

**BHARATHIAR UNIVERSITY:COIMBATORE-641046**  
**CENTRE FOR COLLABORATION OF INDUSTRY AND INSTITUTION(CCII)**  
**MBA (IntegratedMultimodal LogisticsManagement)**  
**(For the CCII students admitted from the academic year 2013-14 onwards)**  
**SCHEMEOFEXAMINATIONS –CBCSPattern**

	CourseTitle	Ins.hrs/ week	Examinations				Credits
			Duration (Hrs)	CIA	Marks	Total	
<b>Semester–I</b>							
1.1	ManagementPrinciplesand Practice	5	3	25	75	100	4
1.2	OrganizationalBehavior	5	3	25	75	100	4
1.3	Managerial Economics	4	3	25	75	100	4
1.4	Fundamentals of Shipping	5	3	25	75	100	4
1.5	Logistics & Supply Chain Management	5	3	25	75	100	4
1.6	CorporateCommunications	4	3	25	75	100	4
1.7	ComputerApplicationsinManagementusingSAP#	2	-	-	-	-	-
<b>Semester–II</b>							
2.1	Financial Management	5	3	25	75	100	4
2.2	Human ResourceManagement	4	3	25	75	100	4
2.3	QuantitativeTechniques	5	3	25	75	100	4
2.4	Port & Terminal Management	5	3	25	75	100	4
2.5	Stevedoring & Cargo Logistics	4	3	25	75	100	4
2.6	Research Methods for Management	5	3	25	75	100	4
2.7	ComputerApplicationsinManagementusingSAP#(Practical)	2	3	40	60	100	4
<b>Semester–III</b>							
3.1	BusinessEthicsandGlobalBusinessEnvironment	4	3	25	75	100	4
3.2	ManagementInformationSystem	4	3	25	75	100	4
3.3	Tramp and Liner Agency	4	3	25	75	100	4
3.4	Containerization and Allied Business	4	3	25	75	100	4
3.5	Shipping Practice	4	3	25	75	100	4
3.6	Air Cargo Management	5	3	25	75	100	4
3.7	Sales & Marketing	5	3	25	75	100	4
<b>Semester–IV</b>							
4.1	Exim Management	6	3	25	75	100	4
4.2	Custom House Agency practice and Legalities	6	3	25	75	100	4
4.3	Maritime Law	6	3	25	75	100	4
4.4	Marine Survey and Insurance	6	3	25	75	100	4
4.5	SummerPlacementProjectReport&Viva-Voce	-	-	-	-	100*	4
<b>Total</b>		-	-	-	-	<b>2500</b>	<b>100</b>

# The Course will be taught during I and II Semesters

\* For Project Report - 80% Marks; Viva-Voce – 20% Marks

## 1.1. MANAGEMENT PRINCIPLES AND PRACTICE

### **Subject Description :**

This course presents the Principles of Management, emphasizing managerial functions, explaining internal management of organizations and behavioural concepts as applied to practical management problems.

### **Goals:**

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

### **Objectives:**

On successful completion of the course the students should have:

Understood management functions and principles.

Learnt the scientific decision making process and problem solving techniques.

Learnt the modern trends in management process.

### **Unit I**

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

### **Unit II**

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

### **Unit III**

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

### **Unit IV**

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

### **Unit V**

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

### **References :**

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

## 1.2. ORGANISATIONAL BEHAVIOUR

### **Subject Description :**

Organizational Behaviour brings out the personality and behavioural science, its influence on organizational behaviour by understanding the concepts of organizational change, politics and behaviour.

### **Goals:**

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

### **Objectives:**

On successful completion of the course the students should have:

Understood personality traits and its influence on organization.

How personality traits can be molded to suit the organization.

To learn the modern trends, theories and concepts in organizational behavior

### **Unit I**

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour.

Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

### **Unit II**

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics.

Perception - Process, Selection, Organisation Errors, Managerial implications of perception.

Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

### **Unit III**

Stress - Nature, sources, Effects, influence of personality, managing stress.

Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation.

Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

### **Unit IV**

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management.

Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

### **Unit V**

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

### **References :**

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

5. Umasekaran, Organisational Behaviour.
6. Helliregal.et.al, Organisational Behaviour, Thomson Learning.
7. McShane&Glinow, Organisational Behaviour, Tata McGraw Hill.
8. Harris & Hartman, Organisational Behaviour, Jaico, 2003.

### 1.3. MANAGERIAL ECONOMICS

#### **Subject Description :**

Managerial economics emphasize on the influence on micro and macro economics on managerial decision making, explaining the supply, demand and cost functions, its relative impact on the economy and the company correlating to profit and investment analysis.

#### **Goals:**

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

#### **Objectives:**

On successful completion of the course the students should have:

Understood the economic principles and policies on managerial decision making.

Learn demand, supply, cost and profit concepts and functions along with its applications.

To learn profit policies, planning and problem solving techniques.

To learn inflation, deflation and balance of payment on national income.

**UNIT I :** Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics.

Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

**UNIT II :** Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function, Cost concepts - cost - output relationship - Economies and diseconomies of scale – cost functions.

**UNIT III :** Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

**UNIT IV:** Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

**UNIT V :** National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

#### **References :**

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

## **1.4. FUNDAMENTALS OF SHIPPING**

### **UNIT - I :**

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

### **UNIT - II :**

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

### **UNIT - III :**

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

### **UNIT - IV :**

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

### **UNIT - V :**

Comparison Ocean and other means of Transports System - Railways - Lorries and Trucks - Air craft's - River - Ocean Transport System - World's Largest Ship owners - Ports in India - DG SHIPPING - MERCANTILE MARINE DEPARTMENT - PORT HEALTH - PORT AUTHORITIES - CUSTOMS AND CENTRAL EXCISE AUTHORTIES - PLANT QUARANTINE AUTHORITIES - INCOME TAX AND RESERVE BANKS.

### **Reference :**

1. Oxford Encyclopedia of Maritime History - War at Sea
- 1) Naval Warfare 2) Indian Maritime History 3) Vedas
- 2.The Spanish Armada by Robert Appleton

## **1.5. LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**UNIT - I :** Origin of Logistics - Definition - Military Logistics - Business Logistics - Production Logistics - Logistic view point - Logistic fields - Emergency Logistics - Reverse Logistics - Logistic as a Profession - Logistical practice at home - Logistical application as in the case of a SWOT analysis - Clear definition of Logistics.

**UNIT - II :** Logistics outsourcing - 3 PL - 4 PL - Logistics as emerging business - Procurement Logistics - Production Logistics - Distribution Logistics - After sale logistics - Disposal logistics - Procurement Logistics - Definition of Ware house / ICD's / CFS - Meaning of a CFS - Difference between a Ware house and a CFS - Facilities at a CFS - CFS Management - Legal term for a CFS - Packing - labelling - Marking - and Stacking - TYPES of WARE HOUSES - Distribution Ware House - Consolidation Ware house - Ware house providing value added service - Cross docking and Trans loading Ware house - Bulk Ware house - - Storage ware house - Refrigerated Ware house.

**UNIT - III** : Distinction between ICD's and CFS - Functions of ICD's and CFS - License for CFS and ICD's - Extension of the Port - Office Building - Ware house facility - Gate Complex - Parking facilities for Vehicles - Boundary walls - Internal roads - Electronic Weigh Bridge - EDI - Facilities of Railway siding - Container Yard - Ware House - Gate Complex - Consolidation Point - Transit facilities - Customs Clearance facilities - Reduced Demurrage and pilferage - Issuance of Through Bill of Lading by Lines - Reduced over all empty container movement cost - Competitive Transport Cost - LAND REQUIREMENTS - 1 Hectare for CFS and 4 Hectare for ICD besides back up land for improvement - Equipment such as RTG - KALMAR - FORK LIFT - TOP LIFT - ITV for constant usage

**UNIT - IV** : Unit 1 - Important era's in Supply chain - Creation era - Integration era - Globalization era - Specialization era phase I - Specialization era Phase II - SCM 2.0 -Customer Service - Procurement - Product - Development and commercialization - Manufacturing flow management and support - Physical distribution - Outsourcing and Partnership - Performance - ware house management - Definition of Supply Chain - Problems to be addressed in Supply Chain Distribution Network Configuration: Distribution Strategy: Trade-Offs in Logistical Activities: Information: Inventory Management- Cash-Flow:

