

**BHARATHIARUNIVERSITY: COIMBATORE-641 046**  
**BBA HARBOUR MANAGEMENT**  
 (For the CCII students admitted from the academic year 2016-17 onwards)

**SCHEME OF EXAMINATION - CBCS PATTERN**

PART	COURSE TITLE	Ins. hrs / week	Examinations				Credits
			Dur.Hr	CIA	Marks	Total	
<b>SEMESTER I</b>							
I	Language I	6	3	25	75	100	4
II	English I	6	3	25	75	100	4
III	Core I Management Process	6	3	25	75	100	4
	Core II Financial Accounting	5	3	25	75	100	4
	Allied I Mathematics For Management	5	3	25	75	100	4
IV	Environmental Studies #	2	3	-	50	50	2
<b>SEMESTER II</b>							
I	Language II	6	3	25	75	100	4
II	English II	6	3	25	75	100	4
III	Core-III-Organizational Behaviour	6	3	25	75	100	4
	Core-IV-Managerial Economics	5	3	25	75	100	4
	Allied-II-Fundamentals of Computer (LAB)	5	3	40	60	100	4
IV	Value Education-Human Rights #	2	3	-	50	50	2
<b>SEMESTER III</b>							
III	Core-V-Human Resource Management	6	3	25	75	100	4
	Core VI- Marketing Management	6	3	20	55	75	3
	Core VII-Evolution of Shipping Industry	6	3	20	55	75	3
	Allied-III-Business Communication	6	3	25	75	100	4
IV	Skill Based Subject I-Personality Development	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR ) Non-major elective- I (Yoga for Human Excellence)#/Women's Rights#	2	3	50		50	2
<b>SEMESTER IV</b>							
III	Core VIII-International Maritime Organization	6	3	25	75	100	4
	Core IX-Shipping Law	6	3	25	75	100	4
	Core-X-Ship Management Practice	6	3	25	75	100	4
	Allied-IV-Management Information System (MIS)	6	3	25	75	100	4
IV	Skill Based Subject II-Customer Relationship Management	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR ) Non- major elective – II : General Awareness #	2	3	50		50	2

<b>SEMESTER V</b>							
III	Core XI-Infrastructure Management	5	3	25	75	100	4
	Core XII- Harbour & Terminal Management	5	3	25	75	100	4
	Core XIII- Harbour Operation and Management	5	3	25	75	100	4
	Core XIV-Harbour Planning & Management	5	3	25	75	100	4
	Core XV- Harbour Safety, Security and Vessel Traffic Management	5	3	25	75	100	4
IV	Skill Based Subject III- Consumer Behaviour	2	3	20	55	75	3
III	Minor Project*	-	-	-	-	100	4
<b>SEMESTER VI</b>							
III	Core XVI- Coastal Resource Management	5	3	25	75	100	4
	Core XVII- Coastal Eco-system, Bio Diversity and Management	5	3	25	75	100	4
	Core XVIII- Environment & Disaster Management	5	3	25	75	100	4
	Core XIX- Coastal Shipping, Security and Safety Management	5	3	25	75	100	4
	Core XX – Customs Procedure	5	3	25	75	100	4
IV	Skill Based Subject IV- Retail Environment	2	3	20	55	75	3
III	Major Project*	-	-	-	-	100	4
V	Extension Activities @	-	-	50	-	50	2
	<b>TOTAL</b>					3500	140

@ No University Examinations. Only continuous Internal Assessment (CIA).

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\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

\* Project work/Internship: For Report 80% Marks & Viva-Voce 20% Marks

**SEMESTER I**  
**CORE-I-MANAGEMENT PROCESS**

**OBJECTIVE:**

On successful completion of this course the student should have understood the nature & types of business organizations, principles & functions of management process of decision making and modern trends in Management Process.

**UNIT 1:**

Business – meaning of business and profession, requirement of a successful business organization – Importance of business organization – Forms of business organization – Sole proprietary, partnership, Joint Hindu family, joint stock companies – Cooperative organizations - Public Utilities and Public Enterprises

**UNIT –II**

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

**UNIT –III**

Planning - meaning and purpose of planning - types of planning - Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

**UNIT –IV**

Organization - types of organization - Organizational structure - span of control - use of staff units and committees. Delegation: Delegation and centralization. Staffing - Sources of recruitment - Selection process - training.

**UNIT - V**

Directing - Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and Importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

**REFERENCE BOOKS**

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

## CORE – II – FINANCIAL ACCOUNTING

### OBJECTIVE

On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system, various books of accounts and preparation of final accounts

### 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

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

### UNIT – III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

### UNIT – IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

### UNIT – V

Preparation of accounts from incomplete records

### REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping  
: Advanced
2. Jain and Narang Accountancy  
: Advanced
3. Shukla and Grewal Accountancy  
Gupta and Radhaswamy : Advanced
4. Accountancy

## **ALLIED-I-MATHEMATICS FOR MANAGEMENT**

### **OBJECTIVE**

On successful completion of this course, the students should have understood Set operations, matrix, Mathematics of Finance, Statistical tools and their applications

### **UNIT – I**

Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

### **UNIT-II**

Set theory- probability – concept of probability, meaning, and definition – approaches to probability – theorems of probability – addition & multiplication theorem – conditional and inverse probability – Baye’s theorem

### **UNIT-III**

Meaning and Definitions of Statistics - Scope and Limitations - Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution - Measures of Central tendency - Arithmetic Mean, Median and Mode

### **UNIT-IV**

Measures of Variation - Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

### **UNIT-V**

Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers–Consumers price and cost of living indices.

