

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

SCHEME OF EXAMINATION - CBCS PATTERN

PART	Course Title	Ins Hrs/WEEK	EXAMINATION				CREDITS
			Dur.Hrs	CIA	Uni. Exam	TOTAL Marks	
	SEMESTER-1						
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-Accounting For Managers	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
	SEMESTER-2						
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-Operation Research	5	3	25	75	100	4
IV	Value Education - Human Rights #	2	3	-	50	50	2
	SEMESTER-3						
III	Core-V- Human Resource Management	6	3	25	75	100	4
	Core VI-Introduction to Shipping	6	3	20	55	75	3
	Core-VII-Shipping Management Practice	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	50	2
	SEMESTER-4						
III	Core-VIII-Shipping and Port Management	6	3	25	75	100	4
	Core -IX- Ship Agency Management	6	3	25	75	100	4
	Core-X-Shipping and Ocean Freight Logistics	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(CRM)	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR) Non- major elective – II : General Awareness #	2	3	50	50	50	2

SEMESTER-5							
III	Core-XI-Financial Management	5	3	25	75	100	4
	Core-XII- Marine Survey and Insurance	5	3	25	75	100	4
	Core-XIII-Chartering and Ship Broking	5	3	25	75	100	4
	Core-XIV-International Shipping Legislation	5	3	25	75	100	4
	Core-XV- Inventory 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
SEMESTER-6							
III	Core-XVI- Foreign Trade Procedure and Documentation	5	3	25	75	100	4
	Core-XVII- Supply Chain Management	5	3	25	75	100	4
	Core-XVIII- Containerization & Allied Business	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	55	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
TOAL						3500	140

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

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

SYMESTER 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 – ACCOUNTING FOR MANAGERS

OBJECTIVE:

On successful completion of this course, the students should have understood The basic accounting concepts Fundamentals of Financial Accounting Preparation of final accounts, etc. Fundamentals of Cost and Management Accounting

UNIT – I

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting - Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - Trial balance – problems

UNIT – II

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

UNIT - III

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification

UNIT – IV

Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems (FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives – problems

UNIT – V

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) - Marginal Costing - Cost Volume Profit analysis - Budgeting - preparation of various budgets

REFERENCE

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

ALLIED-I-MATHEMATICS FOR MANAGEMENT

OBJECTIVE:

On successful completion of this course the student should have Set operations, matrix and mathematics of finance statistical tools and their application.

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. 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 liner equations.

UNIT-II

Mathematics - simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations - Statistical enquiries - Scope of the problem - Methods to be employed - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenz curve – Simple Correlation – Scatter Diagram – Karl Pearson's Co-efficient correlation – Rank correlation –Regression.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number – Unweighted indices - Consumers price and cost of living indices.

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
4. 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

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-OPERATION RESEARCH**OBJECTIVE:**

On successful completion of this course the student should have understood Operations Research models Game theory, Queuing theory, CPM and PERT etc.

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models – Limitation - Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT - III

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only - Replacement problem – Replacement of equipment that deteriorates gradually

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.
4. N.Ramanathan – Operation Research

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 Menacheri, 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 - INTRODUCTION TO SHIPPING

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

CORE VII - SHIP MANAGEMENT PRACTICE

OBJECTIVE

At the end of this course the student will understand structure of shipping companies, classification, commercial operation, chartering, Laytime calculation, crew management and shipping contracts.

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

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

UNIT V

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

References:

1. Ship Management (Business of Shipping) – Malcolm Willingale - 2005
2. Professional Ship Management – Panayides P (Ashgate Publications 2001)
3. Guidelines on ISM Code – International Shipping Federation (New Guidelines 2010)

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

SEMESTER 4

CORE VIII - SHIPPING AND PORT MANAGEMENT

OBJECTIVE:

On successful completion of this course the student should have understood general structure of shipping and port industry. Further the student will understand the classification of ports, regulatory framework, port reforms and the future of ports in the context of globalisation.

UNIT – I

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

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 – III

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

UNIT – IV

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

UNIT – V

Indian Port sector - maritime trade – development - emerging context for port reforms - economic liberalization in port sector – ports and globalization. Information Technology and Indian port sector.

REFERENCE BOOKS

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India's shipping, Nayar.

CORE – IX -SHIP AGENCY MANAGEMENT

OBJECTIVE:

On completion of this course the student should have understood the general principle of agency, the process of appointing agents, their responsibilities and breach of their authority.

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 – 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 – 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

UNIT V

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)

CORE – X – SHIPPING AND OCEAN FREIGHT LOGISTICS

OBJECTIVE:

On successful completion of this course the students should have understood the shipping structure, cargo, operations and documentation for ocean freight.

