



Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy

MBA – Shipping and Logistics Management

MBA-SHIPPING AND LOGISTICS MANAGEMENT

I. Programme's Mission and Objectives:

The MBA in Shipping and Logistics Management program at AMET Deemed to be University likely aims to prepare students for leadership roles within the maritime industry, offering a blend of business administration with a specific focus on shipping and logistics. The mission and objectives are as follows

Industry-Relevant Education: Provide students with a comprehensive understanding of the shipping and logistics industry, its dynamics, challenges, and opportunities.

Business Acumen: Develop managerial and leadership skills tailored to the shipping and logistics sector, including strategic thinking, decision-making, and financial management.

Global Perspective: Equip students with a global outlook on shipping and logistics operations, considering international trade, regulations, and diverse cultural contexts.

Specialized Knowledge: Offer specialized knowledge in areas such as maritime law, supply chain management, port operations, freight management, and risk assessment.

Practical Exposure: Provide opportunities for hands-on learning, internships, or industry projects to bridge the gap between theory and practical application.

Networking and Industry Connections: Facilitate networking opportunities with industry professionals, guest lectures, and workshops to enhance career prospects and industry connections.

Ethical and Sustainable Practices: Emphasize the importance of ethical business practices and sustainable strategies within the maritime and logistics sectors.

II. Relevance of the program with HEI's mission and goals:

The relevance of an MBA program in Shipping and Logistics Management to a Higher Education Institution's (HEI) mission and goals can be multifaceted, aligning with several key aspects:

Specialization in a Niche Field: If the HEI focuses on providing specialized education in specific industries or fields, offering an MBA in Shipping and Logistics Management complements this focus. It demonstrates the institution's commitment to catering to industry-specific demands and producing skilled professionals in a niche sector.

Industry Collaboration and Partnerships: The program's alignment with the institution's mission might involve fostering collaborations with shipping companies, logistics firms, ports, or relevant industry bodies. Such partnerships enhance practical learning, research opportunities, internships, and potential employment prospects for students.

Career-Oriented Education: Many HEIs prioritize preparing students for their future careers. The MBA in Shipping and Logistics Management directly addresses this by equipping students with industry-relevant skills and knowledge, enhancing their employability upon graduation.

Global Perspective and Internationalization: Given the international nature of shipping and logistics, the program's focus on global trade, supply chain management, and international regulations aligns with HEIs aiming to provide students with a global outlook and international exposure.

Contribution to Economic Development: The shipping and logistics industry significantly contributes to a country's economic growth. An institution offering an MBA in this field may align its mission with contributing to the economic development of the region or country by producing skilled professionals who can drive growth in these sectors.

Sustainability and Ethical Practices: If the HEI emphasizes sustainability and ethical practices, the program might integrate teachings on sustainable shipping practices, environmental regulations, and ethical considerations within the logistics and maritime sectors.

VISION:

To continuously upgrade the quality of our curriculum and pedagogy in order to achieve the status of one of the top-ranking institutions in the Online Education in the world.

MISSION:

- To be a source of effective value based managerial talent for the sustained development of Business Management, Logistics, and Shipping, not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in business based industrial needs.
- To disseminate world-class, cutting edge education and training that shapes the way organizations operate and businesses are led and managed.
- To produce world-class, socially responsible, creative leaders and entrepreneurs who think on a global scale.
- To endow students with the educational opportunity belonging to different socio-economic backgrounds.
- To engage meaningfully with business trade and commerce to create a better society.

III. Nature of prospective target group of learners:

The prospective target group for an MBA in Shipping and Logistics Management through Online mode typically includes Individuals already employed in the maritime, shipping, or logistics sectors seeking career advancement without interrupting their jobs. Online mode allows them to balance work commitments with studies. Recent graduates with a

background or interest in logistics, supply chain management, business, or related fields aiming to specialize in shipping and logistics while gaining practical experience.

Those from diverse geographical locations interested in pursuing a specialized MBA program in shipping and logistics from a reputable institution without relocating, offering flexibility in learning.

