald, Oxford University Press – New Delhi, 1997 or later edition.</li> </ol>

**Code BBCB006                      201                      Organisational Behaviour I                      Credits 2**

<b>Objective:</b>	At the end of the course, the student should have an understanding of dimensions of Individual behavior in an organizational setting.
<b>Skills</b>	Ability to understand individual differences in behavior based on personal factors.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Introduction to OB (2 Hrs.)</li> <li>• Foundations of Individual Behavior- Abilities, Biographical characteristics, learning, Implications. (5 Hrs.)</li> <li>• Attitudes and Job Satisfaction- Definitions Components, Types of attitudes, Measuring job satisfaction, causes etc. (5 Hrs.)</li> <li>• Personality and values- Definition, Types of personality, importance of values and ethics. (6 Hrs.)</li> <li>• Perception and Individual Decision Making- Definition of perception, factors impacting perception, person perception, making decisions, bias and errors, ethics in decision making. (6 Hrs.)</li> <li>• Motivation- Theories and application. (6 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Stephen Robbins, Timothy A Judge, Seema Sanghi, ‘Organizational Behavior’, Pearson Education, 9<sup>th</sup> edition or later</li> <li>2. Stephen Robbins, Timothy A Judge, Neharika Vohra, ‘Organizational Behavior’, Pearson Education 14<sup>th</sup> edition or later</li> <li>3. Fred Luthans, ‘Organizational Behavior’; McGraw–Hill Inc, latest edition</li> <li>4. Robbins, Stephen P; ‘Essentials of Organizational Behavior’; Pearson Education India, latest edition.</li> </ol>

**Code BBCB003                      202                      Human Resource Management I                      Credits 2**

<b>Objective</b>	Build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Human Resource Management-Objectives, functions, organization of HR Department. (4 Hrs)</li> <li>• HR Environment &amp; Strategic role of HRM (5 Hrs)</li> <li>• Manpower planning (5 Hrs)</li> <li>• Job Analysis &amp; job Design and employee involvement (4 Hrs)</li> <li>• Succession Planning. (4 Hrs)</li> <li>• Recruitment &amp; Selection: internal and external sources of recruitment, process of recruitment and selection, techniques used in the selection process, Evaluation. (6 Hrs)</li> <li>• Employee Placement (2 Hrs)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6<sup>th</sup> edition or later.</li> <li>2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , latest edition</li> <li>3. Gary Dessler, 'Human Resource Management', Pearson publication, latest edition</li> </ol>

**Code BBCB017**

**203 IT Skills 2**

**Credit 2**

<b>Objective</b>	At the end of the course the student will be able develop a minimum competence in using spreadsheets and enabling enhanced usage through a programming language.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Spreadsheets - Excel features, types of formats/Statements, formatting of numbers and text (6 Hrs.)</li> <li>• Data sorting &amp; filtering, functions in excel, graph preparation. (9 Hrs.)</li> <li>• Using conditional functions. (8 Hrs.)</li> <li>• Elements of a Programming Language- doing simple and complex mathematical calculations (7 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	1. Beth Melton, 'MS Office Professional 2013 Step-by step', Microsoft Press (Free Internet Resource)

**BBCB036**

**204 Environment Management -2**

**Credits 2**

<b>Objective</b>	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Understanding causes , effects and control measures of Air pollution, Water pollution, Soil Pollution, Marine Pollution and Thermal Pollution, Nuclear pollution and Noise pollution (10 Hrs.)</li> <li>• Waste Management (2 Hrs.)</li> <li>• Disaster management (2 Hrs.)</li> <li>• Sustainable development (2 Hrs.)</li> <li>• Water conservation– Need importance and methods (4 Hrs.)</li> <li>• Re-settlement and rehabilitation of people &amp; Environmental ethics (2 Hrs.)</li> <li>• Climatic changes – Nuclear accidents, acid rain, ozone layer depletion etc. (2 hrs)</li> <li>• Environment protection acts (2 Hrs.)</li> <li>• Human population and Environment (2 Hrs.)</li> <li>• Environment management systems &amp; ISO (2 Hrs.)</li> </ul>



**BBCS003****206 Presentation Skills****1 Credit**

<b>Objective</b>	At the end of the course, the student will be able to design and deliver effective presentations.	
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Importance of presentation skills, presentations and its purpose. (2 Hrs.)</li> <li>• Audience profiling (2 Hrs.)</li> <li>• Deriving/describing the key message (3 Hrs.)</li> <li>• Developing content of presentation, designing visuals (4 Hrs.)</li> <li>• Application techniques of structure, opening, body and closing for an effective presentation (4 Hrs.)</li> </ul>	
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings</b>	Presentation Skills for Managers, Jennifer Rotando, Mike Rotando, McGraw Hill, Latest edition.	

**Code: BBON031****208 Psychology****Credits 2**

<b>Objective:</b>	At the end of the subject, the student will be able to <ul style="list-style-type: none"> <li>▪ Understand the basic principle of Psychology- every individual is different (individual differences)</li> <li>▪ Understand oneself &amp; others in terms of the Psychological processes that influence behavior</li> <li>▪ Apply the understanding of his/her behavior to various situations of life, especially at the workplace</li> </ul>	
<b>Contents:</b>	<ol style="list-style-type: none"> <li>1. Learning – effects of conditioning on behaviour; behaviour that culture encourages, factors that affect transfer of learning; (5 Hrs.)</li> <li>2. Memory – memory retention, strategies to improve memory, different factors which influence retention of information in memory, mechanics of memory, role that memories play in behavior, interrupted task v/s completed task (5 Hrs)</li> <li>3. Sensation - Individual differences in the degree of vividness of images belonging to different senses (4 Hrs.)</li> <li>4. Perception - Various determinants of attention as used in day-to-day perception, phenomenon of illusion, Factors which influence perception (6 Hrs.)</li> <li>5. Thinking -processes involved in problem solving, Obstacles to problem solving (5 Hrs.)</li> <li>6. Influence of set on behavior, States of consciousness, motivation, emotion, theories of personality, etc. (5 Hrs.)</li> </ol>	
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Lahey Benjamin, Introduction to Psychology- Tata McGraw Hill Ltd, 11<sup>th</sup> or later edition</li> <li>2. Santrock, J. W. <i>Psychology Essentials 2</i>. (Updated Ed.). New Delhi: Tata McGraw-Hill Publishing Company Limited 2006, or later edition</li> <li>3. Morgan C. <i>Introduction to Psychology</i>. New Delhi: Tata McGraw Hill , 7<sup>th</sup> or later edition</li> </ol>	

**BBCS007****207 Time Management****1 Credit**

<b>Objective</b>	To improve productivity at workplace by effectively using time management skills.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction: Misconceptions about time, Symptoms of poor time management, importance (2 Hrs.)</li> <li>• Time management barriers and strategies to overcome them (2 Hrs.)</li> <li>• Goal setting and prioritization: The ‘Five Time Zone’ Concept, Setting goals, why set life goals, Categories of goals, Setting “SMART” goals, Prioritizing using Time Management Matrix. (4 Hrs)</li> <li>• Elements of Effective Time Management: Time Analysis- Keeping track of time using time log, analyzing timelog: time spent/invested patterns (2 Hrs.)</li> <li>• Planning for time management: Essential Steps in Using A Planner, Daily, weekly and long range planning, Using technology to save time. (2 Hrs.)</li> <li>• Time management at workplace: workplace and paper organizers, making meetings effective, Managing information overload. (3 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. “Time Management for Busy People”, Roberta Roesch, McGraw-Hill Publishing, Latest edition.</li> <li>2. “Essence of Time Management: Principles and Practice”, Micheal Labeof, Jaico Publishing House, latest edition.</li> <li>3. “Make Everything Count”, Robert W. Bly; Jaico Publication House, latest edition.</li> <li>4. Handbook on time management skills (pdf) prepared by Centre for Good Governance, Andhra Pradesh, latest edition.</li> </ol>

**Code BBCB007****301 Organisational Behaviour II****Credits 2**

<b>Objective:</b>	To understand Interpersonal situations and group behavior in an organizational setting.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Foundations of Group Behavior-Stages of Group development, Roles, norms, Status, size and cohesiveness, group decision making. (4 Hrs.)</li> <li>• Understanding work teams-types, turning individuals into team players. (4 Hrs.)</li> <li>• Organizational culture-what is it, types, issues, creating an effective culture. (4 Hrs.)</li> <li>• Introduction to Change Management- Forces of change, planned change, Resistance to change, managing change. (5 Hrs.)</li> <li>• Stress management- causes, symptoms and management. (4 Hrs.)</li> <li>• Conflict and Negotiation-definition, views on conflict, process, negotiation (4 Hrs.)</li> <li>• Power and Politics-Definition, bases of power, power tactics, politics definition, causes and consequences of political behaviour. (4 Hrs)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Stephen Robbins, Timothy A Judge, Seema Sanghi, ‘Organizational Behavior’, Pearson Education, 9<sup>th</sup> edition or later</li> <li>2. Stephen Robbins, Timothy A Judge, Neharika Vohra, ‘Organizational Behavior’, Pearson Education 14<sup>th</sup> edition or later</li> <li>3. Fred Luthans, ‘Organizational Behavior’; McGraw–Hill Inc, latest edition</li> <li>4. Robbins, Stephen P; ‘Essentials of Organizational Behavior’; Pearson Education India, latest edition.</li> <li>5. Robbins, Stephen and Mary Coulter; ‘Fundamentals of Management’; Prentice</li> </ol>

**Code BBCB004**

**302 Human Resource Management 2**

**Credit 2**

<b>Objective</b>	Introduce the students to the training and development function, performance management, compensation and employee benefits, within an organization.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Training and Development-Training Process, Training Need Analysis, Training Design, Types, Methods of Training, Training evaluation. (6 Hrs)</li> <li>• Performance Management: Setting KRA’s/KPA’s, appraisal process, methods and its applicability, rewards, managing employee exits. (8 Hrs)</li> <li>• Managing Compensation: Job Evaluation, the wage mix, compensation structure, performance linked pay. (6 Hrs.)</li> <li>• Employee Benefits: employee benefit programs and services. (4 Hrs)</li> <li>• Introduction to Industrial Relations: Importance &amp; approaches, Trade Unions, and Resolving disputes. (6 Hrs)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. K. Aswathappa, ‘Human Resource Management’, Tata McGraw-Hill Education, 6<sup>th</sup> edition or later.</li> <li>2. Snell, Bohlander, Vohra, ‘Human Resource management’, -Cengage learning , latest edition</li> <li>4. Gary Dessler, ‘Human Resource Management’, Pearson publication, latest edition</li> </ol>

**Code BBCB001****303 Marketing Management I****Credits 2**

<b>Objective</b>	At the end of the course, the students would have competence in understanding and using Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Role of Marketing, Needs, Wants and Demands. Marketing Management Process. (6Hrs)</li> <li>• Marketing Environment : Importance of Marketing Environment , Internal Environment ,External Environment - Micro Environment - Macro Environment (10Hrs)</li> <li>• Marketing Mix for Products &amp; Services (5Hrs)</li> <li>• Consumer Behaviour and Consumer markets: (4Hrs)</li> <li>• Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. (5Hrs)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Kotler Philip, Keller Kevin, Koshy Abraham, and Jha Mithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, 13<sup>th</sup> edition or later.</li> <li>2. Ramaswami, Namkumari; 'Marketing Management', Tata McGraw Hill, latest edition</li> </ol>

**Code BBCB027****304 Production and Operations Management 1****Credits 2**

<b>Objective:</b>	To introduce the students to the function of Production and Operations Management , Quality Management , Productivity Management in a Manufacturing and Service setup.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Introduction to operations (2 Hrs.)</li> <li>• Operations and supply strategy, (2 Hrs.)</li> <li>• Project Management using CPM and PERT, pure project, functional project, matrix project, work breakdown structure, project control charts (4 Hrs.)</li> <li>• Product Design process, product development process, designing for customer (4 Hrs.)</li> <li>• Learning curve, (1 hour)</li> <li>• Process Analysis- flow charting, types of processes, measuring process performance, Little's law, (4 Hrs.)</li> <li>• Job design and Work Management, (2 Hrs.)</li> <li>• Manufacturing and service Processes, break even analysis (4 Hrs.)</li> <li>• Facility Layout (3 Hrs.)</li> <li>• Quality control and Total Quality management (4 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1 Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nicholas J. Aquilano- 'Operations and Supply Management' Tata McGraw Hill, latest edition</li> <li>2 Everette E. Adam, Jr. Ronald J. Ebert, 'Production and Operations Management', Prentice Hall, Prentice Hall, latest edition</li> <li>3 Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India, latest edition</li> <li>4 Taha Hemdy A., 'Operations Research An Introduction', Pearson Education, Eighth or later edition</li> <li>5 J K Sharma- 'Operations Research', Pearson, latest edition</li> <li>6 Kanishka Bedi , 'Production &amp; Operations Management', Oxford University Press, latest edition</li> <li>7 Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, latest edition</li> </ol>
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**BBCB041/042                      305 & 306                      Case Analysis 1,2                      Credit 1 each**

<b>Objective:</b>	To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.
<b>Contents:</b>	<ol style="list-style-type: none"> <li>1. Identification of problems/ decision areas in the case – Major and minor problems.</li> <li>2. Identification of protagonists</li> <li>3. Analysis with reference to the long term and short term objectives of the organization.</li> <li>4. Identification of theoretical concepts applicable in the given situation.</li> <li>5. Evaluation of alternative solutions</li> <li>6. Selection of optimum solution with justification</li> <li>7. Implementation of the solution. (15 Hrs.)</li> </ol>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	Readings specific to each case from Books on cases compiled in various areas of management.

**BBCS002                      307                      Written Communication                      2 Credits**

<b>Objective:</b>	At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Language and Grammar (Effective Introductions, Common Grammatical Errors in Indian English, Subject-verb Agreement, avoiding 'sms' language) (10 Hrs.)</li> <li>• Essential Business Communications (Official Letters, Visiting Cards, Report Writing) (10 Hrs.)</li> <li>• Creative Writing (Lateral Thinking, Journal writing, PREP technique, Mind-mapping, Brain-storming) (10 Hrs.)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. 'Business Communication – Concepts and Application in an Electronic Age', Randolph Hudson and Bernard Selzer; Jaico Publishing, Latest edition</li> <li>2. Speaking and Writing for Effective business communication; Francis Soundararaj,, Macmillan, latest edition.</li> <li>3. 'Developing Communication Skills' by Krishna Mohan and Meera Banerjee, Laxmi Publications, latest edition.</li> <li>4. 'Lateral Thinking: Creativity Step By Step', Edward de Bono , Harper Perennial, Latest Edition</li> <li>5. 'How to Mind Map', Tony Buzan ,Plume Publications, latest edition.</li> </ol>

**Code : BBON006                      308                      Basics of Professional Photography                      Credits 3**

<b>Objective</b>	At the end of the course the student will develop the ability to appreciate the art of photography and undertake basic photography assignments
<b>Contents</b>	<ul style="list-style-type: none"> <li>• The History and evolution of photography. (2 Hrs.)</li> <li>• The science of photography and the working of TLR, SLR, and other cameras. (2 Hrs.)</li> <li>• Various controls and menus available and usage of modern DSLR/DSLT cameras. (13 Hrs.)</li> <li>• Basic rules of composition of a good photograph (16 Hrs.)</li> <li>• Light metering, working with natural light and light modifiers (12 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Tom Ang ; Digital Photography an Introduction ;Penguin, 4<sup>th</sup> or later edition</li> <li>2. Tom Ang ; Digital Photography Masterclass ; Penguin, 2013 or later edition</li> <li>3. The Beginner's Photography Guide; Penguin UK, 2016 or later edition</li> <li>4. Tom Ang ; Digital Photography Step by Step ; DK Publishing, 2011 or later edition</li> <li>5. Yon Jason Yon; Mastering Digital Photography : Jason Youn's Essential Guide to Understanding the Art &amp; Science of Aperture, Shutter, Exposure, Light, And Composition; Createspace Independent Publications, 1<sup>st</sup> or later edition</li> </ol>

**Code BBIS001                      401                      Internship Seminar 1                      Credits 2**

<b>Objective</b>	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
<b>Content</b>	Industry practices and processes.
<b>Pedagogy</b>	Seminars by students followed by discussions on the internship/ field project undertaken.
<b>Suggested Readings</b>	Secondary material on the organization in which internship is undertaken

**Code BBIR001                      402                      Internship Report 1                      Credits 6**

<b>Objective</b>	At the end of the internship the student will be able to understand how an industry works.
<b>Content</b>	Industry practices and processes.
<b>Pedagogy</b>	Internship in various departments of an organization. Report based on the internship undertaken
<b>Suggested Readings</b>	Secondary material on the organization in which internship is undertaken

**Code BBCB002**

**501 Marketing Management 2**

<b>Objective</b>	At the end of the course, the students would have competence in understanding and using Marketing Mix for analyzing and decision making in the area of Marketing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Product Planning and Product Mix: Concepts of a product, Levels of a Product, (6Hrs)</li> <li>• Product Life Cycle, Branding. (4Hrs)</li> <li>• Pricing: Significance of price, Factors affecting pricing, Pricing Policy. (4Hrs)</li> <li>• Place (Distribution): Importance of Channel, Types of Channel, Channel Management, Channel Conflict. (4Hrs.)</li> <li>• Integrated Marketing Communication: Role of Marketing Communication, factors affecting promotion mix, Types of promotion: Advertising, Personal selling, Sales Promotion and Public Relations. (10 Hrs)</li> <li>• Introduction to digital and social media for marketing. (3Hrs)</li> <li>• Marketing control, Creating customer value, satisfaction and loyalty. (3Hrs)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1 Kotler, Philip., Keller Kevin., Koshy Abraham., and JhaMithileshawar; ‘Marketing Management: A South Asian Perspective’; Pearson Education India, 13<sup>th</sup> edition or later.</li> <li>2 Ramaswami.,Namkumari; ‘Marketing Management’, Tata McGraw Hill, latest edition</li> </ol>

