

Learning Outcomes-based Curriculum Framework (LOCF) for Post-graduate Programme



Name of the Programme:

M.Com. Blue Economy and Maritime Law

(Syllabus effective from 2020 Admission)



Department of Commerce

School of Business Management and Legal Studies

University of Kerala

Kariavattom Campus

Thiruvananthapuram-695581

PREAMBLE

The role of higher education is vital in securing the gainful employment and providing further access to higher education comparable to the best available in the world-class institutions elsewhere. The improvement in the quality of higher education, therefore, deserves to be given top-most priority to enable the young generation of students to acquire skill, training and knowledge to enhance their thinking, comprehension and application abilities and prepare them to compete, succeed and excel globally. Sustained initiatives are required to reform the present higher education system for improving and upgrading the academic resources and learning environments by raising the quality of teaching and standards of achievements in learning outcomes across all undergraduate programs in science, humanities, commerce and professional streams of higher education.

One of the significant reforms in the undergraduate education is to introduce the Learning Outcomes-based Curriculum Framework (LOCF) which makes it student-centric, interactive and outcome-oriented with well-defined aims, objectives and goals to achieve. The University Grants Commission (UGC) took the initiative of implementing the LOCF in the Colleges and the Universities of the country. Accordingly, the University of Kerala has decided to implement the LOCF in all its departments under the auspices of Internal Quality Assurance Cell (IQAC). A series of teacher training workshops were organised by IQAC and the office of the Credit and Semester System (CSS), and the departments have revised the syllabus accordingly, through workshops and in consultation with academic experts in the field.

GRADUATE ATTRIBUTES (GAs)

The Graduate Attributes (GAs) reflect particular qualities and abilities of an individual learner including knowledge, application of knowledge, professional and life skills, attitudes and human values that are required to be acquired by the graduates of University of Kerala. The graduate attributes include capabilities to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. The Graduate Attributes define the characteristics of learners and describe a set of competencies that are beyond the study of a particular area and programme.

The GAs of University of Kerala

- Continue life-long learning as an autonomous learner
- Continuously strive for excellence in education
- Apply and nurture critical and creative thinking
- Promote sustainable development practices
- Promote co-operation over competition
- Balance rights with responsibilities
- Understand and respect diversity & difference
- Not be prejudiced by gender, age, caste, religion, or nationality.
- Use education as a tool for emancipation and empowerment of humanity

DEPARTMENT OF COMMERCE

The Department of Commerce was established in 1985 as a teaching and research department of the University of Kerala. Within a span of 35 years the Department could establish itself as a centre of excellence with focus on education, research, consultancy and extension services, The Department has completed various milestones in its academic endeavour making it unique of its kind. Currently the Department offers post graduate level programmes in commerce viz., M.Com (specialization in Finance and Global Business Operations), M.Phil. and Ph.D. Programs. Completion of UGC Sap Project in 2014, GIAN ACADEMIC workshop with global resources in 2017, major consultancy work for the industry, innovative project on financial literacy and social sector projects are a few to mention. The faculty continues to support the university in several capacities and undertake workshops and seminars on an annual basis. The extension services have been well taken by the society specially those related to career development- *My Career My Dream* is such a flagship program. Joint research projects and programs with institutes like Indian Institute of Information Technology Management and Gulati Institute of Finance and Taxation are achievements of the Department. The Department has its own Research Forum, an academic body of researchers. The forum brings out the journal entitled *Commerce and Business Researcher*.

CURRICULUM FOR M.Com. BLUE ECONOMY AND MARITIME LAW

Eligibility

Students who have pursued 10+2+3 scheme and obtained a bachelor's degree from the University of Kerala or a degree recognized as equivalent thereto, and who have secured the following, shall be eligible for admission to PG programmes:

- a) CGPA of 2 or above in a 4-point scale or
- b) 3.5 or above in a 7-point scale or
- c) 5 or above in a 10-point scale or
- d) 50% or above in the case of Bachelor Degrees which award marks

3.1.2 Relaxation for candidates from SC/ST category shall be as follows:

- a) CGPA of 1.8 or above in a 4-point scale
- b) 3.15 or above in a 7-point scale
- c) 4.5 or above in a 10-point scale
- d) 45% or above in the case of Bachelor Degrees which award marks.

Applications

Candidates shall apply on-line and in the prescribed form and they shall also submit a statement of purpose for higher studies with the application.

Entrance Examination

There shall be an entrance examination for admission to each PG programme, and no candidate shall be admitted to a PG programme without taking the entrance examination; provided that the restrictions do not apply to SC/ST candidates admitted to vacant seats reserved for them, foreign candidates and sponsored candidates. However, entrance examinations can be cancelled based on the decision of the Syndicate decision in exigencies such as disasters and pandemics.

The nature of the entrance examinations for admission procedures shall be decided by the University from time to time. The entrance examination for admission shall follow the pattern of multiple-choice questions. The exams shall consist of 100 Multiple Choice Questions

covering the subject at Bachelor's level or logical and numerical reasoning, for a maximum of 2 hours. However, the pattern of multiple questions for 60 marks and descriptive questions for 40 marks are also admissible for some programmes.

Credits

Credits are numbers attached to each course which define their weightage in the whole programme. One credit is defined as:

- a) Weightage of a taught course with 1 contact hour/week/semester or
- b) Weightage of a non-taught course with 2 contact hour/week/semester.

Course Credits

Every taught course shall have 2, 4 or more credits based on content and work involved. The discipline-specific electives, generic courses and other electives shall have 2 credits. For non-taught courses, the following guidelines are applicable: (a) seminars, term-papers, case studies, internship (of minimum 3 weeks) and fieldwork shall have 2 credits each. (b) Laboratory courses shall have a maximum of 4 credits.

Projects in all streams may have credits from 6 to 18, and they will be part of the core course. Each dissertation should pass through the plagiarism check with appropriate software advocated by the University or wherever it is not practicable, the DC should ensure that the dissertation submitted by the student is free from plagiarism.

Programme Credits

For all the four-semester programmes, the minimum and maximum credits of core courses shall be 48 and 64 and for the electives 12 and 24 respectively. For such programmes, the total minimum and maximum credits for the programme shall be 72 and 84 respectively.

For all the two-semester programmes, the minimum and maximum credits of core courses shall be 24 and 30 and for the electives 6 and 12 respectively. For such programmes, the total minimum and maximum credits for the programme shall be 34 and 42 respectively.

ASSESSMENT AND EVALUATION

Grading of Student Performance

Performance of students in individual courses shall be evaluated and assigned grades to indicate the level of achievement of objectives. The grading scale shall be the same as the national pattern recommended by the UGC. Each grade shall be indicated by a letter as in the table below:

Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very good)	8.5
B+ (Good)	8
B (Above Average)	7
C (Average)	6
D (Pass)	5
F (Fail)	0
Ab (Absent)	0
CI (Course Incomplete)	0

Each grade shall have a corresponding grade point which serves as a means of aggregating letter grades and are not marks or scores.

Course-wise Grading

Conversion of Percentage of marks into grade points of a course is as follows:

Sl. No.	Weightage in Percentage	Grade Point	Grade
1	90 to 100	10	O (Outstanding)
2	85 to less than 90	9	A+ (Excellent)
3	80 to less than 85	8.5	A (Very good)
4	70 to less than 80	8	B+ (Good)
5	60 to less than 70	7	B (Above Average)
6	55 to less than 60	6	C (Average)
7	50 to less than 55	5	D (Pass)
8	Less than 50	0	F (Fail)
9	Absent	0	Ab (Absent)
10	Course Incomplete	0	CI (Incomplete)

Programme-wise Grading

The range of CGPA and Grade is as follows:

Sl. No.	CGPA	Grade
1	9 to 10	O (Outstanding)
2	8.5 to less than 9	A+ (Excellent)
3	8 to less than 8.5	A (Very good)
4	7 to less than 8	B+ (Good)
5	6 to less than 7	B (Above Average)
6	5.5 to less than 6	C (Average)
7	5 to less than 5.5	D (Pass)
8	Less than 5	F (Fail)
9	Absent	Ab (Absent)
10	Course Incomplete	CI (Incomplete)

Internship

There would a 1 month internship based on Industry work or filed work with 1 credit

Project work

Research based live projects in association with industry and professional associations would be part of the Programme.

Skill Enhancement Course

Students to opt for at least two skill-based programmes which can be in the online or offline mode.

