

SUBBALAKSHMILAKSHMIPATHY COLLEGE OF SCIENCE

An Autonomous Institution

(Affiliated to Madurai Kamaraj University &

Re-Accredited with B Grade by NAAC)

T.V.R. NAGAR ,ARUPPUKOTTAI ROAD , MADURAI-22

PO, PSO & CO



Department of BBA (Logistics & Shipping Management)

To be followed for the batch 2018 – 2021

from Semester I to VI from the academic Year 2018 -19)

BBA (Logistics & Shipping Management)

Programme Code : BB1000

1. Programme Outcomes (PO)

The Programme Outcomes of the BBA (Logistics & Shipping Management) degree are

- i. To apply knowledge of various fields in Logistics & Shipping.
- ii. To design a Logistics system with components and processes of desired needs within realistic constraints such as economics, environmental, social, political, ethical, health and safety.
- iii. To apply principles, techniques and tools for logistics development.
- iv. To acquire skills related to logistics & shipping in real-world problem solving.
- v. To realize professional and ethical responsibility and act in accordance to social welfare.
- vi. To engage in life-long learning acquiring knowledge of contemporary issues so as to face the career challenges.

2. Programme Specific Outcomes (PSO)

The Programme Specific Outcomes of the BBA (Logistics & Shipping Management) degree are

- i. To identify the various challenges and scope in the logistics sector.
- ii. To analyse opportunities for developing India as a preferred logistics hub in the Indian economy.
- iii. To contribute to the trade development of India by strengthening its presence in logistics.
- iv. To identify various feasible and appropriate means of logistics so as to facilitate business transactions between nations.

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 4
Subject code	:	Subject	: English – I
Internal Marks	: 25	External Marks	: 75
Part	: II [Language]	Credits	: 3

Course Outcomes:

- To encourage the students to involve actively in participative learning of English and to enable them acquire communication skills.
- To inculcate writing habit and to develop effective writing skills.
- To make them write official letters to officers and editors effectively.
- To make the students to learn and to be familiar with basic grammar topics, as error free communication has become mandatory.
- To prepare them to be comfortable with verbal ability.

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 6
Subject code	:	Subject	: Financial Accounting
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the basic accounting concepts.
- Prepare Double entry book keeping system and various books of Accounts.
- Preparation of final accounts.

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 6
Subject code	:	Subject	: Management Process
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the nature and types of business organizations
- Apply the Principles & functions of Management
- Know the Process of decision making
- Practice the Modern trends in management process.

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 5
Subject code	:	Subject	: Marketing Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the principles of marketing management
- Know Market segmentation
- Understand product life cycle, pricing, branding

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 5
Subject code	:	Subject	: Business Statistics
Internal Marks	: 25	External Marks	: 75
Part	: III [Allied]	Credits	: 5

Course Outcomes:

- Provide basic knowledge of Mathematics and application of Mathematical statistics to commercial situations

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 2
Subject code	:	Subject	: Value Education
Internal Marks	: 25	External Marks	: 75
Part	:IV	Credits	:2

Course Outcomes:

- Know the social values, ethics which have to be reflected in one's behavior
- Get the opportunities for the continuous development of their knowledge, skills and attitudes related to certain values.

I BBA (Logistics & Shipping Management)

Semester	: I	No.of Hours	: 2
Subject code	:	Subject	: Physical Education
Internal Marks	: -----	External Marks	: 100
Part	:V [Extension activity]	Credits	:1

Course Outcomes:

- The Physical Education program will allow the students to participate in developmentally appropriate activities.
- The Physical Education program will develop and reinforce cooperative behavior.
- The Physical Education program will teach the students to establish lifelong fitness goals.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 4
Subject code	:	Subject	: Hindi – II
Internal Marks	: 25	External Marks	: 75
Part	: I [Language]	Credits	: 3

Course Outcomes:

- To make the students to learn some advanced grammar topics.
- To improve the student's communication ability.
- To make them write official letters.