Professionals from other industries aspiring to transition into the shipping and logistics sector, leveraging an MBA program to gain industry-specific knowledge and skills.

Individuals managing or planning to start their logistics-related businesses who seek a comprehensive understanding of the industry's nuances and managerial strategies.

The Online mode appeals to diverse learners due to its flexibility, allowing students to study at their own pace and convenience. It accommodates various learner profiles, providing access to quality education regardless of geographical constraints or work commitments.

IV. Appropriateness of programme to be conducted in Online mode to acquire specific skills and competence:

An MBA in Shipping and Logistics Management conducted through Online mode can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

Industry-Relevant Curriculum: These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.

Global Reach and Diversity: Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the overall learning experience.

Technology Integration: Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

Networking Opportunities: Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

Cost-effectiveness: Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

Adaptability to Industry Changes: The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.

V. Instructional Design:

Instructional design is the practice of designing, creating and delivering learning materials and programs. It can be applied to both physical and virtual education, including online courses.

The 5 steps of ADDIE instructional model is used with the steps such as

- Analyze
- Design
- Develop
- Implement
- Evaluate

a. Curriculum Design & Credit Structure

List of Courses for the Program

(Semester wise)

Semester-I

Sr. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB101D	People Management and Organisational Behaviour	3	0	0	3
2	CDOEMB102D	Global Shipping Business	3	1	0	4
3	CDOEMB103D	Maritime Economics	3	0	0	3
4	CDOEMB104D	Marketing Management	3	0	0	3
5	CDOEMB105D	Accounting and Financial Management	2	2	0	4
6	CDOEMB106D	Data Analysis	2	2	0	4
7	CDOEMB107D	Communication for Managers	3	0	0	3
Programme Elective						
8		Elective-1	3	0	0	3
TOTAL			22	5	0	27

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit

MBA – Semester-II

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB201D	Chartering and Commercial Geography	3	1	0	4
2	CDOEMB202D	Logistics Management	3	1	0	4
3	CDOEMB203D	Liner Shipping Business	3	1	0	4
4	CDOEMB204D	Port Operations and Pricing	3	1	0	4
5	CDOEMB205D	Research Methodology	3	1	0	4
6	CDOEMB206D	International Business	3	1	0	4
Programme Elective						
7		Elective-2	3	0	0	3
TOTAL			21	6	0	27

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit

MBA – Semester-III

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB301D	Maritime Law and Customs Procedures	3	0	0	3
2	CDOEMB302D	Export and Import Management	3	0	0	3
3	CDOEMB303D	Port Agency Operations	3	0	0	3
4	CDOEMB304D	Supply Chain and Materials Management	3	0	0	3
5	CDOEMB305D	E-Commerce	3	0	0	3
6	CDOEMB306D	Shipping Finance and Marine Insurance	3	0	0	3
7	CDOEMB307D	International Marketing	3	0	0	3
8	CDOEMB308D	Customer Relationship Management	3	0	0	3
Programme Elective						
9		Elective-3	3	0	0	3
TOTAL			27	0	0	27

MBA – Semester-IV

S. No	Course Code	Course Title	L	T	P	C
Programme Core						
1	CDOEMB401D	Entrepreneurship Development	3	1	0	4
2	CDOEMB402D	Business to Business Marketing	3	0	0	3
Programme Elective						
3		Elective-4	3	0	0	3
Project						
4	CDOEMB403D	Shipping and Logistics Project	0	0	10	5
TOTAL			9	1	10	15

Note: L- Lecture T- Tutorial P – Practical C- Credit

S. No	Course Code	Course Title	L	T	P	C
Programme Electives						
1	CDOEMBE01D	Computer Applications for Business	3	0	0	3
2	CDOEMBE02D	Cross Cultural Management	3	0	0	3
3	CDOEMBE03D	International HRM	3	0	0	3
4	CDOEMBE04D	Air Cargo Management	3	0	0	3
5	CDOEMBE05D	Merchant Banking and Financial Services	3	0	0	3
6	CDOEMBE06D	Cruise Management	3	0	0	3
7	CDOEMBE07D	Sales and Retail Management	3	0	0	3
8	CDOEMBE08D	Strategic Management	3	0	0	3
9	CDOEMBE09D	Production Management in Oil and Gas	3	0	0	3