UNIT 1

Description of a ship - Uses of a ship or a floating vessel - Classification of ship - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo (packaging, utility or value) - Trimming - Cleansing -Unitized cargo

UNIT 2

Port trusts - Seaports – Vessel Operations – Lightening of vessel - pilotage - Stevedoring - Dock Labour Boards - Automated Container Handling - security at ports and security agencies

UNIT 3

Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service

UNIT 4

Operations - Volume / Weight calculations - Shipment Planning basics – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning –Container de-stuffing

UNIT 5

Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD) - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.

References :

- 1 Carriage of goods by sea / John F. Wilson (Harlow : Longman)
- 2 Containerization / (by) J.R. Whittaker (Hemisphere ; Wiley)
- 3 The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
- 4 Shipping and Logistics Management by Yuen Ha Lun, Kee Hung Lai, Tai Chiu Edwin Cheng

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 (CRM)

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.

CORE XI - FINANCIAL MANAGEMENT

OBJECTIVE:

On completion of this course the student will understand role of financial management in the organisation, budget, risk analysis, working capital management and cost concepts.

UNIT I

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Risk-Return relationship- Time value of money concepts – An introduction to Indian Financial System - Role of SEBI in Capital Issues - Valuation of Bonds and Shares

UNIT II

Capital Budgeting - methods of appraisal - Conflict in criteria for evaluation - Capital Rationing - Problems - Risk analysis in Capital Budgeting.

UNIT III

Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems.

UNIT IV

Capital Structure Theory - Net Income Approach - Net Operating Income Approach - MM Approach - Dividend Policy - Types of Dividend Policy.

UNIT V

Working Capital Management - Factors of working Capital requirements - Forecasting - Cash Management - Financing - Sources of Working Capital.

References :

1. Richard A. Brealey, Stewart C. Myers, "Principles of Corporate Finance" McGraw Hill.
2. James C. Van Horns, "Financial Management & Policy" Prentice Hall of India (P) Ltd., New Delhi.
3. John J. Hampton, "Financial Decision Making – Concepts, Problems and Cases" Prentice Hall of India (P) Ltd., New Delhi (1994).
4. Prasanna Chandra, "Financial Management – Theory & Practice", Tata McGraw Hill, New Delhi

CORE XII - MARINE SURVEY AND INSURANCE

OBJECTIVE:

On successful completion of this course the student should have understood the importance of marine survey, surveyors, insurance and handling the claims.

UNIT - I

Importance of a Survey - General Duties of a Marine Surveyor - Basics of survey- Types of Surveys - Hatch and draft survey- continuous discharge and delivery survey- damaged and time bound survey - Classification Surveyors –Government, private and Container Surveyors.

UNIT – II:

Bills of Lading –Various types , Ocean Bills of Lading - Sea Bill of Lading etc. -Issuance of Letter of Indemnity in lieu of obtaining Clean Bill of Lading - Mates Receipt and Bill of Lading - Charter Party and its legalities - NOR and its legalities

UNIT – III:

Marine survey disputes between the charterers and the owner –Law and arbitration - Act of God - force majeure, Hague and Visby - deviation - carriage of goods by sea act, jettisoning, limited liability - Case sheets for Hague and Visby Rule, time charter breach etc.

UNIT – IV:

Origin of Marine Insurance - - Practices and Principles - Insurance Companies and their functions - General principles of Marine insurance - Types of marine insurance covers – Marine insurance claim process - Charterers Liability Insurance - Hull and Machinery Insurance - Cargo Insurance - P&I Clubs and representation.

UNIT – V:

Specialist policies - Warranties and Conditions - Salvage and Prizes - Maritime Insurance Acts - Failures to settle claims - Insurance companies in India -Port Trust Act –Regulatory bodies – Ministry of surface transport - Director General Shipping - Merchant Shipping Act - Multi-modal Transport of Goods Act

Reference:

1. Shipping Finance - Graham Burns and Stephenson Harwood
2. P & I Clubs: Law & Practice - Stephen J. Hazelwood.

CORE XIII - CHARTERING AND SHIP BROKING

OBJECTIVES:

On successful completion of this course the students should have understood the various activities relating to ship broking and chartering.

UNIT I

Principles of Chartering-Introduction to Chartering – Chartering Terminology – Role of Broker - Types and Functions - forms and activities – charter parties

UNIT II

Types of Charter - voyage Ships –Vessel Descriptions - Vessel requirements - tramp chartering services - Passenger Ship Chartering – Cargoes - Freight Markets - Liner Operations –Tanker Charter - tanker trades - International Tanker Chartering Market

UNIT III

Purchase and Registration of Vessels - Exemptions and immunities - trading limits - dry-docking - protective clauses -stevedore damage

UNIT IV

Freight and hire calculations – Voyage Estimation – Checks – Cargo Capacity – Time estimation in Port– Lay time Calculations - Vessel Negotiations – Statement of Facts – Time Count - Demurrage and Despatch - Classification Societies – Spares and Black lists – Delivery Methods – Auctions

UNIT V

Contracts - Individual rights, responsibilities and liabilities - Clauses in time charters - Bill of lading - Market Practice - Ethical requirements - lien clause – Disputes - General Arbitrations.