CSS regulations

All other provisions of CSS regulations regarding examination, assessment and degree award would apply for this programme

Syllabus for M.Com. Blue Economy and Maritime Law

Programme Structure of M.com. Blue Economy and Maritime Law

Semester	Course Code	Name of the course	Core Courses (CC)	Discipline-Specific Elective (DSE)	Generic Course (GC)	Skill Enhancement Elective (SEE)	Credits
I	COM-BE-411	Research Methodology	+				4
	COM-BE-412	Economics for International Trade	+				4
	COM-BE-413	Advanced Corporate Accounting	+				4
	COM-BE-D-414	Quantitative Methods		+			2
	COM-BE-D-415	Maritime Trade		+			2
II	COM-BE-421	Maritime Law	+				4
	COM-BE-422	Shipping and International Trade		+			2
	COM-BE-423	Accounting for Marine Resources	+				4
	COM-BE-424	Marine Marketing & Financial services	+				4
III	COM-BE-431	International Business	+				4
	COM-BE-432	Cost Management Practices for Marine Industry	+				4
	COM-BE-433	GST Act and Customs Act	+				4
	COM-BE-434	Intellectual Property Rights	+				4
	COM-BE-435	Internship with Filed Work	+				1
	COM-BE-441	International Financial Management	+				4

IV	COM-BE-442	Maritime Logistics management	+				4	
	COM-BE-443	Maritime Economics	+				4	
	COM-BE-444	Marine Resources Management and Management Optimization Techniques	+				4	
	COM-BE-545	Project Work Dissertation	+				6	
Any semester (I-IV)	COM-SEE-4B1	FOREX Management				+	2	
Any semester (I-IV)	COM-SEE-4B2	Business Analytics Services					+	2
	COM-SEE-4B3	Tax Consultancy Services					+	2
	COM-SEE-4B4	Entrepreneurship Development Programmes					+	2

Semester : I
Course Code : COM-BE-411
Course Title : **Research Methodology**
Credits : 4

Course Outcomes

On completion of the course, students should be able to:

- CO 1: Understand the concept and process of research
- CO 2: Apply the research process for preparation of research design
- CO 3: Understand the sampling design in research
- CO 4: Apply appropriate tools for data collection
- CO 5: Apply statistical tools for data analysis and evaluating the results

COURSE CONTENT

Module I:

Fundamentals of Research: Research-meaning-nature-significance- objectives-utilities- Principles of scientific research-Scientific Methods-Induction, Deduction-Qualities of a good researcher- Research Methods-Types of Research-Fundamental, Applied, Policy, Exploratory, Descriptive, Predictive, Analytical, Historical; Methods of Investigation-Library, Case study, survey, Field study, Experimental, Evaluation, Action, Diagnostic, Ex-post Facto Research; Quantitative and Qualitative research.

Module II:

Research Process: Research problem Identification-Identifying research gap- setting of objectives and hypotheses-identifying the variables-dependent, independent and intervening Variables

Module III:

Research Design-Cross sectional and Time series - steps in developing a research design- research design for descriptive, analytical, empirical and experimental research-qualities of a good research design.

Module IV:

Sampling Techniques and Data Collection Methods: Probability and non- probability sampling techniques-sample size-sampling errors-sources of collection of Data-Techniques and tools for data Collection-Pre-testing and Pilot study.

Module V:

Statistical Estimation and Hypothesis Testing: Estimation-Qualities of a good estimation, Criteria for selecting estimation, Methods of estimation, point and interval estimation, confidence interval, determination of sample size in estimation. Testing of Hypothesis-Need and Significance of Hypotheses-Formulation, Types of hypotheses-errors in testing Hypotheses-Type-I and Type-II errors-one tailed and two tailed tests-level of Significance-Parametric tests- Non-parametric tests.

Module VI:

Report writing and presentation: Research report - Types of reports - Style of reporting - Qualities of a good report - Documentation - Citation - Footnotes - References - Bibliography - APA and MLA Format – Research Ethics – Ethical Issues in research – Plagiarism – Plagiarism checkers - Salami Slicing – Falsification – Fabrication – Duplicate Submission – Data Manipulation

References:

1. S. Kevin, Research Methodology for Social Sciences, Ane Books Pvt.Ltd, New Delhi, 2019.
2. Krishnaswamy O.R, Research Methodology in Social Sciences
3. Kothari C. R, Research Methodology: Methods and Techniques
4. Sharma R,N& Sharma R.K ,Research Methods in Social Science
5. John W.Best and James V. Khan, Research in Education
6. Singh A.K., Tests, Measurements and Research Methods in Behavioural Sciences.
7. Sana Loue, Text book of Research Ethics : Theory and Practice, Courseback
8. Deni Elliott& Judie Stern, Research Ethics : A Reader, Courseback.

Semester : I

Course Code : COM-BE-412

Course Title : Economics for International Trade

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO 1: Understand the basics of Macroeconomics

CO 2: Understand relevant trade theories

CO 3: Evaluate existing trade and non-trade barriers of international trade.

CO 4: Understand the approaches to management of balance of payment

CO 5: Evaluate India's foreign trade status

COURSE CONTENT

Module I:

Trade as an engine of growth—Inter-regional and international trade—Theory of Absolute Cost Advantage—Comparative Advantage theory—Haberler's Opportunity Cost theory—Heckscher-Ohlin theorem—Leontief Paradox—Neo-technological trade theory- Kravis theory of Availability- Intra-Industry Trade Models of Krugman- Neo –Heckscher –Ohlin Theory

Module II:

Free Trade Vs Protection—Types of tariff and quota—Impact of tariff and quota under partial equilibrium analysis—Different non-tariff restrictions—Optimum tariff- economic integration -customs union- Partial and general equilibrium Analysis-Trade creation and Trade Diversion-Free trade areas, regional trade agreements.

Module III:

Concept of BOT and BOP—Equilibrium and disequilibrium in the BOP—Measures to correct deficit in the BOP—Devaluation and Depreciation—Importance of devaluation to foreign trade—Marshall-Lerner condition—J Curve effect—Absorption approach- foreign trade multiplier.

Module IV:

Evolution of foreign exchange markets- Foreign Exchange rate determination: Mint Parity Theory, Purchasing Power parity theory, BOP Theory—Exchange rate systems—Fixed and Flexible exchange rates—Managed Floating systems—Nominal, Real and Effective exchange rate—Forward rate, Spot rate- Speculation and arbitrage, role of expectations, currency swaps, future and options

Module V:

Foreign Exchange Risks—Hedging and Speculation—IMF and International Liquidity Management- Indian Rupee and its fluctuations in international currency market.

Module VI:

Management of India's foreign trade- Direction and composition of foreign trade in India- balance of payment (BOP) of India and BOP measures adopted before and after 1991-issues of current and capital account convertibility-flow of foreign capital in India- MNC, FDI, FII – foreign capital and sectoral and regional investment- recent measures of India on foreign capital

References

1. Carbugh, R , J. (2019). International Economics. Noida, Uttar Pradesh: Cengage Learning.
2. Chacholiadas, M. (1980). International Trade: Theory and Policy. New York City, United States: McGraw Hill Inc.
3. Copeland, L. (2008). Exchange rates and International Finance.
4. Dutt, R., & Sundaram. (2016). Indian Economy. Ghaziabad, New Delhi: S Chand & Co.
5. Salvatore, D. (2006). International Economics. London, United Kingdom: MacMillan Press Ltd.
6. Soderston, B., & Reed, G. (1994). International Economics. London, United Kingdom: MacMillan Press Ltd.

Semester : I
Course Code : COM-BE- 413
Course Title : Advanced Corporate Accounting
Credits : 4

Course Outcomes

On completion of the course, students should be able to:

- CO1: Understand the trade related Accounting Standards and their application
- CO2: Understand and Recognize the convergence of IFRS and Ind AS
- CO3: Acquire the Skill for preparing Financial Statements by applying relevant Accounting Standards
- CO4: Understand and Apply the knowledge in accounting for Amalgamation
- CO5: Understand and do Accounting for Liquidation of Companies.

COURSE CONTENT

Module I:

Financial Reporting Standards--Objectives-Accounting Standard Board (ASB)-Accounting Standards (AS)-Trade related AS, AS-11, and AS-12.

Module II:

International Financial Reporting Standards (IFRS)-Introduction –Scope- An Overview of IFRS - Convergence of IFRS-Ind AS - Trade Related Ind AS - IND AS-1.

Module III:

Trade Related Ind ASs AS17 and AS18.IND AS-20, IND AS-24, and IND AS-108.

Module IV:

Consolidated Financial Statement (AS 21) – Holding Companies – Definition – Preparation of Consolidated Balance Sheet – Minority Interest – Pre- acquisition or Capital Profits – Cost of Control or Goodwill – Inter- company Balance – Unrealised Inter-company profits – Revaluation of assets and liabilities – Bonus Shares – Treatment of Dividend-Cross Holding.

Module V:

Amalgamation - Types of Amalgamation – Calculation of Purchase- consideration- Methods of accounting for amalgamation- Inter-company investments

Module VI:

Accounting for Liquidation of Companies – Preparation of Statement of Affairs – Deficiency/Surplus Account - Liquidator's Final Statement of Account – Receiver's Statement of Accounts.

Theory and practical problems shall be in the ratio of 30: 70. Practical problems shall be included for application of accounting standards also.

