



Department of Business Studies

BBA-Shipping - 2023-24

VISION AND MISSION OF THE UNIVERSITY

VISION

To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.

MISSION

AMET will strive continuously to:

- Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.
- Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.
- Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.
- Nurture talent and entrepreneurship and enable all round personality development in students.
- Empower students from across socio economic strata.
- Make a positive difference to society through technical education.

VISION AND MISSION OF THE DEPARTMENT OF BUSINESS STUDIES

VISION:

To continuously upgrade the quality of our curriculum, pedagogy and research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the world.

MISSION:

- To be a source of effective value based managerial talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs.
- To produce and disseminate world-class, cutting edge research 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 maritime trade and business to create a better society.



ALIGNING THE **DEPARTMENT VISION AND MISSION
WITH THE UNIVERSITY VISION AND MISSION**

Vision / Mission	AMET Deemed to be University	Department of Business Studies
Vision	To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.	To continuously upgrade the Quality of our Curriculum, Pedagogy and Research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the World.
Mission-1	Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.	To be a source of effective Value-based Managerial Talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
Mission-2	Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.	To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs.
Mission-3	Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.	To produce and disseminate World-class, cutting edge research that shapes the way organisations operate and businesses are led and managed.
Mission-4	Nurture talent and entrepreneurship and enable all round personality development in students.	To produce World-class, Socially Responsible, Creative Leaders and Entrepreneurs who think on a global scale.
Mission-5	Empower students from across socio economic strata.	To Endow students with the educational opportunity belonging to different socio-economic backgrounds.
Mission-6	Make a positive difference to society through technical education.	To engage meaningfully with maritime trade and business, to create a better society.



Program: BBA-Shipping

Program Educational Objectives (PEOs)

The program educational Objective of the Bachelor of Business Administration (Shipping) is to facilitate the students to:

- PEO1: Become successful graduates who are competent, innovative and productive in addressing the needs of the Industry or pursue higher education and research.
- PEO2: Grow professionally with their knowledge and skills throughout their career.
- PEO3: Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities.

BBA Program Outcomes (POs)

POs	Description
PO1	Critical Thinking: Apply knowledge of commercial shipping to provide solutions to industry problems.
PO2	Effective Communication: Effectively and efficiently communicate in English by using appropriate media.
PO3	Social Interaction: Arrive at logical conclusion through meaningful social exchange of ideas.
PO4	Effective Citizenship: Apply societal and environmental issues towards national development with civic life volunteering.
PO5	Ethical Norms: Ability to understand, analyze and apply ethical norms in business practices.
PO6	Environment and Sustainability: Addressing environmental issues and work towards sustainable development.
PO7	Self-directed and Life-long Learning: Function effectively as an individual or member of a team and undertake lifelong learning.

BBA Program Specific Outcomes (PSOs)

PSOs	Description
PSO1	Identify, analyze, interpret and evaluate various issues faced by corporate world with respect to business management, shipping and logistics.
PSO2	Efficiently practice as graduate trainees in the fields such as business management, shipping and logistics.
PSO3	Demonstrate and adopt ethical and socially accepted norms for effective management of diverse environments.



List of Courses for the Program
BBA-Shipping-2023-2024
(Semester wise)

BBA - Semester I

S.No	Course Code	Course Title	L	T	P	C
Foundation Course						
1	CDOEBB101D	Business English- I	2	0	0	2
2	CDOEBB102D	Communication Skills - I	1	0	0	1
Programme Core						
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	1	0	0	1
Programme Elective						
		Elective-1	3	0	0	3
TOTAL			20	2	0	22

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

BBA - Semester: II

S.No	Course Code	Course Title	L	T	P	C
Foundation Course						
1	CDOEBB201D	Business English- II	2	0	0	2
2	CDOEBB202D	Communication Skills - II	1	0	0	1
Programme Core						
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			20	1	0	21



BBA - Semester: III

S.No	Course Code	Course Title	L	T	P	C
Foundation Course						
1	CDOEBB301D	Interpersonal Communication	1	0	0	1
Programme Core						
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			22	0	0	22

BBA - Semester: IV

S.No	Course Code	Course Title	L	T	P	C
Foundation Course						
1	CDOEBB401D	Professional communication	1	0	0	1
Programme Core						
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			19	0	0	19

BBA - Semester: V

S.No	Course Code	Course Title	L	T	P	C
Programme Core						
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			19	2	0	21



BBA - Semester: VI

S.No	Course Code	Course Title	L	T	P	C
Programme Core						
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	CDOEBB603D	Major Project	0	0	10	5
TOTAL			9	1	10	15

S.No	Course Code	Course Title	L	T	P	C
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	Lecture	Tutorial	Practical	Credits
Semester 1	20	2	0	22
Semester 2	20	1	0	21
Semester 3	22	0	0	22
Semester 4	19	0	0	19
Semester 5	19	2	0	21
Semester 6	9	1	10	15
Total				120