Reference:

- 1 The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
- 2 Shipbroking and Chartering Practice: Seventh Edition (Business of Shipping) by Lars Gorton
- 3 Shipbroking and Chartering Practice, 6th Edition Gorton, Ihre, Sandervarn and Hillenius
- 4 Tanker Chartering (Shipping Business Series) by Philip Wood (Witherby & Co Ltd)
- 5 Ocean Freights and Chartering by Cyril Frederick Hardy Cufley (Adlard Coles Nautical)

CORE XIV – INTERNATIONAL SHIPPING LEGISLATION

OBJECTIVES:

The objective of this course is to provide the participants with a good knowledge of international regulations and rules in shipping business.

UNIT I

Indian Contract Act – Meaning and Definition of Contract – Essential Elements – Types of Contracts – Offer and Acceptance – Consideration – Capacity of Parties – Flaw in Consent – Void and Illegal Agreements – Performance and discharge of Contracts – Remedies for Breach of contract – Quasi contracts – Bailment and Pledge and Law of Agency- The Customs Act,

UNIT II

Regional Laws-The Carriage of Goods by Sea Act (COGSA - related rules and regulations - Marine Insurance laws - Labour Laws

UNIT III

International Regulations for Vessels-International Agencies -regulations relating to ship construction - ship maintenance - ship navigation - ship breaking - effluent pollution

UNIT IV

Regulations relating to cargoes - dangerous and Hazardous cargoes - Live cargo - Hague - Visby Rules – Hamburg Rules – Hague protocol to Warsaw Convention 1955, International carriage of goods by Road (CMR), 1956 — Institute Cargo Clauses (A,B,C) – General Conditions of Marine Insurance on Goods (GCMi 1988)

UNIT V

Quotations – Orders – Regulations - Credits – Invoicing – Filing – Archiving - Freight forwarding contracts – General conditions of freight forwarding – Conditions of Contract - Documents - Bill of Lading- Contract of transportation – Contracts with customers

Reference:

- 1 Legal Principles in Shipping Business 2010-2011 by Institute of Chartered Shipbrokers (Witheby Seamanship International Ltd)
- 2 Shipping Law by Simon Baughen (Routledge-Cavendish)
- 3 Maritime Security and the Law of the Sea by Natalie Klein (Oxford University Press)
- 4 Marine Cargo Claims (International shipping laws) by William Tetley (Intl Shipping Pubns)

CORE XV – INVENTORY MANAGEMENT

OBJECTIVE

On successful completion of this course the students should have understood the importance of holding adequate inventory in the ship and the various techniques like ABC inventory system & Economic Order Quantity to hold safe stocks.

UNIT I

Inventory – Definitions, types, characteristics – cost of carrying inventory – concepts of inventory – inventory categorization

UNIT II

Inventory Management – Classification of ABC analysis – Factors affecting investment decisions – Inventory planning – conceptual designs of DRP/MRP systems – Limitations.

UNIT III

Inventory management strategy – characteristic of poor inventory – Methods to improve efficiency – Export inventory management

UNIT IV

Inventory management models – Push and pull models – EOQ model – Inventory cost – ordering cost & carrying cost – financial impact of inventory – total cost concept

UNIT V

Supply chain inventory management - Reasons for carrying inventory – supply chain wastes and measures to eliminate waste – Approaches for planning and controlling inventory investment.

Reference books

1. David J. Bloomberg, Stephen Lemay: Logistics , Prentice Hall of India Ltd., New Delhi 2003
2. Satish C Ailawadi& Rakesh Singh: Logistics Management , Prentice Hall of India Ltd., 2005
3. Donald Waters : Logistics Palgrave Macmillan, New York 2004
4. Sarika Kulkarni Supply Chain Management , Tata McGraw, New Delhi , 2004

SKILL BASED SUBJECT – III –CONSUMER BEHAVIOUR

OBJECTIVE:

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- FOREIGN TRADE PROCEDURE AND DOCUMENTATION

OBJECTIVE:

On successful completion of this course the students should have understood the policies governing the foreign trade, the schemes available to the parties, procedures and documentation.

UNIT- I

Foreign trade policy 2004-2009 – Export licensing procedures and formalities – Export price Quotations – Deemed Exports – benefits – Categories of supply Role of Export Promotion in Export credits guarantee Corporation (ECGC) – Export promotion councils (EPCS) & commodity Boards (CB) – Export promotion schemes.