References:

1. Accounting Standards—Prof. IsrarShaikh and Rajesh Makkar, LexisNexis.
2. Accounting Standards—M.P. Vijayakumar, Snow White, Chennai.
3. Indian Accounting Standards—Rajkumar S Adukia, LexiNexis.
4. Indian Accounting Standards—Asish K Bhattacharjee, Tata Mc Graw Hill.
5. Advanced Corporate Accounting—PC Thulsian
6. Advanced Corporate Accounting—MC Shukla, T.S. Grewal and SC Gupta
7. Advanced Financial Accounting—Dr. B.D. Agarwal
8. Advanced Accountancy—RL Gupta and Radhaswami

Semester : I

Course Code : COM-BED-414

Course Title : Quantitative Methods

Credits : 2

Course Outcomes

On completion of the course, students should be able to:

CO1: Understand the basic concepts of Probability Theory

CO2: Understand and Analyse the different Probability distributions

CO3: Understand and Apply Sampling Concepts and Procedures

CO4: Understand and Apply the Procedures of Statistical Inference

CO5: Apply Hypothesis Testing Procedure and Evaluate the outcome

COURSE CONTENT

Module I

Basic Probability Theory: Basic concepts- Different approaches to probability– Addition and Multiplication rules – Dependent and Independent events – Conditional probability – Theorem of total probability – Bayes' theorem

Module II

Probability Distributions: Concept of random variable - discrete and continuous - probability distribution - mathematical expectation – binomial, Poisson and normal distributions.

Module III

Sampling: Need for sampling - sampling frame - probability and non-probability methods– Determination of sample size- sampling and non-sampling errors -- sampling distributions – central limit theorem.

Module IV

Statistical Inference I: Estimation - properties of a good estimator – point estimate – interval estimate-interval estimate of the mean, proportion, difference between two means, difference between two proportions.

Module V

Statistical Inference II: Testing of hypothesis – procedure – tests involving a single mean – single proportion – two means –ANOVA- Chi square test – small and large sample tests - type I and type II errors.

References

1. D.N. Elhance, Veena Elhance, & B.M. Aggarwal. (2018). *Fundamentals of Statistics*. Daryaganj, New Delhi: Kitab Mahal Publication.
2. G. C. Beri. (2009). *Business Statistics*. West Patel Nagar, New Delhi: Tata Mcgraw-hill Publishing Co. Ltd.
3. Levin, R. I., & Rubin, D. S . (1997). *Statistics for Management* .Bengaluru, Karnataka: Pearson Education India.
4. Sancheti, D. C., & Kapoor, V. K. (2010). *Statistics – Theory, Methods & Application*. Daryaganj, New Delhi: Sulyan Chand & Sons Pvt. Ltd.
5. Walpole, R. E. (1982). *Introduction To Statistics*. New York: Macmillan Inc.
6. Ya-lun Chou. (1975). *Statistical Analysis: With Business and Economic Applications*. New York: Holt, Rinehart & Winston.

Semester : I

Course Code : COM-BED-415

Course Title : Maritime Trade

Credits : 2

Course Outcomes

On completion of the course, students should be able to:

CO1: Understand the history and development of Maritime Trade

CO2: Recognise the Global Pattern of Maritime Trade

CO3: Understand Various Regulations and Regulators in Port and Shipping operations

CO4: Recognise the basic concepts of Logistics and Marine Insurance

CO5: Understand the basics of Maritime Economics

CO6: Recognize the importance of Strategic Management in Maritime Trade

COURSE CONTENT

Module I

Introduction to maritime trade: Maritime History - Evolution of International Trade & growth of Ports of the World, Role of Ports, Shipping, Coastal and Inland Water Transport in Maritime Transport - World Seaborne Trade - Port & Shipping Terminology -Types of Ports - Structure of World Fleet, Vessels/Ship – Its specification / Particulars, Coastal Shipping, Inland Water Ways & Canals -Maritime business in developed and developing countries

Module II

The Global Pattern of Maritime Trade: Introduction - The West Line Theory - Geographical Distribution of seaborne trade - Maritime trade of the Atlantic and East pacific - Maritime trade of the Pacific and Indian oceans - Eastern Europe and the former Soviet Union

Module III

Regulators, Regulations& Indian Shipping Scenario and GMB : Role of Port in Indian Economy, Trade and Commerce - Role and Importance of a Port Authority, Centre vs State Ports - GMB ports – profile, Role of GMB & Ministry of Shipping, Various Agency in Port & Traffic Working - Port Conservancy, navigational issues - Conventions & Port State Control - Various Laws and Acts applicable to Port and Shipping Operation - Documentation / Certificates on Board of Vessel / Ship, -Various regulations concerning port, Role of Regulatory Authorities

Module IV

Logistics and Marine Insurance: Bill of Lading- Airway Bill - Conference Line Vessel - Charter Party Vessel - Type of Containers - Container Dimension - Incidence of Rates and Mode of Computation - Role of Planning of Logistic in Import and Export Business, Origin of Marine Insurance- Marine Insurance & Trade Marine Insurance in Indian Market -International Marine Insurance Market

Module V

Maritime economics: The economic role of the shipping industry -International transport system - The demand for sea transport - The world merchant fleet - The supply of sea transport - The shipping companies who run the business - Determinants of maritime transport costs - Port Pricing -The four shipping markets - Freight market - Role of the merchant shipbuilding and scrapping industries - Regional structure of world shipbuilding - Shipbuilding market cycles - The economic principles

Module VI

Strategic Management in Maritime: Importance & significance, methods of deriving strategies - SWOT Analysis, TOWS Analysis , BCG Matrix , Porter's FIVE FORCE Analysis- Levels of Strategy - Corporate Strategy, Business Strategy, Functional Strategy- Analysis of Strategy & Effectiveness Measurement of Strategy- Resources, Capabilities, Core Competence & Strategic Holistic Approach w.r.t. Maritime Business.

References

1. Kevin Cullinane (2011) International Handbook of Maritime Economics Edward Elgar publishing.
2. Wayne k Talley (2012) The Blackwell Companion to Maritime Economics, Wiley-Blackwell: U.K.
3. ICS (2014) Introduction to Shipping.
4. Ships & Shipping – M. Palmer, 1st ED. (BTB)
5. Ports Around the World – Y. Karmon, 1st ED. (Crown)
6. Geography of Sea Transport – A. D. Couper, 1st ED. (HUL)
7. Lloyd's Maritime Atlas - 14th ED. (Heinemann)

8. Logistics Management – P. Fawcett, R. McLeish and I Ogden
9. Strategic Logistics Management – D.M. Lambert & J R Stock, Richard D Irwin Inc.
10. International Economics, 2nd ED.
11. Mililtiades chachdrades International Economics, McGraw-hill international editions
12. Martien Stopford – Maritime Economic, 2nd ED.
13. Strategic Management by Trehan, Wiley India
14. Strategic Management Creating Value in a Turbulent World by Fitzroy, Wiley Indi

Semester : II

Course Code : COM-BE-421

Course Title : Maritime Law

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO 1- understand the fundamental concepts of Law, constitution, and procedures in India

CO 2- Understand the Fundamental Aspects of Law and its relevance to Maritime Law

CO 3- Understand the relevance of international maritime law

CO 4- Understand the significance of Maritime Security and Passage and Military Activities

CO 5- understand the International Law of Maritime Security

CO 6- Understand the Bilateral and multi-lateral maritime agreements

COURSE CONTENT

Module I:

Introduction to Law, - Constitution of India, Preamble, Fundamental Rights, Directive Principles of State Policy, Fundamental Duties, Relationship between Union & State, Emergency

Module II

Indian Judicial and Legal System, Administration of Justice in India, Development of Legal Profession in India, Indian Advocates Act, Indian Judiciary, Civil and Criminal Court Structure and Procedure in India, Quasi-Judicial Framework, Alternate Means of Dispute Resolution.

Module III

Fundamental Aspects of Law and its relevance to Maritime Law, Law of Contracts, Law of Torts, Law of Crimes, Law of Property, Law of Consumer Protection, Law of Insurance, Law of Company, Law of Environment, Law of Cyber Space and Regulation, Law of Intellectual Property Rights, Law of Competition (basic awareness only).

Module IV

Introduction to International Law and International Maritime Law, Introduction to International Law, Sources and Subjects of International Law, State Responsibility and State Territory-United Nations Convention on Law of the Sea, Nature, Scope and Historical Background, Territorial Sea and Contiguous Zone, Straits used for International Navigation, Archipelagic States, Exclusive Economic Zone, Continental Shelf, High Seas, Miscellaneous Provisions.

Module V

Maritime Security and Passage and Military Activities, Introduction, Passage of Warships, Military Activities beyond the Territorial Seas; Law Enforcement Activities, Ports and Inland Waters, Territorial Seas, Straits and Contiguous Zones, Exclusive Economic Zones, Continental Shelf, High Seas.