**Code BBCB028**

**502**

**Production and Operations Management 2**

<b>Objective:</b>	To introduce the students to the function of Supply Chain management
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Supply chain strategy- measurement design strategy, outsourcing, mass customization, Logistics (4 Hrs.)</li> <li>• Facility Location, Plant location methods, (2 Hrs.)</li> <li>• Strategic Capacity Management- time horizons, capacity planning, economies and diseconomies of scale (4 Hrs.)</li> <li>• Lean manufacturing Systems (4 Hrs.)</li> <li>• Aggregate Sales and Operations Planning, (4 Hrs.)</li> <li>• Inventory control – Purpose, models, (4 Hrs.)</li> <li>• Material Requirement Planning &amp; Enterprise Resource Planning (4 Hrs.)</li> <li>• Operations Scheduling (4 Hrs.)</li> </ul>
<b>Pedagogy</b>	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ selfstudy/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1 Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nicholas J. Aquilano- 'Operations and Supply Management', Tata McGraw Hill, latest edition</li> <li>2 Adam JrEveretl E. R J , 'Production and Operations Management', PrenticeHall, latest edition</li> <li>3 Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India; latest edition</li> <li>4 Taha H- 'Operations Research- An Introduction', Prentice-Hall, latest edition</li> <li>5 J K Sharma- 'Operations Research', Pearson, latest edition</li> <li>6 Kanishka Bedi , 'Production &amp; Operations Management'. Oxford University Press, latest edition</li> <li>7 Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, latest edition</li> </ol>
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<b>Code BBCB019</b>	<b>503</b>	<b>Managerial Economics 2</b>	<b>Credits 2</b>
<b>Objective:</b>	At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently		
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Market structures- perfect competition, monopolistic competition, oligopoly, duopoly, monopoly. (8 Hrs.)</li> <li>• Demand forecasting- methods, trend analysis, regression analysis (8 Hrs.)</li> <li>• Demand analysis- industry wise demand analysis (6Hrs.)</li> <li>• Decisions of the firm: Price and output decisions in different market structures (8Hrs.)</li> </ul>		
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.		
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw– Hill, latest edition</li> <li>2. Mithani D. M. , 'Managerial Economics', Himalaya Publishing, latest edition</li> <li>3. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; latest edition</li> <li>4. Buckley, Adrian; 'The Essence of International Money'; Prentice – Hall of India Pvt. Ltd.; New Delhi, latest edition</li> <li>5. Selected articles and news items from periodicals such as Economic and Political Weekly, Economic Times, Economist, etc.</li> </ol>		

<b>Code BBCB039</b>	<b>504</b>	<b>Legal Aspects of Business 1</b>	<b>Credits 2</b>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• At the end of the course, the students will have the competency to discern various legal aspects while taking business decisions and interact meaningfully with legal experts.</li> </ul>		
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction to Indian Legal System– Understanding Indian Legal system, structure and processes, requirements, legal procedures, types of court, legal and civil cases, jurisdiction, writs, civil suits, criminal suits, appeals, power of attorney etc. (10Hrs.)</li> <li>• Introduction to various Acts &amp; Registration procedures</li> <li>• Contract Act: - Meaning, Scope and its applicability and legal provisions (8 Hrs.)</li> <li>• Sale Of Goods Act- Meaning, Scope and its applicability and legal provisions (6 Hrs.)</li> <li>• Company Law: Meaning, Scope and its applicability and legal provisions (6Hrs.)</li> </ul>		

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Avatar Singh , ‘Business Law’ , Eastern Book Company, latest edition</li> <li>2. Tulsian, ‘Business Law’, Tata McGraw Hill, latest edition</li> </ol>

**BBCB013                      505 Code BBCB012      Financial statement Analysis 1                      Credit 2**

<b>Objective:</b>	At the end of the course the students will have the ability to read and perform an elementary analysis of Financial Statements.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Concepts and Conventions of Accounting (4 Hrs.)</li> <li>• Reading of Annual Report, Balance Sheet, Profit and Loss Account, Vertical Form (8 Hrs.)</li> <li>• Cash Flow statements (6 Hrs.)</li> <li>• Comparative statements (2 Hrs.)</li> <li>• Common Size Statements (2 hrs.)</li> <li>• Ratio Analysis (6 Hrs.)</li> <li>• Introduction to Basic Accounting Standards&amp; IFRS. (2Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. N. Ramchandran, Ram Kumar Kakani: ‘How to Read A Balance Sheet’, Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>2. N. Ramchandran, Ram Kumar Kakani: ‘How to Read A Profit and Loss Account’, Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>3. N. Ramchandran, Ram Kumar Kakani: ‘How to Read A Cash Flow Statement’, Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>4. Chandra, Prasanna; ‘Finance Sense’; Tata McGraw-Hill; 3<sup>rd</sup> edition or later</li> <li>5. Atrill, Peter and Eddie McLaney; ‘Accounting and Finance for Non-Specialists’; Prentice-Hall of India; latest edition</li> <li>6. Myddelton, D.R.; ‘The Essence of Financial Management’; Prentice-Hall of India; latest edition</li> </ol> <p>Economic Times and Finance Journals</p>

**BBCS009                      506 Team Building                      1Credit**

<b>Objective</b>	At the end of the course, the student will be able an effective team player and manage interventions that can strengthen team performance.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction to teams : Types of teams and Characteristics of a team (3 hours)</li> <li>• Stages of team Development (4 hours)</li> <li>• Key skills for teamwork/building - Team Decision making and Managing conflict (4 hours)</li> <li>• Why teams fail (2 hours)</li> <li>• Power and influence (1 hour)</li> <li>• Building high performance teams (1 hour)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Pulling Together: 10 Rules for High-Performance Teamwork, John Murphy, Simple Truths, Latest edition</li> <li>2. Leadership and Team Building, Uday Kumar Halder, Oxford University Press, Latest edition</li> <li>3. Effective Team Building: How to make a winning Team ,John Adair, Macmillian , Latest Edition</li> </ol>

**Code : BBON008**

**507**

**Creative writing**

**2 CREDITS**

<b>Objective</b>	At the end of the course the student will be develop the ability to use creativity while writing.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Explore language as a mode for engagement with the world; to develop a creative consciousness of language's role in making and remaking the world (6 Hrs.)</li> <li>• Independently engage and interpret texts (4 Hrs.)</li> <li>• Tools and techniques to analyze and critique works (6 Hrs.)</li> <li>• Documenting ideas in the form of stories / articles / reports (6 Hrs.)</li> <li>• Become more effective at presenting our own writing in front of an audience (6 Hrs.)</li> <li>• Commonly used terms and phrasings used to discuss writing (2 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Morley; The Cambridge Companion to Creative Writing, South Asian Edition, Cambridge Publishers, 2013 or later edition</li> <li>2. Zinsser William; On Writing Well, The Classic Guide to Writing Non Fiction; Collins Publisher, 30<sup>th</sup> or later edition</li> </ol>

**Code :BBON025**

**508**

**Cultural Heritage of Goa - 1**

**Credits 2**

<b>Objective:</b>	At the end of the course the students will develop the ability to appreciate the rich Goan cultural ethos. They will have a holistic view of the Goan culture. They will develop the ability to draw a comparison between the pre-Portuguese and Portuguese styles of living and an intermingling of both the cultures.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• The basic topography &amp; social assets in Goa, &amp; the State Identities (4 Hrs.) Modes of housing &amp; modes of transportation, Architecture - Temples, Churches, Mosques, Palaces, Forts, etc.</li> <li>• Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement etc (4 Hrs.)</li> <li>• Portuguese Era (10 Hrs.) Influence of Portuguese elements on Goan culture&amp; Society, Goan weddings - customs and traditions, Gaunkari System &amp; Comunidades</li> <li>• Intangible Heritage - Phrases, idioms from Goan society; (2 Hrs.)</li> <li>• Customs of birth and death, significance of Goan names; (2 Hrs.)</li> <li>• Liberation Movements &amp; Post Portuguese era (8 Hrs.) Liberation Movement - Revolts during Portuguese rule, Operation Vijay; State Administrators, Language issue, Opinion Poll, Goan identity, Medium of Instructions</li> </ul>

<b>Pedagogy:</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Kaleidoscopic Goa: A cultural atlas. Dr. Pandurang Phaldessai; Vasant Rao Dempo Education &amp; Research Foundation; Latest Edition</li> <li>2. A historical sketch of Goa - Denis L Cottineau Kluegen W. Twigg ;1831</li> <li>3. Operation Vijay – Shrikant Ramani ; Broadway Book Centre; Latest Edition</li> <li>4. Who's Who of Freedom Fighters (Part 1 &amp; 2) - Dir. Arts &amp; Culture ; Latest Edition</li> <li>5. Goa remembered, vignettes of fading traditions - Angelo Pereira ; M. Lobo 1995</li> <li>6. Magnificent monuments of Old Goa-Patrick J. Lobo; Rajhauns Vitaran ; Latest Edition</li> <li>7. A Socio-Cultural History of Goa :From the Bhojas to the Vijayanagar - V.R. Mitragotri ; Institute Menezes Braganza Institute Menezes Braganza ;1999</li> <li>8. Portuguese &amp; their artillery in Goa – Abhijit Ambekar ; Broadway Publishing ;2015</li> <li>9. Snapshots on Indo Portuguese History - (Part 1 to 4) Vasco Pinho; Self Published ; Latest Edition</li> <li>10. Inside Goa – Manohar Malgaonkar &amp; Mario Miranda; Architecture Autonomous ; Latest Edition</li> <li>11. Purabhilekh Puratav Magazines - Dir. Of Archives, Goa</li> <li>12. Articles from popular local newspapers and magazines.</li> </ol>

**BBCB051/052 601 & 602 Seminars on contemporary and Non-Contemporary issues 1, 2**

**Credits: 1 each**

<b>Objective</b>	At the end of the subject the student will be able to analyse contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers.
<b>Content</b>	Contemporary/non contemporary economic, political, social, cultural, science and technology issues. (15 Hrs.)
<b>Pedagogy</b>	Small group presentations on contemporary/non contemporary issues identified by the facilitator/student
<b>Suggested Readings</b>	Appropriate reading specific to each presentation

**Code BBCB040 603 Legal Aspects of Business 2 Credits 2**

<b>Objective</b>	At the end of the course the students will be able to discern various aspects of Industrial Law while taking business decisions and interacting with Union and Staff in the organization as well as interact meaningfully with legal experts.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Negotiable Instrument Act – (6 Hrs.) Meaning, Scope and its applicability and legal provisions</li> <li>• Introduction to Industrial Law – (4 Hrs.)</li> <li>• Industrial Disputes Act – (8 Hrs.) Meaning, Scope and its applicability and legal provisions</li> <li>• Shop and Establishment Act – (6 hrs.) Meaning, Scope and its applicability and legal provisions</li> <li>• Factories Act- (6Hrs.) Meaning, Scope, applicability and legal provisions</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. P.L. Malik, ‘ Industrial Law’, Eastern Book Company, latest edition</li> <li>2. P.L. Malik, ‘Labour and Industrial Law’, Eastern Book Company, latest edition</li> <li>3. Avatar Singh , ‘Business Law’ , Eastern Book Company. latest edition</li> </ol>

**Code BBCB020      604      Macroeconomic Analysis for Management 1      Credits 2**

<b>Objective:</b>	At the end of the course, the students would have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analysing and decision making in the area of Macroeconomics.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Introduction to Macroeconomics - Macro and Micro, origin and Growth of Macroeconomics, importance, concepts used in Macroeconomics. (3Hrs)</li> <li>• The Economy as circular flow of income and expenditure – Circular flow of Income and Expenditure in a Two sector model, three sector model with Government and Four sector Model with the Foreign Sector. (4 Hrs)</li> <li>• National Income : National Income and concepts GDP,GNP,NNP, Per capita income, Nominal and Real GNP, Methods of measuring National Income. (5 Hrs)</li> <li>• The Classical Theory of Output and Employment, Aggregate supply function, Demand function (two sector), Consumption function, MPC, Linear Consumption Function, APC and Savings function. (8 Hrs.)</li> <li>• Shift in Aggregate Demand and Multiplier, a simple model of Investment Multiplier. (4 Hrs)</li> <li>• Inflation: meaning of inflation, measures of inflation, effects of inflation, types of inflation, theories of inflation Classical and Neo Classical, inflation and unemployment. (6 Hrs)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Samuelson, Paul A. and William D. Nordhaus; ‘Economics’; Tata McGraw–Hill, latest edition</li> <li>2. Nellis, Joseph G. and David Parker; ‘The Essence of Business Economics’; Prentice–Hall of India Private Limited, latest edition</li> <li>3. D N Dwivedi, ‘Macroeconomics –Theory and Policy’ Tata McGraw Hill, latest edition</li> </ol>

**BBCB047      605      Case Writing & Analysis 1      1Credits**

<b>Objective</b>	At the end of the subject the student will be able document in the form of a case study, the real life problem in an organization by interacting with relevant people from organization. Analyze alternatives and suggest / recommend the solution.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Approaching the organization and identifying the right person to collect the data</li> <li>• Collecting the data/information</li> <li>• Analyze the data to identify the problem</li> <li>• Define the focus (functional area) of the case</li> <li>• Writing the case</li> <li>• Case Analysis- with suggested solution. (15 Hrs.)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	Schmidt Marty J, The Business Case Guide, The matrix Solution, Second Edition or later edition

**BBCS006****606 Etiquettes****1 Credit**

<b>Objective</b>	At the end of the course, the student will be develop the basic skills of appropriate business and social etiquettes, create impactful first impressions and build a consistent personal/ social image.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Business etiquette (4 Hrs.) Effective introductions, Exchange of business cards, Corporate dressing</li> <li>• Dining etiquette (6Hrs.) Fine dining, Use of cutlery</li> <li>• Social etiquette (5Hrs.) Greetings and exchanges, Party etiquette (to be a great host and a guest), Telephone etiquette, Travel etiquette, Dress for success (dressing as per role, goal and occasion), Cross cultural sensitization</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Be The Best You Can Be: A Guide To Etiquette And SelfImprovement Robin Thompson, – Free Spirit Publishing ;Latest Edition</li> <li>2. Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopaldaswamy Ramesh, Madhavan Ramesh, Pearson, Latest edition.</li> </ol>

**Code :BBON026****609 Cultural Heritage of Goa – 2****Credits 2**

<b>Objective:</b>	At the end of the course the students will develop the ability to appreciate the rich Goan culture, with an intention to document & record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible & intangible heritage.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Ornaments,dress, customs &amp; traditions of Goan Hindus &amp; Christians (6 Hrs.)</li> <li>• Festivals of Goan Hindus, Muslims &amp; Christians (4 Hrs.)</li> <li>• Flora &amp; Fauna of Goa;Sahayadri Range/ Western Ghats (4 Hrs.)</li> <li>• Goa's folk performing arts&amp;theatres (4 Hrs.)</li> <li>• The culinary art and food in Goa &amp; cultural effects on ethnic cuisine (4 Hrs.)</li> <li>• Folk Games of Goa (4 Hrs.)</li> <li>• Trades &amp; occupations (4 Hrs.)</li> </ul>
<b>Pedagogy:</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/vi va/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Ethnography of Goa, Daman &amp; Diu - A B de Braganza Pereira; Penguin Group;2008</li> <li>2. Natural History of Goa – Rajendra Kerkar;Broadway Publication House; Latest Edn.</li> <li>3. Birds of Goa – Heinz Lainer&amp; Rahul Alvares;The Goa Foundation ; Latest Edition</li> <li>4. The cultural history of Goa- by Anant Ramkrishna Dhume.;Self Published ; Latest Edition</li> <li>5. Legends of Goa - Mario Cabral e Sa;India book House ; Latest Edition</li> <li>6. 100 years of Konkani Theatre – Wilson Mazarello; Govt. of Goa, Directorate of Art &amp; Culture ; Latest Edition</li> <li>7. Goa - A Tryst with Trade - Dr. Pratima Kamat;Goa Chamber of Commerce and Industry ; Latest Edition</li> <li>8. LokSarita – Vinayak Khedekar ;Kala Academy; Latest Edition</li> <li>9. Feasts, Festivals &amp; Observances in Goa - Maria Lourdes Bravo Rodrigues. L&amp; L publications; 2004</li> <li>10. Traditional Occupations of Goa– Pantaleao Fernandes;The Word Publication ; Latest Edition</li> <li>11. Kaleidoscopic Goa: A cultural atlas -Dr. Pandurang Phaldessai; Rajhauns Vitaran ; Latest Edn</li> <li>12. Aparanta - Land beyond the End ;Dipti Salgaoncar; - House of Salgaoncar’s ; Latest Edition</li> <li>13. Lived heritage shared space – Angelo Costa Silveira;Yoda Press ; Latest Edition</li> <li>14. Goa remembered, vignettes of fading traditions- Angelo Pereira;M. Lobo ; 1955</li> <li>15. Goa and Its Future- SartoEsteves; P.C. Manaktala &amp; Sons Pvt. Ltd ; 1966</li> <li>16. Purabhilekh Puratatv Magazines - Dir. Of Archives, Goa</li> <li>17. Articles from popular local newspapers and magazines.</li> </ol>
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Code BBCB021

701 Macroeconomic Analysis for Management-2

Credits 2

<b>Objective:</b>	At the end of the course, the students would have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analyzing and decision making in the area of Macroeconomics.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Macroeconomics Policy: Meaning and scope, need and advent of Macroeconomic Policies, Objective Formulation. (6Hrs)</li> <li>• Monetary Policy: Meaning and scope, instruments of Monetary Policy, Transmission mechanism, Limitations and effectiveness of Monetary policy – Status of Indian Monetary policy. (6Hrs)</li> <li>• Fiscal Policy: Meaning and scope, Fiscal instruments and Target variables, kinds of fiscal policy and Macroeconomic Goals, Limitation Fiscal Policy. Introduction to Investments Savings, Liquidity Money Supply (IS-LM) Model. (6Hrs)</li> <li>• Foreign Exchange Market and determination of Exchange Rate in Free exchange market, Free and Fix Exchange rate. (6Hrs)</li> <li>• Balance of Payments: Meaning and Purpose, causes and kinds of BOP, Automatic adjustment in BOP, Adjustment by policy measures, by monetary measures, fiscal policy. (6Hrs)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ul style="list-style-type: none"> <li>• Samuelson, Paul A. and William D. Nordhaus; ‘Economics’; Tata McGraw–Hill, latest edition</li> <li>• Nellis, Joseph G. and David Parker; ‘The Essence of Business Economics’; Prentice–Hall of India Private Limited; latest edition</li> <li>• Buckley, Adrian; ‘The Essence of International Money’; Prentice – Hall of India Pvt. Ltd.; latest edition</li> <li>• D N Dwivedi : ‘Macroeconomics –Theory and Policy’, Tata McGraw Hill, latest edition</li> </ul>