### **REFERENCE BOOKS**

1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics

## **SEMESTER 2 CORE-III-ORGANIZATIONAL BEHAVIOUR**

### **OBJECTIVE:**

On successful completion of this course the students should have understood Personality, Perception, Motivation, Job satisfaction, Morale, Group Dynamics, Leadership traits, Counseling and Guidance, etc.

### **UNIT - I**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

### **UNIT - II**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

### **UNIT - III**

Job satisfaction - meaning – factors, Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

### **UNIT – IV**

Hawthorne Experiment - Importance - Group Dynamics – Cohesiveness - Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

### **UNIT - V**

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

### **REFERENCE BOOKS**

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour

## **CORE IV – MANAGERIAL ECONOMICS**

### **OBJECTIVE**

To enable the students to learn principles and concepts of Business Economics Objective: On successful completion of this course, the students should have understood The objectives of business firms Factors of production and BEP Analysis Types of competitions and price administration Government measures to control monopoly

### **UNIT – I**

Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand

## UNIT – II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even-point analysis

## UNIT – III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition – Oligopoly

## UNIT – IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory

## UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act

## **REFERENCE**

- 1.Sankaran – Business Economics
- 2.Markar Et al - Business Economics
- 3.Sundaram K.P & Sundaram E - Business Economics
- 4.Robert Frank – principles of economy
5. David Begg – Economics For Bussiness

## **ALLIED-II-FUNDAMENTALS OF COMPUTER (LAB)**

### INTRODUCTION TO COMPUTER SYSTEMS

Introduction to Computer – Computer system components - types of computer - Applications of Computers. Operating System: Computer software categories - Introduction to operating system - Types of User Interfaces - Functions of Operating Systems - Types of Operating Systems - Booting Process. Introduction to Windows, features of Windows, various versions - Components Of Windows - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer, Control Panel, Date & time, display, mouse, user accounts, add & remove programs - Files and Folders - Creating Shortcuts - System Tools - Disk Defrag - Internet and Outlook - Most popular internet services - Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony - Connecting to Internet - Managing emails - Using address book - Working with task list - Scheduling appointments - Reminders - Events.

### MS WORD

Text Manipulation - Formatting text of a document - Usage of Numbering, Bullets, Footer and

Headers - - Page setup -Usage of spell check, and Find & Replace - Text Formatting - Picture insertion and alignment - Creation of documents, using templates - Creation templates - Mail Merge working with tables and graphics – Printing the document.

#### MS-EXCEL

Cell Editing - Usage of Formulae and Built-in Functions - File Manipulations - Data Sorting (both number and alphabets) - Worksheet Preparation - Drawing Graphics - Usage of Auto Formatting -

#### POWER POINT AND MS-ACCESS

Inserting Clip arts and Pictures - Frame movements of the above - Insertion of new slides - Preparation of Organization charts- hyperlink – playing videos - Usage of design templates - Creating a table - Displaying the fields - Queries Operation- create report and sorting.

#### BUSINESS APPLICATIONS

Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business – Tele shopping – Tele-working – e-mail – Internet – E-Commerce – Multimedia Applications.

#### REFERENCES

1. R.P.Soni, Harshal Arolkar, Sonal Jain , Working with Personal Computer Software (2nd Ed.), Wiley –India Publications
2. Ananthi Sheshasayee, G. Sheshasayee, Computer Applications in Business and Management, Margham Publications.

### **SEMESTER 3 CORE V - HUMAN RESOURCE MANAGEMENT**

#### OBJECTIVE

At the end of successful completion of this course the student should understand the strategic human resource management, recruitment, training, compensation to employees and labour relation.

#### UNIT I:

Human Resource Function - Philosophy - Changing environments of HRM - Trends in HRM - Organisation of HR departments.

#### UNIT II:

Recruitment & Placement - Job analysis - Job specification - Employment planning and forecasting - Promotion - IT and recruiting on the internet.



**UNIT III:**

Orientation & Training - Orienting the employees –Training - Management Development - The responsive managers - Development techniques – performance appraisal - MBO approach – Career Planning and development.

**UNIT IV:**

Establishing Pay plans - Basics of compensation - - Job evaluation - Motivation –Incentives - retirement benefits - other welfare measures to build employee commitment.

**UNIT V:**

Labour relations and employee security - Trade unions - Discipline administration - grievances handling -Implications of labour legislations - Employee health - Auditing HR functions.