Module VI

Armed Conflict and Naval Warfare, Law of the Sea during armed conflicts, UN Charter and Armed Conflict, Law of Naval Warfare, International Law of Maritime Security

References

1. The outline of maritime law by S P Gupta
2. Maritime Jurisdiction and Admiralty Law in India by Samareshwar Mahanty
3. Maritime International Law by Charles Cowley and John Adolphus Bernard Dahlgren
4. The Law of Yachts & Yachting (Maritime and Transport Law Library) by Richard Coles and Filippo Lorenzon

Semester : II

Course Code : COM-BE-422

Course Title : Shipping and International Trade

Credit : 2

Course Outcomes

On completion of the course, students should be able to:

CO1: Understand the theories and its applications

CO2: Understand the various modes of international trade

CO3: Understand the global pattern of maritime trade

CO4: Understand the shipping practices

CO-5: Understand Shipping Lines, Shipping Operations & Handling of containers

COURSE CONTENT

Module 1

Definition, nature, approaches, and theories of international business • International economic environment • Economic and political environment • Different theories like Adam Smith Model / Ricardo / H-O Model / specific Factor Model / Neo-Ricardian Theory / Sraffa trade theory etc • International; trade policy, Tariffs, Subsidies, Restraints, and administrative policies

Module II

Export-Import Policy • Modes of International trade- Licensing • Franchising • Contracting • Turnkey Projects • Mergers • Acquisitions • Joint Ventures • International Marketing Channels- • Economic Integrations – free trade area, custom unions, common markers • Economic unions • EEC, ASEAN, SAARC, SAFTA. • Liberalization of agriculture

Module III

The global pattern of maritime trade - Introduction • The West Line Theory • Geographical Distribution of seaborne trade • Maritime trade of the Atlantic and East pacific • Maritime trade of the Pacific and Indian oceans

Module IV

Introduction to shipping practice - Ships- different types and size with their important features and their suitability to different cargos- Type of Vessel- Usage, Agency Involved at various stage in Shipping & Port Procedure- • Stowage factors and densities- importance in carriage of dry and liquid cargo, effect of density of water, • Agents, freight forwarders, brokers and other intermediaries in shipping • Structure of shipping- service of master and crew • Cargo documentation- • Custom house work- inward and outward entry of ship's documentation • Shipping procedures of export and import of cargo

Module V

Shipping Lines, Shipping Operations & Handling of containers- General structure of shipping industry liner and Tramp service • Liner shipping- features , break bulk, modes of utilization, concept of intermodals, container size and types, Identification, Construction, container terminologies, Functions of CFS/ICD, marketing of liner shipping, documentation • Tramp shipping- types of charters, trip time, voyage, consecutive voyage, bareboat, contract of affreightment, features of dry bulk and tanker chartering

Module VI

Container Terminals Business communication & Procedure- Cargo handling equipment used on boards and shore • Business communication in shipping letter writing, telex, fax, e-mail, report writing, memo- writing, charts and graphs.

Reference

1. Roger Bennett International Business
2. Justin Paul International Business
3. Ajami et.al International Business: Theory and Practice
4. P. Subba Rao, International Business – Text and cases
- 5 . Francies Cherunilam, International Business
6. Maritime Logistics: A Complete Guide to Effective Shipping and Port Management by Dong-Wook Song, Photis M. Panayides - Kogan Pag

Semester : II

Course Code : COM-BE-423

Course Title : Accounting for Marine Resources

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO 1: Familiarize and understand Ind AS and IFRS;

CO 2: Analyze the impact of IAS 21 and its application;

CO 3: Analyze the impact of IAS 106 and its application;

CO 4: Enable to prepare accounts of shipping companies;

CO 5: Enable to prepare accounts of aqua culture farming;

CO 6: Understand the concepts and legal provisions of blue accounting

COURSE CONTENT

Module I:

Introduction to IFRS – GAAP – Basic Accounting Concepts- Accounting Policies- Accounting Standards – IAS – AS in India – IFRS – Convergence – Need for convergence- Importance– Ind AS – ASB – Standard Setting Process.

Module II:

Ind AS 21 – The Effects of Changes in Foreign Exchange Rates – Need and objectives – Scope- Definitions – Exchange Difference- Foreign Operations- Functional Currency – Closing Rate- Spot Rate- Presentation Currency- Initial Recognition- Reporting at the end of subsequent reporting periods- Recognition of exchange difference- Translation from functional currency to presentation currency- Disposal of a foreign entity- Disclosure – Comparison with IAS 21.

Ind AS 106 – Exploration for and evaluation of Mineral resources – Need – Objectives – Scope – Definitions – Recognition of Exploration and Evaluation Assets- Measurement of Exploration and Evaluation Assets – Measurement after Recognition – Changes in Accounting Policies – Presentation- Impairment, its Recognition and Measurement – Disclosure – Comparison with IFRS 6.

Module III:

Accounts of Shipping Companies- Voyage Accounts – Important Terms – Complete Voyage – Incomplete Voyage / Voyage in Progress (With Advanced Level Problems)

Module IV:

Accounts of Shipping Companies- Package and Containers Accounting – Non returnable containers, Treatment – Returnable Containers – Containers Trading Account- Containers Provision Account- Containers Stock Account- Farm Accounting for Aqua culture farming. (With Advanced Level Problems)

Module V:

Insurance claims- stock insurance- average clause- loss of stock- computation of fire claims- loss of profits/ consequential loss policy- computation of claims for loss of profits- accounting entries for fire claims- types of losses under marine insurance

Module VI:

Blue Accounting – Introduction – Meaning – Concepts and Standards for Ocean Accounting - Current State of Ocean Accounting – Analyzing Marine Policy and Planning – Satellite Accounts – Aspirations for the System of Ocean Accounting – Internationally agreed framework and Implementation of Ocean Accounting (Theory Only)

Materials Accounting- Principles of Materials Accounting- Law of Conservation of Mass- Process Boundaries – Flow Diagrams- Good Measurements – Material Accounting Audit- Material Management Practices – Water Conservation- Waste Disposal – Facility Cleaning.

References:

1. D.S.Rawat, Students Guide to Ind ASs, Taxman Publications, New Delhi.
2. Vijay Kumar, M. P., & Sivaramakrishnan. First Lessons in Financial Reporting. Snow White Publications Pvt. Ltd.
3. Tulsian, P. C., & Tulsian. Problems on Accounting Standards and Guidance Notes. SChand & Company Ltd.
4. Gopi (2020). Accounting Standards. Kalyani Publishers Ludhiana.
5. Sekar, G. & Prasad, B. Students Referencer on Accounting Standards. – Wolters Kulwer India Pvt. Ltd.
6. Sharma, & Bhalla, Financial Reporting. Taxman Publisers Pvt. Ltd.
7. S P Jain & K L Narang, Advanced Accounting, Kalyani Publishers, New Delhi.

8. R L Gupta & N Radhaswamy, Advanced Accounting, Sulthan Chand Publishers.
9. Eli.P.Fenichel, Ben Milligan, and Ina Porras National Accounting for the Ocean and Ocean Economy, (oceanplanet.org).
10. Peter M. Nicklason, H.Burney Hill, Seafood Processing Handbook for Material Accounting Audits and Best Practices plans.

Semester : II

Course Code : COM-BE-424

Course Title : Marine Marketing & Financial Services

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO1: To familiarize the students with the fundamentals of marketing to enable them to take better marketing decisions.

CO2: To discuss and make the students understand the nuances and complexities involved in various product and pricing decisions in marine products

CO3: To equip the students to take effective distribution decisions for products and services.

CO4: To develop the skills among students to enable them to design the Promotion-Mix strategies and advertising campaigns of marine products

CO5: To make the students aware about various maritime financial services

COURSE CONTENT

Module I:

Introduction: Market and Marketing; Definition, nature and scope of marketing; Exchange process; Functions of marketing; Core marketing concepts; Evolution of modern marketing concept; Holistic marketing concepts; Selling vs. Marketing; Marketing Mix (7 P's & 7 C's); 4 A's of Marketing; Customer quality, value and satisfaction; Michael E. Porter Chain Analysis Model. Marketing Environment- Buyer behaviour: Different consumer roles; Need for studying buyer behaviour; Different buying motives; Consumer buying decision process and influences; Consumer vs. business buying behaviour; Industrial buying process. Market Segmentation, Targeting and Positioning: Characteristics of a segment; Bases for segmenting a consumer market; Levels of market segmentation; Factors influencing selection of market segments; Benefits of market segmentation; Criteria for effective market segmentation; Target market selection and strategies; Positioning – concept, bases and process.