		Industry					
10	CDOEMBE10D	Downstream Activities & Management		3	0	0	3
11	CDOEMBE11D	Hazards and Environmental concerns in Petroleum Industry		3	0	0	3
12	CDOEMBE12D	Oil and Gas Project Management		3	0	0	3
13	CDOEMBE13D	Project Management		3	0	0	3
14	CDOEMBE14D	Offshore Project Management		3	0	0	3
15	CDOEMBE15D	Health Safety and Environment Management		3	0	0	3
16	CDOEMBE16D	Carbon Footprint and Sustainability Management		3	0	0	3

MBA CURRICULUM – CREDIT SHARE

Semester	Lecture	Tutorial	Practical	Credits
Semester 1	22	5	0	27
Semester 2	21	6	0	27
Semester 3	27	8	0	27
Semester 4	9	1	10	15
Total	93	19	12	96

Distribution of Credits

Programme Core	Programme Elective	Project	Total
79	16	5	96

b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 2 years, and a maximum of 'n+2' years, as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for ODL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms

Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally, Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

f. Instruction Media

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

g. Student Support Service Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.

VI. Procedure for admissions, curriculum transaction and evaluation:

A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into Online Programmes (MBA – Shipping and Logistics Management) are as follows:

S.No.	Programme	Admission Requirements
1	MBA – Shipping and Logistics Management (OL)	Students with any Under Graduate Degree from UGC recognised institutions with 10+2+3 (or) 10+2+4 years of study and those appearing for their final examination (subject to passing) in the prescribed pattern are eligible to apply for MBA programme

- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for OL programmes (MBA – Shipping and Logistics Management) are same as programme (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of e-books, shall be provided to each student at the beginning of the year.

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus

- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.
- Self-Assessment/Practice Tests (unscored)
- Continuous Assessments /Assignments
- Online Classroom Lectures (Recorded or via Virtual Classroom session) as conducted each semester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (OL)	Min. No. of Semesters	Max. No. of Semesters
MBA – Shipping and Logistics Management	4	8

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work
- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of the MBA – Shipping and Logistics Management Online programme shall be as per the guidelines of the UGC / AICTE and approved by the Academic Council of this Institution.

- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.
- The curriculum and syllabi of Online programmes (MBA – Shipping and Logistics Management) are same as curriculum and syllabi of programmes (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective regulations.
- The structure for framing assessment patterns and monitoring the teaching learning process of Online programmes (MBA – Shipping and Logistics Management) are the same as for programmes (MBA – Shipping and Logistics Management) offered in full time regular (conventional) mode under respective regulations.
- The curriculum of MBA – Shipping and Logistics Management Online programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the AICTE guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
MBA – Shipping and Logistics Management	96

The norms for delivery of courses offered through ODL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240

D. DELIVERY OF ONLINE MATERIALS

As per UGC guidelines, Learning Materials are delivered through LMS (Learning Management System) platform with 4 Quadrant approach. Unit wise CIA (Continuous internal Assessment) is designed as per Blooms Taxonomy assessment recommendations and conducted online using LMS Platform as per the semester requirement of the course.

Quadrant I: e-Tutorial with audio, animation, simulation and video materials

Quadrant II: Lecture notes in the PDF, video demonstrations, interactive chats, web links, open-source simulators, case studies and role-plays will be provided as per the course needs.

Quadrant III: Discussion Forums, Feedback Forums, Helpdesk for Doubts clearing Sessions for every course unit will be coordinated by the coordinator and conducted by the respective faculties.