**REFERENCE**

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. David A. DeCenzo & Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
4. Dr. R.Venkatapathy & Assissi Mencheri, Industrial Relations & Labour Welfare, Adithya Publications, 2001.
5. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005

## **CORE-VI-MARKETING MANAGEMENT**

**OBJECTIVE**

On successful completion of this course, the students should have understood principles of marketing management, market segmentation, product life cycle, pricing and branding

**UNIT – I**

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

**UNIT – II**

Buyer Behavior - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

**UNIT – III**

The Product - Types -consumer goods-industrial goods - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies

UNIT – IV

Pricing - Meaning of Buyer & Seller - pricing policies – factors influencing pricing decisions - Competitors action to price changes – multi product pricing - physical distribution - Management of physical distribution - marketing risks

UNIT – V

Branding Decisions - Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

**CORE VII - EVOLUTION OF SHIPPING INDUSTRY**

OBJECTIVE:

After successful completion of this course the students will understand the evolution of shipping and its dominance over other modes of transportation in serving the people.

UNIT-1

Introduction to the History of Shipping - Early stage of Transport - Invention of Wheel - Various Inventors of Transport Systems - Various means of Transport - - Citations from Vedas on shipping - Citation from the Book of Genesis

UNIT - 2

Maps and Atlas - Grids and its uses - Transport Geography - Economical Geography - Oceans and Seas - tides, current, climate and weather - Deepest ocean and seas - Oceans and Seas

UNIT - 3

Logs to modern Ship - Authentication - Sail ships - Row ships - Slaves for rowing - Steam ships - Motor Ships - Solar powered ships - Nuclear Powered Ships - War of Troy

UNIT - 4

Origination of Documents - Reminiscence of Maritime History - Those men who Braved the Sea -Indian Maritime History - Ships in warfare - Trading from India - Indian Emperors and Ocean expeditions

UNIT - 5

Importance of Ocean Transport System - Canals and Rivers for Transportation - Shipping and Logistics in India - India's Role in world Shipping Market - Want of the hour for developing shipping - Shipping Phonetics - World's leading ship owners

Text Book

1. The Spanish Armada by Robert Appleton

REFERENCE BOOKS -

1. Oxford Encyclopedia of Maritime History - War at Sea
2. Naval Warfare
3. Indian Maritime History

**ALLIED PAPER – III – BUSINESS COMMUNICATION**

OBJECTIVES

On successful completion of this course, the students should have understood Methods of communication □ Types of communication and Barriers of communication. □

UNIT-I

Essential and Importance of Business Communication - Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders - Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Correspondence - Bank –News Paper -Company secretary with shareholders and directors - Agenda – Minutes.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT – V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

**REFERENCE:**

1. Kaul-Effective Business Communication
2. Thomas Means-Business communication

## **SKILL BASED SUBJECT I: PERSONALITY DEVELOPMENT**

### **OBJECTIVES**

The objective of this subject is to bring about the personality development with regard to the different behavioural development

### **UNIT-I**

Listening - Observation – Communication- Stages of listening process- Barriers of listening-observation- Positive outlook- Communication- Barriers of communication- Communication Skill

### **UNIT-II**

Empathy - Emotional Intelligence- Emotional Intelligence- Emotional Competencies- Measurement of the Emotional Competencies

### **UNIT-III**

Management Skills – Leadership – Motivation - Management skill- The Top 10 Leadership Qualities-Types of leadership styles- Seven Rules of Motivation-Time Management- Importance of time- What are our time wasters

### **UNIT-IV**

Interview Skills- Rules of Interviewing - Steps to Effective Preparation- Steps to Success at the Interview- Steps to Effective Follow-up - Cabin Crew - Job Interview - Goal Orientation- Success Tips – Creativity- Basic methods to improve creativity - blocks that affects creativity

### **UNIT -V**

Job Search - Resumes and applications - Attires and professionalism - soft skills - Group Discussion- Mock Interviews-- - Training and Certification. Presentation and Seminars-Project

### **REFERENCES:**

1. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill.
2. Kent Gouiden- Global Logistics Management –Wiley Black Well
3. Lambert –Strategic Logistic Management – Academic Intl Publishers
4. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
5. Paul R.Murphy,JR and Donal & F.Wood-Contemporary Logistics –Prentie Hall.9 thEdn.2008

**SEMESTER 4**  
**CORE VIII- INTERNATIONAL MARITIME ORGANIZATION**

**OBJECTIVE**

On completion of this course the student will understand the various maritime organizations, their role, various disputes involved in the international waters and Polar issues.

**Unit I**

History of International Maritime Organization (IMO) – Membership - Legal instruments – Governing bodies in IMO – Committees -Standards and Recommendations for safety Investigation in Marine casualty.

**Unit II**

IMO Sub Committee Roles - Safety of navigation - ship design and equipment - flag state implementation - dangerous goods - containers, bulk liquids etc.

