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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**BBA (LOGISTIC AND SHIPPING MANAGEMENT) – BB1000**

**VISION OF THE DEPARTMENT**

- ❖ To create professionals and entrepreneurs in Logistics & Shipping industry with good ethical values thereby contributing to societal and community development

**MISSION OF THE DEPARTMENT**

- ❖ Aim for academic excellence in alignment with the needs of the industry.
- ❖ Inducing value-based education to students.
- ❖ Motivating students to become job creators instead of job seekers.
- ❖ Promoting extension activities in the neighborhood.

## **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

- PEO 1** : Prepare students with the competency, skill & knowledge required for the logistics and shipping industry.
- PEO 2:** Demonstrate competencies towards getting employed, and starting own enterprises both locally and globally.
- PEO 3:** Prepare themselves as socially responsible citizens holding ethical values.
- PEO 4:** Formulate efficient technologies and engage in lifelong learning in the field of logistics and shipping

### **Programme Specific Outcomes (PSOs)**

**PSO 1:** Analyse the various scope and challenges in the logistics sector.

**PSO 2:** Select opportunities for developing India as a preferred logistics hub.

**PSO 3:** Formulate various feasible and appropriate means of logistics so as to facilitate business transactions between nations.

## **Programme Outcomes (POs)**

Our graduates will be able to

**PO1 Disciplinary knowledge:** Analyse the interdisciplinary approach of the various concepts learned in logistics & shipping management and its association with the various fields of study.

**PO2 Communication Skills:** Demonstrate effective communication skills with the various stakeholders involved in logistics & shipping domain thereby marching towards the satisfaction of their needs

**PO3 Critical thinking:** Apply the knowledge gained in the area of logistics & shipping in a critical manner towards gaining uniqueness and excellence.

**PO4 Problem solving:** Prepare themselves for solving complex problems and take effective decisions.

**PO5 Analytical reasoning:** Analyse the various issues in the logistics industry using relevant data and draw appropriate inferences.

**PO6 Research-related skills:** Formulate appropriate hypothesis and draw inferences and results in the field of logistics using cause and effect relationships.

**PO7 Cooperation/Team work:** Demonstrate cooperation and team working abilities in the workplace.

**PO8 Scientific reasoning:** Predict the scientific relationships among variables affecting logistics and shipping industry by means of effective data collection and analysis.

**PO9 Reflective thinking:** Design suitable awareness and reflexivity to both self and society.

**PO10 Information/digital literacy:** Apply various tools related to ICT for decision making in the field of logistics.

**PO11 Self-directed learning:** Demonstrate various unique strategies from self for execution in project management.

**PO12 Multicultural competence:** Analyse the diversities present in multiple cultures, thereby increasing adaptability in the workplace.

**PO13 Moral and ethical awareness/reasoning:** Apply ethical principles in all aspects of life and workplace, thereby exhibiting truthfulness and unbiased behavior in whatever work they do.

**PO14 Leadership readiness/qualities:** Demonstrate effective leadership qualities in forming and guiding a team towards success in the workplace.

**PO15 Lifelong learning:** Plan for continuous learning through self-development and initiative, thereby contributing to self and organizational growth and development.

