

BHARATHIARUNIVERSITY: COIMBATORE-641 046
PG DIPLOMA IN FLEET MANAGEMENT
(For the CCII students admitted from the academic year 2016-17 onwards)

SCHEME OF EXAMINATION

PART	Course Title	Ins.Hrs/Week	EXAMINATION			
			Dur. Hrs	CIA	Uni. Exam	TOTAL
SEMESTER-I						
1.1	Human Resource Management	3	3	25	75	100
1.2	Managerial Economics	3	3	25	75	100
1.3	Management Information System	3	3	25	75	100
1.4	Management Accounting	3	3	25	75	100
1.5	Marketing Management	3	3	25	75	100
SEMESTER - II						
2.1	Evolution of Shipping Industry	3	3	25	75	100
2.2	Management of Shipping Business	3	3	25	75	100
2.3	Ship Agency Management	3	3	25	75	100
2.4	Coastal Shipping, Security and Safety Management	3	3	25	75	100
2.5	Industrial internship, Project Report – Viva voce*	-	-	-	-	100
TOTAL						1000

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

1.1 - HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

The students will be introduced to the value of human resources and the limitation as well as its advantages over other resources for meeting the organisational goals will be discussed.

UNIT I

Human Resource Philosophy – Changing environments of HRM – Strategic human resource management – Using HRM to attain competitive advantage – Trends in HRM – Organisation of HR departments – Line and staff functions – Role of HR Managers

UNIT II

Job analysis : Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation - Recruitment and selection process : Employment planning and forecasting - Building employee commitment : Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT III

Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. Developing Managers: Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation - Management Developments and CD-ROM - Key factor for success - Performance appraisal: Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers: Career planning and development - Managing promotions and transfers

UNIT IV

Establishing Pay plans - Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives - Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations - Benefits and services -Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment

UNIT V

Industrial relation and collective bargaining- Trade unions - Collective bargaining - future of trade unionism - Discipline administration - grievances handling - managing dismissals and separation - Labour Welfare - Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function

REFERENCE

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
3. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005

1.2 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

REFERENCE

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Athmanand.R., Managerial Economics, Excel, New Delhi, 2002.
4. P.L.Mehta, Managerial Economics, S.Chand and Sons Company Ltd., New Delhi, 2004.

1.3 - 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 - Organisation as a system - Components of Information Systems - IS Activities

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 -Overviews 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 - Centralised, Decentralised 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.

Reference:

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.

1.4 - MANAGEMENT ACCOUNTING

OBJECTIVE:

The student will understand the basic accounting concepts, principles, ratios and the importance of cost account concepts in management decision making in this course

UNIT I

Basic Accounting concepts - Kinds of Accounts - Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books

UNIT II

Accounting Principles - Concepts and conventions - Trial Balance – Final Accounts - Depreciation Methods-Straight line method, Written down value method.

UNIT III

Accounting Ratios - construction of balance sheet using ratios (problems)-DuPont analysis - Fund Flow Statement - Preparation of Fund Flow Statement - Cash Flow Statement Analysis-Distinction between Fund Flow and Cash Flow Statement

UNIT IV

Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting.

UNIT V

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet – Problems - Marginal Costing - Definition - distinction between marginal costing and absorption costing - Breakeven point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

REFERENCE

1. Advanced Accountancy - R.L.Gupta and Radhaswamy
2. Management Accounting - Khan and Jain
3. Management Accounting - S.N.Maheswari
4. Prasanna Chandra, “Financial Management – Theory and Practice”, Tata McGraw Hill, New Delhi

1.5 - MARKETING MANAGEMENT

OBJECTIVE

The students will understand the marketing concepts and managing business in e-environment.

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, Customizations, Changing marketing practices, e-business – setting up websites; Marketing Information System, Strategic marketing planning and organization.

Unit II

Buyer Behaviour, 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 analysing competitors, Designing competitive strategies for leaders, challengers, followers - Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, 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 – S.Jayachandran - TMH, 2003.

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2.1 - EVOLUTION OF SHIPPING INDUSTRY

OBJECTIVE:

The students will be introduced to the origin of shipping, its evolution and modern outlook

UNIT - I

Introduction to Shipping - Origin of Transport System - Various inventions and inventors in Transport Systems - Various means of Transport - Branches of Shipping - Citations from the Vedas about shipping - Citations from the Book of Genesis about Shipping - India's role in shipping development.

UNIT - II

Shipping Geography - Usage of Maps and Atlas - Resource Geography - Economical Geography - Industrial Geography - Agricultural Geography - International Trade Geography - Transport Geography - Advantage of Canals and Rivers - Oceans and Seas - Ocean route

UNIT - III

Origin of Ships -Authentication - Origin of Documents - Reminiscence from the Maritime history - Ships and Vessels - Those men who braved the sea - HMS Victory the living legend - Age of Navigation - European expansion and Colonisation - Age of Sails and paddles - Age of Steam - Maritime events during World War 1 and World War 2

UNIT - IV

Ships with Sails - Ships with Oars and Paddles - Various types of ships - Ships Positions - Main Branches in Shipping - Various roles in Shipping - Cargo stowage space in ships according to the nature of cargo - World tonnage - 20th century development - Multimodal Transport System

UNIT - V

Comparison Ocean and other means of Transports System - Railways - Lorries and Trucks - Air craft's - River - Ocean Transport System - World's Largest Ship owners - Ports in India - DG shipping - mercantile marine department - port health - port authorities - customs and central excise authorities - plant quarantine authorities - income tax and reserve banks.