**UNIT III**

Current Issues in IMO -International ship and HARBOUR facility security code, International code of signals, work group for Greenhouse gas emissions from ships, Marine Environment Protection committee – MEPC.

**Unit IV**

Maritimes Issues of Indian Ocean - Piracy and Maritime security, continental shelf, Boundaries, Fisheries, Coastal states vs Maritime states, Marine protected areas, Regional approach, Marine Pollution.

**Unit V**

International Issues -Pacific – sea level rise and climate change, small island states, Polar issues – Arctic and Antarctic issues, East Asia issues – UN convention on the law of sea.

**REFERENCES**

1. Current Maritime issues and the International Maritime Organization- R.R. Churchill &A.V.Lowe.
2. Ashley Roach & Robert. W. Smith – Straight baselines; need for universally applied norm.
3. Ray Arnaudo – the Unique nature of the Antarctic Treaty system
4. Curt Weldon – the Ocean storage of nuclear waste

## CORE IX - SHIPPING LAWS

### OBJECTIVE:

On completion of this course the student will understand law of contract, various Indian Acts, Law of carriage, International laws governing shipping contracts, Hague rules and Arbitration.

### Unit I

Introduction – Law of Contract – Indemnity and Guarantee - Law of Agency – general principles - breach of warranty of authority and termination of agency.

### Unit II

The Indian Bills of Lading Act 1856 – The Indian Carriage of Goods by Sea Act 1925 – The Indian Lighthouses Act 1927 – The Inland Steam Vessels Act – The Indian Port Health Rules. Maritime and Possessory liens – claim'

### Unit III

Regulatory framework - Indian Harbour Act, 1908 - HARBOUR Trusts Act, 1963, The Indian sale of Goods Act, 1930 – Transfer of property in Goods, Convention on Facilitation of International Maritime Traffic – FAL Convention of IMO.

### Unit IV

Law of Carriage – Hague Rules, Indian Carriage of Goods by Sea Act, 1925- Collision law related convention and appointment of blame. Salvage and Towage – Related contracts; Lloyds Open Form Limitation of Liability of carrier – Related conventions and Admiralty Jurisdiction

### Unit V

Maritime Arbitration – The Arbitration and Conciliation Act, 1996. Marine Frauds – Preventive measures and role of international Maritime Bureau. International Conventions related to pollution claims – civil Liability Protocol 1992 and Fund protocol 1992, OPA 1990.

### REFERNCES

1. Maritime Law of India – Dr.Nagendra Singh, 1st Ed.1979 (Bhandarkar)
2. The Indian Harbour Act, 1908 – (Government of India)
3. Major HARBOUR Trusts Act, 1963 – A.B. Gandhi, 1st Ed. 1982 (Milan)
4. The Merchant Shipping Act, 1958 – J.S.Gill, 1994 Ed (Bhandarkar)
5. Shipping Law Handbook – Bundock, 1997 Ed. (LLP)
6. Mulla on the Indian Contract Act – H.S. Pathak, 11th Ed. 1995 (Tripathi)

## **CORE X -SHIP MANAGEMENT PRACTICE**

### **OBJECTIVE**

To help students understand organization chart of a shipping company, functioning of various departments' viz. commercial, technical, crewing, and ship management

#### **Unit I – Shipping Company Structure**

Organization of a shipping company – Roles of Commercial, Technical & Crewing departments  
– In house vs outsourcing of Ship Management functions – Ship Registries, National vs Open Registries – Ship Classification societies

#### **Unit II – Commercial Operations**

Commercial operations related to voyage – Chartering – Voyage estimates – Time charter yield calculations – Bunkering operations – Factors affecting vessel performance – Post fixture Management – Lay time calculation – Demurrage , Despatch calculation

#### **Unit III – Technical Management**

Technical Management – Ship acquisition methods – Induction of a vessel in the fleet – Planned maintenance & emergency repairs – Dry-docking and annual / special surveys – Management of ship spares

#### **Unit IV – Crew Management**

Crew Management – Manning regulations, international conventions viz. STCW, SOLAS – Crew management companies – Maritime training establishments – Maritime Training administration – Port State Control

#### **Unit V – Ship Management**

Standard Ship Management contracts (BIMCO Shipman) – International Safety Management (ISM) code – ISMA code of Ship Management Practice

#### **References:**

Ship Management (Business of Shipping) – Malcolm Willingale (4<sup>th</sup> Edn, LLP Professional Publications 2005)

Professional Ship Management – Panayides P (Ashgate Publications 2001)

Guidelines on ISM Code – International Shipping Federation (ISF 3<sup>rd</sup> Edition, New Guidelines 2010)

Commercial Management in Shipping – R.Tallack (Nautical Institute)

## **ALLIED IV - -MANAGEMENT INFORMATION SYSTEM (MIS)**

### **OBJECTIVE:**

On completion of this course the student should have understood the need for management information system for effective decision making, its implantation and current scenario.

### **UNIT I**

Introduction to Information Systems - definition - steps in implementation of MIS - need for MIS for decision making- Competitive advantages of MIS – MIS structures.