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## COURSE OUTCOMES

| Course Code and Course Name                                   | Course Outcomes<br>At the end of this course the students will be able to   |
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| <b>22UT101 - பொதுத்தமிழ்- I</b>                               | <p>CO 1: மரபுக்கவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப் பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 2: இக்காலகவிதைகளின்வாயிலாகஎளியசொற்பதங்களைப்பயன்படுத்திவாழ்வியல்நிகழ்வுகளைஅறியச்செய்தல்.</p> <p>CO 3: சிறுகதைகளின்வாயிலாகசமூகம்சார்ந்தசிந்தனைகள்வலியுறுத்துதல்.</p> <p>CO 4: மொழிப்பிழைகளைக்கண்டறிந்துநீக்கும்வழிமுறைகளைச்சான்றுடன்பயிற்றுவித்தல்.</p> <p>CO 5:</p>   |
| <b>22UH101 - Hindi I</b>                                      | <p>CO 6: Illustrate the proper usage of Hindi in writing and speaking.</p> <p>CO 7: Recognize the language through some short stories.</p> <p>CO 8: Apply the basics of grammar for effective communication.</p> <p>CO 9: Improve the skill of reading and understanding passages.</p> <p>CO 10: Enhance and enrich the vocabulary of the students.</p>   |
| <b>22UF101 - French Language, Culture and Civilisation– I</b> | <p>CO1: Use basic words and express themselves in French.</p> <p>CO2: Acquire a good knowledge of the French Culture &amp; Civilization.</p> <p>CO3: Acquainted with a basic knowledge of French Grammar.</p> <p>CO4: Apply the language skills for personal communication</p> <p>CO5: Describe persons and their characters, and also excel in telephonic conversation.</p>  |
| <b>22UCE102- Communicative English I</b>                      | <p>CO1: Develop the basics knowledge of grammar for effective communication.</p> <p>CO2: Enhance the purposeful reading and inculcate the ability of using e- resources</p> <p>CO3: Enable the writing ability through reading by learning of verbs &amp; infinitives.</p> <p>CO4: Imbibe the skills of narrative writing through the learning of Tenses.</p> <p>CO5: Absorb skills in writing and understanding maps, graphs and pie charts and presenting through Voices.</p> |
| <b>22BL103-</b>   | <b>CO1: Classify the different concepts of Accounting</b>   |

| <b>Course Code and Course Name</b>       | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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| <b>Financial Accounting</b>              | <b>CO2:</b> Develop fundamental accounting records through accounting `mechanics.<br><b>CO3:</b> Prepare the requisite subsidiary books, special books for business.<br><b>CO4:</b> Develop and prepare basic/requisite financial statements.<br><b>CO5:</b> Analyze the financial statements.   |
| <b>22BL104- Principles of Management</b> | CO1: Classify the nature, scope and characteristics of management.<br>CO2: Apply the importance and steps in planning & decision making.<br>CO3: Develop the principles and types of organizing.<br>CO4: Analyse the methodology of leading.<br>CO5: Determine the steps and methods of controlling.   |
| <b>22BL105- Marketing Management</b>     | <b>CO1:</b> Classify the concepts, functions of marketing & forces of micro and ` macro environment.<br><b>CO2:</b> Demonstrate buyer behavior, model & market segmentation.<br><b>CO3:</b> Develop product concept, new product development and packaging.<br><b>CO4:</b> Categorize branding and labelling.<br><b>CO5:</b> Examine pricing, physical distribution and E – marketing. |
| <b>22BL106- Business Statistics</b>      | CO 1 : Understand the concepts of basics in statistics.<br>CO 2 : Apply the learning on measures of central tendency.<br>CO 3 : Apply the concepts of measures of dispersion.<br>CO 4 : Apply the learning on correlation and regression.<br>CO 5 : Apply the concepts of Index Numbers.   |
| <b>22VE109-Value Education</b>           | CO 1:Inculcate significance of value education<br>CO 2:Infer value education for nation building<br>CO 3:Understand human rights with Indian constitution<br>CO 4:Learn moral values, ethics and good manners<br>CO 5:Realize values of yoga in day to day applications  |
| <b>22 PE110 - Physical Education</b>     | CO1: Participate and learn about the athlete through appropriate activities.<br>CO2: Develop and reinforce cooperative behaviour.<br>CO3: Teach the students to establish lifelong fitness goals.<br>CO4: Enhance their skill about the games activities.  |