Reference

1. Oxford Encyclopedia of Maritime History
- 2) Indian Maritime History
- 3) The Spanish Armada by Robert Appleton

2.2 - MANAGEMENT OF SHIPPING BUSINESS

OBJECTIVE:

On successful completion of this course the student should have understood the shipping practices prevailing in the marine business like chartering, vessel selection and commercial obligations. He also learns the associated laytime calculation and demurrage

UNIT –I

Terminology of measuring a ship - Registration and Classification - Parties involved - Market and trends - Contracts - Documentation - Finance - Insurance - Valuation - Negotiation - Ship financing - Commercial Management

UNIT - II

Fixture Notes - Commercial and Technical Terms - GRT/NRT - DWT – Load / Discharge Port –Cargo quantity, freight, gear - Laytime - Brokerage - Freight Tax - legalities covering the contract

UNIT - III

Role of charterer, owner, and broker – charter parties and obligations - Political & Technical restrictions - Types of Charter - Choice of a suitable vessel - COA Charter - Shipper & Receiver - Liner termed Tramp vessels - Difference between Time Charter and COA – Ship Operations - Laytime calculation - Voyage estimation -Demurrage and Despatch statement

UNIT - IV

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – shipping freight rate structure and practices – ICD – CFS – containerization - Benefits and constraints

UNIT – V

Shipping industry – investment analysis - negotiating the sale of a ship - strategies for ship repair – maintenance and materials management in shipping

Reference Books

1. Ship broking and Chartering Practice (Lloyd's Practical Shipping Guides) - by Lars Gorton, Rolf Ihre, Patrick Hillenius, Arne Sandevärn, Import, 2009
2. Shipbroking and Chartering Practice – 1984 - by R. Ihre
3. Shipbroking and Chartering Practice (Business of Shipping) – Import, 1995 by R. Ihre, Lars Gorton, Arne Sandevärn

2.3–SHIP AGENCY MANAGEMENT

OBJECTIVE:

In this chapter the student will understand the important role played by Agents in bridging the gap between various stake holders viz. the buyer, seller, government authorities and other partners for smooth functioning of the industry

Unit I

General Principles of the Law of Agency – Types of Agents in Maritime Business and the Roles performed by them – Duties and Rights of Principals – Duties and Rights of Agents – Agents Authority and breach of Warranty of Authority

Unit II

Role of Tramp Ship Agents (Port Agency) – Organization of a typical Port Agency – Services offered by Port Agency – Process of Appointment of Port Agency – Services offered by Owners Protecting Agency – Operational Aspects – Preparation of Statement of Facts – Disbursement Accounts

Unit III

Role of Liner Agents – Organization of a typical Liner Agency – Services offered by Liner Agency – Process of Appointment of Liner Agency – Marketing activities performed by Liner Agents – Operational Aspects – Delivery of Cargo to Consignees – Disbursement Accounts

Unit IV

Role of agents during cargo claim – Role of Agents during General Average situation – Role of Agents during Ship Arrest situation -Liner Agency - Pre alerts - Cargo Booking - Boarding and Clearance - Summoning authorities for discharge and escort of high value cargo - Interaction with Owners - Ship officers - Cargo Arrival Notice - Delivery Order - Mate's Receipt - Bills of Lading - Ships Documents - Note of Protest - Tramp Alert Cycle - Liner Alert Cycle - Selection of Vendors - Role of Stevedore - Role of Surveyors - Joint Survey - Discharge and Delivery tally - Lashing and Dunnage

Unit V

Ship Agents and E-commerce – Information flow through Ship Agents – Electronic Data Interchange – Use of Internet, Access to Principals Systems for conducting Day to Day Work – Use of electronic systems namely Bolero, Liner Portals

References:

1. Elements of Shipping – Branch.A.E (8th Edn, Sterling/Routledge 2007)
2. Ship Broking & Chartering Practice – Ihre.R&Gordon.L (Lloyds List Jun 2002)
3. Ships &Shipping : A comprehensive guide – Neresian.R (Pennwell Corp Feb 1981)
4. Laytime calculating – Packard.W.E (1st Edn, 1979 Fairplay)

2.4 - COASTAL SHIPPING, SECURITY AND SAFETY MANAGEMENT

OBJECTIVE:

This course will introduce the students to the perils at sea, security issues, regulations and safety management of coastal shipping.

UNIT I

Importance of Coastal Shipping--Introduction to Different coastal shipping acts - Status of coastal shipping in different states of India--Shipping Cycle

UNIT II

Displacement of human habitant--Coastal regulation zone management--Role of Regulatory authorities

UNIT III

Defining Coastal security--Coastal Security and the law of the sea and land--Support of International agency in Coastal Security--Regulation on Coastal Security--Challenges and issues pertaining to costal security

UNIT IV

Coastal Risk Assessment--Coastal public safety guideline--Regulations--Monitoring and management system--Introduction to Coastal public rescue equipment

UNIT V

Introduction to Integrated coastal zone management (ICZM)--Regulations regarding ICZM - Issues and challenges of ICZM--Implementation and Monitoring of ICZM scheme

Text Books:-

1. Integrated Coastal Zone Management by Erlend Moksness, Josianne G. Støttrup, By Wiley.

Reference Books:-

1. Maritime Security: An Introduction by Michael McNicholas - Butterworth- Heinemann.
2. An Introduction to Coastal Zone Management, Timothy Beatley, David Brower –Island Press

2.5- INDUSTRIAL INTERNSHIP/PROJECT

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 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 Fleet Personal Management 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