UNIT – II

EOU scheme (Export Oriented Units) – Eligibility – Setting up EOUs – supplies to EOUs – Special Economic Zones (SEZ) scheme – Eligibility, Approval, Conditions – Incentives for SEZ's —Export Houses – Free trade and Warehousing Zones.

UNIT – III

Importers - Procedure for Registration - Categories of Importers – Importer Registration with regional licensing Authorities (IEC Number) - import of capital Goods under EPCG scheme (Export promotion capital Goods) – Duty Exemption / Remission scheme.

UNIT – IV

General provisions for Imports – Financing - Foreign Exchange Facilities to Importers – Customer and Central Excise Duty Drawbacks in Export goods – Foreign Currency Accounts in India and Abroad - Customs formalities for clearance of Imports - Shipment of goods.

UNIT – V

Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.

REFERENCE BOOKS

- 1.Foreign trade policy procedures and documents – M.I. Mahajan
- 2.100% Export oriented unites special economic zones award procedure – S.M. Bhat Nagar
- 3.Import Management – Nand Kishore sharmas
- 4.Import do it yourself – M.L. Mahajan
- 5.Export Management - Dr. Verma and Aggerwal
- 6.A guide on Export policy procedures and documentation – M.L. Mahajan

CORE-XVII- SUPPLY CHAIN MANAGEMENT

OBJECTIVE:

On successful completion of this course the students should have understood the concepts of supplies pertaining to purchase, storage and issue of materials and stock maintenance

UNIT – I

Introduction to Supply Chain Management – Concept of SCM – Components of SCM - Features of SCM – SCM current scenario – Value chain management.

UNIT – II

Customer focus in SCM – Demand planning, Purchase planning – Make or Buy decision – Indigenous and global sourcing Development and Management of suppliers –Cost management – Negotiating for purchasing - Purchase insurance - Inventory management.

UNIT – III

Ware housing and store keeping – Strategies of ware housing and store keeping – Space management - Material handling decision

UNIT – IV

Logistics management – Role of logistics in SCM – Integrated Logistics Management –Multi modalism – Third party logistics services and providers – Facilities management (Port/Airport/ICDs) Channels of distribution .

UNIT – V

Information technology and SCM: EDI, ERP, Internet and Intranet, E-Commerce, Advanced Planning System, Bar Coding, Tele communication network, Video Conferencing and Artificial Intelligence. Best practices in Supply Chain Management

REFERENCE

1. Supply Chain Management – For Global Competitiveness – B.S. Sahay – Macmillan India Limited, 1999.
2. Supply Chain Management: Strategy planning and operations – Sunil Chopra and Peter Meindal, 3rd Edition, PHI, 2007
3. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies – Simchi-Levi, Kaminsky and Simchi-Levi, 2nd Edition, TMH, 2007

CORE-XVIII- CONTAINERIZATION & ALLIED BUSINESS

OBJECTIVE:

On successful completion of this course the student should have understood the emergence of containerisation of commodities as a major business opportunity of future and integrating the various issues involved in the business.

UNIT - I:

Containerization –Role of Malcolm Maclean - Initial Types of Containers - Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Certification and revalidation - IICL Inspectors and their duties - Cellular Ships

UNIT - II

Hardware and Software of container - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Consortiums- Container flow Management – Container Slot Management –Common & Dedicated feeder – Mother Vessels – Land Bridge – Roll overs

UNIT - III:

Consolidation - Reason for consolidation - Facilities to shippers by consolidation - Consolidation technique - Calculation and planning - Broken space and freighting - Unitized packets and its benefits – re-working of Console at Hub port - Direct box - Role of Measurement of cargo

UNIT - IV:

Origin / role of Forwarders - Freight Brokers, Freight Forwarder , Agnets - Types of Bills of Lading – Multimodal Transport Bill of Lading - Forwarder as a logistician

UNIT - V

Global Service Contracts - Closed sector Service Contracts - MQC (Minimum Quantity Contract) - Advantage of a Service Contract - Definition of NVOCC - Agency networking and agreements - Trans Siberian Railways - NVOCC matrix and its limitations &constraints

Reference books

1. "The Containership Revolution - Malcom McLean's 1956, The Transportation Research Board of the U.S. National Academies of Sciences published
2. Innovation Goes Global" by Brian Cudahy in 2006.
3. Mark Levinson's *"THE BOX - How the Shipping Container Made the World Smaller and the World Economy Bigger*

CORE-XIX-COASTAL SHIPPING, SECURITY AND SAFETY MANAGEMENT

OBJECTIVE:

On successful completion of this course the student should have understood the concept of coastal shipping, ecotourism, regulatory guidelines, safety & security and integrated coastal zone management.

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

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 Safety Management - 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

CORE XX - CUSTOMS PROCEDURE

OBJECTIVE:

On completion of this course the student will understand the functioning of Customs Department, Regulatory framework , 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 Prectice,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 placemen 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.