| <b>Course Code and Course Name</b>                           | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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|  | CO5: Learn about the traditional games activities along with the concepts and benefits.  |
| <b>22UH201 - Hindi II</b>                                    | CO 1: Familiarize with the various elements/aspects of prose.<br>CO 2: Enhance and develop the confidence level, ethics and some moral values.<br>CO 3: Apply the basics of grammar for effective communication.<br>CO 4: Inculcate respect and pride towards our nation.<br>CO 5: Improve the skill of letter writing.  |
| <b>22UF201 - French Language culture and Civilization-II</b> | CO1: Express themselves in their basic words in French.<br>CO2:Acquire a good knowledge of the French culture & Civilization.<br>CO3: Identify the basic knowledge of French Grammar.<br>CO4: Apply the language skills on the range of asking the personal information's and answer politely.<br>CO5:Describe a person and character, telephone conversation.   |
| <b>22UCE202 - Communicative English II</b>                   | CO1: Develop the basics knowledge of grammar for effective communication.<br>CO2: Actively involves in the purposeful reading of books, poems and inculcate the ability of public speech.<br>CO3: Draft e-mails, TED talks and preparing professional PPTs.<br>CO4: Imbibe the skills of listening and attend meetings by sharing information and learning of types of sentences.<br>CO5: Absorb skills in writing letters and learn the pattern of clauses to representsocial issues. |
| <b>22BL203- Managerial Economics</b>                         | CO 1: Classify the objectives of business firms and demand analysis Content.<br>CO 2: Analyze the factors of production and BEP Analysis.<br><b>CO 3:</b> Determine the types of market structure and its competitions.<br><b>CO 4:</b> Apply theories of profit related to pricing, productivity and profit.<br><b>CO 5:</b> Analyse principles of National Trade and National Economy.   |
| <b>22BL204- Organisational Behavior</b>                      | CO 1: Classify the concepts of OB and individual behavior.<br>CO 2: Analyze the importance and factors of perception, learning and personality.  |



| Course Code<br>and Course<br>Name                     | Course Outcomes<br>At the end of this course the students will be able to  |
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|   | CO 3: Develop the principles of morale and groups.<br>CO 4: Analyze organizational change and development.<br>CO 5: Determine organizational culture, climate and effectiveness.   |
| <b>22BL205-<br/>Human<br/>Resource<br/>Management</b> | CO 1: Classify the functions and roles of HR/Personnel Department<br>CO2 :Determine manpower planning & Recruitment and Selection<br>CO 3 :Develop the performance appraisal.<br>CO 4 :Analyse the wages and salary administration &labour Welfare.<br>CO5 :Determine the industrial relations &counseling.  |
| <b>22OR206-<br/>Operations<br/>Research</b>           | CO1:Apply the concepts related to line programming problem.<br>CO2:Apply the learning on Transportation problem<br>CO3:Apply the concepts related to Assignment problem.<br>CO4: Apply the learning on Network Analysis.<br>CO5:Apply the concepts related to Game Theory.   |
| <b>22ES210-<br/>Environmental<br/>Studies</b>         | CO1: Participate and learn about the athlete through appropriate activities.<br>CO2: Develop and reinforce cooperative behaviour.<br>CO3: Teach the students to establish lifelong fitness goals.<br>CO4: Enhance their skill about the games activities.<br>CO5: Learn about the traditional games activities along with the concepts and benefits. |
| <b>21BL301-<br/>Supply Chain<br/>Management</b>       | <b>CO1:</b> Classify the importance and decision phases of supply chain.<br><b>CO2:</b> Classify the drivers of supply chain.<br><b>CO3:</b> Apply the role of distribution.<br><b>CO4:</b> Analyse the various network designs.<br><b>CO5:</b> Examine the role of transportation.  |
| <b>21BL302-<br/>Strategic<br/>Management</b>          | CO1: Classify the scope and importance of Strategic Management.<br>CO2: Apply the various tools of environmental analysis<br>CO3: Apply the appropriate strategic alternatives.<br>CO4: Analyze strategic alliances and investment strategies.<br>CO5: Evaluate Implementation of Strategies.  |