- To train the students to manage the language beyond our state , while they work in hindi speaking places.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 4
Subject code	:	Subject	: English – II
Internal Marks	: 25	External Marks	: 75
Part	: II [Language]	Credits	: 3

Course Outcomes:

- To mould the students in sharpening their skills and improving their ability to self-learn.
- To enable the students to acquire the ability to speak effectively in English in real life situations.
- To orient them about sending Electronic Mails.
- To prepare them to be comfortable with verbal ability.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 6
Subject code	:	Subject	: Economics for Executives
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the objectives of business firms
- Know the factors of production and BEP Analysis
- Understand the types of competitions and price administration
- Acquire ability to analyse the Government measures to control monopoly

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 6
Subject code	:	Subject	:Organisational Behavior
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 5

Course Outcomes:

- Understand Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 6
Subject code	:	Subject	:Human Resource Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	:4

Course Outcomes:

- Understand the functions of HR/Personnel Department

- Know manpower planning, performance appraisal.
- Understand Salary administration, Labour Welfare, Industrial Relation.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 5
Subject code	:	Subject	: Operations Research
Internal Marks	: 25	External Marks	: 75
Part	: III [Allied]	Credits	: 5

Course Outcomes:

- Obtain knowledge of scientific approaches to decision making.
- Apply mathematical modeling to design, improve and operate complex systems in the best possible way.

I BBA (Logistics & Shipping Management)

Semester	: II	No.of Hours	: 2
Subject code	:	Subject	: Environmental Studies
Internal Marks	: 25	External Marks	: 75
Part	: IV	Credits	: 2

Course Outcomes:

- Understand the terms of ecological, economic, social, aesthetic and educational factors.
- Have opportunities to acquire the knowledge, values, attitudes, commitment and skills needed to protect and improve the environment.

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 6
Subject code	:	Subject	: Supply Chain Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand stages of supply chain management and new opportunities in SCM.

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 6
Subject code	:	Subject	: Strategic Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand Strategic Management, Types of Strategies, Analysis, Strategy Implementation etc

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	:7
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Subject code	:	Subject	:Production and Material Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the Principles, functions and process of Production Management
- Practice effective management of materials

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 6
Subject code	:	Subject	: Entrepreneurial Development
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the scope of an entrepreneur
- Know project formulation and report generation

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 3
Subject code	:	Subject	: Workshop on Numerical Skills
Internal Marks	: 25	External Marks	: 75
Part	: IV [Skill based]	Credits	: 2

Course Outcomes:

- Learn set of techniques to think, reason, and conceptualize problems.
- Apply numeracy skills effectively, to perform mental arithmetic accurately.

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 2
Subject code	:	Subject	: Campus Recruitment Training – I
Internal Marks	: 25	External Marks	: 75
Part	: IV [Skill based]	Credits	: 2

Course Outcomes:

- To encourage the students to involve actively in participative learning of English and to enable them acquire communication skills.
- To enable the students prepare themselves as professionals.
- To help them gain confidence in facing the Competitive World.

II BBA (Logistics & Shipping Management)

Semester	: III	No.of Hours	: 2
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Subject code	:	Subject	: Basics of Business Communication
Internal Marks	: 25	External Marks	: 75
Part	: IV [Non Major Elective – I]	Credits	: 2

Course Outcomes:

- Understand the importance of Business Communication
- Know letter Communication
- Understand report writing etc

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 6
Subject code	:	Subject	: Fundamentals of Logistics
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- To introduce Logistics role in Economy / organizations in terms of effective logistics service to the customers.
- To acquire wide knowledge on the fundamentals of logistics business.
- To understand the overall logistics services and during this process.
- To learn to plan / implement / control / cost effectiveness and storage.

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 6
Subject code	:	Subject	: Business Environment
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the types of Business Environments
- Know the complexities involved in various environments
- Acquire the ability to deal with different environments

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 6
Subject code	:	Subject	:Retail Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 4

Course Outcomes:

- Understand the features of retailing
- Learn and know the theories of retail development
- Understand the retail development in India and global retail markets.