Quadrant IV: Self-Assessment like MCQ, Quizzes, Assignments, FAQ on course units, Clarification post assessment discussion forums.

Norms for Delivery of Courses in Online Mode

S.No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4	8 credits	16 weeks	16 hours	32 hours	40	40	88	240

E. ASSESSMENTS AND EXAMINATIONS

- The weightage for different components of assessments for programmes offered through Online mode shall be as under:
 - a) Formative Assessment (Continuous Internal Assessment) : 30 %.
 - b) Summative assessment (End Semester Examination) : 70 %

For project work the assessment pattern is as follows:

Review of Project Work		Dissertation & Viva-Voce	
Component	Marks	Component	Marks
First Review	5	Presentation	15
Second Review	10	Content Originality	15
Third Review	15	Study/Model and Analysis Validity	15
		Findings & Conclusion	15
		Future Scope	10
Total	30		70

- End Semester Assessment Pattern for Online Learning Mode: The Examinations for online learning mode shall be conducted using the technology-enabled to conduct an online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission.
- Appearing for semester-end theory examination for each course is mandatory and a student should secure a minimum of 50% marks for MBA programme and 40% marks for BBA and B.Com programmes, in each course in semester-end examination for the successful completion of the course.
- The components of continuous assessment for theory and practical courses shall be finalized in the first-class committee meeting.
- For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during the first appearance shall be considered for grading along with the marks scored in the semester-end arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the

semester-end examination to award grades and the internal assessment marks secured during the course of study shall not be considered.

The procedures followed for awarding marks and fixing grades for Online programmes such as MBA, BBA & B.Com are the same as for programmes offered in the regular (conventional) mode.

F. PASSING, DECLARATION OF RESULTS AND GRADE SHEET

- All assessments for a course shall be made on absolute marks basis. However, the Class Monitoring Committee without the student members shall meet within 5 days after the End Semester Examination and analyse the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points for MBA are as follows:

Letter Grades	Grade Points	Percentage of Marks
O (Outstanding)	10	100
A+ (Excellent)	9.0 – 9.9	Marks \geq 90 and Marks \leq 99
A (Very Good)	8.0 – 8.9	Marks \geq 80 and Marks \leq 89
B+ (Good)	7.0 – 7.9	Marks \geq 70 and Marks \leq 79
B (Above Average)	6.0 – 6.9	Marks \geq 60 and Marks \leq 69
C (Average)	5.0 – 5.9	Marks \geq 50 and Marks \leq 59
RA (Re-Appear)	0.0 – 4.9	Marks < 50
AB (Absent)	0	Absent

$$\text{Grade Point Average (G.P.A.)} = \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

Marks

Maximum CIA (Continuous Internal Assessment)	30
Maximum ESE (End Semester Examinations)	70

- A student who earns a minimum of five grade points, declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and declared by the Controller of Examinations.
- Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer script more courses, on payment of prescribed fee to the Controller of Examinations.
- After results are declared, grade report shall be issued to each student, which contains the following details:
 - a. List of courses along with course code enrolled during the semester / arrear courses, if any;
 - b. Marks secured (CIA, ESE & Total);
 - c. Passing Minimum;
 - d. Grade Point Semester Wise Grade Point Average (GPA) of all courses enrolled from first semester onwards, if completed for the semester
 - e. Result
- GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

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- The formula for the conversion of CGPA to the equivalent percentage of marks is as follows:

$$\text{Percentage Equivalent of Marks} = \text{CGPA} \times 10$$

- After successful completion of the programme, the Degree shall be awarded upon fulfilment of curriculum requirements and classification based on CGPA as follows:

Classification	CGPA
First Class with Exemplary	9.0 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class with Distinction	7.5 CGPA and Above (First Attempt within stipulated Time and no break of study)
First Class	6 CGPA and Below 7.5 CGPA
Second Class	5.0 and Below 6 CGPA

- For the purpose of classification, the CGPA shall be rounded to two decimal places. For the purpose of comparison of the performance of students and ranking, CGPA will be considered up to three decimal places.