Module II:

Product decisions in marine business - Product - concept and classification; Layers of products; Major product decisions; Product-Mix; New product development stages; Packaging and labelling; Product life cycle (PLC) – concept and appropriate strategies adopted at different stages

Module III:

Promotion Decisions of marine products and services: Role of promotion in marketing; Promotion-Mix; Integrated Marketing Communication – Concept; Communication process and promotion; Determining promotion mix; Factors influencing promotion mix; Developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media.

Module IV:

Pricing Decisions of marine products and services - Pricing Concepts-The Importance of Price-Pricing Objectives-The Demand Determinant of Price-The Power of Yield Management System-The Cost Determinant of Price-Other Determinants of Price-Setting the Right Price-How to Set a Price on a Product-The Legality and Ethics of Price Strategy-Tactics for Fine-Tuning the Base Price-Product Line Pricing-Pricing during Difficult Economic Times.

Module V:

Distribution Decisions Marketing Channels of marine products -Channel Intermediaries and their Functions-Channel Structures- Making Channel Strategy Decisions-Types of Channel Relationship-Managing Channel- Relationships-Channels and Distribution Decisions for Global Markets-Channels and Distribution Decisions for Services –Supply Chain Management-Retailing.

Module VI:

Marine financial services- maritime finance– parties involved in the domain of maritime financing - Banks & Other Lending Organizations - **Marine Money Lenders** different type of marine finance- Vessel Acquisition, Vessel Construction and Vessel Deconstruction. Important Aspects of Marine Finance- Maritime loans – sale and lease back Origin of Marine Insurance Marine Insurance & Trade Marine Insurance in Indian Market- International Marine Insurance Market- Marine Insurance & Payment of Premium Exchange Control Regulations Premium on Marine Export / Import Policies Claim Against Marine Policies

References

1. Marketing of Marine Products in India and Abroad in Relation to Wto- by Guha Bibhas and Basu Shraddha
2. Marine Marketing Strategies- by Matt Sellhorst
3. Export Marketing of Marine Products by KRM Rao
4. Production and Marketing Management of Marine Fisheries in India by R. Sathiadhas
5. Marketing management by Philp Kotler
6. Marketing Management by Kevin Lane Keller Philip Kotler

Semester : III

Course Code : COM-BE-431

Course Title : International Business

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO 1. Understand the concept of International Business and International Business Environment

CO 2. Understand different theories of International Business.

CO 3. Understand the legal procedures involved in International Business.

CO 4. Recognize the different types of economic integrations.

CO 5. Understand and Analyze the operations of MNCs through real case assessment.

CO6: Understand the International Business Environment

COURSE CONTENT

Module I:

International Business -Meaning, Nature, scope and importance- Stages of internationalization of Business-Methods of entry into foreign markets: Licensing-Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions (Discuss case studies relating to subsidiaries and acquisitions)-Framework for analyzing international business environment- Domestic -Foreign and Global Environment-Recent Developments in International Business.

Module II:

Theoretical Foundations of IB: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost- Heckscher- Ohlin Theory- Market Imperfections Approach-Product Life Cycle Approach (Discuss case studies)- Transaction Cost Approach-Dunning's Eclectic Theory of International Production

Module III:

Legal framework of International Business: Nature and complexities: Code and common laws and their implications to Business-International Business contract- legal provisions, Payment terms.

Module IV:

Multi-Lateral Agreements & Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank & its affiliates- IFC, MIGA and ICSID-ADB-Regulatory role played by WTO&UNCTAD.

Module V:

Multinational Companies (MNCs) and Host Countries: MNCs – Nature and characteristics- Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies)-Challenges posed by MNCs

Module VI:

Analysing International Business Environment- BOP and BOT – Capital Account and Current Account – Reasons and remedies for adverse BOP- EXIM Policy- Concepts- Importance and Recent Policies- Contemporary Issue- Green Marketing and Sustainable Development

References:

1. Charles W.L. Hill, Global Business Today- University of Washington.
2. Charles W.L. Hill, International Business: Competing in the Global Market Place- Mc Graw Hill, New York.
3. Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, International Business: An Asian Perspective- Mc Graw Hill, New York.
4. Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, International Business: The Challenge of Global Competition- Mc Graw Hill, NewYork.
5. Alan M Rugman & Simon Collinson, International Business: Pearson Education, Singapore.

6. Paul R. Krugman & Maurice International Economics: Theory and Policy - Obstfeld Pearson Education Singapore
7. John Daniels, Lee Radebaugh, Daniel Sullivan,
International Business: Environments & Operations- Prentice Hall, New Delhi.
8. Sumati Varma, International Business. Ane Books Pvt. Ltd, New Delhi,2011.
9. Subba Rao, International Business: Text and Cases- Himalaya Publishing House Pvt. Ltd. Mumbai.
10. Francis Cherunilam, International Business: Text and Cases- PHI Learning Pvt. Ltd. New Delhi.
11. V.K. Bhalla, - S. Chand & Company Pvt. Ltd. New Delhi. International Business
12. K. Aswathappa, International Business, Tata McGraw Hill Publishing Company Limited. New Delhi

Semester : III

Course Code : COM-BE-432

Course Title : Cost Management Practices for Marine Industry

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO1: Understand the cost and management practices for the marine industry

CO2: Understand the application of marginal costing applications in marine industry

CO3: Understand the applications of budgetary control in marine industry

CO4: Understand the cost analysis and cost management in marine industry

CO5: Understand the applications of standard costing in marine industry

COURSE CONTENT

Module I:

Introduction: Cost Accounting - Concept of Cost Centres - Cost Units – Classification of Cost – Overheads- Simple Cost Sheet – historical and estimated cost sheets. - Tenders and quotations - Contract costing- Activity based costing (ABC).Management Accounting: Meaning and Definition - Nature and Scope – Objectives of Management Accounting - Importance and Limitations - Management Accounting vs Cost Accounting

Module II:

Marginal Costing and Cost-Volume-Profit (CVP) analysis: meaning, concept - assumptions and practical applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor - export decision - plant merger - shut down of a product line- Du Pont Analysis- applications of marginal costing in marine industry

Module III:

Budget and Budgetary Control: Meaning, - establishing a system of Budgetary Control - Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)-Performance budgeting- applications in marine industry

Module IV:

Analysis and Interpretation of Financial Statements: Objects-importance-Types of financial analysis - Comparative statements - Common size statements, Ratio analysis - Preparation of Balance sheet using ratios Fund flow analysis: Fund flow statement-Preparation- Cash flow statement-cash flow analysis - Analysis of income statements of ports/shipping companies.

Module V:

Standard Costing and Variance Analysis: Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour and Overhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting- Responsibility Accounting – Meaning and Objects – types of Responsibility Centres- Management Reporting- applications in marine industry

Module VI:

Cost Analysis and cost management in marine business - Target Cost Attainment- Integration of Actual Costs – User Defined Cost Display - Cost Structure Analysis and Deviation between Budget and Actual Costs - Change Proposal Management - Identifying Cost Drivers - Cost Benchmarking through Project Comparison - Function Costs Calculation

References

1. Financial Management – I.M. Pandey (Vikas)
2. Financial Management – Khan and Jain (TMH)
3. Financial Management – G. SudarsanaReddy (Himalaya)
4. Cost Accounting – M.C. Shukla, T.S. Grewal, S.C. Gupta (S. Chand)
5. Cost Accounting – Jawaharlal (TMH)

Semester : III

Course Code :COM-BE-433

Course Title : GST Act and Customs Act

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO1- understand concepts of GST in India and its applications in marine business

CO2- understand the registration formalities of GST

CO3- understand the rates and exemptions of GST

CO4- understand the provision of input tax credit

CO5- understand the procedure of submission of GST returns

CO6- understand the various provisions of customs Act applicable to marine business

COURSE CONTENT

Module I:

Introduction History of Indian Indirect tax system, Features of Indirect Taxes; Concept of VAT: meaning, variants and methods; Goods and Service Tax: Genesis of GST in India, Concepts and general principles of GST; Need for GST in India- Major shortcomings in the structure of Indirect Taxes prior to GST; Rationale for GST; Meaning of GST- Taxes Subsumed to GST– Scope – Features – Classification of GST – CGST – SGST –UTGST-IGST – Definitions -GST Council - GST Council, GST Network (GSTN), GST Compensation to States Mechanism.

Module II:

Registration under GST -Taxable Person, Threshold for Registration-Procedure for Registration; Special Provisions under GST Registration; Persons Liable for Registration under GST -Regular Tax Payer-Composition Tax Payer-Casual Taxable Person-Non-Resident Taxable Person- Compulsory Registration, Amendment of Registration; Cancellation of Registration- GST Identification Number (GSTIN).

Module III:

Taxable event-Supply of Goods and Services;- Meaning of Supply – Place of Supply – Time and Value of Supply – HSN/SAC classification - Valuation for GST- Valuation rules, taxability of reimbursement of expenses; Exemption from GST: Small supplies and Composition Scheme; Classification of Goods and Services- Rates of Taxes- Exemptions-Composite and Mixed Supplies- zero-rated supply- E-way bills.