| <b>Course Code and Course Name</b>                             | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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| <b>21BL303-<br/>Production and Materials Management</b>        | CO1: Classify the functions and scope of production management.<br>CO2: Demonstrate production planning and control.<br>CO3: Identify the importance and functions of materials management.<br>CO4: Apply the techniques of materials handling equipment.<br>CO5: Analyze the function and methods of purchasing.  |
| <b>21BL304-<br/>Entrepreneurial Development</b>                | <b>CO1:</b> Classify the types and characteristics of entrepreneurs.<br><b>CO2:</b> Develop entrepreneurship development programs<br><b>CO3:</b> Determine the role of Financial Institutions and Changes of Entrepreneurs.<br><b>CO4:</b> Analyze Business Idea Generation and its feasibility<br><b>CO5:</b> Evaluate Project Appraisal and its reports. |
| <b>21BL305-Basics of Business Communication</b>                | <b>CO1:</b> Remember the objectives, process and principles of communication.<br><b>CO2:</b> Understand business letters and enquiries<br><b>CO3:</b> Understand bank and agency correspondences.<br><b>CO4:</b> Understand company correspondences<br><b>CO5:</b> Remember report writing skills.   |
| <b>21BL306-<br/>Fundamentals of Human Resources Management</b> | CO1:Remember the objectives, process and principles of HRM<br>CO2:Understand HR planning and Job Analysis<br>CO3:Apply the concept of Recruitment Selection and Induction.<br>CO4:Analyse the importance of Training and Development<br>CO5:Evaluate the methods of compensation and performance appraisal.  |
| <b>21NS311-<br/>Numerical Skills</b>                           | CO 1 : Apply the learning Numbers.<br>CO 2 : Apply the concepts of Problems on Ages, Time and work.<br>CO 3 : Apply the learning on Pipes and Cisterns, Time and distance.<br>CO 4 : Apply the concepts of Calendar, Clocks and Permutation and Combination.<br>CO 5 : Apply the concepts of Multidimensional Problems.                                    |
| <b>21BL401-<br/>Fundamentals of Logistics</b>                  | CO1:Classify the principles of logistics and transportation.<br>CO2:Determine documentation procedures for warehousing and packing.<br>CO3:Apply the role of global logistics and Coordination in  |

| <b>Course Code and Course Name</b>         | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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|  | supply chain<br>CO4:Analyse the function of logistics information systems<br>CO5:Examine the role of sourcing logistics and distribution network.  |
| <b>21BL402- Business Environment</b>       | CO1:Analyze the concept of Business Environment.<br>CO2:Classify Cultural Environment and Legal Environment of Business.<br>CO3:Identify the various factors of Social Environment affecting Business.<br>CO4:Determine Political and Technological Environment of Business.<br>CO5:Analyze Economic Environment of Business.  |
| <b>21BL403-Retail Management</b>           | CO1:Classify the concepts and functions of retailing.<br>CO2:Contrast the retail location.<br>CO3:Apply the role of retail pricing.<br>CO4:Analyse the various types of store layout.<br>CO5:Determine the role of global retail market.   |
| <b>21CS310 P - Web Designing Lab –I</b>    | CO 1: Understand the basics of HTML<br>CO 2: Develop HTML pages with the help of frames, scripting languages<br>CO 3: Improve to work with Style sheet like CSS<br>CO 4: Design a webpage using HTML<br>CO 5: Integrate to design web page and web site  |
| <b>21UH401 - Hindi – IV</b>                | CO 1: Interpret the history of Hindi Literature.<br>CO 2: Inculcate the ethics to be followed in life.<br>CO 3: Apply the language in our daily life activities.<br>CO 4: Design some sentences on general topics in Hindi.<br>CO 5: Recall simple translation.  |
| <b>21UCE402 - Communicative English IV</b> | CO 1: Involve actively in participative learning of English and to enable them to acquire note making skills and affixes.<br>CO 2: Use the various styles of writing to meet the basic requirements of business, understanding the connotation of Report Writing and enabling reading skills through reading comprehensions<br>CO 3: Inculcate the skill of power point presentation and enhance |