**UNIT – V** : Strategic Network optimization - Distribution Centre - Strategic Partners - 3PL - Product Life cycle management - Information Technology - Supply Strategy - Sourcing Contracts - Production decision - Scheduling Planning and Process of Production - Transport Strategy - Pricing - Focus on Customers demand and habits - Daily production - Distribution - Planning - Schedule of production - Demand planning and forecasting - Sourcing planning - Inventory - Demand forecast - Collaboration with Suppliers - Transportation from suppliers and inventory receipt - Consumption of raw material and flow of finished goods - ware housing and transportation to customer - Outbound operation - scheduling orders - keeping up schedule - distribution centers – production level to supply level accounting - insurance for loss recovery - Managing nonmoving short dated inventory and avoiding more products to go short dated

**Reference :**

1. Cooper, M.C., Lambert, D.M., &Pagh, J. Supply Chain Management and
2. The International Journal of Logistics Management–
3. CSCMP Supply Chain Management Process Standards
4. Inter-organizational theories behind Supply Chain Management –
5. Logistical Management:DonaldBowersocks& David Closs, TMG
6. Logistics Supply Chain Management Text and Cases: AnuragSaxena and KaushikSircar

## **1.6 CORPORATE COMMUNICATION**

**Subject Description :**

To enable the students to learn the basic communication skills and the usage of communication technology in the modern workplace.

**Unit 1:**

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

**Unit 2:**

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

**Unit 3:**

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

**Unit 4:**

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

**Unit 5:**

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

**Suggested Readings:**

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Lesiler&Flat lay, Basic Business communication. Tata Mc Graw Hill.

**1.7 COMPUTER APPLICATIONS IN MANAGEMENT USING SAP - PRACTICAL**

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

**Components of a Computer** - Hardware and Software – Operations Systems – Directories and File properties.

**MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT**

**WORD** – Creating a new document with templates & Wizard – Creating own document – Opening/modifying a saved document – converting files to and from other document formats – Using keyboard short-cuts & mouse – Adding symbols & pictures to documents – header and footers – Finding and replacing text – spell check and Grammar check – Formatting text - paragraph formats - adjusting margins, line space – character space – Changing font type, size – Bullets and numbering – Tables – Adding, editing, deleting tables – Working within tables – Adding, deleting, modifying rows and columns – merging & splitting cells.

**EXCEL** – Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns – Working with multiple worksheets – switching between worksheets – moving, copying, inserting & deleting worksheets – Using formulas for quick Calculations – Working & entering a Formula – Formatting a worksheet – Creating and editing charts – elements of an Excel Chart – Selecting data to a chart – Types of chart – chart wizard – Formatting chart elements – Editing a chart – Printing charts.

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

**TALLY** – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password,

Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

**ERP & SAP** : Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application

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

### **References:**

OFFICE 2000 Complete – BPB

Windows 98 Complete – BPB

Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI

Using Microsoft Office 2000 by Ed, Bott – PHI

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

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

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## **2.1 FINANCIAL MANAGEMENT**

**Subject Description** : Financial Management emphasizes the functions of financial management explaining the investment, finance, dividend and working capital function along with the practical management problems.

**Goals:** To enable the students to learn the basic functions, principles and concepts of finance in management.

**Objectives:** On successful completion of the course the students should have: To learn the various functions of financial management along with the application. To learn capital budgeting and cost of capital. To understand capital structure, dividend policy and working capital management.

**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 - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports.

**Note:Questions: 40% of the questions shall be problems 60% of the questions shall be theory based.**



**References :**

1. Richard A. Brealey, Stevart C. Myers, “Principles of Corporate Finance” McGraw Hill, New York.
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 (1994).
5. B J Camsey, Engene F. Brigham, “Introduction to Financial Management”, The Gryden Press.
6. I.M. Pandey, “Financial Management”, Vikash Publishing, New Delhi

**2.2 HUMAN RESOURCE MANAGEMENT****Unit I : Human Resource Function**

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

**Unit II : Recruitment & Placement**

Job analysis : Methods - IT and computerised skill inventory - Writing job specification - HR and the responsive organisation.

Recruitment and selection process : Employment planning and forecasting - Building employee commitment : Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet.

Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

**Unit III : Training & Development**

Orientation & Training : Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet.

Developing Managers : Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments and CD-Roms - Key factor for success.

Performance appraisal : Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice.

Managing careers : Career planning and development - Managing promotions and transfers.

**Unit IV : Compensation & Managing Quality**

Establishing Pay plans : Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation.

Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations.

Benefits and services : Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

**Unit V : Labour relations and employee security**

Industrial relation and collective bargaining : Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and

separation.

Labour Welfare : Importance & Implications of labour legislations - Employee health - Auditing HR functions, Future of HRM function.

### References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H.JohnBernardin&JoyeeE.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
3. David A. DeCenzo& Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
4. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000.
5. Dr. R.Venkatapathy&AssissiMenacheri, Industrial Relations &Labour Welfare, Adithya Publications, CBE, 2001.
6. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

## 2.3 QUANTITATIVE TECHNIQUES

### AIM

To enable the students to learn the techniques of operation Research and resources Management and their application in business management.

### UNIT I

Mathematical Models – deterministic and probabilistic – simple business examples – OR and optimization models – Linear Programming – formulation – graphical solution –Dual of linear programming problem – Economic interpretation

### UNIT II

Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model

### UNIT III

Network Model – networking – CPM – critical path – Time estimates – critical path – crashing, Resource levelling, Resources planning. Waiting Line Model – Structure of model – M/M/1 for infinite population.

### UNIT IV

Inventory Models – Deterministic – EOQ – EOQ with Price Breaks – Probabilistic Inventory Models - Probabilistic EOQ model

### UNIT V

Simulation – types of simulation – Monte Carlo simulation – simulation problems. Decision Theory – Pay off tables – decision criteria – decision trees.

### References :

1. Operations Research – An Introduction – Hamdy A Tata
2. Operations Research – KantiSwarup, Gupta And Man Mohan
3. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
4. Operations Research – R. Panneerselvam, 2nd Edition, PHI, 2007
5. Operations Research, Concepts and cases – Fredrick S Hillier and Herald J Lieberman, 8th

Edition, TMH, 2003

6. Hamdy A Taha, “An Introduction to Operations Research, Prentice Hall, Sixth edition, 2000

7. Ronald L. Rardin, “Optimization in Operations Research”, Pearson Education

8. J. K. Sharma, “Operations Research: Theory and Applications”, Macmillan, 1997

9. U.K. Srivastava, G.V. Shenoy, S. C. Sharma, “Quantitative Techniques for Managerial Decision”, Second Edition, Prentice Hall of India

Questions : 80% of the questions shall be problems

20% of the questions shall be theory based.

## **2.4 PORT AND TERMINAL MANAGEMENT**

### **OBJECTIVE:**

The subject deals with the importance of the Ports and Terminals and how they facilitate the Shipping Industry. The subject deals with the Planning, Programming and execution of the right applications in the Ports and Terminals which gives the student any employment opportunity in Ports and Terminals.

### **UNIT - I :**

Difference between Major and Minor Ports - Ports in India - Natural Harbours - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Who are Port users - Ports and their functions - Benefits of Ports - Effect of Globalisation - Changes in Logistics and distribution pattern.

### **UNIT - II :**

Container Terminals - Privatisation of Terminals - Reason for Privatisation - Major Terminal Operators in India - Terminal Operators of the world - Privatisation the need of the hour - Agreement between and existing Port Terminal and the new operator - Role of National - Regional Government role - Different forms of ownership structure of ports and port services.

### **UNIT - III :**

Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring and stacking - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window system in a terminal - differences between dry bulk, General purpose - Liner - Container - Ro Ro Tankers ships including Ore/Oil and OBO Carriers. Sizes and measurements roles in berthing of ships - Cargo holds - decks - hatches - derricks - winches - cranes - DWT - displacement - Bale and Grain capacity - stowage plans - draw sketches of various ships