Module IV:

Input Tax Credit& Other special provisions -Meaning- Eligible and Ineligible Input Tax Credit- Apportionments of Credit and Blocked Credits-Tax Credit in respect of Capital Goods- Recovery of Excess Tax Credit-Availability of Tax Credit in special circumstances-Transfer of Input Credit-Payment of Taxes-Refund- TDS-TCS, Reverse Charge Mechanism- Job work

Module V:

GST Returns and Payment of Tax- Types of GST returns- due dates of returns, late filing, late fee and interest, Computation calculation of purchase and sales turnover; tax liability; Electronic Cash Register, Electronic Credit Ledger, Electronic Liability Register Information Technology and Tax administration TAN (Tax Deduction and Collection Account Number), TIN (Tax Information Network)- Taxability of E-Commerce, Anti-Profiteering Clause, Avoidance of dual control, Offences and Penalties, Appeals.

Module VI:

Introduction and brief background of customs duty– Role of Customs in International Trade-Important Terms & definitions under the Customs Act, 1962-Customs Law Basic Concepts-Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti-Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions- Computation of Assessable value and custom duty (Practical).

Reference

- H.C Mehrotra, Indirect Taxes, Sahitya Bhavan Publications, New Delhi, 2021.
- Singhania V. K, GST & Customs Law, Taxmann Publication, New Delhi, 2021
- Rakesh Kumar, Goods and Services Tax, Diamond Pocket Books Pvt Ltd.

- Datey, V.S. (2019) . Indirect Taxation. New Delhi.
- Bloomsbury: Goods & Services Tax Laws, Concepts & Input Analysis.
- Taxmann:- GST Manual
- GST Newsletter & GST Educational Series.
- Bangar's Beginner's Guide to GST- Yongendra Bangar & Vandana Bangar (Aadhya Publications)
- Indirect Taxes, New Delhi: Institute of Chartered Accountants of India Publications.
- Indirect Taxes, Kolkata: Institute of Cost Accountants of India.
- Bare Acts CGST-SGST & IGST, 2017

Semester : III

Course Code : COM-BE-434

Course Title : Intellectual Property Rights

Credits : 4

COURSE OUTCOMES

On completion of the course, students should be able to:

CO1-Understand the historical perspectives of IPR law, World Intellectual Property organization, TRIPS and TRIMS

CO 2- Understand in detail the forms of IPR and their relative importance in International trade

CO3- Understand the IPR regulations and legislations in India

CO-4 Understand the procedure of registrations of IPR in India

CO5- Understand the procedure of commercialization of IPR

CO6- Understand the procedure of intellectual property valuation and audit

COURSE CONTENT

Module I:

Historical perspective of IPR Law- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges- benefits-criticism

Module II:

Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties

Module III:

IPR and legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods (Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer's Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment) Act 2005.

Module IV:

Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion, Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board.

Module V:

Commercialization of Intellectual Property: Traditional IP and Evolving IP - Assignment – Licensing – Cross License – Patent Pool – Negotiations – Defensive Publications – Technical Disclosures – Patent Pooling – Patent Trolling - Brand Management- Brand and Pricing Strategies – Patent Mining – Patent Landscaping and Patent Mapping

Module VI:

Intellectual Asset Management - Intellectual Property Audit - Need for IP Valuation – Approaches of IP Valuation – Cost Approach – Income Approach – Market Approach – Methods of IP Valuation – "25% Rule" Method - Industry Standards Methods - Ranking Method - Surrogate Methods - Disaggregation Methods - Monte Carlo Method - Real Options Methods - The CAV Method - Market Value Method - Collateralization of IPA

References:

1. W.R Cornish, Intellectual Property Patent, Copyrights, Trademarks & Allied Rights, Sweet & Maxwell, London
2. Bibek Debroy, Intellectual Property rights, Rajiv Gandhi Institute for Contemporary Studies, Delhi, B.R. Pub. Corp.
3. Wadhwa B.L., 2011, Law Relating to Intellectual Property -Patents, Trademarks, Copyrights, Designs, Geographical Indications, Universal Law Publishing, New Delhi
4. P Narayana, Intellectual property law
5. Rajeev Jain, Intellectual property law by Patents, copyrights, trademarks and design
6. Journal of Intellectual Property Rights- various issues
7. Intellectual Property Rights, Elizabeth Varkey, Eastern Book Company
8. Sunita K. Sreedharan , An Introduction to Intellectual Asset Management.
9. Patrick H. Sullivan, profiting from Intellectual Capital: Extracting Value from Innovation
10. Tulika Rastogi, IP Audit: Your Way to Healthy Organization

11. Loganathan, E.T. “IPR” (IPRS), TPIPS Agreement and Indian Laws.

Websites: www.dipp.nic.in/iprwww.iprlawindia.orgwww.wipo.int/ipdl/en

Semester : III

Course Code : COM-CC-535

Course Title : Internship

Credits : 1

Semester : IV

Course Code : COM-BE-441

Course Title : International Financial Management

Credits : 4

COURSE OUTCOMES

On completion of the course, students should be able to:

CO1: Understand the basic concepts of International Finance and recognize the international financial markets.

CO2: Understand the fundamentals of foreign exchange rates and their determination

CO3: Explain the working of foreign exchange market and the international agencies.

CO4: Understand the various instruments in International financial market and identify the features.

CO5: Analyze the implications of global investment in the form of FDI and FII

COURSE CONTENT

Module I:

International financial management: meaning and scope of international financial management – growth of international trade and transnational services – emergence of MNCs

Module II:

Financial management of MNCs - flow of funds across countries – international borrowing and lending - international investment – international monetary system – international financial markets – foreign exchange market

Module III:

Foreign exchange market: exchange rate mechanism – fixed rate and floating rate – direct and indirect quotations – bid and offer rates – spot rate and forward rates – factors influencing exchange rates - features - market participants – types of transactions – hedging, arbitrage and speculation – financial instruments – spot contracts – forward contracts

Module IV:

International financial markets: sources of international funds – multilateral development banks – IMF, World Bank, Asian Development Bank – European monetary system – evolution of Euro

Module V:

International financial instruments: instruments of international financial markets – international bonds, equities and money market instruments - international equity financing through depository receipts – GDR – ADR – IDR

Module VI:

International investments: Foreign Direct Investment (FDI) – theories of FDI – strategies – modes of investment – benefits and costs of FDI – host country perspective and home country perspective – present position of FDI in India - foreign portfolio investment (FPI) – FII investment - risk and return of international portfolio investment – integration of global capital markets – Appraisal of foreign and domestic projects – risks involved in international investment decisions – currency risk – political risk – inflation risk – country risk

References:

1. Agarwal O. P. (2018). International Financial management. Bengaluru, Karnataka: Himalaya Publishing House.
2. Anuj Varma (2012). International Financial management. New Delhi, Delhi: Dreamtech Press.
3. Apte P.G. (2011). International Financial management. West Patel Nagar, New Delhi: Tata Mcgraw-hill Publishing Co. Ltd.
4. Avadhani V. A. (2013). International Financial management. Bengaluru, Karnataka: Himalaya Publishing House.
5. S. Kevin (2016). Fundamentals of International Financial Management, Delhi: PHI Learning Pvt. Ltd.

Semester : IV

Course Code : COM-BE-442

Course Title : Maritime Logistics Management

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO – 1 : Summarize various activities of logistics to satisfy the end Customers

CO – 2 : Analyse functional activities of supply chains that process the flow of products

CO – 3 : Appraise the strategies that can be taken to manage inventories.

CO – 4 : Analyse the functions of warehouse, criteria for selection of warehouse.

CO – 5: Examine various trends in Logistics & Supply Chain Management

CO – 6 : Identify various financial issues in the effective performance of logistics

COURSE CONTENT

Module I:

Introduction to Maritime Business, Reasons for Sea Transport, Supply of Ships, Ship Registration, Ship Classification, The Ship- Tonnage and Load Lines, Ship measurement based on volume, Stowage, Types of Ships, Practitioners in Maritime Business

Module II:

Meaning & Significance of Logistics -Role of Logistics in Economy/Business -Functions of the Logistics system-In-bound and Out-bound logistics – Components of Logistics Management.

Module III:

Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers -- Managing demand and supply - Lack of supply chain coordination and the Bullwhip effect – Obstacle to coordination – Managerial levers – Building partnerships and trust – Continuous replenishment and Vendor managed inventories – Collaborative planning, Forecasting and Replenishment.

Module IV:

Demand forecasting -- Strategic sourcing --Inventory management-Concept and Types of Inventory, Functions of Inventory -Elements of Inventory Costs, Inventory Management – vendor development – Vendor Inventory- warehouse - Warehousing Functions – Types – Site Selection – Layout Design

Module V:

Trends of Logistics & Supply Chain Management, Logistics Service Provides (LSP), Supply chain integration -Role of 3 PL and 4 PL - Order Fulfilment-Financial Flow in Supply Chain, Reverse Logistics design and management- Logistics information system.