G. POWER TO MODIFY THE REGULATION

Academy of Maritime Education and Training (AMET) Deemed to be University's Academic Council has the RIGHT and POWER TO MODIFY any of the above regulations from time to time as per the guidelines.

VII. Requirement of the laboratory support and Library resources:

Students registered in the Online programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for ODL programmes in the University and also they will be permitted to use the main University Library. Additional online resources are also provided via the Learning Management System, with access to eLibrary.

Courses that require Laboratory support shall be provided with online virtual lab and lab simulation tools and software, to allow students to practice accordingly.

VIII. Quality assurance mechanism and expected program outcomes

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.

The CIQA is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the CIQA.

Towards the Quality Assurance Mechanism for ODL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Online mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC ODL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.

The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis.

Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.



Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy

Bachelor of Business Administration (BBA)

Appropriateness of programme to be conducted in Online Learning and/or Online mode to acquire specific skills and competence:

A BBA programme conducted through Online mode can be highly appropriate for acquiring specific skills and competence due to several reasons:

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- Design
- Develop
- Implement
- Evaluate

a. Curriculum Design & Credit Structure

BBA - Semester I

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 3 Credits						
1	CDOEBB101D	Business English- I	2	0	0	2
2	CDOEBB102D	Communication Skills Laboratory - I	0	0	2	1
Programme Core (Mandatory) - 15 Credits						
3	CDOEBB103D	Principles of Management and Organizational Behaviour	3	0	0	3
4	CDOEBB104D	Introduction to Shipping Business	3	0	0	3
5	CDOEBB105D	Business Statistics	2	1	0	3
6	CDOEBB106D	Marketing Management	3	0	0	3
7	CDOEBB107D	Information Technology for Business	2	1	0	3
8	CDOEBB108D	IT tools for Business (Practical)	0	0	2	1
Programme Elective						
		Elective-1	3	0	0	3
TOTAL			18	2	4	22

BBA - Semester: II

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 3 Credits						
1	CDOEBB201D	Business English- II	2	0	0	2
2	CDOEBB202D	Communication Skills Laboratory - II	0	0	2	1
Programme Core (Mandatory) - 15 Credits						
3	CDOEBB203D	Business Accounting	2	1	0	3
4	CDOEBB204D	International Trade	3	0	0	3
5	CDOEBB205D	Economics of Sea Transport	3	0	0	3
6	CDOEBB206D	Human Resource Management	3	0	0	3
7	CDOEBB207D	Foreign Exchange Markets	3	0	0	3
Programme Elective						
		Elective-2	3	0	0	3
TOTAL			19	1	2	21

BBA - Semester: III

S.No	Course Code	Course Title	L	T	P	C
Foundation Course – 1 Credits						
1	CDOEBB301D	Interpersonal Communication	0	0	2	1
Programme Core (Mandatory) - 18 Credits						
2	CDOEBB302D	Financial Management	3	0	0	3
3	CDOEBB303D	Logistics Management	3	0	0	3
4	CDOEBB304D	Ports and Terminals Management	3	0	0	3
5	CDOEBB305D	Multimodal Transportation	3	0	0	3
6	CDOEBB306D	Economic Geography	3	0	0	3
7	CDOEBB307D	Retail Management	3	0	0	3
Programme Elective						

		Elective-3		3	0	0	3
TOTAL				21	0	2	22

BBA - Semester: IV

S.No	Course Code	Course Title		L	T	P	C
Foundation Course – 1 Credits							
1	CDOEBB401D	Professional communication		0	0	2	1
Programme Core (Mandatory) - 15Credits							
2	CDOEBB402D	Liner Trade		4	0	0	4
3	CDOEBB403D	Marine Insurance		4	0	0	4
4	CDOEBB404D	Supply Chain Management		4	0	0	4
5	CDOEBB405D	Sales and Distribution Management		3	0	0	3
Programme Elective							
		Elective-4		3	0	0	3
TOTAL				18	0	2	19