### **UNIT II**

MIS - Strategic information system - MIS support for planning - organizing – controlling – MIS for specific functions - personnel, finance, marketing, inventory, production - Data Base Management System Models - hierarchical -network - relational - modular.

### **UNIT III**

Computer Hardware - CPU operations - Classification of computers - Super computers - Computer Software - data representation in computers - Introduction to client-server.

### **UNIT IV**

Input devices – mouse, touch, screens, MICR etc. - Output devices – printers, video display terminals etc. - storage devices –pen drive, magnetic disk, optical disk storage – CDROM.

### **UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and Teleconferencing, www architecture, Introduction to E-Commerce, models B\_B, B\_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

### **REFERENCES**

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon

Management Information System - Gordon B Davis Management Information System - James O brien Computer applications in business - Subramanian K



## **SKILL BASED SUBJECT II: CUSTOMER RELATIONSHIP MANAGEMENT**

### **OBJECTIVES**

On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

### **UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing– customer life cycle

### **UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

### **UNIT – III**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

### **UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

### **UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario

### **REFERENCE BOOKS:**

1. S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
2. Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
3. Philip Kotler, Marketing Management, Prentice Hall, 2005
4. Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006
5. H.Peeru Mohammed and P.Sagadevan-Customer Relationship Management.

**SEMESTER 5**  
**CORE XI - INFRASTRUCTURE MANAGEMENT**

**OBJECTIVE:**

The student will understand the importance of Infrastructure Management, investments in infrastructure projects, efforts of the Government, regulatory frame work.

**UNIT—I**

Introduction to Infrastructure Management - Economic and Social Infrastructure-- Overview of status of infrastructure at national and state level --Investments in Infrastructures--Models of Infrastructure development

**Unit--II**

Current Scenario - Supply Gap, Infrastructure financing, social cost Benefit Analysis-- Transportation – Privatization of Harbour--Tools of infrastructure development IC/SEZ/LP/SIR

**Unit--III**

Strategy - Unbundling Strategies: Railways –BOT & BOLT Schemes, --Telecommunications Sector: Unbundling, Urban Infrastructure: Procurement, Execution, Utilization, Implementation of Infrastructure for Harbour

**Unit--IV**

Reforms Undertaken by Government.--Privatization--Regulatory Environment--Role of Public Sector--Augmented Support Device--Tendering Process -Implementation Phase

**Unit--V**

Transport Infrastructure--Modern technologies for Harbour/shipping infrastructure--Roads--Railways--Airports--Sea Harbour--Case Studies of Harbour/shipping infrastructure--Evaluation efficiency of Infrastructure

**Text Books:-**

1. Infrastructure Development & Financing by Raghuram, McMillan
2. Infrastructure Management, W. Hudson, Ralph Haas, Waheed Uddin - TMH

**Reference Books:-**

1. India Infrastructure Reports, Oxford University Press
2. Committee Report on Infrastructure, Govt. of India by Rakesh Mohan
3. World Bank – World Development Report 1994
4. Urban Infrastructure and Governance by G. Ramesh, Nagadevara Naik and Anil Suraj – Routledge

## **CORE XII - HARBOUR & TERMINAL MANAGEMENT**

### **OBJECTIVE:**

After completing this course the student will understand the Economic impact of Harbour, the various operations associated with the Harbour, performance indicators, marketing of Harbour and environmental issues.

### **Unit I**

Harbour & Terminals - Economic impact of Harbour on the regional economy – Location Characteristics – Organization structure in Harbour – Interface of Rail & Road infrastructure – Factors affecting the future Harbour & terminals

### **Unit II**

Managing Harbour Operations – Introduction to Vessel Traffic Systems (VTS) & Harbour Authority –performance indicators –Factors affecting Terminal Productivity – Cargo handling equipment – intermodal connections

### **Unit III**

Marketing of Harbour services – Identifying stakeholders – Concept of Hinterland – Identifying Customer Needs — IT infrastructure in Harbour and terminals

### **Unit IV**

Harbour development to tap the potential of Coastal Shipping – Cabotage law & practices affecting coastal movement of cargo – Green field projects for development of minor Harbour – Comparative analysis - coastal shipping vs inland movement

### **Unit V**

Environment, Health & Safety - Environmental issues connected with Harbour & Terminals – Health & safety issues – Harbour Security issues – International Ships & Harbour facility security (ISPS) code

### **References:**

1. HARBOUR Management and Operations – Patrick Alderton (2nd Edn, Informa Maritime & Transport Jun 2008)
2. HARBOUR security Handbook 2004 – Lloyds Register
3. HARBOUR Infrastructure & Economic Development – Pradeepta Kumar Samanta & Ashok Kumar Mohanty (Gyan Publications 2005)
4. HARBOUR State Control – Dr.Z.Ozcayir (2nd Edn, Informa Professional Jun 2004)
5. HARBOUR Development : A Handbook for Planners in developing countries – UNCTAD

## **CORE XIII - HARBOUR OPERATION AND MANAGEMENT**

### **OBJECTIVE**

On successful completion of this course, the student should have understood harbour administration, optimum use of berth - development of hinterland - maritime policy.