Module VI:

Measuring Supply chain & Logistic performance - Financial issues in Logistics - Logistics and Customer Service- Customer Retention. Integrated IT solutions for Logistics and Supply Chain – Customer relationship management – Internal supply chain management – Supplier relationship management.

REFERENCE BOOKS:

1. Doughlas W Lambert, “Fundamentals of Logistics Management, 10th Edition.2003
2. Pramod Rao, “Logistics Management”, 11th Edition, 2007.
3. John W Langford, “Logistics: Principles & Applications”, 8th Edition, 1995.
4. Martin Christopher, “Logistics & Supply Chain Management”, 9th Edition, 2010.

Semester : IV

Course Code : COM-BE-443

Course Title : Maritime Economics

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO1 : Compare and contrast demand and supply analysis.

CO2 : Examine the structure of the shipping industry

CO3 : Appraise the shipping market structure.

CO4 : Evaluate the supply and demand of shipping.

CO5 : criticize and learn about the various costs in the shipping industry.

CO6 : Investigate on the productivity and supply trends of shipping industry.

CO7 : Review on the pricing of shipping services.

COURSE CONTENT

Module I:

Managerial Economics- Meaning, Nature and Scope, Business Decision Making - Role of Managerial Economist, Fundamental concepts of Managerial Economics, Demand Analysis - meaning, determinants and types of demand, Elasticity of demand

Module II:

The economic role of the shipping industry - International transport system- The demand for sea transport - The world merchant fleet - The supply of sea transport - The shipping companies who run the business - Determinants of maritime transport costs - Port Pricing

Module III:

Supply Analysis-Meaning and Determinants - production decisions, Production functions, Isoquants, Expansion path - Cobb-Douglas function. Cost Concepts, Cost – Output relationship, Economies and Diseconomies of scale, Cost functions, Market structure- Characteristics, Pricing and Output decisions - methods of Pricing -Differential Pricing, Government intervention and pricing.

Module IV:

Structure of Shipping Industry-Oligopoly and Perfectly competitive Shipping markets, Factors affecting Demand & Supply of Shipping, Shipping cycles, Cost analysis in shipping – Fixed costs, Variable costs – Concept of opportunity cost, The demand for Shipping- Derived Demand, Elasticity of Demand, Demand Measurement, Effect of Substitution, Freight Rate mechanism

Module V:

Supply of shipping-Factors influencing the Supply of Shipping- Tonnage, Number and Flag of ships, Productivity and Supply trends of shipping industry - surplus tonnage/ active fleet/ short run supply, measuring elasticity of supply

Module VI:

Pricing of Shipping Services- Determination of equilibrium pricing in various segments, Forecasting – Concept of Freight Futures and Options

Reference

1. Martin Stopford, “Maritime Economics”, Taylor & Francis e-library, 10th Edition, 1997.
2. Kevin Cullinane, “International handbook of Maritime Economics”, Edward Elgar Publishing
3. Varshney. R.L. &Maheshwari. “Maritime Economics”, (Prentice Hall of India), 10thEdition, 2008.
4. Mr. Wayne .k. Talley, “The Blackwell companion to Maritime Economics”, Rutledge, Th Edition, 2014.

Semester : IV

Course Code : COM-BE-444

Course Title : Marine Resource Management and Management Optimization

Techniques

Credits : 4

Course Outcomes

On completion of the course, students should be able to:

CO 1: Understand the types of marine resources and its significance in relation to economy.

CO 2: Understand the need and significance of maintaining marine biological diversity

CO 3: Recognize the ill effects of Marine Pollution and ways to improve the quality of marine resources

CO 4: Understand the various Laws and Policies related with conservation of Marine Resources

CO 5: Understand assignment problem: Formulation, Methods of solution.

CO 6: Articulate transportation Problem, Formulation; Methods of solution.

CO 7: Familiarize with simulation technique and decision making under risk and uncertainty.

COURSE CONTENTS

Module I:

Introduction-Defining marine resources • Type of marine resources • Marine resources use overview and history • Human association with marine resources, Importance of Ocean Resource Management to the Economy, Three Perspectives- Connecting Land and Sea, preserving our Ocean Heritage, Promoting Collaboration and Stewardship-: National Priority Objectives and ORM Perspectives

Module II:

Conservation goals and conventional management of marine fisheries-The importance of marine biological diversity, Aichi biodiversity target / IUCN Red list, Protecting marine resources, Marine protected areas Conservation Goals on Land and in the Sea- Goals of Marine Reserves and Protected Areas-Problems and Issues in Fishery Management, Conventional Fishery Management, Uncertainty, Fishery Management, and a Role for Marine Reserves- societal values of marine reserves and protected areas

Module III:

Ocean resources Sustainability-Fisheries population and stocks, harvest sustainability, Pollution of Marine Resources- Type of marine pollution, Effect of marine pollution on marine resources, Prevention and control of pollution and marine resources degradation, Current cases on marine pollution, Seafood safety guidelines / standards, Quality control & assurance in seafood sources.

Module IV:

Policies and Acts to Manage Marine Resources-Laws and policies related to the conservation of ocean resources, Legal framework in conserving ocean resources, Fisheries regulations & policies, ocean resources management strategies, Current issues discussion- Current cases on marine pollution, Current marine resources conservation activities, Current seafood safety and security issues

Module V:

Linear Programming- Formulation of LPP – graphical solution method - Simplex method – dual problem – Transportation model- Assignment model.

Module IV:

Simulation- Introduction to Simulation and modelling-Decision Theory; Concepts of decision making; Decision under uncertainty; Maximin criterion, Minimax criterion, Laplace criterion, Hurvicz criterion, Decision making under Risk; Expected minatory value, Expected value of perfect information, OpportModuley loss

References

1. Falque M, De Alessi M, Lamotte, H (2002). Marine Resources: Property Rights, Economics and Environment.
2. JAI Press. - Ray GC, McCormick-Ray J (2013) Marine Conservation: Science, Policy, and Management. UK: John Wiley and Sons Ltd.
3. Bavinck M (2001) Marine Resource Management: Conflict and Regulation in the Fisheries of the Coromandel Coast. New Delhi: Sage Publications India.
4. Noone KJ, Sumaila UR, Diaz RJ (2013) Managing Ocean Environments in a Changing Climate: Sustainability and Economic Perspectives. Elsevier.

5. Techera E (2012) Marine Environmental Governance: From International Law to Local Practice. Abingdon, Oxon New York: Routledge.
6. Bobby Srinivasan & Charles T. Sand bloom (1989). Quantitative Techniques for Business Decisions. Noida, Delhi: McGraw Hill India.
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10. Swaroop, K., Gupta, P. K. & Mohan, M. (2017). Operations Research and Statistical Analysis. Daryaganj, New Delhi: Sulyan Chand & Sons Pvt. Ltd.
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12. Tulsian, P. C. & Vishal Pandey. (2002). Quantitative Techniques- Theory and Problems. London: Pearson.

Semester : IV

Course Code : COM-CC-545

Course Title :Dissertation

Credits : 6

Semester : Any Semester I to IV

Course Code : COM-SEE-4B1

Course Title : FOREX Management

Credits : 2

Course Outcomes (CO's)

On completion of this course, the students should be able to:

CO1: Understand how the foreign Exchange Market operates

CO2: Understand the principles of Currency valuation

CO3: Explain techniques that can be used to hedge foreign exchange risk

CO4: Recognize the basics of Trading Plan and Prepare the Trading plans of own

CO5: Recognize the ways in which taxes can be reduced.

CO6: Understand the foreign exchange Management in India.

COURSE CONTENT

Module I:

Concept of Forex Management - Scope & Significance of Forex Management - Advantages of FOREX Trading - FOREX RESERVES- Exchange rates- inter banks and Merchant rates- spot and forward rates-TT rates- computations-FOREX Markets—derivates in the FOREX markets- Futures, Swaps, Options and Arbitrage- Forex dealers and Speculators Organizations of the FOREX market.

Module II:

Exchange rate fixation- Purchasing Power Parity Theory- Interest Rate Parity Theory- Balance of Payments Theory- The Fisher Effect and International Fisher Effect-Flow Model- Asset market models-forecasting of exchange rates- Nominal Effective Exchange Rates (NEER) and real Effective Exchange rates Index (REER) - Hedging against Exchange rate fluctuations- Calculation of CPI (Consumer Price Index) and WPI (Wholesale Price Index) in India - NEER & REER calculation methodology

Module III:

Forward Exchange Contracts-relevance-types- forward exchange rate computation – factors influencing forward RATES- extension and cancellation of forward contracts- Futures-features vs Forward Contracts-Options- types and Mechanisms-risk Management through forward contracts. FOREX Risk management – transaction risk exposure risks- internal strategies-shifting of risk- sharing of risk- exposure netting and offsetting- External strategies – money market Hedge- currency swaps- interest rate swaps- Economic consequences of exchange rate changes- Managing Risk.