BBA - Semester: V

S.No	Course Code	Course Title		L	T	P	C
Programme Core (Mandatory) - 18 Credits							
1	CDOEBB501D	Warehouse and Inventory Management		3	1	0	4
2	CDOEBB502D	Chartering Principles and Ship Management		3	1	0	4
3	CDOEBB503D	Export and Import Trade		4	0	0	4
4	CDOEBB504D	Legal Aspects of Shipping		3	0	0	3
5	CDOEBB505D	Research Methods		3	0	0	3
Programme Elective							
		Elective-5		3	0	0	3
TOTAL				18	2	0	21

BBA - Semester: VI

S.No	Course Code	Course Title		L	T	P	C
Programme Core (Mandatory) – 7 Credits							
1	CDOEBB601D	Entrepreneurship Management		3	1	0	4
2	CDOEBB602D	Corporate Governance		3	0	0	3
Programme Elective							
		Elective-6		3	0	0	3
Project – 5 Credits							
5	CDOEBB603D	Major Project		0	0	10	5
TOTAL				9	1	10	15

S.No	Course Code	Course Title		L	T	P	C
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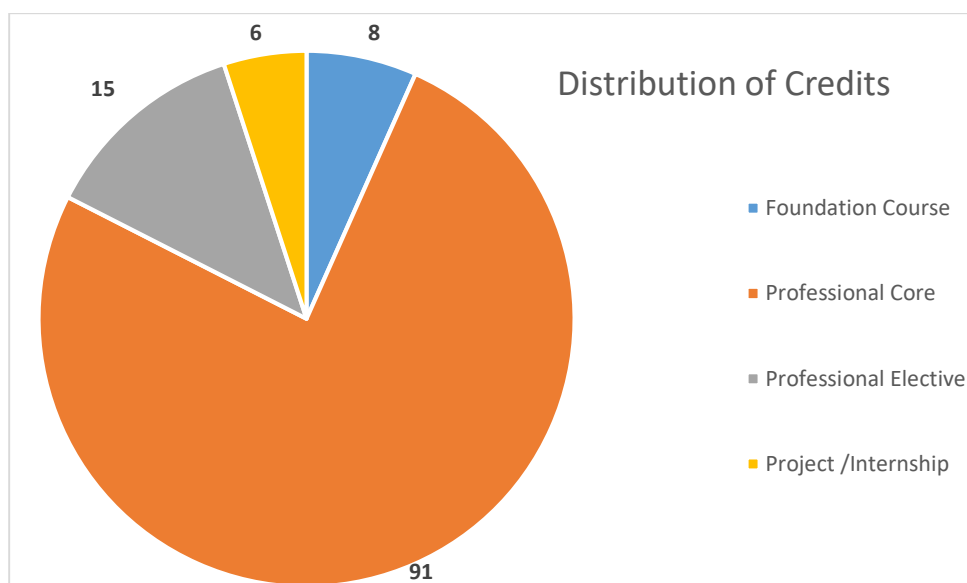
Programme Electives							
1	CDOEBBE1	Business Economics		3	0	0	3
2	CDOEBBE2	Ethics and values		3	0	0	3
3	CDOEBBE3	Quantitative Techniques for Management		3	0	0	3
4	CDOEBBE4	Strategic Business Leadership		3	0	0	3
5	CDOEBBE5	Management Information System		3	0	0	3
6	CDOEBBE6	Strategic Business Reporting		3	0	0	3
7	CDOEBBE7	Business Law		3	0	0	3
8	CDOEBBE8	Industrial Marketing		3	0	0	3
9	CDOEBBE9	Learning and Development		3	0	0	3
10	CDOEBBE10	Strategic Cost Management		3	0	0	3
11	CDOEBBE11	Enterprise Resource Planning		3	0	0	3
12	CDOEBBE12	Digital and Social Media Marketing		3	0	0	3

BBA CURRICULUM – CREDIT SHARE

Semester	Contact Hours	Lecture	Tutorial	Practical	Credits
Semester 1	26	18	2	4	22
Semester 2	28	23	1	2	21
Semester 3	24	21	0	2	22
Semester 4	24	18	0	2	19
Semester 5	23	18	2	0	21
Semester 6	23	9	1	10	15
Total	122	107	6	20	120

Distribution of Credits

Foundation Course	Professional Core	Professional Elective	Project	Total
8	91	15	6	120



b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 3 years and also as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for OL.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms

Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally ,Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

f. Instruction Media

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

g. Student Support Service Systems

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.