Code BBCB033

702 Business Research Methodology 1

Credits 2

<b>Objective</b>	At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems;
<b>Content</b>	<ol style="list-style-type: none"> <li>1. <b>Introduction to Business Research</b> – Why research, Business strategy, What research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research (2 Hrs.)</li> <li>2. Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research (2 Hrs.)</li> <li>3. Defining Research Problem – Literature review and concept mapping (4 Hrs.)</li> <li>4. Generalization in Research – Issue of validity, Conclusion validity and threats, Internal validity, construct validity, external validity and threats to these. (2 Hrs.)</li> <li>5. Research Plan – Research design, classification of research design, features of good design, experimental research (4 Hrs.)</li> <li>6. Data Collection – Sources of data (primary and secondary), question issue, issue of measurement and scale, types of question, survey, Data mining (6 Hrs.)</li> <li>7. Quantitative Analysis – Basic statistical techniques (6 Hrs.)</li> <li>8. Report Writing – Writing good report, formatting (4 Hrs.)</li> </ol>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References/ Readings</b>	<ol style="list-style-type: none"> <li>1. Sachdeva J.K., ‘Business Research Methodology’ Himalaya Publishing House, Second or later edition.</li> <li>2. Cooper D R and Schindler, ‘Business Research Methods’, Tata McGraw-Hill, New Delhi, Latest Edition</li> <li>3. Zikmund W G, ‘Business Research Methods’; Thomson Learning, Indian Reprint, Latest Edition.</li> </ol>

<b>Objective:</b>	At the end of the course, the student will have developed competence in evaluation, analyses and interpretation of Financial Statements.	
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Balance sheets and Profit and loss account (6 Hrs)</li> <li>• Directors' Report (4 Hrs)</li> <li>• Auditor's Report (4 Hrs)</li> <li>• Notes to Accounts (4Hrs)</li> <li>• Understanding Annual Reports of Companies with Ratio Analysis (8 Hrs)</li> <li>• Inter firm comparisons and trend analysis (4Hrs)</li> </ul>	
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>2. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition</li> <li>4. Bhattacharyya, S. K. And John Dearden; 'Accounting for Management'; Vikas Publishing House Pvt. Ltd.; New Delhi; latest edition</li> <li>5. Chadwick, Leslie; 'The Essence of Financial Accounting'; Prentice-Hall of India Private Limited, New Delhi; latest edition</li> <li>6. 'How to Read a Balance Sheet'; ILO Programmed Book; Oxford &amp; IBH Publishing Co. Pvt. Ltd.; New Delhi; latest edition</li> <li>7. Chandra Prasanna; 'Managers' Guide to Finance and Accounting'; Tata McGraw-Hill Publishing Company Limited; New Delhi; latest edition</li> <li>8. Bhattacharya, Ashish K.; 'Financial Accounting for Business Managers'; Prentice-Hall of India Private Limited, New Delhi; latest edition.</li> </ol>	

<b>Objective</b>	This course will help students to understand own and others emotions and handle personal & professional situations in an emotionally intelligent way.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Emotional Intelligence - Theoretical Themes and Perspectives: Understanding Difference between EQ and IQ, 5 Dimensional Trait EI Model, Science of Emotions and their understanding, Working of EQ brain. (4 Hrs)</li> <li>• Self-Awareness Tactics: Understanding Components of Self, Exploration through Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self Realization. (6 Hrs.)</li> <li>• Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, Perceiving emotions correctly, Using emotions to facilitate thinking, Developing Empathy (6 Hrs)</li> <li>• Internal Motivation: Initiative and the commitment to complete a task, Perseverance in the face of adversity (3 Hrs)</li> <li>• Empathy: Perceptive of other's emotions and taking an active interest in their concerns, ability to anticipate in someone's needs (3 Hrs)</li> <li>• Social Skills: Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, Developing Social Competency (5 Hrs.)</li> <li>• Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools (3 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Emotional Intelligence: Daniel Goleman : Bantam Books, 10<sup>th</sup> or later edition</li> <li>2. The EQ Edge: Emotional Intelligence and Your Success, Steven J. Stein, Howard E. Book: Wiley, 3<sup>rd</sup> or later edition</li> </ol>

<b>Objectives:</b>	To understand the fundamentals of nutrition, exercise and its relation with health, the basics of food and meal planning.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Health and Diseases, Public Health and Nutrition (6 Hrs.)</li> <li>• Fundamentals of Food and Nutrition, Nutrients, Energy (6 Hrs.)</li> <li>• Basics of Meal Planning and Dietetics (6 Hrs.)</li> <li>• Fitness and Exercise (4 Hrs.)</li> <li>• Food safety and food quality (4 Hrs.)</li> <li>• Eating disorders, Nutritional and Lifestyle diseases (4 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Gopalan C., Rama Sastri, B.V. and Balasubramanian, S.C., (1989), Nutritive Value of Indian Foods, National Institute of Nutrition, ICMR, Hyderabad, Latest edition.</li> <li>2. Guthrie Helen A and Mary Frances Picciano, 1999, Human Nutrition, WCB McGraw Hill, Boston latest edition.</li> <li>3. Park, K., 1995, Park's Text book of preventive and social medicine. BanarsidasBhanot Publishers, Jabalpur, latest edition.</li> <li>4. Mahan Kathleen L and SylivaEscott. Stump, 2000, Krause's Food, Nutrition and diet therapy, W.B.Saunders Company Philadelphia, latest edition.</li> <li>5. SunetraRoday, 2012 Food science and Nutrition (Second Ed) Oxford Publishers</li> <li>6. ShakuntalaManay, N; Shadaksharaswamy, 2014 Food: Facts &amp; Principles New Age International Publishers Ltd., Chennai, latest edition.</li> <li>7. Shubhangani Joshi, A., (2002), Nutrition and Dietetics, Tata Mc.Graw Hill Publishing Co., Ltd., New Delhi, latest edition.</li> <li>8. Srilakshmi, B. (2002), Nutrition Science, New Age International Publishers Ltd., Chennai, latest edition.</li> <li>9. Swaminathan, M., 1988, Essentials of Food and Nutrition, Volume I and II. The Bangalore Printing and Publishing Co. Ltd., Bangalore, latest edition.</li> </ol>
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**Code :BBON024**

**708**

**Music Appreciation**

**Credits 2**

<b>Objective</b>	At the end of the course student will develop the ability to distinguish different genres of music, Indian & Western; and appreciate the works of some famous artistes	
<b>Contents</b>	<ul style="list-style-type: none"> <li>• What is Sound/Music?, Facets of Music, Art of listening to Music. (4 Hrs.)</li> <li>• How Music works, Elements of Music. (4 Hrs.)</li> <li>• Fundamentals of Music. Rhythm, Melody, Harmony, Timbre. (6Hrs.)</li> <li>• Music instruments genres- Strings, Wood wind, Percussion, Brass EDM. (4 Hrs.)</li> <li>• Different Musical Eras, History of Music, Genres of Music. (4 Hrs.)</li> <li>• Appreciating forms, styles and genres of Classical Music (4 Hrs.)               <ul style="list-style-type: none"> <li>• Film music, fusion music (4 Hrs.)</li> </ul> </li> </ul>	
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Music Videos from Dave Conservatoire.</li> <li>2. Music Videos from Stephen Titra.</li> <li>3. Baugh's Music Theory videos from YouTube.</li> <li>4. The Young Person's Guide to the Orchestra. Harcourt Childrens Books, 1996 or later edition</li> <li>5. How Music Works series by Howard Goodall, Channel 4 Network; 2010 or later edition</li> <li>6. Indian Classical Music Videos by Anuja Kamat</li> </ol>	

**Code BBIS002                      801                      Internships Seminar2                      Credits 2**

<b>Objective</b>	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
<b>Content</b>	Industry practices and processes.
<b>Pedagogy</b>	Seminars by students followed by discussions on the intemship/ field project undertaken.
<b>Suggested Readings</b>	Secondary material on the organization in which intemship is undertaken

**Code BBIS002                      802                      Internships Seminar2                      Credits 2**

<b>Objective</b>	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
<b>Content</b>	Industry practices and processes.
<b>Pedagogy</b>	Seminars by students followed by discussions on the intemship/ field project undertaken.
<b>Suggested Readings</b>	Secondary material on the organization in which intemship is undertaken

**BBCS004                      901                      Interview Facing Skills                      2 Credits**

<b>Objective</b>	Ability to face entry level selection processes of organizations.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Pre interview - Cover letter and resume writing. Content of cover letter, structuring of the resume, types of resumes, resume writing. (8 Hrs)</li> <li>• Creation and optimization of a personal profile on Job Portals. (4 Hrs.)</li> <li>• Introduction to psychometric tests (4 Hrs.)</li> <li>• Facing interviews &amp; Interview Process, Types of interviews (8 Hrs.)</li> <li>• Grooming and body language (3 Hrs.)</li> <li>• Post interview follow-up (3 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. How to face an interview, Raghu Palat, Jain Book Agency, latest edition.</li> <li>2. The skill of communicating, Bill Scott, Jaico Publishing, Latest editions</li> <li>3. Interview videos from <a href="http://www.crazyprof.in">www.crazyprof.in</a>, Wipro and McGraw Hill Education.</li> </ol>

<b>Objective</b>	At the end of the course, the students will have competence in: assessing the origin, development, functioning of Indian democracy and various forces impacting the Indian Political System.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction to Indian Constitution (6 Hrs.)</li> <li>• Welfare State and Directive Principles of State Policy, (3 hrs.)</li> <li>• The Working of Parliamentary Government, (3 Hrs.)</li> <li>• Reservations (2 Hrs.)</li> <li>• Federalism, Centre – State Relations (2 Hrs.)</li> <li>• Panchayat Raj &amp; 73rd Constitutional Amendment (3 Hrs.)</li> <li>• Organisation of States, New States &amp; Border Dispute in India (3 Hrs.)</li> <li>• Special Status, President Rule (Article 356) (2 Hrs.)</li> <li>• Election Procedure in India, Election &amp; Voting Behaviour (2 Hrs.)</li> <li>• Judicial Review &amp; Judicial Activism, (2 Hrs.)</li> <li>• Obstacles\Hurdles to Indian Democracy (2 Hrs.)</li> </ul>
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. India Since Post- Independence by Paul Brass Publisher – Cambridge University Press, 2006 or later edition</li> <li>2. The Oxford Companion to Politics in India: Student Edition by Jayal &amp; Mehra Publisher – UBSBD,, 2011 or later edition</li> </ol>

## FINANCE ELECTIVES

BBOF002

Insurance

2 Credits

<b>Objective:</b>	At the end of the course, the students will develop competence in analysing basic concepts, theory and practices of the insurance mechanism.
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Overview of insurance and its role in the service sector (4 hours)</li> <li>• Range of products and services in insurance sector</li> <li>• Life Insurance (6 Hours)</li> <li>• General insurance (6 Hours)</li> <li>• Insurance Regulatory Development Authority of India (IRDA ) and its role (3 hours)</li> <li>• Policy Values &amp; Methods of Valuation (6 hours)</li> <li>• Factors affecting selection of life insurance products and selection of appropriate products. (5 hours)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings:</b>	<ol style="list-style-type: none"> <li>1. Tripathy N.P, “Insurance – Theory &amp; Practice”,Prentice Hall India Learning Private Limited. Latest edition</li> <li>2. Agarwal O. P., “Banking and Insurance”,Himalaya Publishing House ,Latest edition</li> <li>3. Srinivasan M. N, “Principles of Insurance Law”, Ramaiya Publishers, Latest edition</li> <li>4. Singh Avatar, “Law of Insurance” , Eastern Book Company, Latest edition</li> </ol>

**BBOF004****TAXATION****2 Credits**

<b>Objective</b>	At the end of the course, the students will have an understanding of various heads of income, to compute income chargeable to tax and to calculate tax liability.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Income Tax Act 1961 (3 hours) Components of income tax law, Important Terms in the act, scope of definitions of the terms, basis of charge, and concept of previous year &amp; assessment year.</li> <li>• Residential Status, Scope of Total Income and Income which do not form part of total income (7 hours) Type of residential status, rules for determining residential status for different categories of persons, scope of income includible in total income for each residential status; conditions to be satisfied for availing exemption and the extent to which income are excluded from total income.</li> <li>• Heads of Income (12 hours) Income from Salaries, Income from House Property, Profits and Gains from Business Profession, Capital Gains and Income from Other Sources, Gross Total Income.</li> <li>• Procedure for computation of total income, Deductions from Gross Total Income, Tax Deducted at Source and Filing of Return of Income Deductions under Chapter VI-A, TDS provisions under various sections and online filing of Return of Income, advance tax and TDS return (8 hours)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Singhania V., Singhania M., Students Guide to Income tax, Taxmann Publishers, Latest Edition</li> <li>2. Manoharan T N, Hari G R, Students Handbook on Taxation, Snow White Publication, Latest Edition</li> </ol>

**BBOF006****Working Capital Management****2 Credits**

<b>Objective</b>	At the end of the course, students will develop understanding of various tools of working capital management and apply them in decision making
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Working Capital Policy and Components (6 hours) Working Capital Policies- Characteristics, Types, Importance, advantages &amp; disadvantages. Analysis of Working capital policy</li> <li>• Cash and Liquidity Management (6 hours) Cash budgeting and related investment decisions; Collection and Disbursement; Investment of Surplus Funds; Cash Management Models.</li> <li>• Credit Management (6 hours) Credit Policy-Variables, Importance; Evaluation of Credit; Control of Account Receivables-Days Sales Outstanding, Collection Matrix, Aging Schedule.</li> <li>• Inventory Management (6 hours) Inventories- Types, Pricing, Economic Order Quantity (EOQ) Model; Monitoring and Control of Inventory-Concept, tools.</li> <li>• Working Capital Financing (6 hours) Short Term and long Term Credit-Types, Importance; Trade Credit and its importance to the business; Working Capital Advances by different types of banks- Procedure, Regulations; Commercial Papers-Features; Merits.</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings.</b>	1. Chandra P; “Financial Management- Theory and Practice”; Tata McGraw Hill Publication. Latest edition 2. Verma S B; “working Capital management”, JBC Publishers & Distributors, latest edition

**BBOF003**

**Investment Planning**

**3 Credits**

<b>Objective</b>	At the end of the course, the student will be able to apply financial planning process and plan their personal finances.
<b>Contents</b>	<p><b>Financial Planning – An Introduction :</b> Issues and concepts, regulatory requirements guiding the financial industry and the financial planner. (4 Hours)</p> <p><b>Risk Management through Insurance :</b>Types of insurance products and their uses, draw a comparison between the various products available and be able to make informed decisions with regards to insurance needs. (5 Hours)</p> <p><b>Contingency Fund, setting Goals and Risk profile :</b>Understand the importance of contingency fund, Where to invest to make money available during contingency, How to identify long term and short term goals. (5 Hours)</p> <p><b>Stock Markets – An Introduction :</b> Explain the different markets (e.g. money market, bond, and stock market), Outline the types of investment products that can be purchased in each market. (5 Hours)</p> <p><b>Mutual Funds-</b> understand the mutual fund market – the various schemes and benefits (6 Hours)</p> <p><b>Investing in Postal Schemes-</b> knowledge of the various investment options available in the post office- Investing in NSC, Investing in Post office Monthly income scheme, KisanVikas Patra, Recurring deposit, etc. (3 Hours)</p> <p><b>Asset Allocation Plans-</b> Construct an asset allocation plan that is consistent with client investment objectives. (life stage, income, expense, no of dependents etc.). Quantify tax liabilities related to the type of investment earning (interest income, dividends, capital gains). (6 Hours)</p> <p><b>Investments and their tax implications.</b> The various deductions under chapter VI ,Where to invest to avail Tax benefits (5 Hours)</p> <p><b>Retirement Planning-</b> How to save for retirement &amp; Annuity plans. (4 Hours)</p> <p><b>Evaluation &amp; Review of Financial Plan</b> (2 Hours)</p>
<b>Pedagogy</b>	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	1. Singh P, “Investment Management”, Himalaya Publishing House , Latest edition 2. Sasiidharan K & Mathews A, “Security analysis and portfolio management”, Tata McGraw Hill Education Pvt. Ltd, Latest edition 3. Ankit Gala and Khushboo Gala: ‘ Investment Planning’, Buzzingstock Publishing

## HR ELECTIVES

**Code: BBOH010**

**Leadership**

**Credits: 2**

<b>Objective</b>	At the end of the course, the student will be able get an insight on how to develop leadership skills for effective decision making in organizations.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Leadership and Person (4 hours) Personality, cultural values and ability; Leadership that gets results; Models of Leadership; Leadership and Followership, Leadership theories: Traits, Situational and Functional Leadership. (5 hours)</li> <li>• Leadership and Power; Leadership and Influence - Interpersonal Conflict and Negotiation</li> <li>• Leadership in Groups and Teams (5 hours)</li> <li>• Organizational Culture; Leading Organizations (4 hours) Leading Teams: Design and Structure; Leadership and Communication; Leadership in Organizations; Leading Change.</li> <li>• Leadership Development (6 hours) Identifying potential leaders; Leader Development Vs Leadership Development in Organizations; Process of leadership Development; Developmental Readiness of employees; Tools and interventions for developing leadership.</li> <li>• Special Leadership dimensions (4 hours) Identifying potential dark/ Negative leadership; Corrective measures.</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References /Readings</b>	<ol style="list-style-type: none"> <li>1. 'Leadership' by RL Hughes, RC Ginnett, GJ Curphy, latest edition, Tata McGraw Hill</li> <li>2. The Leadership Challenge. James Kouzes &amp; Barry Posner. Jossey-Bass. Latest edition</li> <li>3. The Leadership Skills Handbook by J Owen, Kogan Page Publishing, latest edition</li> <li>4. 'Cases in Leadership' by WG Rowe, L Guerrero, latest edition, Sage Publications</li> <li>5. 'The Extra ordinary Leader' by JH Zenger &amp; JR Folkman, latest edition, Tata McGraw Hill</li> </ol>

**Code: BBOH011**

**Industrial & Organizational Psychology**

**Credits 2**

<b>Objective</b>	At the end of the course the student will be able to use Organisational Psychology tools to improve performance at workplace.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Designing Occupational Health &amp; Safety Intervention Programs, Behavioural Safety, Application of Behavior Modification Program, Violence Prevention Programs, Human Engineering (5 hours)</li> <li>• Transactional Analysis: Application of Eric Berne's Theory of Transaction Analysis, Transaction Analysis Assessment, Analysis &amp; Interpretation of Transactions, Johari Window, Application of TA theory in improving Interpersonal Relations at Workplace. (9 hours)</li> <li>• Managing Workplace Diversity: Cross Cultural Management, Overcoming Glass Ceiling Effect at workplace, Empowering Women employees by empowering men, Strategies to address varied diversity related issues. (4 hours)</li> </ul>

<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References/ Readings</b>	1. Work in the 21st Century: An Introduction to Industrial and Organizational Psychology, Landy, F. J., & Conte, J. M. (2010). Malden, MA: Blackwell Publishing. Latest edition 2. Industrial and Organizational Psychology: Research and Practice, Paul E. Spector, Wiley, Latest edition

**BBOH002**

**Performance Management**

**Credits : 2**

<b>Objective</b>	At the end of the course the student will be able to use performance management skills required to take organizational decisions relating to employee performance.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction, importance, performance management cycle and current practices. Relationship between development strategies and business performance; performance planning, coaching and review/ appraisals; Interpersonal dynamics in performance management. (6 hours)</li> <li>• Performance planning and Goal setting. Introduction to Competency Mapping (6 hours)</li> <li>• Frameworks for performance management, their adaptations in India and best practices (4 hours)</li> <li>• Performance Appraisals – Methods, Documentation, Feedback, legal and Ethical Considerations, Role of Appraisers. (8 hours)</li> <li>• Performance feedback and coaching, Performance Developmental Plans &amp; Rewards, application in career planning. (6 Hours)</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References/ Readings.</b>	1. Performance Management , Herman Agunis, Pearson publications , 2nd edition 2. Performance Management and Development , Amstrong & Baron , Jaico, Latest edition 3. Performance Management by A.S.Kohli & T.DeB , Oxford Higher education Press, Latest edition 4. Performance Planning and Review- Making Employee appraisals work by Richard Rudman, Allen & Unwin Publishers, Latest edition. 5. Raymond Noe, Performance Management Systems, Latest edition

<b>Objective</b>	At the end of the course the student will be able to understand industrial relations practices and apply the same at workplace.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to the concept of Industrial Relations. (3 Hours) Evolution of IR, Importance of IR and its Application.</li> <li>• Trade Unions Act (5 hours) Importance, disputes, tactics, activities, authorities. Trade Union activities - strikes, lockout, closures. Effects, provisions under ID Act, compensation in case, of closures, authorities, notices, recognition of Trade Unions by management.</li> <li>• Resolving Disputes (4 Hours) Action plans to resolve disputes, peaceful solutions, Discussion, negotiations, government authorities</li> <li>• Negotiations skills and wage settlements authorities (5 Hours) Charter of demands, wage settlements, discussions, Negotiations, authorities, process.</li> <li>• Employees Grievances, Issues and Peaceful solutions (4 Hours) Role and powers of works committee, conciliation officer, Board of Conciliation, labour court, Industrial tribunal. Disciplinary Actions Disciplinary actions such as suspensions, terminations, Show cause notice, payments during suspensions, compensation</li> <li>• Domestic enquiry procedures and its requirements (4 Hours)</li> <li>• Unfair labour practices and actions (5 Hours) Types of Unfair labour practices at work place, complaints, provisions, and authorities for action.</li> </ul>
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>References/ Readings.</b>	<ol style="list-style-type: none"> <li>1. Labour Laws for Everyday Made Easy by S.D.Puri &amp; Sandeep Puri, Snow White Publications, latest edition.</li> <li>2. Labour Welfare and Social Security by P.Subba Rao, Himalaya Publishing Co., latest edition.</li> </ol>

## MARKETING ELECTIVES

**BBOM002**

**Subject: Advertising Management**

**2 Credits**

<b>Objective</b>	At the end of the course, students will develop competence in integrated marketing communications and promotions.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Integrated Marketing Communications, The Role of Integrated Marketing Communications in the Marketing Process, Integrated marketing Program, Situation Analysis (5 hours)</li> <li>• The Role of Advertising Agencies and Other Marketing Communications Organizations. (2 hours)</li> <li>• Elements of Advertising (5 hours)</li> <li>• Analyzing the Communication Process: The Communication Process, Source, Message and Channel Factors (5 hours)</li> <li>• Objectives and Budgeting for Integrated Marketing Communications Programs. Establishing Objectives and Budgeting for the promotional program (5 hours)</li> <li>• Developing the Integrated Marketing Communications Program. Creative Strategy: Planning, Implementing and Evaluation, Media Planning, Evaluation of Broadcast Media, Print Media and Support Media (8 hours)</li> </ul>
<b>Pedagogy</b>	Pedagogy includes interactive sessions involving lectures, case studies, presentations and discussions.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. George E. Belch and Michael A. Belch, Advertising and Promotion- An Integrated Marketing Communications Perspective, Tata McGraw Hill Publication, 6th edition</li> <li>2. S.A. Chunawala and K.C.Sethia, Foundations of Advertising, Theory and Practice, Himalaya Publishing House ,6th edition</li> <li>3. Advertising &amp; Sales Promotion by SH Kazmi&amp;Satish K Batra, Excell Books ,3rd edition</li> <li>4. Advertising: Principles and Practice by William</li> </ol>

**BBOM003**

**Subject Name: Brand Management**

**2 Credits**

<b>Objective</b>	At the end of the course, students will develop the competency of analyzing Brand portfolios, Branding a Product, branding strategies, and brand management.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Positioning concept &amp; Product Class and Consumer Segmentation (4 hrs)</li> <li>• Options for a Brand Manager &amp; Brand Portfolio and Product Portfolio (4 hrs)</li> <li>• Differential Advantage, Strategies for Competitive advantage (4 hrs)</li> <li>• Brand Loyalty (4 hrs)</li> <li>• Positioning with Non Functional Values (4 hrs)</li> <li>• Advertising Objectives (4 hrs)</li> <li>• Positioning through Celebrity Endorsements (2 hrs)</li> <li>• Rules and Risks of Branding Strategies (4 hrs)</li> </ul>
<b>Pedagogy</b>	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies, field work.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Brand Positioning by Subroto Sengupta, TATA Mc GRAW HILL, 2nd edition</li> <li>2. Brand Management Text and Cases: 2nd Edition Paperback – by U. C. Mathur. Trinity Press Publication (2014)</li> </ol>

**BBOM004****Subject Name: Digital Marketing****2 Credits**

<b>Objective</b>	At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Basics of Digital Marketing (2 hours)</li> <li>• Hands-on-practical exposure about creation of a website. (6 hours)</li> <li>• Search Engine Optimization, Pay Per Click Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising. (8 hours)</li> <li>• Social Media Marketing comprising of Facebook, Twitter, LinkedIn, Video and Viral marketing, Lead generation for business, converting leads into sales and increase business revenue. (6 hours)</li> <li>• Affiliate Marketing and AdSense Blogging. (4 Hours)</li> <li>• The differences between Adwords Fundamental, Search Advertising, Display Advertising, Video Advertising, Shopping Advertising and Mobile advertising. (4 hours)</li> </ul>
<b>Pedagogy</b>	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Digital Marketing by Vandana Ahuja, Oxford University Press, Latest Edition</li> <li>2. Digital Advertising: Theory and Research (Advances in Consumer Psychology) by Shelly Rodgers and Esther Thorson, Routledge; 3 edition</li> </ol>

**BBOM005****Subject Name: Services Marketing****2 Credits**

<b>Objective</b>	At the end of the course, students will develop competency of examining dimensions of service quality, roles of employees in service delivery and improving service quality.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Differences between services marketing and goods marketing and exposure in understanding the differences in marketing and managing different service organizations. (2 hours)</li> <li>• Service Delivery Process (4 hours)</li> <li>• Managing Employees and their role in service delivery (4 hours)</li> <li>• Segmentation, Targeting and Positioning Services in the competitive market . (4hours)</li> <li>• Customers Complaints Handling (2 hours)</li> <li>• Setting Communication Objectives (2 hours)</li> <li>• Improving Service Quality &amp; Productivity (2 hours)</li> <li>• Consumer Behavior in Service Encounters (2 hours)</li> <li>• Service Recovery (4 hours)</li> <li>• Challenges Posed by Services Markets (4 hours)</li> </ul>
<b>Pedagogy</b>	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Services marketing by Christopher Lovelock, Wirtz, Chaterjee, Pearson Education, 5th edition</li> <li>2. Services Marketing by Dr. S. Shajahan, Second Edition, Himalaya Publishing House</li> <li>3. Services Marketing and Management by Dr. B. Balaji, (2nd revised edition) S. Chand and Company Ltd</li> </ol>

**BBOM006****Subject: Industrial Marketing****2 Credits**

<b>Objective</b>	At the end of the course, students will develop competency of taking decisions concerning Industrial Marketing
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Concept of Industrial Marketing, Derived Demand, Characteristics Industrial and Consumer Marketing , Environmental Analysis in Business Marketing and its applications (8 hours)</li> <li>• Purchasing objectives of firms Phases in industrial buying decision making process,- Buying Center roles &amp; key members (6 hours)</li> <li>• Variables (bases) used in segmenting markets, Target – market strategies, positioning strategy (4 hours)</li> <li>• Alternative Channel Structure, types of industrial intermediaries, steps involved in designing a channel and evaluation of channel members. (6 hours)</li> <li>• Strategic planning process at Corporate level, Strategic planning process at business unit level, Industrial Marketing Plan (6 hours)</li> </ul>
<b>Pedagogy</b>	Lecture , assignments ,role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Business Marketing by Krishna Havaldar, Tata McGraw Hill Publication , 3rd Edition</li> <li>2. Industrial Marketing - Paperback (2008) by Hory Sankar Mukerjee, Published by Excel Books, latest edition.</li> </ol>

**BBOM007****Subject: International Marketing****2 Credits**

<b>Objective</b>	At the end of the course, students will develop competency of analysing and applying International Marketing concepts and get sensitized about challenges with reference to International marketing decision.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Motives of International Marketing, Driving forces, Decisions in International Marketing, Ethnocentric Polycentric Regiocentric Geocentric (EPRG) Framework, Problems in International Marketing (8 hours)</li> <li>• Internal Environment,- External Environment(Micro and Macro), Trade Related Investment Measures v/s Trade Related Aspects of Intellectual Property Rights, Types of Non-Tariff Barriers (6 hours)</li> <li>• Licensing and Franchising, Direct and Indirect Exports, Joint Ventures, Strategic Alliance, Contract Manufacturing (8 hours)</li> <li>• Product Strategy, Promotion Strategy, Globalization v/s Localization, International Branding, International Branding (8 hours)</li> </ul>
<b>Pedagogy</b>	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. International Marketing by Francis Cherunilam, Himalaya Publishing House , 14th Edition</li> <li>2. International Marketing, Philip R. Cateola, John L. Graham, McGraw Hill, Latest Edition</li> </ol>

**BBOM008****Subject Name: Marketing Research****2 Credits**

<b>Objective</b>	At the end of the course, students will develop the competency of formulating Research design, data Measurements, analyzing techniques in marketing research and applying basic marketing research tools
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Characteristics of Marketing Research, Marketing research v/s Marketing Intelligence, Role of Marketing Research in Strategic Planning, Application of marketing research, Syndicated Research. (2 hours)</li> <li>• Research Approach , Sampling Plan, Sources of Data - Primary and Secondary Data–, Survey Methods, Experimental Methods. (8 hours)</li> <li>• Designing Questionnaire, Types of Questions, Reliability and validity of questionnaire ,Probability Sampling, Non Probability Sampling (8 hours)</li> <li>• Types of data analysis , Univariate Analysis, Bivariate Analysis ,Data Warehousing and Mining (8 hours)</li> <li>• Relationships between Variables Using Co variation to Describe Variable Relationship , Forward Stepwise Regression, Backward Stepwise Regression, Evaluation of Marketing Research Project, Types of error in marketing research (4 hours)</li> </ul>
<b>Pedagogy</b>	Lectures, role plays, assignments & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Marketing Research (Text and Cases) by Rajendra Nargundkar, Tata McGraw Hill Publication , 3rd Edition</li> <li>2. Business Research Methods by Cooper and Shama, McGraw Hill Publications , 11th Edition</li> <li>3. Marketing Research by Suja R Nair, Himalaya Publishing House, Latest Edition</li> </ol>

**BBOM009****Subject: Product Management****2 Credits**

<b>Objective</b>	At the end of the course, students will develop competency of analyzing the market environment and product life cycle, Create differentiable and sustainable value propositions, marketing mix and product portfolio.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Market analysis: Market analysis and the tool used to do the same. Methods for obtaining and integrating market feedback to drive corporate and product decisions those are required for a product launch. (Translating Market Opportunities into Profitability) (6 hours)</li> <li>• Competitor analysis: Competition (from industry point of view and customer point of view) for a given product offering (6 hours)</li> <li>• Product Life Cycle (PLC): The stages of the product life cycle and when a product needs support, redesign, reinvigorating, withdrawal, etc. (2 hours)</li> <li>• Product differentiation and positioning the new product concept: Creating differentiable &amp; sustainable value propositions and the role of positioning. (6 hours)</li> <li>• The importance of product benefits (as opposed to features) in guiding marketing-mix decision making (4 hours)</li> <li>• Product portfolio and decision related to it: Identifying the range of products a company offers to the consumers and decisions related to managing a product portfolio (6 hours)</li> </ul>
<b>Pedagogy</b>	Pedagogy includes interactive sessions involving lectures, case studies, presentations and discussions, field work.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"> <li>1. Product Management by Donald R. Lehmann and Russell S. Winer, Tata McGraw Hill Education , Latest Edition</li> <li>2. Product Management by K. S. Chandrasekar, Himalaya Publishing House, Latest</li> </ol>

<b>Objective</b>	At the end of the course, students will develop competency of handling challenges, different tools relating to retail business, analyzing retail environment and opportunities for business.
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to Retailing Management. Importance, roles and Challenges, Retail in India. (4 hours)</li> <li>• Theories of Retail Development and Formats in Retail (5hours)</li> <li>• Understanding the Retail Consumer &amp; Retail Strategy: Strategy, Concept of business model, Strategy from the Retail perspective, mission, situation analysis, options, objectives. Retail Value chain (5 hours)</li> <li>• Store Site Selection: Types of Retail Locations, steps involved in choosing location, Methods of Evaluating trading area, trend in property development in India. (2 hours)</li> <li>• Methods of Retail Expansion: Concept and need of Foreign Direct Investment, Methods of Expansion, Franchising, Types, legal issues in franchising in India (2 hours)</li> <li>• Merchandising: Concept of Merchandising, Evolution, Factors affecting buyers, Merchandisers role, Buyers Role/Responsibilities, Buying for a single store, Process of Merchandise Planning, types, Technology, tools. Private labels. (2 hours)</li> <li>• Store layout &amp; Design and Visual Merchandising: Concept of Store layout and design, Exterior and Interior, Visual Merchandising, tools uses, Methods of Display. (4 hours)</li> <li>• Retail Marketing and Branding : Role of Marketing in Retail, Retail Marketing Mix, Segmentation, Targeting, Positioning approach, Retail communication mix, Advertising, Sales promotion, Public Relations and Publicity, Personal Selling, Point Of Purchase, Social and Mobile media. (2 hours)</li> <li>• Role of Technology in Retail - Unique needs of technology Retail, need for Product Identification, Importance of Technology in Retail, factors affecting the use of Technology, Application, Database management, Data warehousing, Data mining. (4 hours)</li> </ul>
<b>Pedagogy</b>	Pedagogy includes interactive sessions involving lectures, case studies, presentations, assignments and discussions.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Swapna Pradhan, “Retailing Management – Text and Cases” Tata McGraw Hill Education Private Limited -New Delhi, McGraw Hill Education; 5th edition</li> <li>2. The A to Z of Retail Management - Paperback – by Ravi Potti, Swapnil Saurav, Eka Publishers; 1 edition (2013)</li> </ol>

**BBOM011****Subject Name: Sales Management****2 Credits**

<b>Objective</b>	At the end of the course, students will develop competency of applications of sales management techniques, personal selling, sales forecasting, strategic sales force management
<b>Contents</b>	<ul style="list-style-type: none"><li>• Objectives of sales management, Relationship between sales and marketing, Elements of sales management, Functions of Sales Manager, Sales ethics in dealing customers (4 hours)</li><li>• Territory Management, sales forecasting, Sales Quota Quantitative methods, Qualitative methods (8 hours)</li><li>• Personal Selling v/s Salesmanship, Importance of Personal selling, Personal Selling process, AIDA model (Attention – Interest – Desire – Action) in Personal Selling, Merits and limitation of Personal selling. (8 hours)</li><li>• Closing techniques I – Approach Close , Demo Close , Closing techniques II- Hot button Close, Trail Close, Closing techniques III- Invitational close, Price Close, Ben Franklin Close. (4 hours)</li><li>• Recruitment and Selection, Training, Compensation management, Sales force motivation, Methods of performance appraisal (6 hours)</li></ul>
<b>Pedagogy</b>	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
<b>Suggested Readings.</b>	<ol style="list-style-type: none"><li>1. Sales Management by Charles M Futrell, Thomas South Western Publications, 6th Edition</li><li>2. Sales Management, Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, Pearson Education , 5th edition</li></ol>

# ACADEMIC CALENDAR 2019-20

## Academic Sessions

Class	Term	Commencement	End
First Year Second Year Third Year	1st 5th 9th	1st July 2019	28th September 2019
First Year Second Year Third Year	2nd 6th 10th	30th September 2019	18th January 2020
First Year Second Year Third Year	3rd 7th 11th	20th January 2020	11th April 2020
Summer Training First Year Second Year	4th 8th	20th April 2020	31st May 2020

\*Subject to revision by the University

## Exam Dates : Semester End Assessments (SEA)

Semester	Dates
1st, 5th and 9th	23rd September to 29th September 2019
2nd, 6th and 10th	13th January to 18th January 2020
3rd, 7th and 11th	6th April to 11th April 2020
Summer Internship Report	15th June 2020
Summer Internship Seminar	25th, 26th and 27th June 2020

\*Subject to revision by the University

## Vacations

Vacation	Commencement	End
Ganesh Vacation	2nd September 2019	7th September 2019
Diwali / Winter Vacation	11th November 2019	30th November 2019
Christmas Vacation	24th December 2019	1st January 2020

\*Subject to revision by the University

# B.B.A. SHIPPING & LOGISTICS



# B.B.A. - SHIPPING AND LOGISTICS

## Objectives

- To build competence in students to undertake entry level managerial jobs in Shipping & Logistics organisations.
- To prepare the candidates to effectively handle various shipping related operations on their own.
- To develop various soft skills required for the profession.

## Duration

It is a three-year full time programme. Each year will consist of three terms, there will be an additional summer placement term of six weeks each and at the end of 1st & 2nd year. Each term will be of approximately 3 months duration inclusive of vacations.

## Eligibility

Candidates who have passed XII Std. examination from any stream (Arts, Science, Commerce or Vocational) or equivalent examination from a recognised Board is eligible to apply.

No. of Seats : Indian nationals - 30

Foreign students - 10%

## Course Fees for the academic year 2019-20

Sr. No.	Particulars	FY students who joined in Academic year 2019-20	S.Y. students who joined in Academic year 2018-19	T.Y. students who joined in Academic year 2017-18
1	Tuition Fees	₹ 52000.00	₹ 52000.00	₹ 52000.00
2	Gymkhana Fees	₹ 250.00	₹ 250.00	₹ 250.00
3	Library fees	₹ 3,000.00	₹ 3,000.00	₹ 3,000.00
4	Computer Lab fees	₹ 3,000.00	₹ 3,000.00	₹ 3,000.00
5	Other Fees	₹ 200.00	₹ 200.00	₹ 200.00
6	Student Aid Fund	₹ 100.00	₹ 100.00	₹ 100.00
7	University Registration Fees	₹ 580.00	-----	-----
8	Library Deposit (Refundable)	₹ 1,000.00	-----	-----
9	Identity & Library Card	₹ 75.00	₹ 75.00	₹ 75.00
10	Examination fees	-----	-----	₹ 500.00
11	Development Fees	₹ 1,000.00	₹ 1,000.00	₹ 1,000.00
12	PTA Fees	₹ 100.00	₹ 100.00	₹ 100.00
13	Goa University Administration Fees	₹ 1,000.00	₹ 1,000.00	₹ 1,000.00
<b>TOTAL</b>		<b>₹ 62,305.00</b>	<b>₹ 60,725.00</b>	<b>₹ 61,225.00</b>

\*Subject to revision by the University

**Kindly Note :**

1. Students are requested to compulsorily submit their Savings Bank Account details, such as Name of the Student, Account Number, Name of the Bank, Branch, IFSC Code and MICR Code.
2. Students must also submit a copy of their Aadhar Card and enclose a copy of the first page of their Bank Pass Book, along with the admission form.
3. Library deposit will be refunded after all the books are returned. Students have to replace lost books.
4. Students have to preserve the FYBBA fees challan and produce it to claim Library deposit at the end of third year.
5. Fees will be refunded as per Goa University circular.
6. First year students have to stitch a formal dress as per guidelines by given by the college.

**Course Structure and Grading Criteria for B.B.A. - Shipping & Logistics***(Subject to change by University)***BATCH 2019****Term 1**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
101	BSCB001	Introduction to Shipping Industry	3	62
102	BBCB005	Management Process	2	14
103	BBCB018	Managerial Economics	2	20
104	BBCS016	IT Skills	2	15
<b>Total Credits</b>			<b>9</b>	
<b>CORE SOFT SKILLS</b>				
105	BBCS001	Oral Communication Skills	2	16
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
106	BBON008	Creative Writing	2	31
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 1</b>			<b>13</b>	

**Term 2**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
201	BSCB002	Geography of Sea Transport	3	63
202	BBCB006	Organizational Behavior - 1	2	18
203	BBCB029	Business Mathematics	2	14
204	BBCB035	Environment Management -1	2	15
205	BBCB041	Case Analysis - 1	1	25
<b>Total Credits</b>			<b>10</b>	
<b>CORE SOFT SKILLS</b>				
206	BBCS002	Written Communication	2	25
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
207	BBON025	Cultural Heritage of Goa-1	2	31
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 2</b>			<b>14</b>	

**Term 3**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
301	BSCB003	Banking & Shipping Documentation	2	64
302	BSCB004	Logistics Management-1	2	65
303	BBCB001	Marketing Management	2	24
304	BBCB012	Financial Statement Analysis	2	30
305	BBCB036	Environment Management-2	2	19
<b>Total Credits</b>			<b>10</b>	
<b>CORE SOFT SKILLS</b>				
306	BBCS003	Presentation Skills	1	21
307	BBCS007	Time Management	1	22
<b>Total Credits</b>			<b>2</b>	
<b>NON BUSINESS COURSES</b>				
307	BBON022	Health and Nutrition	2	38
308	BBON026	Cultural Heritage of Goa-2	2	34
<b>Total Credits</b>			<b>4</b>	
<b>TOTAL CREDITS - TERM 3</b>			<b>16</b>	

**Term 4**

Code		TERM 4	Credits	Pg. No.
401	BB1R001	Internship Report 1 (6 weeks)	6	27
402	BB15001	Internship Seminar 1	2	27
<b>TOTAL CREDITS - TERM 4</b>			<b>8</b>	

**BATCH 2018****Term 5**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
502	BCSB005	Management of Dangerous & Hazardous Goods	2	67
503	BSCB006	Maritime Law	3	67
504	BSCB007	Export Import Procedure	3	68
505	BBCB003	Human Resource Management 1	2	18
<b>Total Credits</b>			<b>10</b>	
<b>CORE SOFT SKILLS</b>				
506	BBCS006	Etiquettes	1	34
<b>Total Credits</b>			<b>1</b>	
<b>NON BUSINESS COURSES</b>				
507	BBON006	Basics of Professional Photography	3	26
<b>Total Credits</b>			<b>3</b>	
<b>TOTAL CREDITS - TERM 5</b>			<b>14</b>	

**Term 6**

Code		Subject	Credits	Pg. No.
<b>CORE SUBJECTS</b>				
601	BBCB008	Economics of Shipping	3	69
602	BBCB009	Logistics Management - 2	2	70
603	BBCB012	Chartering	2	73
<b>Total Credits</b>			<b>7</b>	
<b>CORE SOFT SKILLS</b>				
604	BBCS005	Negotiation Skills	1	75
<b>Total Credits</b>			<b>1</b>	
<b>ELECTIVE BUSINESS</b>				
605	BSOS001	<i>Elective - 1</i>	2	
606	BSOS003	<i>Elective - 2</i>	2	
<b>Total Credits</b>			<b>4</b>	
<b>NON BUSINESS COURSES</b>				
607	BBON024	Music Appreciation	2	39
<b>Total Credits</b>			<b>2</b>	
<b>TOTAL CREDITS - TERM 6</b>			<b>14</b>	

**Term 7**

Code		Subject	Credits	Pg No.
<b>CORE SUBJECTS</b>				
701	BBCB010	Supply Chain Management	2	71
702	BBCB011	Economics of Sea Transport	2	72
703	BBCB033	Business Research Methodology	2	36
<b>Total Credits</b>			<b>6</b>	
<b>CORE SOFT SKILLS</b>				
704	BBCS004	Interview Facing Skills	2	40
<b>Total Credits</b>			<b>2</b>	
<b>ELECTIVE BUSINESS</b>				
705	BSOS002	<i>Elective - 3</i>	2	
706	BSOS005	<i>Elective - 4</i>	2	
<b>Total Credits</b>			<b>4</b>	
<b>NON BUSINESS COURSES</b>				
707	BBON023	International Relations	2	74
708	BBON031	Psychology	2	21
<b>Total Credits</b>			<b>4</b>	
<b>TOTAL CREDITS - TERM 7</b>			<b>16</b>	

**Term 8**

Code		Subject	Credits	Pg No.
801	BB1R002	Internship Report - 2 (6 weeks)	6	74
802	BB15002	Internship Seminar - 2	2	74
<b>TOTAL CREDITS - TERM 8</b>			<b>8</b>	

**BATCH 2017****Term 9**

Code		Subject	Credits
<b>CORE SOFT SKILLS</b>			
901	BBCS010	Emotional Intelligence <i>(Ref. Pg. 38)</i>	2
<b>Total Credits</b>			<b>2</b>
<b>ELECTIVE BUSINESS</b>			
902	BSOS012	<i>Elective - 5</i>	2
903	BSOS013	<i>Elective -6</i>	2
904	BSOS014	<i>Elective - 7</i>	2
905	BSOS015	<i>Elective - 8</i>	2
906	BSOS007	<i>Elective - 9</i>	2
<b>Total Credits</b>			<b>10</b>
<b>NON BUSINESS COURSES</b>			
907	BBON003	Conversational Portuguese : Beginners level <i>(Ref. Pg. 74)</i>	4
<b>Total Credits</b>			<b>4</b>
<b>TOTAL CREDITS - TERM 9</b>			<b>16</b>

**Term 10**

Code		Subject	Credits
<b>ELECTIVE BUSINESS</b>			
1001	BSOS006	<i>Elective - 10</i>	2
1002	BSOS003	<i>Elective - 11</i>	2
1003	BSOS005	<i>Elective - 12</i>	2
1004	BSOS004	<i>Elective - 13</i>	2
1005	BSOS016	<i>Elective - 14</i>	2
<b>Total Credits</b>			<b>10</b>
<b>NON BUSINESS COURSES</b>			
1006		ONBC 11	2
<b>Total Credits</b>			<b>2</b>
<b>TOTAL CREDITS - TERM 10</b>			<b>12</b>

**Term 11**

Code		Subject	Credits
<b>CORE SOFT SKILLS</b>			
1101	BBCS008	Mock Interview by Executives	1
<b>Total Credits</b>			<b>1</b>
1102	BSOS009	<i>Elective - 15</i>	2
<b>Total Credits</b>			<b>2</b>
<b>NON BUSINESS COURSES</b>			
1103	BBON012	ONBC 12	2
<b>Total Credits</b>			<b>2</b>
1104	BBIS003	Internship Seminar - 3 (4 weeks)	2
1105	BBIR003	Internship-Report - 3	4
<b>Total Credits</b>			<b>6</b>

**ELECTIVE SUBJECTS**

Code	Subject	Credits
BSOS001	Warehouse Management	2
BSOS002	Inventory Management	2
BSOS003	Packaging Management	2
BSOS004	Rail and Road Cargo Logistics	2
BSOS005	E-Logistics	2
BSOS006	Retail Supply Chain Management	2
BSOS007	Retail Stores Management	2
BSOS008	Policies and Trends in International Logistics	2
BSOS009	Marketing of Logistics Services	2
BSOS010	Port and Terminal Management	2
BSOS011	Liner and Multimodal Transport	2
BSOS012	Marine Insurance	2
BSOS013	Air Cargo Management	2
BSOS014	Customs : Practices and Procedures	2
BSOS015	Commercial Law	2
BSOS016	Shipping Law	2
BSOS017	Rules and Regulations of Shipping Operations	2
BSOS018	Occupational Health and Safety Training	2

# SYLLABUS

**BSCB001**

**Introduction to the Shipping Industry**

**Credits 3**

<b>Objective</b>	At the end of the course, the students will be able to identify various dimensions and working of the shipping industry and analyse different agencies in the industry.
<b>Content</b>	<p><b>Nature and Working of the Shipping Industry (6 Hrs.)</b> History of Indian shipping, Current scenario</p> <p><b>Types of Ships (6 Hrs.)</b> Research vessels, Fisheries vessels, Service ships, Cable-laying ships, Merchant ships: Passenger ships, General cargo &amp; bulk ships, Types of cargo carried.</p> <p><b>Future Trends (5 Hrs.)</b> Digital sensing, Megaships, Greener shipping, Liquefied natural gas (LNG) as fuel, Solar and wind power for ships.</p> <p><b>Maritime Administration (5 Hrs.)</b> International Maritime Organization &amp; Director General of Shipping - Role and functions.</p> <p><b>Shipping Agencies and their Functions (5 Hrs.)</b> Freight forwarders, Custom house agents, Vessel agents/shipping agents.</p> <p><b>Role of Customs and Documentation (6 Hrs.)</b> Custom clearance, Import procedure, Valuation, Legal provision.</p> <p><b>Carriers, Ports and Third Parties in Liner and Bulk Shipping (6 Hrs.)</b> Ship inward / outward at harbour and clearing of consignments, Shipping terms and abbreviations used in industry.</p> <p><b>Cargo Handling and Management (6 Hrs.)</b> Cargo handling equipment used at ports, Use and effective management of equipment.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva/seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<p>Alan E. Branch – “Elements of Shipping” –Routledge - Taylor &amp; Francis Group; 9<sup>th</sup> edition, 2015 or later.</p> <p>2 Edward, S; Butterfield, CSJ; “Shipping Practice”- Sterling Book House, Mumbai, 11<sup>th</sup> edition, 1999 or later.</p> <p>3 Alderton P.M.; “Reeds Sea Transport”; Adland Coles Nautical, London; 6<sup>th</sup> edition, 2011 or later.</p> <p>4 Stopford, M; “Maritime Economics”; Routledge - Taylor &amp; Francis Group; 3<sup>rd</sup> edition, 2009 or later.</p>

Objective	At the end of the course, students will be able to comprehend the nuances of the sea transport network in the world and analyse the impact of geographical features on shipping activities.
Content	<p><b>World Geography</b> (7 Hrs.) World continents, Countries, Seas, Oceans, Location of ports, Canals, Water ways and their main trade.</p> <p><b>Influence of Geographical Features:</b> (10 Hrs.) Physical geographical features, Climate, Wind, Tides and currents, Seasons of bad weather and their influence on shipping.</p> <p><b>Transport Network</b> (10 Hrs.) Modes of transport and their advantages and disadvantages, Sea transport-importance, Factors affecting, Major oceans routes and their influence on shipping.</p> <p><b>Practical Geography</b> (9 Hrs.) Time zones, International date line, Concept of day light saving time, Load line zones and their influence on shipping.</p> <p><b>World Trade</b> (9 Hrs.) Factors affecting, Patterns of trade and the trade blocks like European Union, European Free Trade Association, North American Free Trade Agreement, Oil Producing and Exporting Countries, Association of South East Asian Nations, South Asian Association of Regional Countries, World Trade Organization.</p>
Pedagogy	Lectures/tutorials/field work/outreach activities/ project work / vocational training/ viva / seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	<p>1 Shinde, P; "Geography of Resources"; Sheth Publications; 2008 edition or later.</p> <p>2 Gupte, A.D. &amp; Kapoor, A.N.; "Principles of Physical Geography: A Text book of Physiography"; S.Chand; 12<sup>th</sup> edition 2009 or later.</p> <p>3. Dr.Tikka, R.N.; "Physical Geography"; SJ Publications, Meerut, 2006 edition or later.</p> <p>4. Negi, B.S.; "Geography of Resources"; KedarNath Ram Nath, Meerut; 2010 edition or later.</p> <p>5. Lake, P; "Physical Geography"; Cambridge, University Press; 2014 edition or later.</p> <p>6. Heintzelmen&amp;Highsmith, R.M.; "World Regional Geography"; Prentice-Hall; 2011 edition or later.</p>

<b>Objective</b>	At the end of the course, students will gain competence in managing documentation work related to shipping activities.
<b>Content</b>	<p><b>Letters of Credit (L/C)</b> (6 Hrs.) Types of L/C's: Meaning, Importance in international trade, Types of L/C's, Documents in a Letter of Credit.</p> <p><b>Bills of Lading (B/L)</b> (6 Hrs.) Liner B/L, Various types of B/L, Functions of B/L, B/L's issued under charter party (C/P), Functions of B/L in a C/P.</p> <p><b>Shipping Documents</b> (6 Hrs.) Tally Sheet, Manifest, Mate's receipt, Statement of facts, Time-sheets, Notice of readiness.</p> <p><b>Documents for an Export Oriented Units</b> (6 Hrs.) Letter of Permission (LOP), Green card with LOP, Bonded warehouse license copy and other related documents.</p> <p><b>Export Documentation Checklist</b> (3 Hrs.) Invoice, Packing List, Annexure, Statutory Declaration Form, Importer Exporter Code, Authorized Dealer Code.</p> <p><b>Dangerous Cargo Declaration</b> (3 Hrs.) Definition and meaning of dangerous goods declaration, Types of Documents.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Readings</b>	<ol style="list-style-type: none"> <li>1. Indian Institute of Banking &amp; Finance; "Principles &amp; Practices of Banking"; Macmillan, New Delhi; 3<sup>rd</sup> edition 2015 or later.</li> <li>2. Branch, A.E.; "Shipping &amp; Airfreight Documentation for Importers &amp; Exporters"; Witherby &amp; Co.; 2000 edition or later.</li> <li>3. Paul Todd, Bills of Lading &amp; Bankers Documentary Credits; Routledge Publication; 2007 4<sup>th</sup> edition or later.</li> <li>4. Beedu, R.R.; "Nabhi's Guide to Documentary Letter of Credit and UCP 600"; 2012 edition or later.</li> <li>5. Bose, R.; A Complete Guide to Letter of Credit and the UCP, Laxmi Publications; First edition (2015) edition or later.</li> </ol>

<b>Objective</b>	At the end of the course the students will get sensitized to the basics of logistics management, and understand the role of logistics providers.
<b>Content</b>	<p><b>Overview of Logistics Management (8 Hrs.)</b> Nature and concepts, Evolution of logistics and supply chain management, Components of logistics, Integrated logistics system.</p> <p><b>Transportation (5 Hrs.)</b> Functions of transportation, Elements of transportation cost, Modes of transportation, Multimodal transportation.</p> <p><b>Distribution (6 Hrs.)</b> Physical distribution, Logistics outsourcing, Third party logistics (3PL), Fourth party logistics (4PL).</p> <p><b>Reverse Logistics (5 Hrs.)</b> Challenges of products return, System design for reverse logistics, Reverse logistics a competitive tool.</p> <p><b>Government Policies &amp; Regulations (6 Hrs.)</b> Government policies and regulations related to logistics, Key enablers and growth drivers of the Indian logistics industry.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand; 2<sup>nd</sup> edition 2013 or later.</li> <li>2. Shah, J; “Supply Chain Management; Text &amp; Cases”; Pearson Education; 2016 edition or later.</li> <li>3. Farahani, R.Z.; Rezapour, S.; Karday, L.; “Logistics Operations &amp; Management: Concepts &amp; Models”; Elsevier; 2011 edition or later.</li> <li>4. Lun, Y.H.V; Lai, H.-H.; Cheng, T.C.E.; “Shipping and Logistics Management”; Springer; 2010 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course, students will be able to comprehend the classification, transportation and management of dangerous and hazardous cargo.
<b>Content</b>	<p><b>Dangerous Goods (5 Hrs.)</b> The classification of dangerous goods, Dangerous goods safety advisers' qualifications and training.</p> <p><b>International Maritime Dangerous Goods (IMDG) Code (5 Hrs.)</b> Usage of the IMDG code in containerization &amp; MTO trade.</p> <p><b>Transportation of Dangerous Goods (8 Hrs.)</b> Regulations for transporting dangerous goods by air, sea, road and rail transport, Documentation when moving dangerous goods, Marking and labeling of dangerous goods, Suppliers' responsibilities.</p> <p><b>Packaging of Dangerous Goods for Transport (4 Hrs.)</b> Material classification, Packing groups, Packaging regulations.</p> <p><b>Enforcement of Dangerous Goods Regulations (4 Hrs.)</b> Compliance and training.</p> <p><b>Radiation Screening at Ports and Airports (4 Hrs.)</b> Radiation equipment, Sources of radiation.</p>
<b>Pedagogy</b>	Lectures/tutorials/ laboratory work /field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Alan E. Branch – “Elements of Shipping” –Routledge - Taylor &amp; Francis Group; 9<sup>th</sup> edition, 2015 or later.</li> <li>2. Edward, S; Butterfield, CSJ; “Shipping Practice”- Sterling Book House, Mumbai, 11<sup>th</sup> edition, 1999 or later.</li> <li>3. Alderton P.M.; “Reeds Sea Transport”; Adland Coles Nautical, London; 6<sup>th</sup> edition, 2011 or later.</li> <li>4. Code of Safe Practice for Cargo Storage and Securing – IMO, 2011 Edition or later.</li> <li>5. Code of Safety for Nuclear Merchant Ships – IMO, 2011 Edition or later.</li> </ol>

<b>Objective</b>	At the end of the course, students will gain knowledge on fundamentals of various shipping related laws and international conventions relating to containerization.
<b>Content</b>	<p><b>Maritime Lien</b> (2Hrs.) Different types of maritime lien, Subjects of maritime lien, Procedure for arrest, Order of priorities.</p> <p><b>Health &amp; Health Regulations</b> (2Hrs.) Responsibility of master, Indian port health rules.</p> <p><b>Liabilities and Responsibilities</b> (9Hrs.) Deviation &amp; freight, Consequences of deviation, Reasonable deviation, Deviation &amp; prior damage to cargo, Liability to provide a seaworthy vessel, Definition of seaworthiness, Meaning of un-seaworthiness, Burden of proof, Limits on liability, Notice on loss, Measurement of damages, Non-contractual claims, Himalaya clause, Limitation of action, Jurisdiction and arbitration.</p> <p><b>Introduction to Various Acts</b> (13 Hrs.) Merchant Shipping Act, 1958 (meaning, scope and applicability), Admiralty jurisdiction (meaning, origin, development in India), Customs Act, 1962 (procedure for loading/unloading ships, confiscation of cargo, responsibility of proper officer), Multimodal Transportation of Goods Act, 1993 (meaning, scope and applicability, Legal aspects of charter parties).</p> <p><b>Introduction to Various Conventions</b> (7 Hrs.) Facilitation convention - Hague rules, Visby rules &amp; Hamburg rules, The Athens convention, 1974, Civil liability convention (Oil Pollution), Fund convention.</p> <p><b>Rules &amp; Legal Provisions for Shipping Operations</b> (12 Hrs.) Principles of salvage, Crew, Passengers, Real danger, Salvage agreement, Lloyds pen form, Duties of salver, Owner, Master, Towage, Special towage contracts, Cargo claims, Collision regulations, Purpose of collision regulations, Alternative danger, Damages, Tort, Types of torts, Defences against tortious liability, Limitation of action.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/project work/ vocational training/ viva/seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. "The Merchant Shipping Act, 1958"; Professional Book Publishers, Delhi; 2018 edition.</li> <li>2. Chandiramani, N.; "Carriage of Goods by Sea Multimodal Transport"; Avinash Publications; Latest edition.</li> <li>3. "Maritime Law of India –In International Context "; Bhandarkar Publications, Bombay; Latest edition.</li> <li>4. Bundock, M.; "Shipping Law Handbook"; Routledge; 2013 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course students will be sensitized to export-import procedures and acquainted with governmental policies for smooth functioning of export-import procedures.
<b>Content</b>	<p><b>Introduction to Export-Import (12 Hrs.)</b> Definition, Classification, Export marketing, Registration, Formalities, Licensing, Selection, Identification of markets, Methods of exporting, Pricing quotations, Payment terms, LC, Schemes.</p> <p><b>Export-Import Documentation (12 Hrs.)</b> Documentation system, Commercial invoice, Mates receipt, Bill of lading, GR form, ISO 9000, BIS 14000, Types of marine insurance policies, Bill of entry, Transport documents, Certificate of inspection, Certificate of measurement, Freight declaration.</p> <p><b>Export-Import Procedure (12 Hrs.)</b> Steps, Contract, Forward cover, Finance, Institutional framework, Excise clearance, Pre-shipment inspection, Marine insurance, Role of clearing and forwarding agents, EDI system, Negotiations, Realization. Pre-import procedure, Legalities, Customs formalities, Warehousing, Exchange control, Retirement of export documents.</p> <p><b>Policies of Export-Import (9 Hrs.)</b> Foreign trade policy, Export assistance and incentives, Export promotion organizations.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Kale, N.G., Ahmed, M.; "EXIM Procedures &amp; Documentation"; Vipul Prakashan, Mumbai; 2009 edition or later.</li> <li>2. Customs Act, 1962 As Amended By the Finance Act, 2015; Universal Law Publishing; 2016 edition</li> <li>3. Paul, A. &amp; Aserkar, R.; "Export-Import Management"; Oxford University Press; 2012 edition or later.</li> <li>4. Laxman, R.; "An Introduction to Foreign Exchange and Financial Risk Management"; SHROFF Publication – Mumbai; 2009 edition or later.</li> <li>5. Alastair Graham; "Foreign Exchange Markets"; Routledge; 2013 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course, students will have competency in analysing various factors that impact costs in shipping industry.
<b>Content</b>	<p><b>Economy, Trade &amp; Shipping (3 Hrs.)</b> An introduction, Shipping's 'industrial revolution', The global economic Role of maritime shipping, Shipping, Transportation and economic development.</p> <p><b>Strategic Planning &amp; Cost Control-An Introduction (3 Hrs.)</b> An introduction, Concepts and approaches in strategic planning, Role of budgeting, Costs of shipping operations, Acquisition and capital costs.</p> <p><b>Rate of Exchange (8 Hrs.)</b> Impact of changes in rates, Buying &amp; selling rate, Maxim-While quoting rates, Typical rate sheet, Forward rates, Dealing room, Foreign Exchange Management Act (FEMA) relating to shipping companies (Aim of exchange control), Environmental Crisis Management (ECM) relating to shipping companies.</p> <p><b>Shipping Finances (10 Hrs.)</b> Types of finance (Equity, Debt, Mezzanine &amp; Leasing, Uni form Customs and Practice for Documentary Credits, Leading financial Institutions for Shipping Industry), Shipping Finance, Moving from west to east.</p> <p><b>Acquisition and Disposal of Ships (12 Hrs.)</b> Sale and purchase of ships, Process, Role of brokers, Inspection and valuation, Memorandum of Agreement, Role of brokers, Acquisition of ships from abroad, Ship acquisitions procedure, Purchase requirements, Purchase decisions, Registration and other formalities, Economics of scrapping &amp; Laying up ships.</p> <p><b>Shipping Accounts (9 Hrs.)</b> Preparation of voyage accounts, Disbursements, Various heads under disbursement, Time charter, Final accounts.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Alan E. Branch – "Elements of Shipping" –Routledge - Taylor &amp; Francis Group; 9<sup>th</sup> edition, 2015 or later.</li> <li>2. Edward, S; Butterfield, CSJ; "Shipping Practice"- Sterling Book House, Mumbai, 11<sup>th</sup> edition, 1999 or later.</li> <li>3. Alderton P.M.; "Reeds Sea Transport"; Adland Coles Nautical, London; 6<sup>th</sup> edition, 2011 or later.</li> <li>4. Stopford, M; "Maritime Economics"; Routledge - Taylor &amp; Francis Group; 3<sup>rd</sup> edition, 2009 or later.</li> <li>5. Packard, W.V.; "Sale &amp; Purchase";Fairplay Publications; 1988 Edition or later.</li> </ol>

<b>Objective</b>	At the end of the course the students will understand the concepts and functions of logistics management.
<b>Content</b>	<p><b>Stores Organisation (7 Hrs.)</b> Types of stores, Stores location, Building and layout, Storage facility, Stockyard, Safety and security.</p> <p><b>Material Identification (7 Hrs.)</b> Material identification system, Need of coding, Item codification, Classification, Monitoring the codification system.</p> <p><b>Material Handling (5 Hrs.)</b> Material handling systems, Guidelines and principles of material handling.</p> <p><b>Information Systems (5 Hrs.)</b> Use of logistics information systems (LIS) and IT-technology for logistics, Planning and co-ordination of logistics information systems.</p> <p><b>Customer Service (6 Hrs.)</b> Measure of effectiveness of logistics system, Handling returns, Customer perception of service quality.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva/seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand; 2<sup>nd</sup> edition 2013 or later.</li> <li>2. Shah, J; “Supply Chain Management; Text &amp; Cases”; Pearson Education; 2016 edition or later.</li> <li>3. Farahani, R.Z.; Rezapour, S.; Karday, L.; “Logistics Operations &amp; Management: Concepts &amp; Models”; Elsevier; 2011 edition or later.</li> <li>4. Lun, Y.H.V; Lai, H.-H.; Cheng, T.C.E.; “Shipping and Logistics Management”; Springer; 2010 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course, the students will have the ability to identify and manage supply chain processes.
<b>Content</b>	<p><b>Concept of Supply Chain (4 Hrs.)</b> Integrated supply chain, Growth of supply chain, Strategic decision in supply chain.</p> <p><b>The Value of Information (7 Hrs.)</b> Information technology, Information functionality in supply chain, Principles of supply chain information, Information system activities, The bull whip effect, Effective forecasts, Lead-time reduction, Integrating the supply chain.</p> <p><b>Distribution Strategies (6 Hrs.)</b> Centralized vs. decentralized control, Strategies, Central vs. local facilities, Push vs. pull systems.</p> <p><b>Purchasing Basics (4 Hrs.)</b> Purchasing in supply chain management, Purchasing organization, The purchasing/procurement cycle, Order processing cycle, Legal aspects of purchasing.</p> <p><b>Issues in Supply Chain Management (4 Hrs.)</b> Issues, Facility location decisions, Performance metrics along supply chain, Service response logistics, Customer relationship management.</p> <p><b>Future of Supply Chain Management (5 Hrs.)</b> Supply chain process integration, Greening of supply chains, Increasing supply chain responsiveness, Reducing supply chain costs.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Bhattacharya, S.K.; “Logistics Management – Definitions, Dimensions, and Functional Applications”; S.Chand; 2<sup>nd</sup> edition 2013 or later.</li> <li>2. Shah, J; “Supply Chain Management; Text &amp; Cases”; Pearson Education; 2016 edition or later.</li> <li>3. Jespersen, B.D.; Skjott-Larsen, T.; “Supply Chain Management: In Theory &amp; Practice”; Copenhagen Business School Press; 2005 edition or later.</li> <li>4. Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, James L. Patterson; “Purchasing and Supply Chain Management”; Cengage; 2016 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course, students will be able to comprehend the importance and need of various components of sea transport.
<b>Content</b>	<p><b>Sea Transport Services Market (8 Hrs.)</b> Determinants of demand and supply, Factors affecting demand and supply, Economics of manning, Economies of scale.</p> <p><b>International Trade (6 Hrs.)</b> Fundamental topics in the shipping business, Sea transport system, International trade patterns, International maritime passages, International Commercial Terms (INCOTERMS), Rules for any mode of transport, Rules for sea and inland waterway transport.</p> <p><b>Shipping Policy (3 Hrs.)</b> Evolution of India's national shipping policy, Cabotage law.</p> <p><b>Fuel Economy &amp; Bunker Management (5 Hrs.)</b> Factors affecting fuel quality, Legal aspects of bunkering, Design of new ships for fuel efficiency, Bunker adjustment factors and freight rates, Development of a marine fuel specification.</p> <p><b>Stowage (3 Hrs.)</b> Factors affecting stowage, Freight &amp; Freight Units, Packaging in sea transport.</p> <p><b>Shipping Cost and Revenue (5 Hrs.)</b> Cost in economics, Cost management in shipping, Cost of running ships, Revenue in Shipping.</p>
<b>Pedagogy</b>	Lectures/tutorials/field work/outreach activities/ project work/ vocational training/ viva /seminars / term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Alan E. Branch – “Elements of Shipping” –Routledge - Taylor &amp; Francis Group; 9<sup>th</sup> edition, 2015 or later.</li> <li>2. Edward, S; Butterfield, CSJ; “Shipping Practice”- Sterling Book House, Mumbai, 11<sup>th</sup> edition, 1999 or later.</li> <li>3. Alderton P.M.; “Reeds Sea Transport”; Adland Coles Nautical, London; 6<sup>th</sup> edition, 2011 or later.</li> <li>4. Stopford, M; “Maritime Economics”; Routledge - Taylor &amp; Francis Group; 3<sup>rd</sup> edition, 2009 or later.</li> <li>5. Branch, A.E.; “Elements of Port Operations &amp; Management”; Springer; 2011 edition or later.</li> <li>6. Ewart, W.D.; “Bunkers – A guide for ship operators”; 2011 edition or later.</li> </ol>

<b>Objective</b>	At the end of the course the students will comprehend the various concept and practices of chartering.
<b>Content</b>	<p><b>Chartering Concepts (9 Hrs.)</b> Chartering terms &amp; abbreviations, Introduction to contract of affreightment, Charter party meaning, Types of charter parties, Demise or bareboat charter, Non-demise charter (time &amp; voyage charter), Chartering procedure &amp; ethics, The dry cargo charter market, Dry cargo fixtures, Factors influencing freight markets, Dry cargo freight market, Decoding Chartering Language through Various Fixtures</p> <p><b>Functions of Operations Department (3 Hrs.)</b> Standard charter party forms: GENCON 91 CP, NYPE 93 C/P, Inter-club agreement.</p> <p><b>Lay Time (4 Hrs.)</b> Calculation of lay time, Meaning of certain Lay time terms and their implications for various types of transport such as Bulk carrier, Container, Tankers.</p> <p><b>Freight Market (6 Hrs.)</b> The market structure &amp; factors affecting freight markets for various types of transport, Baltic Freight Index (BFI), Importance &amp; workings of BFI, Do's and don'ts for a chartering manager.</p> <p><b>Voyage Estimating (8 Hrs.)</b> Calculation of voyage estimate to check the cost of working on a given route for various types of transport such as Bulk carrier, Container, Tankers, Tanker time charters, Shelltime-4, 1984 and Tanker voyage charters, Asbatankvoy, Study of the various standard forms</p>
<b>Pedagogy</b>	Lectures/tutorials /field work/outreach activities/ project work/ vocational training/ viva/seminars/ term papers/ assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Suggested Reading</b>	<ol style="list-style-type: none"> <li>1. Alan E. Branch – “Elements of Shipping” –Routledge - Taylor &amp; Francis Group; 9<sup>th</sup> edition, 2015 or later.</li> <li>2. Edward, S; Butterfield, CSJ; “Shipping Practice”- Sterling Book House, Mumbai, 11<sup>th</sup> edition, 1999 or later.</li> <li>3. Alderton P.M.; “Reeds Sea Transport”; Adland Coles Nautical, London; 6<sup>th</sup> edition, 2011 or later.</li> <li>4. Weale, J; “Tramp Ship Arithmetic”; Fairplay Publications; Latest Edition.</li> <li>5. Packard W.V.; “Voyage Estimating”; Fairplay Publications; 1978 Edition.</li> <li>6. Packard, W.V.; “Laytime Calculating”; Fairplay Publications; 1979 Edition.</li> </ol>