| Course Code and Course Name                      | Course Outcomes<br>At the end of this course the students will be able to  |
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|  | <p>the skill of report writing through the learning of direct &amp; indirect speech.</p> <p>CO 4: Enrich resume writing ability and enrich the communication skills through verbal analogies.</p> <p>CO 5: Enhance the precise writing and also recapping the tenses for facing the interview in a professional manner.</p>  |
| <b>21BL401 - Fundamentals of Logistics</b>       | <p>CO 1: Classify the principles of logistics and transportation.</p> <p>CO 2: Determine documentation procedures for warehousing and packing.</p> <p>CO 3: Apply the role of global logistics and Coordination in supply chain</p> <p>CO 4: Analyse the function of logistics information systems</p> <p>CO 5: Examine the role of sourcing logistics and distribution network.</p> |
| <b>21BL402 - Business Environment</b>            | <p>CO 1: Analyze the concept of Business Environment.</p> <p>CO 2: Classify Cultural Environment and Legal Environment of Business.</p> <p>CO 3: Identify the various factors of Social Environment affecting Business.</p> <p>CO 4: Determine Political and Technological Environment of Business.</p> <p>CO 5: Analyze Economic Environment of Business.</p>                       |
| <b>21BL403 - Retail Management</b>               | <p>CO 1: Classify the concepts and functions of retailing.</p> <p>CO 2: Contrast the retail location.</p> <p>CO 3: Apply the role of retail pricing.</p> <p>CO 4: Analyse the various types of store layout.</p> <p>CO 5: Determine the role of global retail market.</p>  |
| <b>21BL404 - Advertising and Sales Promotion</b> | <p>CO 1: Classify the various elements of Advertising and Promotion.</p> <p>CO 2: Identify the various components of Advertising.</p> <p>CO 3: Determine the various features of Media in Communication</p> <p>CO 4: Evaluate the importance of Sales Promotion</p> <p>CO 5: Analyze the elements and importance of Advertising Agency</p>   |
| <b>21BL405 - Services</b>                        | <p>CO1: Classify the concepts and functions of Services Marketing</p> <p>CO2: Contrast the importance of Services Marketing Mix</p>  |

| <b>Course Code and Course Name</b>                           | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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| <b>Marketing</b>   | CO3: Apply the role of Product and price in Services Marketing<br>CO4: Analyze the importance of Promotion and Place in Services Marketing<br>CO5: Determine the role of People, Physical Evidence and Process in Services Marketing   |
| <b>21BL406 - Research Methodology</b>                        | CO 1: Determine steps in research process.<br>CO 2: Develop scaling techniques.<br>CO 3: Develop sampling techniques.<br>CO 4: Classify data collection techniques.<br>CO 5: Determine data interpretation techniques.   |
| <b>21BL407 - Basics of Marketing</b>                         | CO 1: Analyse the functions and concepts of marketing.<br>CO 2: Determine marketing mix.<br>CO 3: Analyse market segmentation.<br>CO 4: Develop product life cycle.<br>CO 5: Develop pricing policies and Branding concepts  |
| <b>21BL408 - Basics of logistics</b>                         | CO 1: Classify the principles of logistics.<br>CO 2: Determine the process of Transportation<br>CO 3: Apply the procedures for warehousing.<br>CO 4: Analyze the role of global logistics.<br>CO 5: Examine the function of logistics information systems  |
| <b>21RS408 - Reasoning Skills</b>                            | CO 1: Apply the concepts of Series, Classification, Logical Venn diagram<br>CO 2: Apply the learning on Coding and Decoding, Blood relationship<br>CO 3: Apply the concepts of Direction Sense Test, Mathematical operations<br>CO 4: Apply the learning on Ranking, Symbols and Notations, Inequality<br><b>CO 5:</b> Apply the concepts of Analogy and Images.   |
| <b>21CRT408 P - Campus Recruitment Training II Practical</b> | CO 1: Involve actively in participative learning of English and to enable them acquire communication skills.<br>CO 2: Introduce themselves in a professional manner.<br>CO 3: Gain confidence in facing the Competitive World by learning the etiquettes in preparing the Resume and to face the telephonic interviews.<br>CO 4: Inculcate the habit of preparing presentation and the way to present it in a professional manner. |

| <b>Course Code and Course Name</b>           | <b>Course Outcomes</b><br><b>At the end of this course the students will be able to</b>  |
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|  | CO 5: Project themselves as socially responsible citizens.   |
| <b>20BL501 - Warehousing Management</b>      | <b>CO1:</b> Determine the introduction and basics of warehousing.<br><b>CO2:</b> Analyze storage and handling systems.<br><b>CO3:</b> Apply order picking and replenishment.<br><b>CO4:</b> Analyze the processes in receiving and dispatch.<br><b>CO5:</b> Decide the role of IT in warehousing.  |
| <b>20BL502 - EXIM Procedures</b>             | <b>CO1:</b> Apply the documents related to importing and exporting.<br><b>CO2:</b> Develop various financial instruments related to importing and exporting.<br><b>CO3:</b> Analyze the various risks in international trade.<br><b>CO4:</b> Categorize the various clearance procedures.<br><b>CO5:</b> Appraise the various types of incentives. |
| <b>20BL503 - Global Shipping Management</b>  | <b>CO1:</b> Apply the important concept of shipping.<br><b>CO2:</b> Develop the knowledge of containerization.<br><b>CO3:</b> Analyze the process of Freight Forwarding.<br><b>CO4:</b> Categorize the procedure bill of lading & export procedures.<br><b>CO5:</b> Appraise the process of Export Procedure.                                      |
| <b>20BL504 - Total Quality Management</b>    | <b>CO1:</b> Classify the concepts and principles of TQM.<br><b>CO2:</b> Determine the concept of Quality elements.<br><b>CO3:</b> Apply the role of Continuous Process Improvement.<br><b>CO4:</b> Analyze the various Tools and Techniques of TPM.<br><b>CO5:</b> Determine the importance of QMS.  |
| <b>20BL505 - Elements of Port Management</b> | <b>CO1:</b> Explain the introduction of port management.<br><b>CO2:</b> Identify the phases of port development.<br><b>CO3:</b> Analyze the problems and issues of port management.<br><b>CO4:</b> Analyse the various port related policies.<br><b>CO5:</b> Appraise port management in India.  |
| <b>20BL506 - Business Ethics</b>             | <b>CO1:</b> Explain the basics of business ethics.<br><b>CO2:</b> Identify emotional honesty, humility and purity of mind.<br><b>CO3:</b> Apply the various functional ethics.<br><b>CO4:</b> Analyse the role of corporate culture.<br><b>CO5:</b> Analyse the implementation of corporate governance.  |
| <b>20BL507 P - Data Analysis Practical</b>   | <b>CO1:</b> Classify statistical formulas related to central tendencies.<br><b>CO2:</b> Analyse financial formulas.<br><b>CO3:</b> Examine formulas in Data Analysis menu – Phase I.   |

| Course Code<br>and Course<br>Name   | Course Outcomes<br>At the end of this course the students will be able to  |
|---|--|
|   | <b>CO4:</b> Examine formulas in Data Analysis menu – Phase II.<br><b>CO5:</b> Examine formulas in Data Analysis menu – Phase III.  |
| <b>20BL508 -<br/>Summer<br/>Training</b>  | <b>CO1:</b> Develop the organizational profile chosen for study.<br><b>CO2:</b> Analyse the various functional areas in the organization.<br><b>CO3:</b> Determine and apply SWOT analysis of the organization chosen for study.<br><b>CO4:</b> Analyse the data collected.<br><b>CO5:</b> Develop various suggestions to the organization chosen for study.   |
| <b>20PRT509 P -<br/>Placement<br/>Recruitment<br/>Training<br/>Practica006C</b> | CO1: Encourage the students in participative learning of English and to enable them acquire communication skills.<br>CO2: Enable the students prepare themselves as professionals, by understanding Life Skills.<br>CO3: Comprehend what a Personal Interview is and to familiarize them with the P.I. process through simulation.<br>CO4: Understand what GD is and to familiarize them with the different types of GDs ` through practice.<br>CO5: Equip the students to enhance General Knowledge to equip them in all the aspects. |
| <b>20BL601 P<br/>/20BL602 P -<br/>Internship /<br/>Project</b>                  | CO1 Analyse the organizational profile chosen for study.<br>CO2 Determine the various functional areas in the organization.<br>CO3 Develop SWOT analysis of the organization chosen for study<br>CO4 Analyze relevant statistical tools<br>CO5 Recommend various suggestions to the organization chosen for study.   |