### **UNIT - IV :**

Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions - Port equipment and damage - Extra services - Berth reservation schemes - Distinction between ICD's and CFS - Functions of ICD's and CFS - License for CFS and ICD's - Extension of the Port - Office Building - Ware house facility - Gate Complex - Parking facilities for Vehicles - Boundary walls - Internal roads - Electronic Weigh Bridge - EDI - Facilities of Railway siding - Container Yard - Ware House - Gate Complex - Consolidation Point - Transit facilities - Customs Clearance facilities - Reduced Demurrage and pilferage - Issuance of Through Bill of Lading by Lines - Reduced over all empty container movement cost - Competitive Transport Cost

### **UNIT - V :**

Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of

ISPS - Safety management - Importance of security to prevent terrorism, illegal immigration, theft and smuggling - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues - Measuring Port's performance - Vessel Turn round - speed of cargo handling - damage and pilferage prevention - Nature and responsibilities of Marine Operation - Conservancy - Dredging - Navigation aids and control - Trade Unions – Labourorganisation - ITF

**Reference:**

- 1) Port Industry Statistics, American Association of Port Authorities –
- 2) AP MOLLOR Guide book on Terminal
- 3) DUBAI PORT AUTHORITIES Manual
- 4) Major Port Trust Act – Government of India

## **2.5 STEVEDORING PRACTICE AND CARGO LOGISTICS**

**OBJECTIVE:**

The subject deals with the mode of Loading and Discharging a ship with various types of cargo and the application of Logistics in moving the cargo from and to the ship from various points. The scope is the opportunity for the student to get an employment in a Stevedoring company.

**UNIT - I :** Importance of a Stevedore - A good Stevedore - Knowledge of a Stevedore - Danger of employing a wrong stevedore - Co ordination with Port - Co ordination with Ships officers - Planning and Execution - Emphasising the quick turn round of the ship - Various types of services provided by a Stevedore - Stevedore licence and work force

**UNIT - II :** Grain and Bale Capacity - Stowage Factor - Cargo by Measurement and Weight - Proper and Improper Stowage - Broken space and its disadvantages - Maintaining Trim and balance of Vessel - Planning and co ordination - Importance of Dunnage - Importance of Sheathing - Importance of lashing -

**UNIT - III :** Deployment of the right men and machinery - Using Ships equipments- Using Port equipments - Direct shore side delivery - Arranging trucks for Direct Delivery - Daily working sheet - Interaction with Cargo officer for Discharged or Loaded quantity -

**UNIT - IV :** Working in Twin Decks - Working Bulk Ships - Working General Cargo ships - Working Project cargo ships - Working Container ships - high stacking and feeding - Daily Loaded or Discharged quantity log - types of grabs - buckets - conveyors - double banking discharge - evacuators for Grain discharge

**UNIT - V :** Liabilities of Stevedore - Limitation of Damage liabilities - Settlement of Damages on ship during Cargo work - Dock Safety regulations and Cargo Gear Certificate - Annual validation of Cargo gear Certificate - Obligation of stevedore to his principals i.e. agents and owners.

**Reference :**

1. Cargo work by KEMP AND YOUNG – Stowage Factor by Robinson – Safety of Ships Gears by LLYODS

## **2.6 .RESEARCH METHODS FOR MANAGEMENT**

**Subject Description :** Research Methods of Management is emphasizing on the methodology of research and its application in managerial decision making, explaining hypothesis, meaning and types, sampling design along with the various parametric and non-parametric test.

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

**Objectives:** On successful completion of the course the students should have: Understood the scope and significance of research in business decisions. Studied and understood sampling techniques along with hypothesis testing. Understood various scaling techniques and measurement scales.

### **UNIT I**

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

### **UNIT II**

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

### **UNIT III**

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

### **UNIT IV**

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

### **UNIT V**

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

**Note: Questions: 1. 20% of the questions shall be problems 80% of the questions shall be theory based.**

**2. Unit –IV questions should be problems.**

### **References:**

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

### 3.1. BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT

**UNIT – I:** Business and society - Social responsibility - Environmental Pollution and Control - Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - constituents of business environment

**UNIT – II:** Managing Ethics - Frame work of organizational ethic - theories and sources - ethics across cultures - factors influencing business ethics - ethical decision making - ethical values and stakeholders - ethics and profit - Corporate governance Structure of boards - reforms in boards - compensation issues - ethical leadership for improved Corporate governance and better business education