### **UNIT—I**

Harbour Administration - types of harbour ownership and administration--Role of harbour operators--Globalization of Terminal Operators--I.T. in logistics

### **UNIT--II**

General layout of harbour--The Berth -- types of Terminals- Integrating terminal operations-- Berth Occupancy—Pilotage - Imports / Exports Procedure & Custom Formalities-- types of Cargo -Container Handling --Draft Survey-- Principles of material handling system

### **UNIT III**

Harbour facilities- Infrastructures- Backup Area, Transit Area,--Storage Yard and Storage Plan-- Cargo Clearance Formalities-*Weighment*--Modelling terminal operations

### **UNIT-IV**

Harbour management information system - Turnaround time for vessels - General operational delays - congestion--Demurrage--HARBOUR Utility & productivity

### **UNIT—V**

Maritime policy --Relationship between harbour and state and private entrepreneurs-- Landlord vs Service Harbour - Tariff – SOPC and Determining Factors - harbour charges, payments liabilities - -Short / Excess Recovery & Refund –private ports study

### **Text Books:**

1. Harbour Management and Operations, By: PATRICK ALDERTON Llyods PracticalShipping Guides

### **Reference Books:**

1. Maritime Logistics: A Complete Guide to Effective Shipping and HARBOUR Managementby Dong-Wook Song, Photis M.Panayides - Kogan Page

2. Harbour Operations and Container Terminal Management: with applications, Evrim Ursavas Guldogan - VDM Verlag Dr. Müller

## **CORE XIV - HARBOUR PIANNING & MANAGEMENT**

### **OBJECTIVE**

On completion of this course the student will understand the various studies involved in the establishment of a Harbour – Government initiatives – Evaluation on the basis of economic and financial feasibility – Challenges faced by Harbour.

### **UNIT—I**

Harbour Planning Methodology - Feasibility --Organization framework---Management of harbour operations - upgradation of harbour.--Financial evaluation - Cost Benefit analysis

### **UNIT--II**

Harbour policy - Thrust of Five Year Plans on Harbour-- --Implementation of Changes in harbour Management--N.M.D.P.--Centre v/s state-- Tariff Authority for Major Harbour (TAMP)

### **UNIT--III**

Harbour Development for Containerization Business - --Trends ,Projections--Drivers--Potential in India--Hub, Feeder and transshipment - harbourmarketing, Promotion & Tariff setting

### **UNIT--IV**

Harbour Development - Public v/s Private - Factors/Issues and Methods--Concepts of Inland harbour development - Evaluation/Benefit Analysis--Value added services--Challenges for Indian Harbour

### **UNIT—V**

Issues in Harbour -PPP Policies--Types of concessions-hinterland Connectivity --Model Concession Agreements--HRM in harbour Management - --Slot Capacity analysis--Cooperative Model--Investments Criteria--Evaluating status of harbour in global scenario

### **Text Books:-**

1. HARBOUR operations, planning and logistics, By:KHALID BICHOU

### **Reference Books:-**

1. Llyods Practical Shipping Guides Model Concession Agreements for HARBOUR, Planning Commission
2. Report of the Task Force on financing Plan for HARBOUR by Planning Commission

## **CORE XV - HARBOUR SAFETY, SECURITY AND VESSEL TRAFFIC MANAGEMENT**

### **OBJECTIVE:**

On completion of this course, the student will understand security concerns posed to HARBOUR – Safety measures undertaken to address the threats – Vessel traffic management

### **UNIT I**

Introduction to ISPS code - General Introduction--Aims & Objectives--Functional requirements--Definitions—Application - Responsibilities & Liabilities - Ship Security Assessment (SSA)--Ship Security Plan (SSP) - Obligations of Contracting Governments / Companies

### **UNIT--II**

Accident & Risk Management ---IMDG code Requirement--Safety inspection and AUDIT--Accident investigation--Accident reports, Record and analysis

### **UNIT--III**

Harbour & Dock Security - Safety at Work Place - Conventional Method- - Introduction--ISO – 27001--Family of standards—Certification - Monitoring & Controlling Access - Visitor Pass Entry System- CCTV Camera - General-Fire Precautions

### **UNIT--IV**

VTMS - Definitions – VTMS and Overview - VTMS Organization--Components of VTMS--Planning & Implementation – as per IMO Guidelines--Radar System--Environment Protection-Tracking and warning system (TWS) -Manning of VTS and Training--IMO, IALA, DGSS guidelines--Use of VTS for security of coastline--Sea Surface & Under Water Surveillance Systems--Coastal Patrolling.