Procedure for admissions, curriculum transaction and evaluation:

A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into Online Programmes (BBA) are as follows:

S.No.	Programme	Admission Requirements
1	BBA (ODL/OL)	Candidates must have passed their class XII examinations from any stream through a recognized board in order to be eligible to apply for BBA programme.

- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for ODL/OL programmes (BBA) are same as programme (BBA) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of print books (SLM's) , as well as ebook form, shall be provided to each student at the beginning of the year.

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.
- Self Assessment/Practice Tests (unscored)

- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as
- conducted each semester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (ODL/OL)	Min. No. of Semesters	Max. No. of Semesters
Bachelor of Business Administration (BBA)	6	12

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work
- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of BBA Online programmes shall be as per the guidelines of the UGC and approved by the Academic Council and Executive Council of this Institution.
- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.
- The curriculum and syllabi of ODL/OL programmes of BBA are same as curriculum and syllabi of programmes BBA offered in full time regular

(conventional) mode under respective regulations.

- The curriculum of BBA OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the UGC guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
BBA (with different elective domain specializations including Shipping)	120

The norms for delivery of courses offered through OL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240

Quality assurance mechanism and expected program outcomes

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.

The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

Towards the Quality Assurance Mechanism for OL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Online Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC OL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.

The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis.

Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.



Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy

Bachelor of Commerce (B.Com)

Appropriateness of programme to be conducted in Online Learning and/or Online mode to acquire specific skills and competence:

A B.Com programme conducted through Online Learning (OL) can be highly appropriate for acquiring specific skills and competence due to several reasons:

Flexibility and Accessibility: Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

Industry-Relevant Curriculum: These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.

Global Reach and Diversity: Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the overall learning experience.

Technology Integration: Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

Networking Opportunities: Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

Cost-effectiveness: Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

Adaptability to Industry Changes: The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.

Instructional Design:

Instructional design is the practice of designing, creating and delivering learning materials and programs. It can be applied to both physical and virtual education, including online courses.

The 5 steps of ADDIE instructional model is used with the steps such as

- Analyze
- Design
- Develop
- Implement
- Evaluate

Instructional Design:

a. Curriculum Design & Credit Structure

B.Com-Semester-I

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC101D	Business Mathematics	3	0	0	3
2	CDOEBC102D	Business English I	2	0	0	2
3	CDOEBC103D	Communication Skills I	0	0	2	1
Programme Core (Mandatory)						
1	CDOEBC104D	Financial Accounting I	3	0	0	3
2	CDOEBC105D	Introduction to Shipping Business	3	0	0	3
3	CDOEBC106D	Introduction to Logistics	3	0	0	3
4	CDOEBC107D	Business Economics	3	0	0	3
5	CDOEBC108D	Introduction to Information Technology	3	0	0	4
Programme Elective						
		Elective-1	3	0	0	3
						25

B.Com-Semester-II

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC201D	Business Statistics	3	0	0	3
2	CDOEBC202D	Business English II	2	0	0	2
3	CDOEBC203D	Communication skills Laboratory II	2	0	0	1
Programme Core						
1	CDOEBC204D	Financial Accounting II	3	0	0	3
2	CDOEBC205D	Port Management	3	0	0	3
3	CDOEBC206D	Banking and financial institution	3	0	0	3
4	CDOEBC207D	Supply Chain Management	3	0	0	3
5	CDOEBC208D	Introduction to Programming	3	0	0	4
Programme Elective						
		Elective-2	3	0	0	3
						25