**UNIT – III:** Introduction - The Globalization of the World Economy – The Changing Nature of Indian and International Business - National differences in political, legal and culture- The Global Trade and Investment Environment- International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Heckscher-Ohlin Theory - The New Trade Theory - National Competitive Advantage - Porter's Diamond - The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact

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

**UNIT – V:** The Strategy and Structure of International Business - The Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice - Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode- Strategic Alliances - Making Alliances Work, Exporting, Importing and Counter trade :Introduction - The Promise and Pitfalls of Exporting - Improving Export Performance – Export and Import Financing - Export Assistance – Counter trade

#### References :

1. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment
4. Pruti S. - Economic & Managerial Environment in India
5. Shaikh Saleem – Business Environment, Pearson Education, 2006
6. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw
7. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
8. Shivaramu, International Business, Macmillan India.
9. Francis Cherunilam, International Business, Wheeler Publications.

### 3.2. MANAGEMENT INFORMATION SYSTEM

**UNIT – I :** Foundations of Information Systems: A framework for business users - Roles of Information systems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

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

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

**UNIT – IV** :Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

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

Reference:

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

### 3.3 TRAMP AND LINER AGENCY

#### OBJECTIVE:

The subject Deals with the two main branch of Shipping agency and the Importance of the Agent representing Ship owners, and it defines the knowledge he should possess in order to provide efficient flawless service to the ship owners he represents. This gives the student to work in a Shipping Agency office.

**UNIT - I** :Role of Agency - Definition and Duties - Governmental bodies connected with Shipping - Interaction with Principals - Agent as a Mirror reflection –General Rules for agency - Responsibilities of the Agent - Multiple role of an agent as a Coordinator - Broker - Operator - Hospitality provider - Statistician - Logistician - Main branches of Shipping.

**UNIT - II** : Importance of an Agent - Agents care to Ship and its officers - TRAMP - LINER TERMED - LINER Agents - Out line on Types of Charter - Charter parties - Types of Ships - Appointment of Contractors - Finalisation of Statement of Facts - Lay time Statement - Time Sheet - Demurrage and Despatch statement - Importance on knowledge on Ports, Berth, and facilities - Free pratique and Radio Pratique.

**UNIT - III** :Various roles such as Husbanding - Protecting - Charterers - Owners agents - Freight Terms (FIO - LINER TERMS - LINER TERM HOOK / HOOK - FULL LINER TERM) - Commercial Terms (FOB - C&F - CIF) - Registration and Classification survey and certificates - Ship documentation - Charter parties - Port Documentation - Cargo documentation - Legal aspects of Port Agency.

**UNIT - IV :** Liner Agency - Pre alerts - Cargo Booking - Boarding and Clearance - Summoning authorities for discharge and escort of high value cargo - Interaction with Owners - Ship officers - Importers and Exporters to emphasize quick turn round of ships - Cargo Arrival Notice - Delivery Order - Mate's Receipt - Bills of Lading - Ships Documents - Note of Protest - Tramp Alert Cycle - Liner Alert Cycle - Selection of Vendors - Role of Stevedore - Role of Surveyors - Joint Survey - Discharge and Delivery tally - Lashing and Dunnage.

**UNIT - V :** Steps to know your agency - Performa and final disbursements - Double taxation – repatriation of excess freight - repatriation of excess detention - SOP for LINER AGENTS – Agency agreement & Termination - DG CARGO.

### Reference Books

1. Port Agency (Shipping business series) 1998 by Malcolm Latache
2. Port Management and Operations 2014 by CRC Press by Maria G. Burns
3. Shipping practice with a consideration of relevant Laws by Steven Edward F, Sterling Publisher, 1999

## 3.4 CONTAINERISATION AND ALLIED BUSINESS

### OBJECTIVE:

The concept of containerization is a world renowned mode of transport system and is being practiced globally. The subject exposes the student to the latest trend in shipping business and its allied subjects thereby giving him the opportunity to get an employment in a Container operating ship owner's office or his agents office.

