

# **SUBBALAKSHMI LAKSHMIPATHY COLLEGE OF SCIENCE**

An Autonomous Institution

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



## **Program Outcomes, Program Specific Outcomes & Course Outcomes**

**BBA (Logistic & Shipping Management)**

**BATCH: 2017 -2020**

**Department of BBA**

**Programme Code : BB1000**

# **BBA (Logistic & Shipping Management)**

**Programme Code : BB 1000**

**ACADEMIC YEAR 2017-2018**

**(BATCH 2017 - 2020)**

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## **Programme Outcomes (PO)**

### **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.

## **Programme Specific Outcomes (PSO)**

### **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 analyze 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.

# **Course Outcomes (CO)**

## **SEMESTER - I**

**I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL103</b>	<b>Course Name</b>	<b>: Financial Accounting</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

**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)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL104</b>	<b>Course Name</b>	<b>: Management Process</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

**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)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL105</b>	<b>Course Name</b>	<b>: Marketing Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

**Course Outcomes:**

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

**I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL106</b>	<b>Course Name</b>	<b>: Business Statistics</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Allied]</b>	<b>Credits</b>	<b>: 5</b>

**Course Outcomes:**

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

**I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17VE107</b>	<b>Course Name</b>	<b>: Value Education</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>:IV</b>	<b>Credits</b>	<b>:2</b>

**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)**

<b>Semester</b>	<b>: I</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17PE108</b>	<b>Course Name</b>	<b>: Physical Education</b>
<b>Internal Marks</b>	<b>: 0</b>	<b>External Marks</b>	<b>: 100</b>
<b>Part</b>	<b>:V [Extension activity]</b>	<b>Credits</b>	<b>:1</b>

**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.

# **Course Outcomes (CO)**

## **SEMESTER - II**

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL203</b>	<b>Course Name</b>	<b>: Economics for Executives</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **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
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### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL204</b>	<b>Course Name</b>	<b>:Organizational Behavior</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### **Course Outcomes:**

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

### **I BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL205</b>	<b>Course Name</b>	<b>:Human Resource Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>:4</b>

#### **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)**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL206</b>	<b>Course Name</b>	<b>: Operations Research</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Allied]</b>	<b>Credits</b>	<b>: 5</b>

#### **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)**

<b>Semester</b>	<b>: II</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17ES207</b>	<b>Course Name</b>	<b>: Environmental Studies</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV</b>	<b>Credits</b>	<b>: 2</b>

#### **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.

# **Course Outcomes (CO)**

## **SEMESTER - III**

### **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL301</b>	<b>Course Name</b>	<b>: Supply Chain Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

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

### **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL302</b>	<b>Course Name</b>	<b>: Strategic Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

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

### **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL303</b>	<b>Course Name</b>	<b>: Production and Material Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

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

### **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL304</b>	<b>Course Name</b>	<b>: Entrepreneurial Development</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

#### **Course Outcomes:**

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

### **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17WS308</b>	<b>Course Name</b>	<b>: Workshop on Numerical Skills</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Skill based]</b>	<b>Credits</b>	<b>: 2</b>

#### **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)**

<b>Semester</b>	<b>: III</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17BL305</b>	<b>Course Name</b>	<b>: Basics of Business Communication</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Non Major Elective – I ]</b>	<b>Credits</b>	<b>: 2</b>

#### **Course Outcomes:**

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

# **Course Outcomes (CO)**

## **SEMESTER - IV**

## **II BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17BL401</b>	<b>Course Name</b>	<b>: Fundamentals of Logistics</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### **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)**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL402</b>	<b>Course Name</b>	<b>: Business Environment</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### **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)**

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL403</b>	<b>Course Name</b>	<b>:Retail Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 4</b>

### **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)

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL404</b>	<b>Course Name</b>	<b>: Research Methodology</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Allied]</b>	<b>Credits</b>	<b>: 5</b>

### 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)

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17WS407</b>	<b>Course Name</b>	<b>: Workshop on reasoning skills</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Skill based]</b>	<b>Credits</b>	<b>: 2</b>

### 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)

<b>Semester</b>	<b>: IV</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17BL405</b>	<b>Course Name</b>	<b>: Basics of Marketing</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: IV [Non Major</b>	<b>Credits</b>	<b>: 2</b>

**Elective – II]**

### Course Outcomes:

- Understand the principles of marketing management
- Know Market segmentation

Understand product life cycle, pricing, branding

# **Course Outcomes (CO)**

**SEMESTER - V**



### III BBA (Logistics & Shipping Management)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL501</b>	<b>Course Name</b>	<b>: Warehousing Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### 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)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL502</b>	<b>Course Name</b>	<b>: EXIM Procedures</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### Course Outcomes:

- Understand and apply the documents related to importing and exporting.
- Remember and apply the various financial instruments related to importing and exporting.
- Understand the various risks in international trade.
- Understand and apply the various clearance procedures.
- Understand and apply the various types of incentives.

### III BBA (Logistics & Shipping Management)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL503</b>	<b>Course Name</b>	<b>: Elements of Port Management</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### Course Outcomes:

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

### III BBA (Logistics & Shipping Management)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL504</b>	<b>Course Name</b>	<b>: Business Ethics</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core]</b>	<b>Credits</b>	<b>: 5</b>

#### 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)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL505</b>	<b>Course Name</b>	<b>: Data Analysis Practical</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Core Practical]</b>	<b>Credits</b>	<b>: 4</b>

#### Course Outcomes:

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

### III BBA (Logistics & Shipping Management)

<b>Semester</b>	<b>: V</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>: 17BL506</b>	<b>Course Name</b>	<b>: Summer Training</b>
<b>Internal Marks</b>	<b>: 25</b>	<b>External Marks</b>	<b>: 75</b>
<b>Part</b>	<b>: III [Project]</b>	<b>Credits</b>	<b>: 2</b>

#### 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

# **Course Outcomes (CO)**

## **SEMESTER - VI**

### **III BBA (Logistics & Shipping Management)**

<b>Semester</b>	<b>: VI</b>	<b>Batch</b>	<b>: 2017 - 2020</b>
<b>Course Code</b>	<b>:17BL601</b>	<b>Course Name</b>	<b>: Summer Internship</b>
<b>Internal Marks</b>	<b>:50</b>	<b>External Marks</b>	<b>:50</b>
<b>Part</b>	<b>: III [Project]</b>	<b>Credits</b>	<b>: 15</b>

#### **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
- Analyze the scope & challenges in Logistics & Shipping