Module IV:

Importance of trading plan - Trading philosophy – Trading psychology – Importance of Emotions in Trading – Benefits of managing emotions in Trading – Ways to manage Trading Psychology - Trading time frame - Forex Market participants - Banks and financial institutions - Merchants - Other customers Speculators and hedgers Central banks - Forex Dealers/market makers - brokers Forex Trading - SWIFT Robots and forex trading

Module V:

Different Forms of Taxes, Import Duties -Organizational structures for reducing taxes -Tax Reliefs - Tax Neutrality and Tax equity - Avoidance of double taxation and concept of tax heavens - Concept and types of transfer pricing methods - considerations in transfer pricing - Tax Treatment of Foreign Exchange Gains and Losses

Module VI:

FOREX Management in India- Fixed and fluctuating rates-rupee convertibility- NOSTRO-VOSTRO-LORO Accounts- Exchange control Measures- relevance- Foreign Exchange reserves of India- composition and Management- monetary and Fiscal policy and its impact on foreign exchange reserves in India.

References

1. Multi National Financial Management, Alan C Shapiro& Paul Honouna.
2. ABC of Foreign Exchange – a Practical Guide, George Clare
3. Guide to Foreign Exchange Regulations, Krishnamoorthy S
4. Principles of Foreign Exchanger, Chaterjee A K
5. Foreign Exchange Management, RAjwadi
6. Financial Derivatives.. Keith Red Head

Semester : Any Semester I to IV

Course Code : COM-SEE-4B2

Course Title : Business Analytical Services

Credits : 2

Course Outcomes

On completion of this course, the students should be able to:

CO 1: Understand the need and importance of business analytics in an organization

CO 2: Evaluating the organizational requirements for business analytics procedures

CO 3: Analyze and assess the required environment for data analytics in an organization

CO 4: Application of data analytics tools

CO 5: Analyze and apply software for business analytics

CO 6: Analyze and evaluate business problems using analytics techniques

COURSE CONTENT

MODULE I:

Business analytics- Introduction- need- importance- Business intelligence- levels of intelligence-use of data- Visualization/ Data Issues-sources of data- Importance of data quality - Dealing with missing or incomplete data -Data Classification- observing insights

MODULE II:

Business analytics cycle - stages- process- tools and methods- The Three Pillars of Best Statistical Practice - Statistical Qualifications-Statistical Diagnostics- statistical review

MODULE III:

Building blocks for supporting analytics - data collection, data software and data management

MODULE IV:

Data exploration - Visualization and Exploring data- Data mining- supervised and unsupervised analytic techniques – predictive analytics- forecasting- optimization – simulation—Network and Text Analytics

MODULE V:

Spreadsheet modelling and Analysis- visualizing and exploring techniques- descriptive measures- Predictive analytics -trend line and regression- Basics of time series modelling - linear optimization and decision analysis

MODULE VI:

Customer analytics –Social analytics –Operational analytics – Cases in Indian context

REFERENCES

Barlett, R. (2013). A Practitioner's Guide to Business Analytics. New York City: McGraw Hill Inc.

Evans, J. R. (2012). Business Analytics. Bengaluru, Karnataka: Pearson Education India.

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Hardoon, D. R., & Shameli, G. (2015). Getting started with Business Analytics:Insightful decision making. Florida, CRC Press.

Kumar, D. U. (2017). Business Analytics – The Science of Data Driven Decision Making. New Jersey, United States: Wiley Publishing Company.

Rungta, K. (n.d.). Business Analytics. [Amazon.co.uk: Kindle Store].

Semester : Any Semester I to IV

Course Code : COM-SEE-4B3

Course Title : Tax Consultancy Services

Credits : 2

Course Outcomes

On completion of this course, the students should be able to:

CO1: Understand the process of e-filing

CO2: Acquire the skill in Calculation of Income tax

CO3: Acquire Skill in Preparation of Electronic return through Income Tax Portal

CO4: Understand the Basics of GST

CO5: Acquire the skill for filing GST returns

CO6: Acquire the Skill in filing TDS returns

COURSE CONTENT

Module I:

Conceptual Framework: e-filing Meaning of e-filing; difference between e-filing and regular filing of returns; benefits and limitations of e-filing; types of e-filing; e-filing process; relevant notifications.

Module II:

Income tax and e-filing of ITRs: Introduction to income tax – basic terminology; types of assessee; income taxable under different heads; basics of computation of total income and tax liability.

Module III:

Deductions available from gross total income; PAN card; due date of filing of income tax return. Instructions for filling out form ITR-1, ITR-2, ITR-3, ITR-4, ITR-4S, ITR5, ITR-6. Introduction to Income Tax Portal; preparation of electronic return

Module IV:

Conceptual framework of GST: Introduction to basic concepts of GST: Output tax liability of CGST, SGST, UTGST, IGST, State compensation cess; GST Network; input tax credit

utilization; small supplies and composition scheme; schedule for payment of GST; interest/penalty for late/non-filing of return.

Module V:

Payment of GST by electronic ledger – electronic liability register, electronic credit ledger, electronic cash ledger. Filing of GST returns GST returns: GSTR-1, GSTR-2, GSTR-3, GSTR-4, GSTR-9, GSTR3B

Module VI:

TDS and e-Filing of TDS returns: Introduction to the concept of TDS; provisions in brief relating to advance payment of tax; schedule for deposit of TDS; schedule for submission of TDS returns; prescribed forms for filing of TDS returns; exemption from TDS – Form 13, 15G, 15H; Practical workshop on e-filing of TDS returns

References

1. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax, University Edition. Taxman Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
3. CA Vivek KR Agarwal, GST GUIDE FOR STUDENTS: MAKING GST- GOOD AND SIMPLE TAX, Neelam Book House
4. Dr. H.C. Mehrotra, Dr. S.P.Goyal, Income Tax including Tax Planning and Management, Sahitya Bhavan Publications: Agra.
5. V.S Datey, GST Ready Reckoner, Taxman Publications Pvt. Ltd., New Delhi.
6. Dr. H.C. Mehrotra, Prof. V.P. Agarwal, Goods and Service Tax (GST), Sahitya Bhavan Publications: Agra.

Semester : Any Semester I to IV

Course Code : COM-SEE-4B4

Course Title : Entrepreneurship Development Programmes

Credits : 2

Course Outcomes

On completion of this course, the students should be able to:

CO1: Understand the basics of Entrepreneurship along with traits of an entrepreneur.

CO2: Recognize the emerging trends of Entrepreneurship Development

CO3: Acquire Skill in Preparation of Project Reports with all its Components

CO4: Recognize the importance of Strategic Planning in Entrepreneurship.

CO5: Recognize the modes of entry into international business along with its barriers

CO6: Acquire the Skill in Business Correspondence.

COURSE CONTENT

Module I:

Concepts and Overview of Entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Evolution and Growth of Entrepreneurship in India - Role of Entrepreneurship in Economic Development - Start-ups - Effective ways of marketing for start-ups – Digital and Viral Marketing - Hire and Manage a Team - Managing start-up finance - The Concept of Costs, Profits, and Losses- Start up India – Stand up India - Models of Entrepreneurship - Emerging Models of Corporate Entrepreneurship

Module II:

Entrepreneurial Culture - Entrepreneurial Society - Women Entrepreneurship - Rural Entrepreneurship - Emerging Trends in Entrepreneurship Development - Entrepreneurial Potential and Potential Entrepreneur - Evaluation of Social Entrepreneurship in India

Module III:

Forms of Business Ownership- Issues in selecting forms of ownership- Environmental Analysis -Identifying problems and opportunities - Defining Business Idea - Planning Business Process - Project Management Concept – Features - Classification of projects - Issues in Project Management - Project Identification - Project Formulation- Project Design and Network

Analysis - Meaning and Objectives of a Business Plan, Advantages and cost of preparing a Business Plan -Project Evaluation -Project Appraisal - Project Report Preparation - Specimen of a Project Report

Module IV:

Strategic Growth - Need for Strategic Planning - Understanding the growth stage - Unique managerial Concerns of growing enterprise - Valuation Concerns - Creativity – Innovation - Methods to Initiate Ventures - Legal Challenges - Search for Entrepreneurial Capital. Government Programmes for Entrepreneurial Development among Students.

Module V:

The nature of international entrepreneurship - Importance of international business to the firm - International versus domestic entrepreneurship - Stages of economic development - Entrepreneurship entry into international business - exporting - Direct foreign investment - barriers to international trade.

Module VI:

Business Correspondence- Presentations -Business letter, Letters of inquiry, quotation orders, and tenders, complaints letters.

References

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
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8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers