

BHARATHIARUNIVERSITY: COIMBATORE-641 046
MBA CHARTERING AND LOGISTIC MANAGEMENT
(For the CCII students admitted from the academic year 2016-17 onwards)

SCHEME OF EXAMINATION - CBCS PATTERN

S.No	Course Title	Ins. hrs / week	Examinations				Credits
			Dur.Hr	CIA	Marks	Total	
SEMESTER I							
1.1	Management Principles and Practice	5	3	25	75	100	4
1.2	Organisational Behaviour	5	3	25	75	100	4
1.3	Managerial Economics	4	3	25	75	100	4
1.4	Quantitative Techniques	5	3	25	75	100	4
1.5	Marketing Management	5	3	25	75	100	4
1.6	Management Information System	4	3	25	75	100	4
1.7	Computer Application in Management Using SAP- Practical	2	-	-	-	-	-
SEMESTER II							
2.1	Financial Management	5	3	25	75	100	4
2.2	Operation Management	5	3	25	75	100	4
2.3	Evolution of Shipping Industry	5	3	25	75	100	4
2.4	Research Methods For Management	5	3	25	75	100	4
2.5	Logistics And Supply Chain Management	4	3	25	75	100	4
2.6	Chartering	4	3	25	75	100	4
2.7	Computer Application In Management Using SAP- Practical	2	3	40	60	100	4
SEMESTER III							
3.1	Warehousing And Inventory Management	5	3	25	75	100	4
3.2	Strategic Management	5	3	25	75	100	4
3.3	Dry Cargo Chartering	5	3	25	75	100	4
3.4	Management Of Multimodal Transportation	5	3	25	75	100	4
3.5	Transportation And Distribution Management	5	3	25	75	100	4
3.6	International Business	5	3	25	75	100	4
3.7	Summer Placement,Project Report & Viva voce *	-	-	-	-	100	4
SEMESTER III							
4.1	Liner Trade	5	3	25	75	100	4
4.2	Shipping Law	5	3	25	75	100	4
4.3	Marine Insurance	5	3	25	75	100	4
4.4	Performance Measurement And Reporting	5	3	25	75	100	4
4.5	E-Logistics	5	3	25	75	100	4
Total						2500	100

*For Project Report: 80% Marks & Viva-Voce 20% Marks

SEMESTER - I

1.1. MANAGEMENT PRINCIPLES AND PRACTICE

OBJECTIVE:

To enable the students to learn the basic functions, principles and concepts of management.

Unit I

Management : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : The External Environment, Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management.

Unit II

The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making - Global Planning

Unit III

The Nature of Organizing and Entrepreneuring - Organizational Structure - Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing

Unit IV

Co-ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

Unit V

The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges

References :

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
2. Stoner & Wankai, Management, PHI.
3. Robert Krcitner, Management, ATTBS.
4. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
5. Helliregarl, Management, Thomson Learning, 2002.
6. Robbins.S.P., Fundamentals of Management, Pearson, 2003.

1.2. ORGANISATIONAL BEHAVIOUR

OBJECTIVE:

To enable the students to learn the basics of individual behaviour and an organizational behaviour.

Unit I

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

Unit II

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organisation Errors, Managerial implications of perception. Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

Unit III

Stress - Nature, sources, Effects, influence of personality, managing stress. Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

Unit IV

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management. Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

Unit V

Organisational Behaviour responses to Global and Cultural diversity, challenges at international level, Homogeneity and heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity Cases.

References :

1. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
2. Hellinegal Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning.
3. Umasekaran, Organisational Behaviour, Tata McGraw Hill.
4. Robbins S.P., Concepts contrivances and applications, Prentice Hall.
5. McShane & Glinow, Organisational Behaviour, Tata McGraw Hill.

1.3. MANAGERIAL ECONOMICS

OBJECTIVE:

To enable the students to learn the application of the economic principles and policies on managerial decision making.

Unit I

Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics. Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

Unit II

Supply 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.

Unit III

Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

Unit IV

Profit - Meaning and nature - Profit policies - Profit planning and forecasting – Cost volume profit analysis - Investment analysis.

Unit V

National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

References :

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Atmanand, Managerial Economics, Excel, 2001.
4. Athmanand.R., Managerial Economics, Excel, 2002, New Delhi.
5. Mankar.V.G., Business Economics, Macmillan, Business Book, 1999.

1.4 QUANTITATIVE TECHNIQUES

OBJECTIVE:

This course is intended to familiarize the students with the nature of application of quantitative techniques in business scenario

Unit-1

Introduction to Quantitative Techniques - Meaning of Quantitative techniques - QT in Business - Basics of Statistics - Major characteristics of Statistics - Application as statistics in SCM - Limitation of Statistics. Arrangement of Data - Variables – Classification of Data - Types of the intervals. Arrangement of Data - Types of Average - Simple Arithmetic Mean or average; Weighted Arithmetic Mean; Geometric Mean; Harmonic Mean

Unit-2

Measures of Dispersion - Definition - Measures of Dispersion - Correlation Analysis - Importance and types of correlation Regression Analysis - Independent and Dependant variable - Regression Line - The Method of Least Squares Index Numbers - Types of Index Number - Types of Prices Index Numbers.

Unit-3

Probability Distribution - Types of Distributions - Types of Significance - Sampling Theory - Population Method - Sampling method. Test of Hypotheses - Test of Significance - Test for Proportions - Test for Standard Deviation - Two sample Problems.

Unit-4

Matrices - Situations where Matrix representative is possible Decision Theory –Types of Managerial Decisions - Characteristics - Step in Decision Making - The role Quantitative Methods - Decision Making under uncertainty - Decision Trees Linear Programming - Formulation - Graphical Method - Sensitivity Analysis.

Unit-5

Principles of Electronic Computing - Overview - Core Technologies - Number Systems - Binary Number System - Hexadecimal Numbers - Principles of Data Base Management - Database - Components of DBMS - Benefits - In Computer - Readable Form Summary of DBMS Functions - Database Project Development - Database design

Text Books:

1. Statistics for management – Richard Levin and David S Rubin.
2. Statistical methods – S P Gupta

Reference Books:

1. Statistics for business and economics- R P Hoods.
2. Complete business statistics – Ameer B .Aczel.

1.5 MARKETING MANAGEMENT

OBJECTIVE:

The students will understand marketing concepts to enable him to be prepared to deal in logistical and shipping marketing requirements.

Unit I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices, e-business – setting up websites; Marketing Information System, Strategic marketing planning and organization.

Unit II

Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

Unit III

Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

Unit IV

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions - Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation

Unit V

Identifying and analyzing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts - Global Target market selection, standardization Vs adaptation, Product, Pricing, Distribution and Promotional Policy

References :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy& S. Namakumari - Macmilan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.

1.6 - MANAGEMENT INFORMATION SYSTEM

OBJECTIVE:

To help students understand how MIS is developed and implemented for various levels in an organization, the phases involved in the development of a system, the factors determining their success and the relationship of MIS with various functional areas of organization

Unit I

Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organization as a system - Components of Information Systems - IS Activities - Types of IS.

Unit II

IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System - Information for Strategic Advantage

Unit III

DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; What if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis - Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms - Expert Systems

Unit IV

Managing Information Technology: Managing Information Resources and technologies – IS architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain management & Global Information technology Management.

Unit V

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.

References

1. James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999.
2. Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002.
3. Kenneth C Laudon and Jane P Laudon, —Management Information System, 9th Edition, PHI, New Delhi, 2006.
4. Waman S Jawadekar , "Management Information System Text and cases", Third Editions, Tata McGraw-Hill ,2007.
5. R.Srinivasan, —Strategic Management, IIInd edition, Prentice Hall of India, New Delhi.
6. M.Senthil, —Management Information System, 2003.

1.7 COMPUTER APPLICATIONS IN MANAGEMENT USING SAP - PRACTICAL

OBJECTIVE:

To introduce the concepts of information technology and their application in management decision making.

UNIT I

Components of a Computer - Hardware and Software–Operations Systems–Directories and Fileproperties - MS OFFICE General

UNIT II

WORD–Creating a new document with templates & Wizard–Creating own document–Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text –Tables – Rows – Columns – Cells

UNIT III

EXCEL –Working with worksheets–cells–Entering, editing, moving, copying, cutting, Working with multiple worksheets – switching between worksheets — Using formulas–Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart - Formatting chart elements – Editing a chart – Printing charts.

UNIT IV

POWERPOINT –Creating new presentations–Auto content wizard–Using template–Blankpresentation – Opening existing presentations – Adding, editing, deleting, copying , hiding slides -Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

UNIT V

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

Practicals: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the abovementioned topics.

References:

OFFICE 2000 Complete – BPB

Windows 98 Complete – BPB

Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI Using Microsoft Office 2000 by Ed, Bott – PHI

Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH

Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education

SEMESTER II

2.1 - FINANCIAL MANAGEMENT

OBJECTIVE:

Financial Management emphasizes the functions of financial management explaining the Investment, finance, dividend and working capital function along with the practical Management problems.

Unit-1

The role of Accounting in Business, An information system for internal reporting to management, An External systems for reporting to shareholders, Comparison between management financial accounting, Accounting Terminology, Accounting concepts, Other conventions

Unit-2

Ledger - Preparation of the final accounts of a business: Requirement of the companies acts - Steps in preparing the final accounting - The profit and Loss account calculating gross profit - The profit and loss account calculating operating profit - Profit and loss appropriate account - The Balance Sheet - Cash Flow Statement

Unit-3

Interpretation of the Financial Accounts of a Business - Accounting Ratios - Types of Ratio - Managing Working Capital: Cash Flow Management - Cash Management - the Cash Budget - The working capital circle - Cash Budgeting - The steps - Debtor Days - Granting Discounts - Debtors age analysis profile - Applying fir Formatting - Credit Limits.

Unit-4

Planning and Control: Budgets and Forecasting Introduction - Preparing a Budget-Assumption - The Budget Committee or Budget Co-ordination - The Budget time table - The objectives of Budgeting - Master Budget - Cash Flow Statement - Costing and Pricing Policy - Fixed and Variable Costs - Computerized budgeting system.

Unit-5

Appraising an investment: Investment Analysis - Identifying the Project Costs - Capital and Revenue Costs - Net present value as a means of project comparison - Internal Rate of Return Method - The accounting Rate of Return - Depreciation - Methods of Depreciation - Appreciation - Return on Capital Employed - Provision of Finance - Financing the Business - Short term Financing - Medium Term Financing - Long term Finance Accounting for Shipping - Port Disbursement Accounts - On/Off-Hire Statements - Voyage Estimating - Foreign currency transactions- Computers in accountancy - Choosing Computer System

Text Book:

1. Richard A.Brealey, StevartC.Myers, “Principles of Corporate Finance” McGraw Hill, New York.

References :

1. James C.Van Horns, “Financial Management & Policy” Prentice Hall of India (P) Ltd., New Delhi

2.2 OPERATION MANAGEMENT

OBJECTIVE:

The objective of this course is to understand systematic approach towards operations in the industry and to understand concepts of costing finance and accountancy.

Unit-1

Systems Approach-Historical Development of OM,JIT,TQC &Automation-Operating Decisions-Why study OM Concepts of Costing, Finance and Accountancy in OM-Operations Costing-Financial Management and Financial Analysis.

Unit-2

Job Design-Principles of Job Design-Behavioral Approaches to Job Design-Benefits of Sound Job Design-Process for Job design-Key factors in Job Design Introduction to Work Study-Productivity-Evolution and Development-Objectives of Work Study-Method Study-Application of Method Study-Performance Rating.

Unit-3

Introduction to Production Planning &Control-Aggregate Production Planning-Documents used in PPC - Demand Forecasting for Production Planning-Forecasting Approaches-Linear Regression Analysis-Time Series Methods-Simple Moving Averages-Weighted Moving Averages-Exponential Smoothing Methods

Unit-4

Aggregate Planning-Three dimensions of Aggregation-Purpose of Aggregate Planning-Techniques for Aggregate Planning, Master Production Scheduling-Benefits of Good Scheduling-Developing Master Production Schedules.

Unit-5

Detailed Scheduling Methods for Single Machine & Dispatching-Benefits of Good Scheduling-Gnatt Chart Line Balancing-Production Line-Steps in Line Balancing Procedure-Production Flow Control

Text Books:

1. Productions and operations management by Everest E Adam abd Ebert.
2. Operations management (theory and problems) –Joseph G monks
3. Productions and operations management by S.N.Chary.

Reference Books:

1. Modern production and operations management by E.S .Buffa.
Production and operations management by Hunawalla and Patil.

2.3 EVOLUTION OF SHIPPING INDUSTRY

OBJECTIVES:

This course is designed to introduce the student to the world of shipping and will expose him to maritime operation, commercial, legal, corporate aspects.

UNIT-1

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades – Conclusion The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification

UNIT-2

The Ship – History of ships , why to operate ships , ship registration Tonnage & Load lines – description of various tonnage and types of Ships, cargo gears , crude oil and product tankers ,The Dry Cargo Chartering market – Introduction – Chartering – various charter parties and description of charter parties.

UNIT-3

Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter, Brief History of Containerisation – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions

UNIT-4

The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management, Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade

UNIT-5

Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types of Companies- Exchange Rates- Company accounts, Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations

Text Books:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,- Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.

Reference Book:

1. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co Ka.

2.4 RESEARCH METHODS FOR MANAGEMENT

OBJECTIVE

To familiarize the students with methodology of research and its application in managerial decision making situations

Unit I

Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

Unit II

Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

Unit III

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection - Types of data - sources - Tools for data collection methods of data collection – constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

Unit IV

Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. Multivariate analysis-factor, cluster, MDS, Discriminant analysis. (NO Problems). SPSS and its applications.

Unit V

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance – Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Norms for using Tables, charts and diagrams - Appendix:- norms for using Index and Bibliography.

References:

1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods
3. Donald R. Cooper and Pamela S. Schindler - Business Research Methods - Tata McGraw Hill, 2007
4. Naresh K Malhotra – Marketing Research: An Applied Orientation, Pearson Education, 4th Edition, 2004
5. Wilkinson Bhadarkar - Methodology and Techniques of Social Research - Himalaya.
6. Anderson et al - Assignment and Thesis writing.
Uma Sekaran, Research Methods for Business, Wiley Publications

2.5 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

OBJECTIVE

The student will understand the concepts of logistics and the integration of the same with supply chain management

Unit – I

Overview of Logistics : Nature and concepts – Evolution of the Logistics Concept – Logistical Mission and Strategic Issues – Logistics in India – Growing Importance of Logistics Management – Logistical Competitive Advantage – Strategic Logistics Planning Process – Components of Logistics Management – Functions of Logistics Management

Unit - II

Supply Chain Management: Introduction – Value Chain – Functions and Contributions – Supply Chain Effectiveness and Indian Infrastructure – Framework for Supply Chain Solution – Outsourcing and 3PLs – Fourth-party Logistics (4PLs) –Supply Chain Relationships – Conflict Resolution Strategies for Harmonious Relationships.

Unit – III

Elements of Logistics & Supply Chain Management: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) – Operational Logistical Information System –Emerging Technologies in Logistics and Supply Chain Management.

Unit – IV

Warehousing and Distribution Centers : Introduction– Concepts of Warehousing– Types of Warehouse– Functions of Warehousing– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse.

Unit - V

Logistics Administration: Introduction– Evolutionary Trends of Logistics and SupplyChain Organization– Basic Organization Principles– Factors Influencing OrganizationalStructure.

References:

1. Douglas M.Lambert, James S. Stock and Lisa M. Ellram (1998), Fundamentals of Logistics Management, The McGraw Hill Companies, New York.
2. Gaurdin, Kent N., Global Logistics Management (2001), Blackwell Publishers Ltd., Oxford.
3. Martin Christopher, Logistics and Supply Chain Management (2000), Financial Times Management, Pitman Publishing, London.

2.6 CHARTERING

OBJECTIVE:

This chapter will provide the students with knowledge about chartering practices prevailing in the industry and also provide insight in to contracts, disputes and resolution

Unit - I

Introduction- Types Of Ships For The Trade; Major Cargoes; Producing Areas And Trades, Their Movement; Methods Of Cargo Handling For Dry Cargo And Tankers. Chartering Market- Different Players, Sale Agreements, FOB,CIF; Factors Influencing Supply And Demand; Role Of Brokers; Baltic Exchange, Various Freight Indices And BIFFEX.

Unit - II

Chartering Contracts – Voyage, time, bareboat-cum-demise charters; contract of affreightment; different standard charter party forms for dry cargo and tankers – their salient features -Abbreviations and other chartering terms and definitions.

Unit - III

Chartering market practice – offer, counter offer, negotiations, and finalization of fixture - Do's and don'ts of a chartering manager.

Unit IV

Tanker Chartering- Crude oil and various types of products movement; oil terminals - Oil transportation, India scene. Technical aspects – cleaning of tanks; heating; inert gas system; crude oil washing; clean ballast tanks; segregated ballast tanks; segregated ballast tanks; double hull, Chartering markets oil majors and traders; OPEC, INTERANKO OCIMF. Laytime calculations – types of laytime

Unit - V

Charterparty disputes: Voyage Charters – arrived ship; laytime calculations; deductions from freight; excepted periods. Time Charters – off – hire periods; final voyage; payment of hire; bunkers performance clauses - Oil transportation – losses and claims - Calculation of demurrage - voyage estimates and calculations

REFERENCES

1. Carting practice (Analysis of C/Ps) – J. Bes, 1st Ed.1960 (Barker)
2. Ocean Freight & Chartering – C.F.H. Cufly, 1st Ed. 1970(Crossby)
3. Chartering Documents – H.Williams, 3rd Ed. 1996(LLP).
4. Shipping &Charting Practice – Gorton , 1hre, etc. 4th Ed.1995 (LLP)
5. Charter Party – Capt.D. Driver, 2 nd Ed.1995(Navaneet)
6. Laytime Calculating – W.V.Packard, 1st Ed 1979 (Fairplay)

SEMESTER III

3.1 WAREHOUSING AND INVENTORY MANAGEMENT

OBJECTIVE:

This course will introduce to the students the various storage options, warehouse management and the importance of inventory management. The impact of IT in the above industries will be highlighted.

Unit-1

Introduction to warehousing – concepts – decision making – operations – need for warehousing – issues affecting warehousing – various warehousing facilities – different types of ware houses – characteristics of ideal ware houses.

Unit-2

Introduction to inventory management – role in supply chain – role in competitive strategy - Role of inventory – functions of inventory - types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories - need to hold inventory.

Unit-3

Warehouse management systems – Introduction – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning

Unit-4

ABC inventory control – managing inventories by ABC – multi – echelon inventory systems
Managing inventory in multi echelon networks – managing inventory in single echelon networks - Various approaches – distribution approaches – the true multi echelon approach.

Unit-5

The principles and performance measures of material handling systems – Introduction - Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

Text Book:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition,2003.
3. Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

3.2 STRATEGIC MANAGEMENT

OBJECTIVE

This course covers the basic elements of strategic analysis—the content of a sound strategy, the analysis of industries and competitors, and the generic forms of strategy, addresses the central role of corporate purpose in strategy formulation, the development and leveraging of core competence, the importance of strategic analysis and choice and the ways and means of strategy evaluation and control.

Unit I

Corporate Strategic Planning - Mission - Vision of the firm - Development, maintenance and the role of leader - Hierarchical levels of planning - Strategic planning process. Strategic management Practice in India. Competitive advantage of Nations and its implication on Indian Business.

Unit II

Environment Analysis & Internal Analysis of Firm: General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit – core competence - Stockholders' expectations, Scenario-planning - industry analysis.

Unit III

Strategy Formulation: Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, nonprofit organisations and large multi product and multiple market organisations.

Unit IV

Tools of Strategy : Planning and evaluation : Competitive cost dynamics - experience curve - BCG approach - cash flow implication -IA-BS matrix - A.D.Littles Life-cycle approach to strategic planning - Business portfolio balancing - Assessment of economic contribution of strategy - Strategic funds programming.

Unit V

Strategy implication & Control : Various approaches to implementation of strategy - Matching organisation structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - Porter's approach for Globalization - Future of Strategic Management.

References :

1. Pearce & Robinson, Strategic Management, All Indian Travellers N D.
2. A.C.Hax and NS, Strategic Management: An Integrative Perspective, Majifu, Prentice Hall.
3. Michael Porter, Competitive strategies.
4. Gregory G. Dess and Alex Miller, Strategic Management, McGraw Hill.
5. Fred R. David, Strategic Management Concepts & Cases, Pearson, 2003.
6. R. Srinivasan, Strategic Management, II edition, Prentice Hall of India, New Delhi.

3.3 DRY CARGO CHARTERING

OBJECTIVE:

This course offers good understanding of Dry Cargo Chartering and associated subjects of markets, commercial requirements, documentations & trade travel estimates.

Unit- 1

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers - Cargo Stowage - Cargo Gear - Air Draft – LASH; Dry Cargo Ship – various Tonnages, Loadlines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC-Plimsoll Lines-Grain Capacity-Bale Capacity-Types of Cargoes.

UNIT-2

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners-Flag of Convenience-Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit-Market Reporting- Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party-List of Time charter party Clauses-Bareboat Charter

UNIT-3

Financial Elements of Charter parties - Dead freight-Bill of Lading-Bunkers / laytime formats – laytime importance - Laytime - Calculation of Laytime- List of Very Important Decisions all port related delays , clauses for calculating laytime and exemptions in charter party for calculating laytime.

UNIT 4

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades-Dispatch Trades-Port Charges - Bill of Lading and Cargo Claims - Functions of B/L-Elements of B/L-Types of B/L-B/L at Loading port-B/L at Discharging Port-Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea-Seaworthiness-Himalaya Clause

UNIT-5

World Trades Ships for Cargoes- various dry cargo tramp trades- Various cargoes for ships size wise - Handy size-Trading Restrictions-Port Restrictions - Navigation restrictions – political restrictions - appointment of cargo claims - Disputes and Professional Indemnity P&I Clubs- Maritime Arbitration -interpretation of the charter party clauses

Text Books:

1. Dry cargo chartering by institute of chartered ship brokers.
2. Witherby seamanship international limited - second edition

Referencebooks :

- 1.Lambert M surhone , Miriam T.Timpledon – Port agency /chartering

3.4 MANAGEMENT OF MULTIMODAL TRANSPORTATION

OBJECTIVE:

The student will be able to understand the need for multimodal transportation operations (MTO), the related tariffs applicable to air/rail/road/sea routes and optimum management of the operation.

UNIT I

International Distribution and Role of Logistics-Unitisation-Containerisation-Multimodalism-Airfreight-Evolution of Global Economy-Multimodal Trade Routes-Basic Intermodal Systems-Economy of Scale- Ports, Terminals and Depots-Inland Container Depots - Multi-modal Trade Routes-Trade Growth-Factors affecting Mode and Route Choices-Hypermarkets-Supermarkets and Departmental Stores - Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines-Road Transport-Outsourcing Logistics Management-Inhouse Logistics Management.

UNIT II

Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tarrifs and Pricing-Creating through Transport Prices - Inventory Management and the Supply Chain-Inventory-Just In Time-Integrated Supply Chain Inventory Management

UNIT III

Fleet Size-Owning versus Leasing-Meeting the Demand for Containers - Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines- -Inhouse Logistics Management-Corporate structures in Multi-modal Transport-Computer Applications in Multimodal Transport - Equipment Inventory

UNIT IV

Sale Contracts and Documentation-Sale Contract-Incoterms-Bill of Lading-Bill of Lading Clauses-Waybills-Liability and Insurance-Paperless Trading - Conventions Relating to multimodal Transport-Cargo Liability Conventions-Customs Conventions.

UNIT V

Statutory Regulations and Restrictions-National and International Restrictions on the movement of Goods - Multi modal transport act of India customs duties and free trade areas various service contracts applicable and related exemptions - IATA and international ship owning organizations –road transport organizations-

Text Books:

1. Multimodal containerized transport for export and import by N.Rengaraj/N.Viswanath.
2. Multimodal transport rules by Hugh M kindread., M.R.Brooks

Reference books:

1. Multimodal transportation of goods act-1993 by professional book publishers.

3.5 TRANSPORTATION AND DISTRIBUTION MANAGEMENT

OBJECTIVE:

The main aim of this course is to understand role of distributors and to get knowledge in transportation and distribution management

Unit-1

Introduction - role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs
Advantages of distribution models – disadvantages of distribution models – pre-requisites
Of distribution – comparing distribution networks

Unit-2

Distribution network planning – various factors in distribution - delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation.

Unit-3

Transportation modes – performance characteristics and selection – various modes of transportation (multimodal) – merits of each all modes of transportation – transportation performance costs and value measures – understanding – comparing - – cost components of multimodal transportation.

Unit-4

Transportation routing decisions – transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – application of information technology in transportation – E commerce -Intelligent transport management systems.

Unit -5

Transit operation software – geographic information systems – advanced fleet management systems – intermodal freight technology – transportation security initiatives - role of technology – various inspection systems

Text Books:

1. Management of Modern City Transportation System, M Mustafa K K Dewan, Deep & Deep
2. Sunil chopra and P Meindl , supply chain management strategy .

Reference Books:

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.

3.6 INTERNATIONAL BUSINESS

OBJECTIVE:

This course will familiarize the students the various aspects of doing International Business viz. Cultural, labor, political etc

UNIT - I

Introduction and Overview - The Globalization of the World Economy - The Changing Nature of International Business - Differences in International Business

UNIT - II

National Differences in Political Economy : Introduction - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - States in Transition - Differences in Culture - Introduction - Social Structure - Religion - Language - Education - Culture and the Workplace - Cultural Change - Cross-Cultural Literacy - Culture and competitive Advantage

UNIT - III

International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism - Absolute Advantage - Comparative Advantage –Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond - The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

UNIT – IV

Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment - Benefits and advantages to host and home countries - The Global Monetary System - The Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market

UNIT - V

The Strategy of International Business: Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work - The Promise and Pitfalls of Exporting - Improving Export Performance - Export and Import Financing - Export Assistance - Counter trade.

References :

- 1 Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw Hill, 1999.
- 2 Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
- 3 Shivaramu, International Business, Macmillan India.
- 4 Francis Cherunilam, International Business, Wheeler Publications.
Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998

3.7 SUMMER PLACEMENT – INDUSTRIAL INTERNSHIP PROGRAMME.

A requirement of this program is to complete a period of internship which requires 30 days on the job training during which the students are expected to practice in the workplace those skills they acquired at class, thus gaining valuable ‘hands on’ experience and exposure to the real nature and environment of the ‘world of work’.

The main objectives of **INTERNSHIP** are to:

1. Broaden the student’s awareness of workplace practice.
2. Provide the student with relevant practical experience.
3. Establish and maintain contacts between INSTITUTE and people in key positions in the private and public sectors.
4. Maintain strong links with employers.
5. Monitor employers’ requirements and adjust services and programs accordingly.
6. Promote INSTITUTE services and activities with industry.
7. Satisfy awarding body requirements.

STUDENT ASSESSMENT

Assessment integrity is maintained by a commitment to the following principles:

1. Assessment of competence is based on performance criteria
3. Continuous assessment is conducted in both education and work environments.
4. Assessment is conducted by qualified assessors.
5. All assessments are sample-checked by qualified internal verifiers to confirm that they meet the assessment criteria, in particular validity, consistency and objectivity.
6. Feedback from students provides a basis for the evolving learning and assessment strategies.

PROGRAMME EVALUATION -

It is the practice at INSTITUTE to have its program evaluated by both students and employers. Results of these program evaluations, which are rated by professional external evaluators, show consistently high levels of satisfaction. INSTITUTE is firmly client-oriented. Programs are developed to meet the needs of clients, particularly the employers and students. This approach has enabled to develop high quality education program to meet the needs of a variety of clients from a wide range of organizations.

PROJECT WORK PHASE

COURSE OBJECTIVE

A requirement of this program is to complete the project work where the students are expected to write reports in their chosen field of interest within the various verticals of the chartering and ship broking industry which will enable the student to gain more in depth knowledge of the chosen vertical.

The completed report which shall be done under the guidance of the respective project guides and shall include the current business practices and also suggest improvements to the existing processes which shall be submitted to the university for the conduct of a viva voce .

SEMESTER IV

4.1 LINER TRADE

OBJECTIVE:

This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure & organization specially related to the container trade. Further this course will strengthen the learners knowledge in unitization concept and INCOTERMS used in international business.

UNIT 1

Liner trades _ Their Evolution and development, The Dev. Of Unitization and containerization , concepts of liner trades - The major ports, liner service options -ship types - Tonnages, container ships, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment

UNIT 2

Cargoes & cargo equipment – Liner cargo (general cargo) - Dangerous goods IMO special goods , cargo handlings - terminal management - Liner Shipping operations - Management and policy – functional groups / departments - the marketing and sales function liner operation liner documentation general agency accounting principles duties remuneration

UNIT 3

Containerization unitization and inter-modalism - Growth in world trade unitization - world container other growth container dimensions, container control, FCLS LCLS & ICDS , legal & insurance implications in the container trade - Alliances & Independent - The conference system, monopoly investigations development to the conference system, conference and competition law, FMC, TACA, mergers, takeovers and container consortia

UNIT 4

The Bill of Lading and other Documentation –INCOTERMS - carriage of goods by sea Act 1992 - The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses– The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading

UNIT 5

The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

Text Books:

1. Ship Operation Research and Development; A Program for Industry, J. Haskell, General Books Publisher, 2009.

Reference Books:

1. Ship Operation Management, Fujita, N.H. Publisher, 1974.
2. Ship Operation Management, Bertrams Publication, 2010.

4.2 SHIPPING LAW

OBJECTIVE:

This course is intended to offer a good understanding of the principles of shipping law and strengthen the learner's knowledge in legal aspects of shipping

Unit-1

Registration and Ownership of Vessels-Ownership of a Ship-Ship's Manager-Ship's Husband-International Transport Workers Federation-Mortgages - Admiralty Jurisdiction- Admiralty Court-The in Personam Action-The in Rem Procedure-Alternative Ship Arrest-Aim of Arrest

Unit-2

Types of Liens – maritime liens – general possessory liens – Particulars of other liens – enforcement of a lien – contractual liens – affecting the maritime liens - Collisions-limitation of the liability - Collision Regulation-Damages-Both to blame Collision Clauses

Unit-3

Limitation of Liability- Introduction – Rights to limits - General Limits Oil Pollution-Shipowner's Liability under CLC-Scope of CLC Applications of Fund Convention - Fund convention details – types of claims – slavers limitation and liability- insurers limitation and liability

Unit-4

General Average-Salvage &Towage-Essentials of General Average - Dispute Resolution-Arbitration-Agreement of the parties – sacrifice cargo – reasons for salvage – llyods standard forms for salvage and towage- scope of p & I clubs – International convention on salvage .

Unit-5

Charterparties and Bills of Lading-Time-Voyage-Demise-Time bars– Notice of readiness – demurrage and dispatch – cancelling clauses – Bare boat charter- New Jason clause-International Conventions-International Maritime Organization-Security Conventions- role of IMO – various international conventions –liability and limits compulsory insurance.

Text Books:

1. Admiralty and maritime law by Thomas J .Schoenbaum.
2. Maritime law desk book by Charles M .Davis.

Reference books:

1. Admiralty and maritime law by Robert Force.
2. Maritime law by Christopher Hill.

4.3 MARINE INSURANCE

OBJECTIVE:

This course is designed as an introduction to maritime insurance and overview of marine insurance act 1906. The students of this course will know about basic practices in the logistics and shipping industry globally.

Unit-1

International Marine Insurance Market-Credit System-Lloyds-P&I Clubs-Salvage Association - Marine Insurance Act 1906-Original Slip-Policy Signing-Brokerage-Principle of Insurable Interest-Cargo Interests-Hull Interests-Contracts on Sale

Unit-2

Principles Involved in Marine Insurance-Representation & Misrepresentation-Warranties-Time and Voyage Insurances-Change of Voyage-Statutory Exclusions-Inherent Vice. Particular Average-Total Loss-Marine Insurance Policy-Forms of Policy

Unit-3

Measure of Indemnity-Partial Loss of Ship-Freight-Goods-Sue and Labour Charges-Salvage and Salvage Charges-Subrogation-Letter of Subrogation General Average-Contributory Values-Average Disbursements-Applications to Insurance

Unit-4

General Average-Contributory Values-Average Disbursements-Applications to Insurance - Cargo Insurance-Long Term Cargo Contracts-Floating Policy-Open Cover-Cancellation Clause-Certificate of Insurance

Unit-5

Cargo Clauses-Transit Clause-Change of Voyage Clause-General Average Clause - Time Clauses-Principal Insuring Conditions-Additional Clauses

Text Books:

1. Marine insurance By Institute of chartered ship brokers
2. Marine insurance clauses by Hudson.
3. Marine Cargo insurance by DuntJhon

Reference Books:

1. Reference book of marine insurance by Whither by Publishers UK
2. Collected papers on marine claims by GoodAcre .J.K.

4.4 PERFORMANCE MEASUREMENT AND REPORTING

OBJECTIVE

The student will understand the importance of measuring efficiency and effectiveness of various logistics function to improve performance

Unit - I

Introduction – Dimensions of Performance Measurement – Objectives - Internal performance measurement – Cost – Customer service – Productivity measures – Quality - Productivity – logistics quality performance measures

Unit - II

External Performance Measures – Customer Perception Measurement – Best practice benchmarking – Customer performance measurement – Integrated supply chain metric framework – Competitive performance measurement

Unit - III

Compressive supply chain measurement – customer satisfaction/quality – Time – Costs - Assets - Cost – Activity based costing (ABC) – Benefits of activity based costing

Unit – IV

Characteristics of an ideal measurement system – Cost/service reconciliation – Dynamic knowledge based reporting – Exception based reporting – Levels of measurement and information flow – Direction – Variation – Decision - Policy.

Unit - V

Impediments to improve performance – Failure to adopt customer expectation – Lack of requisite cost data – lack of comprehensive management skills – Failure to think as a system – Lack of transformation in corporate vision and culture – Lack of infrastructural facilities

References:

1. Sudalaimuthu & Anthony Raj, Logistics Management for International Business, PHI Learning Private limited
2. Sathish C. Ailawadi, Rakesh P. Singh, Logistics Management, PHI Learning Private Limited.
3. Donald J. Bowersox, David J. Closs, M. Bixby Cooper, supply chain logistics management, published by McGraw-Hill publications

4.5 E-LOGISTICS

OBJECTIVE

The students will learn new trends and technology in logistics

Unit I

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics

Unit II

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit III

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology- Wireless technology – Radio frequency identification (RFID).

Unit IV

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits

Unit V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

References:

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha publication.