B.Com-Semester-III

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC301D	Interpersonal Communication	0	0	2	1
Programme Core						
1	CDOEBC302D	Cost and Management Accounting	3	0	0	3
2	CDOEBC303D	Ship Chartering	3	0	0	3
3	CDOEBC304D	Principles of Management	3	0	0	3
4	CDOEBC305D	Multimodal Transportation and Logistic Planning	3	0	0	3
5	CDOEBC306D	Database Management System	3	0	0	4
Programme Elective						
		Elective-3	3	0	0	3
						20

B.Com-Semester-IV

S.No	Course Code	Course Name	L	T	P	C
Foundation Course						
1	CDOEBC401D	Professional Communication	0	0	2	1
Programme Core						
1	CDOEBC402D	Financial Management	3	0	0	3
2	CDOEBC403D	Retail Logistics and Warehouse Management	3	0	0	3
3	CDOEBC404D	Marine Insurance	3	0	0	3
4	CDOEBC405D	Entrepreneurship Development	3	0	0	3
5	CDOEBC406D	Web Technology	3	0	0	4
Programme Elective						
		Elective-4	3	0	0	3
						20

B.Com-Semester-V

S.No	Course Code	Course Name	L	T	P	C
Programme Core						
1	CDOEBC501D	Direct and Indirect Taxation	4	0	0	4
2	CDOEBC502D	Liner Trade Operations	3	0	0	3
3	CDOEBC503D	Research Methodology	3	0	0	3
4	CDOEBC504D	International Trade	3	0	0	3
5	CDOEBC505D	Fundamentals of Artificial Intelligence	4	0	0	4
Programme Elective						
		Elective-5	3	0	0	3
						20

B.Com-Semester-VI

S.No	Course Code	Course Name	L	T	P	C
1	CDOE601D	B. Com Project	0	0	0	10

Programme Electives						
S.No	Course Code	Course Name	L	T	P	C
1	CDOEBCE1D	Corporate Communication	3	0	0	3
2	CDOEBCE2D	Organisational Behaviour	3	0	0	3
3	CDOEBCE3D	Mercantile Law	3	0	0	3
4	CDOEBCE4D	Marketing Management	3	0	0	3
5	CDOEBCE5D	Exim Procedure and Forex Management	3	0	0	3
6	CDOEBCE6D	E-Commerce and Digital Processing	3	0	0	3
7	CDOEBCE7D	Fundamentals of HRM	3	0	0	3
8	CDOEBCE8D	Micro Finance Operations	3	0	0	3
9	CDOEBCE9D	Auditing and Assurance	3	0	0	3
10	CDOEBCE10D	Total Quality Management	3	0	0	3

Total Credits: 120

Semester	Credits
I	25
II	25
III	20
IV	20
V	20
VI	10
Total Credits	120

b. Detailed Syllabi

Detailed Syllabus for the Programme / Courses is attached in Annexure

c. Duration of the Program

The Programme can be completed in a minimum of 3 years and also as per UGC Regulations.

d. Faculty & Support Staff Requirements

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for OL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

e. Instruction Delivery Mechanisms

Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally ,Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

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C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

Programme (ODL/OL)	Min. No. of Semesters	Max. No. of Semesters
Bachelor of Commerce (B.Com)	6	12

- This programme is designed to include the following components as prescribed in the respective curriculum:
 - a. Core courses
 - b. Elective courses
 - c. Assignments
 - d. Project work

- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of B.Com OL programme shall be as per the guidelines of the UGC and approved by the Academic Council and Executive Council of this Institution.
- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.
- The curriculum and syllabi of OL programmes of B.Com are same as curriculum and syllabi of programmes B.Com offered in full time regular (conventional) mode under respective regulations.
- The curriculum of B.Com OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the UGC guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
Bachelor of Commerce (B.Com)	120

The norms for delivery of courses offered through OL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
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adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

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