### **Unit--V**

Defence Mechanism - --Air Defence Systems--Coast Guard, its duties and function for security--Army Command and Control Information Systems--Defence Communications--Missile Systems--Naval Systems--Simulation and Training

### **Text Books:-**

1. HARBOUR Security Management by Kenneth Christopher – Auerbach Publication
2. HARBOUR Operations ,Planning and logistics By: KHALID BICHOU

### **Reference Books:-**

1. Maritime Security: An Introduction by Michael McNicholas - Butterworth-Heinemann
2. Llyods Practical Shipping Guides, ISPC Code 2003, SOLAS 74, IMDG Code 1994

### **SKILL BASED SUBJECT – III –CONSUMER BEHAVIOUR**

#### **OBJECTIVE**

To enable the students to learn the basics of consumer behaviour Objectives: On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

#### **UNIT-I**

Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour - Customer Value Satisfaction — Retention — Marketing ethics.

#### **UNIT –II**

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

#### **UNIT – III**

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

#### **UNIT – IV**

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

#### **UNIT-V**

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

#### **REFERENCE :**

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour,
2. Prentice — Hall of India, Sixth Edition, 1998.
3. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill
4. 2002 Barry Berman and Joel R Evans — Retail Management
5. A Strategic Approach- Prentice Hall of India, Tenth

### **MINOR PROJECT**

All the students will undergo a 2-3 months summer placement training in any one of the organization related to the core subject. They shall choose an area of their choice in the training organization either suggested by the host guide or by the student himself or prepare a project/dissertation under the guidance of the host guide. The project will also be monitored by the faculty guide and suggest the improvements wherever required. The completed project will be submitted for assessment and for viva- voce duly certified

## SEMESTER 6

### CORE XVI - COASTAL RESOURCE MANAGEMENT

#### OBJECTIVE

On completion of this course the student will understand the significance of coastal resources and their revenue generating potential, the need to maintain the ecosystem.

#### UNIT—I

Introduction to Coastal Resources - Coastal zone – Coastal zone regulations – Beach profile – Living resources – Non-living resources - Global Change Biology - Global climate change, sea level rise and coastal adaptive management - Indicators (local, regional and global) --Issues on Regional and Global--Coastal Management

#### UNIT--II

Coastal zone fisheries - Small-scale fisheries by traditional/marginal fishing communities- Fisheries issues & Sustainable aquaculture – case studies & step by step solution

#### UNIT--III

Coastal tourism - beach resorts, restaurants and parks within the coastal zone as per existing rules and regulations

#### UNIT--IV

Regulatory and developmental issues - Central and State Coastal Management Law and Policies Coastal Regulation Zone (CRZ) in the context of aquaculture -International Law of the Sea - Historical perspectives - international negotiations and settlements over open seas

#### UNIT--V

Coastal Resource Management and Geographical Information System (GIS) Electromagnetic radiation - Sensor platforms - Sensor systems - Environmental satellites –Application of remote sensing and GIS to fisheries and aquaculture planning and development

#### Text Books:-

1. GIS for Coastal Zone Management, Darius Bartlett, Jennifer Smith – CRC Press
2. Coastal Zone Management. T. Beatley, D.J. Brower, and A.K. Schwab, Island Press. 2002

#### Reference Books:-

1. Dwivedi, S.N., Natarajan, R and Ramachandran, S., “Coastal Zone Management in Tamilnadu”
2. Viles, Heather and Tom Spencer, Coastal Problems Geomorphology, Ecology and Society at the Coast. John Wiley and Sons Government of India



## CORE XVII - COASTAL ECO-SYSTEM, BIO DIVERSITY AND MANAGEMENT

### OBJECTIVE:

On completion of this course the student will understand the need to manage the coastal area, maintain the eco system, aquaculture and tourism. The student will also understand the importance of bio-diversity and monitoring methods.

### UNIT—I

Introduction to Coastal Management - Working Definition of Coastal Zone-Characterizing the Natural Coastal Features- Modification of Coastal Ecosystems•- Information Status and Needs

### UNIT--II

Eco-system approach and planning and Management of Marine Environment- Introduction to Mangroves- Introduction to Sea grass Ecosystems- Threats to Sea grass and Mangrove Ecosystems- Marine planning and management to eco-system goods and services - Introduction to Ecotourism- Effectiveness of Ecotourism

### UNIT--III

Introduction to Fisheries--Environmental Impacts of Fishing - Fisheries - Sustainable Fisheries Management--Introduction to Aquaculture- Socio-economic considerations

### UNIT--IV

Introduction to Biodiversity--Importance of Biodiversity-Diversity of Coastal Ecosystems-- Condition of Coastal and Marine Biodiversity--Capacity of Coastal Ecosystems to Sustain Biodiversity--Biodiversity in the context of ecosystem function

### UNIT--V

Monitoring Methods in Marine and Coastal Ecosystems - Socio-economic monitoring--Coral Reef Monitoring--Mangrove Monitoring--Sea grass Monitoring

### Text Books:-

1. Integrated Coastal Zone Management by Erlend Moksness, Josianne G. Støttrup, Wiley publisher.
2. Marine Biodiversity and Ecosystem Functioning: Frameworks, methodologies, and Integration, Martin Solan, David Peterson by Oxford University

### Reference Books:-

1. The Ecosystem Approach to Marine Planning and Management Sue Kidd, Andy Plater, Chris Frid
2. Biodiversity of Coasts by Greg Prays Marshall Cavendish Children's Books
- 3."Sue Kidd: The Ecosystem approach to marine planning & Management" by Earthscan

## **CORE XVIII - ENVIRONMENT & DISASTER MANAGEMENT**

### **OBJECTIVE:**

On completion of this course the student will understand the need to be vigilant on environmental and disaster issues and be prepared for managing the situation.