**Code : BBON003****Conversational Portuguese (Beginners level)****Credits 4**

<b>Objective</b>	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in Portuguese that will enable the student to engage in simple conversations.	
<b>Course description</b>	The course is designed to develop linguistic competencies in the usage of Portuguese, its knowledge of key concepts relating to conversational competency. The course focuses on basic characteristics that enable spoken interaction. Evaluation of the learner's performance comprises of activities such as reading, writing and speaking.	
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to oneself. Ask for name and reply (4 Hrs.)</li> <li>• Different verbal forms like "chamar-se". (4 Hrs.)</li> <li>• Introduction of the verbs first person and third person singular (4 Hrs.)</li> <li>• Making of phrases (4 Hrs.)</li> <li>• Possessives and demonstratives (4 Hrs.)</li> <li>• Phrases and prepositions (4 Hrs.)</li> <li>• Demonstratives invariables and variables (4 Hrs.)</li> <li>• Cardinal numbers (4 Hrs.)</li> <li>• Indefinite articles, conjunction, muitos and its uses (4 Hrs.)</li> <li>• Question with interrogatives (4 Hrs.)</li> <li>• Making of positive and negative phrases, prepositional phrases (4 Hrs.)</li> <li>• Present continuous and construction of phrases. (4 Hrs.)</li> <li>• Adverbial phrases (4 Hrs.)</li> <li>• Preposition of time, reflexive verbs and pronouns. (4 Hrs.)</li> <li>• Irregular forms of verbs (4 Hrs.)</li> </ul>	
<b>Pedagogy</b>	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>Suggested Readings.</b>	Coimbra Isabel & Coimbra Olga Mata; Portugues Sem Fronteiras, Vol.1, LIDEL EdicoesTecnicas, Lda. 2013 or later edition	

**Code :BBON023****International Relations****Credits 2**

<b>Objective</b>	The student shall develop an ability to dissect the finer aspects of the realm of international politics and world affairs, through a comprehensive, integrated and holistic understanding of world politics.	
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction to International Relations (2 Hrs.)</li> <li>• India's Foreign Policy, Diplomacy and Elements of National Security. (4 Hrs.)</li> <li>• Trends and Patterns in Global Political Economy. (4 Hrs.)</li> <li>• Major-Power Relations affecting India. (8 Hrs.)</li> <li>• Major Debates in International Relations: Balance-of-Power Theory; Democratic Peace Theory, Hegemonic Stability Theory, etc. (6 Hrs.)</li> <li>• Issues in 21<sup>st</sup> Century Global Governance: Democracy, International security, Non-Proliferation, Terrorism, Trade, Environment, Non-State Actors, etc(6 Hrs.)</li> </ul>	



# ACADEMIC CALENDAR 2019-20

## Academic Sessions

Class	Term	Commencement	End
First Year Second Year Third Year	1st 5th 9th	1st July 2019	28th September 2019
First Year Second Year Third Year	2nd 6th 10th	30th September 2019	18th January 2020
First Year Second Year Third Year	3rd 7th 11th	20th January 2020	11th April 2020
Summer Training First Year Second Year	4th 8th	20th April 2020	31st May 2020

\*Subject to revision by the University

## Exam Dates : Semester End Assessments (SEA)

Semester	Dates
1st, 5th and 9th	23rd September to 29th September 2019
2nd, 6th and 10th	13th January to 18th January 2020
3rd, 7th and 11th	6th April to 11th April 2020
Summer Internship Report	15th June 2020
Summer Internship Seminar	25th, 26th and 27th June 2020

\*Subject to revision by the University

## Vacations

Vacation	Commencement	End
Ganesh Vacation	2nd September 2019	7th September 2019
Diwali / Winter Vacation	11th November 2019	30th November 2019
Christmas Vacation	24th December 2019	1st January 2020

\*Subject to revision by the University

# GRADING SYSTEM FOR B.B.A and B.B.A. - SHIPPING & LOGISTICS

## Grades and Grade Points

**Batch 2017 onwards, grading will be done as per Ordinance OA 24 and OA 16 of Goa University. (Available on website [www.unigoa.ac.in](http://www.unigoa.ac.in))**

### **OA-16.4 (Effective from 6th June, 2016) Award of Grade:**

Marks awarded in each Course shall be represented in the form of Grades and Grade Points. The result of each Semester shall be declared as Semester Grade Point Average (SGPA) and Final result shall be declared as Cumulative Grade Point Average (CGPA).

**OA-16.4.1 :** The percentage of marks secured in both ISA and SEA shall be added for awarding the grade and grade points for each Course, as indicated in the table below:

<b>Range of percentage scored</b>	<b>Grades</b>	<b>Grade Points</b>
85 – 100	O (Outstanding)	10
75 - <85	A+(Excellent)	9
65 - <75	A (Very Good)	8
55 - <65	B+(Good)	7
50 - <55	B (Above Average)	6
45 - <50	C (Average)	5
40 - <45	P (Pass)	4
0 - <40	F (Fail)	0
	Ab (Absent)	0

**OA-16.4.2** Every student shall be required to secure a minimum of ‘P’ grade to pass the Course.

**OA.16.4.3** Students who do not secure ‘P’ grade in any Course shall have the option of answering the SEA component in the following Semester(s), for which the ISA score shall be carried forward.

**OA-16.4.4** Appearance at both ISA and SEA, is compulsory for passing.

**OA-16.4.5** There shall be no award of grace marks.

**OA-16.4.6** Calculation of Semester Grade Point Average (SGPA) and Cumulative Grade Point

Average (CGPA): (a) Calculation of weighted grade points of a Course shall be done by multiplying the grade points scored, by the number of Credits of the respective Course. Calculation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) is:

i. The SGPA is the ratio of the sum of the product of the number of Credits with the grade points scored by a student in all the Courses taken by a student and the sum of the number of Credits of all the Courses undergone by a student:

$$SGPA (S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where “C<sub>i</sub>” is the number of Credits of the i<sup>th</sup> Course and G<sub>i</sub> is the grade point scored by the student in the i<sup>th</sup> Course.

ii. The CGPA is also calculated in the same manner taking into account all the Courses undergone by a student over all the Semesters of a Programme:

$$CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where  $S_i$  is the SGPA of the  $i$ th Semester and  $C_i$  is the total number of credits in that Semester.

(b) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the grade certificate.

(c) For each Course a student securing 'F' or 'Ab' grade in the Course shall not be entitled to earn any credits for that Course.

OA-16.4.7 Conversion to Final Grade:

(a)

(i) The CGPA shall be converted to the Final Grade, as shown in the table below:

<b>CGPA</b>	<b>Final Grade</b>
10.0	O (Outstanding)
9.0 - <10	A+(Excellent)
8.0 - <9.0	A (Very Good)
7.0 - <8.0	B+(Good)
6.0 - <7.0	B (Above Average)
5.0 - <6.0	C (Average)
4.0 - <5.0	P (Pass)
<4.0	F (Fail)

(ii) A candidate who fails to earn the required number of Credits to award the Degree shall be declared 'Fail'.

(b)

The CGPA shall be calculated upto two decimal places. If the CGPA is higher than the indicated upper limit in the two decimal digits by a factor of  $>0.005$ , then the higher grade shall be awarded. For example, a candidate with  $CGPA >4.995$  will be awarded 'C' grade.

(c)

A candidate who has not earned required Credits to award the Degree as per respective Ordinance shall be given Final Grade 'F' and be declared 'Fail'.

# FACILITIES AND DISCIPLINARY RULES FOR B.B.A and B.B.A. - SHIPPING & LOGISTICS

## **Identity Card**

Every student shall be provided with laminated Identity Card which shall carry a recent photograph of the student and bear the signature of the Principal. Every student is expected to show it to the teacher / librarian / office staff on demand. The students found without an identity card may not be allowed to attend the class or enter the library or college premises as the case may be. The student will also be fined Rs 50/- every time he/she is found without the Identity card. She/he must bring identity card on every working day. Lost card will be renewed only on payment of Rs 50/- per card.

## **Library**

The college Library proudly named after Dr. Tristao Braganza D'Cunha renowned freedom fighter and an illustrious son of Goa is housed in a spacious and beautiful M.E.S. Information Centre Building, specially constructed to provide all required modern Library and other facilities to the students and teachers. The M.E.S Information Centre has spacious reading rooms for the students and teachers, a study room, which will shortly be equipped with computers and Internet facilities, and open access to book facility. The library has a large collection of books. It subscribes to a large number of periodicals and newspapers. Students are advised to make the best use of the library facility. They will abide by the library rules that will be displayed on the library notice boards. Students will keep absolute silence in the reading room of the library.

## **Book Bank**

Every student will be provided with a copy of text book, required for a particular subject. At the end of the year, the student has to return the books in good condition. If the books are not returned within the due date and in good condition, the student will be charged an appropriate fine of Rs 10/- per day. The students will have to replace for the books lost or misplaced.

## **Computer Lab**

The students will have access to a well-equipped computer lab, along with internet facility, which will be allowed to use as per the schedule given. However students are not allowed to use their own CDs in the lab. Any student found doing so will be fined accordingly. Any damage caused to the computer due to such usage will also have to be compensated by the students.

## **Language Lab**

The Department provides special coaching to develop language skills (oral & written). It is recommended to all the students to avail the facility of language lab.

## **Dress Code**

The first year students need to stitch one set of suit as decided by the department, which has to be worn as and when required. The details will be provided by the class co-ordinator.

### **Use of Mobile Phones**

Use of mobile phones in the classrooms is not allowed. Rs 500/- fine will be charged every time a student makes use of a phone or if his/her rings during the session; in such cases phone will be confiscated and will be handed over only to the parents.

### **Ragging**

As per the order of the Supreme Court of India Ragging is a Criminal Offence. Any student involved in any incident of ragging would be seriously dealt with. The concerned student would be given “liberty to explain and if his explanation is not found satisfactory “the Principal has the authority to expel the student from the institution.

### **Open Book Test / Assignments**

During open book tests, the mobile phones and bags must be kept aside. The students can keep only the required books/calculators with them. Mobile phones cannot be used as calculators for tests.

### **Projects, Assignments and Presentations**

Plagiarism is strictly prohibited. In case of reference to external sources for information, please do not forget to state/acknowledge the source.

### **Field Trips and Management Competitions**

Indulging in drinking and drug abuse is prohibited during trips and management competitions. Safety of students during travel and stay is the responsibility of the students.

College laptops and any electronic gadget taken by the student for management competition and in classroom is the responsibility of the students.

### **Convocation**

Students passing the Third Year of the Degree examination are eligible to receive a **DEGREE CERTIFICATE** (which is different from the Marks Sheet) from Goa University.

Eligible students should apply for the award of Degree Certificate around December of the previous year, in a prescribed (Convocation) form and pay the convocation fee to the University. Forms can be obtained online or at the University.

Every student passing the Third Year Degree examination is advised to obtain the DEGREE Certificate at the Convocation either in person or in absentia for the reason that is absolutely essential for further studies and equally important for jobs.

### **Guidelines for obtaining finance for the course**

#### **1. Bursary Scheme**

Government of Goa offers a “Bursary Scheme”, wherein interest-free loans are given to the students pursuing higher education in the state of Goa. For further details on availing the scheme, contact the B.B.A. Department Office.

#### **2. Bank Loan**

Indian Overseas Bank (Dabolim Branch) has agreed to facilitate the loan facility for BBA Students. Contact the Course Director for details.

## DEPARTMENT EVENTS

The Department encourages the students to participate in various management competitions organised by colleges all over India. Selection of the participants for such competitions will be done by the Department.

The Department, with the initiative of the student, organises following activities / events every year :

- **Inaugural Ceremony** : The inauguration ceremony of the new incoming Batch 2019.
- **Graduation Day** : The outgoing batch will be ceremoniously awarded their Course Completion Scroll in the presence of parents and distinguished guests.
- **B-Gurukul** : The Department magazine is published every year with the initiative of the first year students.
- **Lakshya** : Inter-college Management Competition organised by second year students.
- **Management Day** : Third year students organise celebrations of Management Day in the month of February based on the theme suggested by the All India Management Association.
- **World Maritime Day** : Students of BBA Shipping & Logistics celebrate the World Maritime Day on 27th September every year.
- **National Maritime Day** : Students of BBA Shipping & Logistics celebrate National Maritime Day on 5th April every year.
- **Drishya** : An extended activity held for the H.S.S. students.

# ALUMNI TESTIMONIALS

## B.B.A.

I remember myself as a gawky teenager who had come from science stream to join BBA (which was the inaugural year of the BBA course in Goa) in the year 2000. Frankly, I had joined BBA course as a stop-gap arrangement. As science students, you had to wait for 4 rounds of admissions to see if you can get a medical / engineering / dental / pharma course via Goa Board. But as time went by & under the tutelage of Late Dr. Sreekumar who was the pioneer behind the introduction of BBA course in Goa university we realized that we are standing on the cusp of a revolution in academics. This course was a paradigm shift from the usual classroom methodology which was prevalent at that time. From the usual memorize & rote, we had moved to understand & internalize. Most of our tests involved open book tests, presentations & problem-solving. Hence it was a welcome shift from just filling answer sheets from memory. The ability testing was done by how we could find own solutions to the management problems thrown at us. More importantly, group assignments were the norm. The 2-month industry internship was an On-the-Job experience which very few courses provided at that time. To sum it up I owe it to the BBA course at MES College, for inculcating in me problem solving, leadership, team management, presentation skills & an outlook which made adaptable and relevant for the industry.

**Sameer Phal**  
Batch 2000-03

Selecting BBA at the graduate level has been the best decision I've taken. Of course credit goes to my father who found out in detail advantages of this course as it was a new course in Goa. Being the 2nd batch, we were the proverbial rabbits in the lab, no complaints though. This course develops the overall personality of a student. It did shape mine. The curriculum is designed in a way to help students to think on their own, which the rote learning method doesn't allow you to. Subjects like Cultural studies, Ethics - widens one's perspective about art/culture/ social welfare/ acceptance of other cultures more openly etc. It helps each one think to own their own which has helped me at my work. Most employers look for candidates who will take responsibility and act, rather than approach the manager for every problem. The course also encourages students to speak up their views rather than sit coyly. This again is a useful skill for corporate life. Unless you express your viewpoints or share information, nobody will recognize you. Stage fear, Presentation skills/ solving cases/ applying concepts learned in practical life, this is something which has stayed with me since my graduation. Grooming is one more aspect, which is of utmost importance in life. Be it the soft skills or mock interviews, dining etiquettes, have been helpful too. As the course promises it equips the students with managerial / leadership skills. I'm glad I chose BBA, as it has certainly helped me hone my hidden skills and learn new things. As a working professional from the shipping industry, I may not have been able to apply learned concepts like statistics/POM, finance in my chosen field. However it's the soft skills, problem-solving attitude polished during BBA days, basic knowledge of subjects which are of paramount importance in corporate life, and I have immensely gained from it.

**Siddhi Salgaonkar**  
Batch 2001-04

*BBA at MES College, has helped me in shaping my career and giving me a different outlook to work life. First and foremost, it influenced my approach, giving me a non-theoretical, practical and application based outlook to every task. I learnt to apply myself in a situation and look for practical solutions. Secondly, it familiarized me with presentation skills, group discussions and the spirit of teamwork. Thirdly, enabled me to understand the corporate world much before actually starting work through internship programs, case-studies and lectures by Guest Faculty working in large companies. In addition, participation in national level management festivals and contests boost my confidence on a personal and professional level.*

**Sunita Salunke**  
**Batch 2003-06**

*My experience has been a fabulous one. BBA as a course at MES College & its teachers have provided an environment for learning & development on a more practical level. We were prepared to face different situations in the corporate world at a very early stage. The 3 years doing the BBA course were probably the best years of my life, not only was I supported to take part in sports on a state level but also I was pushed to take up a leadership role for various events. BBA has changed me in a lot of ways, but the most important would be it provided me with knowledge & confidence. Opportunities to work with various entrepreneurs and senior level managers, their stories feedbacks have all been very valuable lessons for me as an entrepreneur now.*

**Abeesh Koshy**  
**Batch 2003-06**

*As every little education brings changes. BBA at MES College, has also brought many changes in me. It groomed me well in the fields like public speaking, research, organizational behavior, psychology etc. Overall it improved my self-confidence.*

**Shrijit Nair**  
**Batch 2004-2007**

*BBA course has played a major role in my life. I believe I have made the best use of various opportunities provided during this three years course of BBA. Internships, participating in management events, organising our very own event i.e Lakshya 12 was the best learning experience throughout this course. Well, I would say BBA has added value to my career. I see a lot of growth in myself in terms of skills, knowledge, handling stress and most importantly dealing with different kinds of people. The challenging aspect was dealing with my own classmates but eventually, I have learned to accept this challenge in a positive way because I knew I'm learning something which will surely help me in future. BBA gave me an opportunity to network with various other college students during management events. This opportunity of networking is very helpful as it has created a platform for me to share my knowledge and to learn from their experiences. Overall I would say that the change is effective and positive.*

**G.V.Aishwarya**  
**TYBBA Batch 2016-19**

*The courses offered under the BBA programme have not only been instrumental in ameliorating my professional skills but also in enhancing my personal capabilities. The plethora of courses offered assisted me to make informed choice about my future course of actions. My graduation in BBA has been one of the instrumental elements in developing my personality not just for the job market but also for being a responsible citizen.*

**Anthony Gomes**  
**Batch 2010-14**

*BBA course at MES College, has definitely changed me from what I was before I joined and what I am today. Well the course is just 30% of what I learned the rest 70% is all because of the numerous business management events I have taken part in through the BBA course. BBA gives the students the opportunity to open yourself and conquer the fears which drive you down, fears when it comes to public speaking, communication, managing stress, being efficient and effective and most importantly time management. Honestly 10th and 12th grade wasn't helpful at all. Parents forcing their children to study well, get good grades is not it. Send your kids for these courses such as BBA will make you the human being that can stand on his or her own feet. BBA, as it has minimal theory and more or practices like presentations, debates, role plays, cases, creative thinking, etc, helps the students not only to deal with the situation but also makes them aware of what the real world outside is. BBA is a course that develops students not to work for someone else but also to become entrepreneurs. The summer internships boost the students, and with this, they get to experience in the real world, which other course doesn't offer I guess so. So overall to tell u frankly BBA has changed my thinking of life ahead.*