**UNIT - I:** Containerization –Role of Malcolm Maclean - Initial Types of Containers - Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Types of Containers - Construction of Containers - Technical Aspects of Containers - Certification and revalidation - Choice of Containers - Flex bags the new concept in containerization - Prefix and Suffix and their importance - IICL Inspectors and their duties - Cellular Ships - EIR

**UNIT - II :** Hardware and Software of container - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Planning on procurement - Relay Port - Hub Port - BIC CODE –Anera –Box and Box rate - Consortiums- Container flow Management – Container Slot Management –Common & Dedicated feeder service – 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 – Co loading - re-working of Console at Hub port - Direct box - Role of Measurement and Weight of cargo

**UNIT - IV:** Origin of Forwarders - Role of Forwarders - Freight Brokers and Freight Forwarder - Role of Forwarders in Europe - Commencement of Forwarders Association - Difference between a Freight forwarder and a Agent –Types of Bills of Lading – Multimodal Transport Bill of Lading - Forwarding note for Delivering goods - Forwarder as a logistician

**UNIT - V :** Global Service Contracts - Closed sector Service Contracts - MQC (Minimum Quantity Contract) - Advantage of a Service Contract - Non compliance of a Service Contract - Penalty for non-compliance - Definition of NVOCC - NVOCC Bills of Lading - NVOCC Practice - Inventory management - repositioning - How a NVOCC Helps a Shipper - Economics of NVOCC - Procurement and building up of Inventories - Agency networking and agreements - Spot purchase of slots - Underwriting of Slots - Multi dipping purchase - Trans Siberian Railways - Matrix of



NVOCC on a SINGLE ROUTE - Matrix of a NVOCC on a round trip –NVOCC edge over Liner – Limitations and constraints of NVOCC.

### 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"*

## 3.5 SHIPPING PRACTICE

### OBJECTIVE:

The subject deals with planning the route, deployment of crews on board the ship, fixing the cargo and revalidation of certificates and periodical inspections. The work of the commercial manager is to ensure that the ship does not idle thereby bringing a loss to the company owning the ship. This brings a employment opportunity for the student with any of the ship owning companies or Chartering and Broking companies.

**UNIT - I :** Chartering and Introduction - Choice of the right ship for the right cargo - Role of Charterer - Role of Ship owners - Role of Broker - Owners Obligation to Charterer - Charterers obligation to Owners - Political restrictions - Technical restrictions - Meaning of Charter Parties

**UNIT - II :**Types of Charter - Dry Cargo Broking - Tanker Broking - Sale and Purchase Broking - Project cargo broking - Choice of a suitable vessel - Suitability of vessel for Trade - Single Deck for Tramping - Twin Deck for Liner - Technical Factors of a ship - Political Factor of a ship - Physical Factor of a ship

**UNIT - III :**Who is who in Chartering - Demise Charter - Bare Boat Charter - Time Charter - Voyage Charter - COA Charter - Part Charter –Need for Chartering – Shipper & Receiver - Liner termed Tramp vessels - Difference between Time Charter and COA - Head Owner - Disponent Owner - Ship Operator - Ship Managers - Lay time calculation - Voyage estimation -Demurrage and Despatch statement - Brokers mail - Charterers mail

**UNIT - IV :**Types of Charter Parties - IMCO TERMS (EXW - FOB - FCA - FAS - CFR - CIF - CPT - CIP - DAT - DAP - DDP) - Fixture Notes - Commercial and Technical Terms - Charter party riders - Name of Broker - Place and date of Charter - Name of Owner - Name of Charterer - Name of Vessel - GRT/NRT - DWT AND DRAFT - Position of vessel - Date of presenting the vessel - Loading Port - Discharging Port - Max cargo to be loaded - Agreed sum of freight - Payment of freight terms - Cargo gear particulars - lay time - Name of Shipper - Agents - Demurrage and Despatch -Cancelling date - General Average - Brokerage - Freight Tax - legalities covering the contract.

**UNIT - V :**Sale and Purchase of ships - Terminology to of measuring a ship - Registration and Classification - Parties involved - Market and trends - Contracts - Documentation - Finance - Insurance - Valuation - Negotiation - Types of loans - Ship financing - Commercial Management - Technical Management - Fleet Management – Ship breaking

### Reference Books

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

### 3.6 AIR CARGO MANAGEMENT

#### **OBJECTIVE :**

The subject deals with shipments of high value, perishable, and life saving medicines and apparatus by speedy Transport to reach its destination in time. The scope is the developing trend in this mode of transport providing job opportunities to the students in AIR LINES and AIR LINE Operators.