### **UNIT—I**

Introduction--Environmental Issues--Environment Impact Assessment--Introduction to the ISO 14000--Importance of environmental compliance in HARBOUR operation & setting up--Environment, Ecology and Ecosystem

### **UNIT--II**

Natural Disasters—Tsunami etc., - Manmade Disasters - Terrorist attack - - Management of Disasters - Safety & disaster mitigation (planning for emergencies – trauma centre etc.)

### **UNIT - III**

Preventive Measures -Safety Agents-Survival skills - Planning and resource mobilization.

### **UNIT--IV**

Laws/Regulation Pertaining to Environment and Disaster - Environment Laws / Regulations--Role of Regulatory authorities in Environment and Disasters--Importance of Human Resource

### **UNIT--V**

Environmental Issues in harbour, Shipping and Coastal areas--Disasters affecting the harbour, Shipping and coastal areas--Case studies involving national & international harbour.

### **Text Book**

1. Crisis and Disaster Management Turbulence and Aftermath by Mukhopadhyay, Asim Kumar (New Age)

### **Reference Book**

1. Disaster Preparedness Against Accidents or Terrorist Attack by Ray, P. K. (New Age)  
2. Bill Mc Juire, Ian Mason and C. Killburn (2002) Natural hazards and Environmental change, Oxford University Press, New York.

## **CORE XIX - COASTAL SHIPPING, SECURITY AND SAFETY MANAGEMENT**

### **OBJECTIVE:**

On completion of this course the students will understand the importance of coastal shipping, various acts connected to that, security & safety, challenges and integrated management approach.

### **UNIT I**

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

## UNIT II

Issues relating to coastal shipping - --Marketing of ecotourism--Displacement of human habitant--Coastal regulation zone management--Role of Regulatory authorities

## UNIT III

Coastal Security Issues - 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 coastal security

## UNIT IV

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

## UNIT V

Integrated Coastal Zone Management - 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

## **CORE XX - CUSTOMS PROCEDURE**

### OBJECTIVE:

On completion of this course the student will understand the functioning of Customs Department, Regulatory framework of Government, Assessment of Duties, Documentation and warehousing.

### Unit-1

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers-Entrustments of Functions of Board - Power to declare places to be Warehousing Stations. Prohibitions on Import and Export of Goods

### Unit-2

Detection of illegally Imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Sections 11C, 11E and 11F - Prevention or Detection of illegal Import of Goods - Power to exempt.

Unit-3

Levy of and exemption from Customs Duties- Indicating Amount of Duty in Price of Goods - Refund-Authority for Advance Rulings- Powers of Authority-Procedure of Authority.

Unit-4

Provisions relating to Conveyances Carrying Imported or Exported Goods-Delivery of Export manifest -Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption/ Export.

Unit-5

Goods in Transit-Transit and Tran shipment of certain goods without payment-Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Export-Cancellation and return of Warehousing bond. Drawback-Interest on drawback-Prohibition and regulation of drawback

Text Books:

- 1 Guide to Customs Procedures 2009:10, GururajBn, Centax Publications Pvt Ltd
- 2 Customs Law Practice and Procedures, V.S.Datey, Taxmann Allied Services Pvt. Ltd., 2010.

Reference Book:

1. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications

## **SKILL BASED SUBJECT IV -RETAIL ENVIRONMENT**

### **OBJECTIVE:**

On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets Contents:-

### **UNIT I**

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing

### **UNIT II**

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models

### **UNIT III**

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs - Overall strategy, feedback and control – consumer decision-making process

### **UNIT IV**

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India

## UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers

### REFERENCE :

1. Swapna Pradhan – Retailing Management – Text and Cases,
2. Tata McGraw Hill – 2nd edition
3. A Strategic Approach Retail Management – Biztantra 2005 Gibson G Vedamani
4. Retailing Management Retail Management – Functional Principles and Practice, Jaico Publishing House, Second edition, 2004.
5. 2004 Barry Berman and Joel R Evans Prentice Hall of India, 2002. James R. Ogden

### MAJOR PROJECT WORK

All the students will undergo a 2-3 months summer placement training in any one of the organization related to the core subject. They shall choose an area of their choice in the training organization either suggested by the host guide or by the student himself or prepare a project/dissertation under the guidance of the host guide. The project will also be monitored by the faculty guide and suggest the improvements wherever required. The completed project will be submitted for assessment and for viva- voce duly certified