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 6
Subject code	:	Subject	: Research Methodology
Internal Marks	: 25	External Marks	: 75
Part	: III [Allied]	Credits	: 5

Course Outcomes:

- Develop a thorough understanding of the fundamental theoretical ideas and logic of research.
- Understand the approach to research
- Know the vast range of research methods available and the researcher's choice of methods.
- Develop a thorough understanding of the issues involved in planning, designing, executing, evaluating and reporting research within a stipulated time period

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 3
Subject code	:	Subject	: Workshop on reasoning skills
Internal Marks	: 25	External Marks	: 75
Part	: IV [Skill based]	Credits	: 2

Course Outcomes:

- Learn set of techniques to think, reason, and conceptualize problems.
- Apply quantitative reasoning to interpret information and solve problems

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 2
Subject code	:	Subject	: Campus Recruitment Training – II
Internal Marks	: 25	External Marks	: 75
Part	: IV [Skill based]	Credits	: 2

Course Outcomes:

- To encourage the students to involve actively in participative learning of English and to enable them acquire communication skills.
- To enable the students prepare themselves as professionals.
- To help them gain confidence in facing the Competitive World.
- To inculcate Social Etiquette.

II BBA (Logistics & Shipping Management)

Semester	: IV	No.of Hours	: 2
Subject code	:	Subject	: Basics of Marketing
Internal Marks	: 25	External Marks	: 75
Part	: IV [Non Major Elective – II]	Credits	: 2

Course Outcomes:

- Understand the principles of marketing management
- Know Market segmentation
- Understand product life cycle, pricing, branding

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 6
Subject code	:	Subject	: Warehousing Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 5

Course Outcomes:

- Understand the role & operations of a warehouse
- Know about storage & handling systems
- Study order picking & replenishment, Receiving & dispatch

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 6
Subject code	:	Subject	: Global Shipping Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 5

Course Outcomes:

- Understand the importance of shipping
- Know about containerization
- Understand bill of lading & export procedures

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 6
Subject code	:	Subject	: Elements of Port Management
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 5

Course Outcomes:

- Understand the importance of ports
- Know the nuances of port development & management
- Understand port policy

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 6
Subject code	:	Subject	: Business Ethics
Internal Marks	: 25	External Marks	: 75
Part	: III [Core]	Credits	: 5

Course Outcomes:

- Understand the characteristics, importance and factors of business ethics
- Know the values involved in business ethics
- Understand professional ethics & corporate culture

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 5
Subject code	:	Subject	: Data Analysis
Internal Marks	: 25	External Marks	: 75
Part	: III [Core Practical]	Credits	: 4

Course Outcomes:

- Understand statistical formulas
- Know financial formulas
- Understand formulas in Data Analysis menu

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 1
Subject code	:	Subject	: Summer Training
Internal Marks	: 25	External Marks	: 75
Part	: III [Project]	Credits	: 2

Course Outcomes:

- Understand the organizational profile chosen for study
- Know about the various functional areas in the organization
- Analyse the SWOT analysis of the organization chosen for study
- Adopt suitable methodology of undertaking a survey for research

III BBA (Logistics & Shipping Management)

Semester	: V	No.of Hours	: 2
Subject code	:	Subject	: Campus Recruitment Training – III
Internal Marks	: 25	External Marks	: 75
Part	: IV[Skill based]	Credits	: 2

Course Outcomes:

- To encourage the students to involve actively in participative learning of English and to enable them acquire communication skills.
- To enable the students prepare themselves as professionals.
- To help them gain confidence in facing the Competitive World.
- To inculcate Social Etiquette.
- To be comfortable participating in GD's and facing Interviews.

III BBA (Logistics & Shipping Management)

Semester	: VI	No.of Hours	:
Subject code	:	Subject	: Summer Internship
Internal Marks	:50	External Marks	:50

Part	: III [Project]	Credits	: 15
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Course Outcomes:

- Understand the organizational practices related to Logistics & Shipping
- Know the connection between theory and reality in Logistics & Shipping
- Understand the real life issues in the concerned field
- Analyse the scope & challenges in Logistics & Shipping