**Logan Henriques**  
**Batch 2015-18**

*The course has provided me with a sense of liberty in exploring my passion for different management fields ranging from HR, Marketing, Finance, Digital Marketing to Entrepreneurship. The perfect combination of Corporate exposure and theoretical knowledge. All in the span of 3 years. It has shaped me into the man I am today and the confidence I exude. The kind of encouragement I have received from this institute to bolster my academic knowledge as well as my over all personality has been phenomenal.*

**Abbas Shaik**  
**TYBBA Batch 2016- 19**

**Goa Management Association's Best Management Student 2018-19 awardee**

*I believe it was BBA course that made me what I am today, it taught me some really important things in life over and above the subject matter. For example, it gave me the confidence to speak and discuss my ideas and thoughts with people. Subjects like case analysis made me sit on the decision-making chair and reflect on how the people involved would have thought and this has transpired into my daily routine. It also helped me develop a habit of reading news and stay updated with current affairs.*

**Shivdas Nair Batch**  
**2007-10**

*BBA has changed my outlook towards education from the old school books to interacting with industry professionals and participation in management competitions. Skills like spoken communication and presentation skills developed rapidly as I went through this BBA journey. The biggest change I saw in myself after joining BBA was that I became more aware of what's happening around in the world, I started having my own views and opinions about things which before I was never concerned was. This made me realize how we are connected with everything that happens around, it shows me the importance of being aware and being informed. In conclusion, I would state that the overall objective of this course is to impart the knowledge of business and managerial skills to students and prepare them for their entry into the Corporate World where they can cruise on the right path of hope and light.*

**Vinayak Naik**  
**TYBBA Batch 2016-19**

*My Experience doing BBA at MES College, was terrific, it gave me a lot of insight into many subjects. The course covers all the aspects one requires either for higher education or for a job. Internships are another step towards experiencing the reality of work atmosphere. The BBA course, has helped in being more confident as a person especially in terms of communication, presentation and being adaptable to any situations of life.*

**Bharat Ramanauj**  
**2008-11**

*The courses offered under the BBA programme have not only been instrumental in ameliorating my professional skills, but also in enhancing my personal capabilities. The plethora of courses offered assisted me to make an informed choice about my future course of action. My graduation in BBA has been one of the instrumental elements in developing my personality, not just for the job market but also for being a responsible citizen.*

**Anthony Gomes**  
**Batch 2010-14**

**\* Alumni interviewed by Ms. Neeve Miranda (FYBBA)**

## **B.B.A. - SHIPPING & LOGISTICS**

*The BBA (Shipping & Logistics) course offered at MES College is the only course in the whole of India. The curriculum is better than most of the other graduation courses. It helped me gain a deep understanding of the way teams work and the qualities required to effectively lead a group. The course also encouraged me to think on my feet, which boosted my overall confidence.*

*Frazer  
Batch 2013-16*

*I had a great and memorable three years in BBA (Shipping & Logistics) at MES college of Arts and Commerce. BBA (S&L) course offered me an opportunity to acquire professional skills in the early stage of my management studies. The course helped me to deeply understand and develop important business skills such as leadership, communication skills, critical thinking, and decision making. BBA(S & L) is an appropriate course to undergo in order to meet the demands of managerial roles in shipping and logistics business. The program helped me to adopt managerial approach from the beginning of the program toward various business issues. I also learnt about the competitive business world in which public as well as private sectors operate. Thus, learning the course opened up several options in public and private sector for me. I feel very confident to pursue my further education – MBA (Shipping and Logistics) in Chennai.*

*Pushpesh Prabhu  
Batch 2016-19*

*The course provided theoretical and practical knowledge which broadened my understanding about the industry. Field trips were both informative and industry related. Apart from that the internships were vital as I got firsthand experience which further deepened my overall knowledge.*

*Aditya Nevrekar  
Batch 2015-18*

*The course has given me the basic knowledge of shipping. It helped me to improve upon my soft skills, management skills, leadership skills, and developed my overall personality. I also understood the importance of business ethics. Internship programme took me to the real world business environments. Overall, the course gave me an edge to begin a career in the Shipping industry.*

*Pranam Nilekani  
Batch 2015-18*

*BBA shipping at MES gave me the basic foundation in shipping and logistics industry, it offered me an opportunity to acquire the knowledge and skills from people from industry early in my career. This course also offers a deep understanding of important basic skills such as shipping management, logistics management in supply chain industry which creates a strong background at entry level in industry and there is no end to excellent job opportunities around the world, because it is that vast. Currently I am working with one of the largest shipping company and achieving milestones because of this course and great lecturers.*

*Sagar Shrivastav  
Batch 2013-16*

# ALUMNI PROGRESSION

## OUR ALUMNI EXCELLING IN THE CORPORATE WORLD



**Mr. Jason D'Costa**  
Batch 2000-03  
  
Manager, IT Advisory  
Ernst and Young, Australia



**Mr. Selwyn Monteiro**  
Batch 2001-04  
  
Senior Business Analyst  
Sales Force, Bangalore



**Mr. Sameer Phal**  
Batch 2000-03  
  
State Head, Financial Services  
Tata Mutual Fund Ltd. Goa



**Mr. Shamba Naik**  
Batch 2000-03  
  
HR - Generalist  
Titan Time Products, Goa



**Mr. Glen Mesquita**  
Batch 2003-06  
  
Manager  
IDBI, Kolhapur



**Ms. Mignonne Mesquita Araujo**  
Batch 2004-07  
  
Service Operations Manager  
IDBI BANK Ltd



**Mr. Vinod Sawantwadekar**  
Batch 2001-04  
  
Centre Head  
Wockhardt Hospital, Nashik



**Kishore Kumar**  
Batch 2006-09  
  
Senior Executive - Marketing  
Putzmeister Concrete Machine  
Pvt. Ltd



**Ms. Christine D'cruz**  
Batch 2001-04  
  
Senior Registry Officer - Tier 4  
Compliance  
Coventry University



**Mr. Brian Pereira Do Carmo**  
Batch 2004-07  
  
Specialist Analyst  
Goldman Sachs & Co.  
(Dept. Listed Derivatives -  
Trade Mgmt. Group) USA



**Mr. Pratik B. Manolkar**  
Batch 2006-09  
  
Executive - Governance Risk  
Consulting Service  
KPMG



**Ms. Kalika Lotlikar**  
Batch 2003-06  
  
Advertising and Events  
Vinsan World



**Mr. Shrijit Nair**

Batch 2004-07

HR Administrator  
Schneider Electric, Dubai



**Ms. Sunita Salunke**

Batch 2003-06

Mktg. & Research Analyst  
National Paints, UAE



**Mr. Koustubh Lele**

Batch 2006-09

Consultant  
Pricewaterhouse Coopers, Pune



**Ms. Shruthi Parab**

Batch 2011-14

Mktg. Manager, E-commerce  
Browntape, Porvorim



**Ms. Viveka Naik,**

Batch 2009-12

Asst. Sales Manager  
Doubletree by Hilton, Goa



**Shivdas Nair**

Batch 2007-10

Co-ordinator, Brand Communications  
Qatar Airways, UAE



**Jaideep Deorukhkar**

Batch 2001-04

Area Incharge  
ICICI Lombard, Mumbai



**Ashwin Furtado**

Batch 2006-09

Regional Manager - Operations  
Suburban Diagnostics India Pvt. Ltd.



**Mr. Aneesh Thomas**

Batch 2003

Senior HR Officer  
Everest Industrial Comapny, UAE



**Ms. Siddhi Salgaocar**

Batch 2003

Sr. Executive - Customer Service  
and Documentation  
Samsara Shipping



**Mr. Gaurish Karekar**

Batch 2003-06

Dy. Manager - Planning  
(Logistics & Supply Chain - India)  
Carestream Health India Pvt. Ltd.



**Mr. Sagar Ashok Shrivastav**

Batch 2013-16

Senior Associate, WCA Cargo  
Operations - MAERSK



**Mr. Prasil Kolhapurkar**

Batch 2002-05

HR Executive  
Cipla, Goa



**Ms. Nivedita Desai**

Batch 2004-07

Sr. Manager, Corporate  
Partnership - Little App by Paytm



**Mr. Parampreet Singh**

Batch 2003-06

Territory Head  
Cox and Kings Ltd., Goa



**Ms. Nayana Shetty**

Batch 2002-05

HR Business Partner  
Unique System FZE, Sharjah

## OUR ALUMNI EXCELLING IN THE WORLD OF ENTREPRENEURSHIP



**Mr. Jaywant Saraf**  
Batch 2001-04

Managing Partner  
Jaywant Tyres, Goa



**Mr. Rhys Mascarenhas**  
Batch 2005-08

Managing Partner  
Football Edge



**Mr. Abeesh Koshy**  
Batch 2003-06

MD, Koshy Builders Pvt. Ltd.  
GM, Dubai Creative Trading  
LLC, Dubai  
Managing Partner  
Electron Apparels, Bangalore



**Mr. Andre Paul Souza**  
Batch 2002-05

Director  
Mode Event Planner  
Pvt. Ltd. A.R.O.S



**Mr. Deepesh Cholera**  
Batch 2008-11

Partner  
Shantilal Real Estate  
Services, Goa



**Mr. Alivio Faria**  
Batch 2000-03

Proprietor  
Faria Ventures, Goa



**Ms. Rina Rodrigues**  
Batch 2002-05

Proprietor  
Let's Party Event  
Management Co.



**Mr. Bharat Ramanuj**  
Batch 2008-11

Managing Director  
Blue Moon Distilleries,  
Goa



**Mr. Bijeesh Vasudevan**  
Batch 2001-04

Creative Head  
Benchmark Studio,  
Vasco, Goa



**Ms. Joshna Tangri**  
Batch 2004-07

Director  
Aerolincs Aviation  
Services Pvt. Ltd., Goa



**Mr. Tej Naik**  
Batch 2007-10

Director  
Powerland Agro Tractor  
Vehicles Pvt. Ltd.



Date		No. of Days	Signature of Class Co-ordinator	Tests Missed	Signature of the teacher for each test missed
From	To				

### **Rules for Leave & Re-tests**

Though 100% attendance is expected, the students can get a Leave of 15 days in one academic year, with prior permission of the class co-ordinator, (except for sick leave, for which the office should be informed on the telephone). If the students miss any tests during the leave period, they will be given re-tests on the following conditions:

1. Requests for re-tests should come from the students before end of the concerned term. Faculty members will not offer re-tests on their own.
2. Re-tests are given only for assignments, open book tests or any tests which is written.
3. Presentations, debates or discussions will not be repeated and students are not eligible for any re-tests for these categories of evaluation. For third year students, re-tests will not be given for “Mock Interview”, Seminars on General Topics and Interaction with executives.
4. All the subject teachers need to be informed about the leave.
5. Retests will be given in the last week of the respective term. No complaints will be entertained, if re-tests are not taken during the prescribed time.
6. Any follow up about the re-tests is entirely a responsibility of the students, as re-test is a privilege of the student and not a right.

# **ANNEXURES**



## ANNEXURE I

### UNDERTAKING BY THE STUDENT / CANDIDATE

I, \_\_\_\_\_  
(Full name of the student)

Son/daughter of Mr./Ms. \_\_\_\_\_

Having been admitted to M.E.S. College of Arts and Commerce, Zuarinagar, Goa, have received a copy of the UGC regulations on curbing the menace of ragging in Higher Educational Institutions, 2009 (hereinafter called the Regulations). I have carefully read and fully understood the provisions contained in the said Regulation and the Directions of the Supreme Court and the Central/ State Government in this regard.

1. I have also in particular perused Clause 7 and Clause 9.1 of the Regulations and am fully aware of the penal and the administrative action that is liable to be taken against me in case I am found guilty of or abetting ragging, actively or passively, or being part of a conspiracy to promote ragging.

I hereby solemnly affirm and undertake that:

- a. I will not indulge in any behavior or act that may be constituted as ragging under Clause 3 of the Regulations.
  - b. I will not participate in or abet or propagate through any act of commission or omission that may be constituted as ragging in under Clause 3 of the Regulations.
2. I hereby affirm that if found guilty of any aspect of ragging, I may be punished as per the provisions of the UGC Regulations mentioned without prejudice to any other criminal action that may be taken against me under any penal law or as per the law in force.
  3. I hereby affirm that I have not been expelled or debarred from admission in any Institution in the country on account of being found guilty of abetting or being a part of conspiracy to promote ragging; and further affirm that in case the declaration is found untrue, I am aware that my admission is liable to be cancelled.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ month of \_\_\_\_\_ year.

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Address : \_\_\_\_\_



## ANNEXURE II

### UNDERTAKING BY THE PARENT / GUARDIAN

I, \_\_\_\_\_  
(Full name of the Parent / Guardian/Father)

Parent/Guardian of Mr./Ms. \_\_\_\_\_  
(Full name of the student)

Having admitted my son/daughter in MES College of Arts and Commerce, Zuarinagar, Goa, have received a copy of the UGC regulations on curbing the menace of ragging in Higher Educational Institutions, 2009 (hereinafter called the Regulations). I have carefully read and fully understood the provisions contained in the said Regulation and the Directions of the Supreme Court and the Central/ State Government in this regard.

1. I have also in particular perused Clause 7 and Clause 9.1 of the Regulations and am fully aware of the penal and the administrative action that is liable to be taken against me in case I am found guilty of or abetting ragging, actively or passively, or being part of a conspiracy to promote ragging.

I hereby solemnly affirm and undertake that:

- a. My ward will not indulge in any behavior or act that may be constituted as ragging under Clause 3 of the Regulations.
  - b. My ward will not participate in or abet or propagate through any act of commission or omission that may be constituted as ragging in under Clause 3 of the Regulations.
2. I hereby affirm that if found guilty of any aspect of ragging, my ward may be punished as per the provisions of the UGC Regulations mentioned without prejudice to any other criminal action that may be taken against me under any penal law or as per the law in force.
  3. I hereby affirm that my ward has not been expelled or debarred from admission in any institution in the country on account of being found guilty of abetting or being a part of conspiracy to promote ragging; and further affirm that in case the declaration is found untrue, I am aware that my admission is liable to be cancelled.

Signed this \_\_\_\_\_ day of \_\_\_\_\_ month of \_\_\_\_\_ year.

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Address : \_\_\_\_\_



### ANNEXURE III

#### **UNDERTAKING BY THE STUDENTS AND PARENT / GUARDIAN**

I, accept that as part of curriculum I will have to take part in various field trips / education tours/seminars held within this state or outside this state of Goa for the academic year 2017-18. I may also volunteer to participate in Management Competitions / Cultural activities organized by other colleges.

It has been made clear that any injury, Serious/fatal/minor sustained by me during the field trips/education tours/seminars/management competitions/cultural activities due to the following reasons will be at one's own risk and I or my parent/guardian will not claim from my college or visiting company/institution any compensation thereof:-

- a. Due to traffic accident / any other accidents.
- b. Due to misconduct or misbehavior on my part.
- c. Due to any other reasons where I have violated the rules and regulations and instructions issued by the staff or the tour in charge.
- d. Forces of nature / Act of God.

I will abide by the rules and regulations as may be prescribed by the college authorities, and in case of any violation of any rule, I accept the punishment given by the authority.

Name of the Student : \_\_\_\_\_

Sign : \_\_\_\_\_

Parent's /Guardian's Name: \_\_\_\_\_

Sign : \_\_\_\_\_

Roll No. : \_\_\_\_\_

Class : \_\_\_\_\_

Date : \_\_\_\_\_



**ANNEXURE IV**

**HEALTH UNDERTAKING BY THE STUDENTS AND PARENT / GUARDIAN**

I, \_\_\_\_\_ am suffering from \_\_\_\_\_  
since \_\_\_\_\_.

I accept that I have been under the treatment of Dr. \_\_\_\_\_  
for the past \_\_\_\_\_ years / months.

I declare that I do not suffer from any other ailment and allergies other than  
declared above.

Students Name : \_\_\_\_\_

Parent's/Guardian's Name : \_\_\_\_\_

Sign: \_\_\_\_\_

Date : \_\_\_\_\_

\*\* We care for your health and please be assured that the above information will be  
confidential and not used for any purposes.\*\*



## ANNEXURE V

### DISCIPLINE UNDERTAKING BY THE STUDENTS AND PARENT / GUARDIAN

1. I will not use mobile phones in class unless the teacher instructs me to do so.
2. I will behave myself in class and will not use foul language in class or college premises.
3. I will not eat or drink (except water) inside the classroom.
4. I will not litter and will use the dustbins to throw garbage.
5. I will not consume alcohol or smoke cigarettes or consume drugs during college hours or on field trips, industry visits, during any college activities or internships.
6. I will not abuse any faculty member or student and will use proper channel to sort my grievances.
7. I will not copy for exams any way.
8. If I am going to be absent for any valid reason, I will take written permission from my class faculty in-charge for leave.
9. In case I am sick, I will inform the office on 2556319 and after joining back will take class faculty in-charge's signature on the prospectus. A doctor's certificate will be required for leave more than 2 days and I will not be allowed to answer End Semester exam.
10. I am aware that if I do not have 75 percent attendance, I will have to attend classes again the next year for same subjects.
11. I will wear my ID Card every day to college and when on college duty/field trip

**I accept the above terms and conditions and will abide by the same. If I fail to abide by the above, I understand that action will be taken against me by the college which may lead to suspension and rustication in extreme cases.**

**Students Name:** \_\_\_\_\_

**Roll no:** \_\_\_\_\_

**Class:** \_\_\_\_\_

**Signature (Student):** \_\_\_\_\_

**Signature (Parent):** \_\_\_\_\_