**UNIT - I :** Air Ports - Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business

**UNIT - II :** Air Cargo Console - Freight of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

**UNIT - III :** Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA - Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne-kilometres flown

**UNIT - IV :** History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper

**UNIT - V :** DG Cargo by Air - Classification and labelling - Types of Labels according to Cargo Samples of Labels - Packing and Transportation of DG Goods by Air

**(Note: TACT books shall be given for rate calculation)**

#### **REFERENCE BOOKS :**

1. IATA and FIATA REGULATIONS – Don Berliner Aviation History and Cargo Aviation
2. Reaching for the sky by Oliver Press

### 3.7 SALES AND MARKETTING

#### **UNIT - 1:**

Sales technique - Sales Agents - Inside sales - Outside sales - Sales Alignment and Integration with Marketing, relationship between Sales and Marketing - Sales Techniques, Art of selling, Buyer Behavior, Buying V/s Selling Process, Institutional Sales Process, Technical aspects of institutional sales, Request for Proposals, Tendering, Auctions, Quotations and Contracts, Direct sales, Tele marketing. Service Sales

#### **UNIT - 2:**

Retail Sales, Retail Stores, Retail Customer Identification, acquisition and retention, Customer Behavior, Customer Satisfaction and Customer Value, Personal Selling, Managing Customer Expectations, Handling Customer objections, After sales Service, Loyalty Programs, Grievance Redressal, CRM, Use of technologies in sales - Sales Management - Sales Planning - Sales Territory, Sales Quota, Sales Budget, Sales Data management and metrics - Sales Department – structure and framework, Sales team – recruitment, training, compensation, Motivating the sales team – tools and techniques, Skill requirements for a sales person

#### **UNIT - 3:**

Marketing Concepts, Marketing in the modern economy, Market Structure, Competition and Competitive strategy – Analyzing Competition and Developing Competitive Strategies, Marketing

Plan and Strategies - Segmentation, Targeting and Positioning, Customer Identification, acquisition and retention, Customer Behavior, Customer Satisfaction and Customer Value

#### **UNIT - 4:**

Marketing Mix – Products, Product Lifecycle, Product Mix, New Product Development, Pricing, Pricing Strategies, Factors influencing Pricing Channels – Definition and Types, Channel strategies, Channel Management and Conflict Resolution, Promotions –Definition and Different Types of Promotions, Brand Management, Integrated Marketing Communications - Service Marketing – Nature and Characteristics of Service, Delivering Value through Service, Service Metrics, Marketing Mix for Service, Service Strategies and managing in a competitive environment

#### **UNIT - 5:**

Digital Marketing – Use of technology in Marketing, Ecommerce, CRM – Customer Database Management, mining and warehousing, Global Marketing – Strategic Planning, Global marketing mix, Global Marketing Organizations

#### References :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002.
3. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy& S. Namakumari - Macmilan India, 2007.
4. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler,Pearson Education, 11th Edition, 2007.
5. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.
6. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi.
7. Case Studies in Marketing - R.Srinivasan - PHI.
8. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi, 2007.
9. Marketing Management – S.Jayachandran - TMH, 2003.

### **4.1 EXIM MANAGEMENT**

#### **OBJECTIVE:**

The subject deals with the Export and Import Policies 1.sales negotiations 2. Execution of the sale and provides knowledge on the various aspects connected with Banking, Foreign Buyers and Sellers.

**UNIT - I :** Introduction of Import and Export Trade - Earlier stages of Trading - Supply and Demand role in IMPEX - Stage by stage development of IMPEX Practice - Trade Pattern - Products and supplies - Export and Import of Principal Commodities in India - Trade Policy - Promotion councils - Legal frame work for Trading in India - General objectives of EXIM Policy - Import liberalization - Introduction of OGL - EPCG (EXPORT PROMOTION OF CAPITAL GOODS) - DEPB (DUTY ENTITLEMENT PASSBOOK SCHEM) - SIL (SPEICAL IMPORT LINCENSES) - Export House And Trading House - DGFTC(Director General Of Foreign Trade and Commerce)

**UNIT – II :** Export Procedures - Documentation Procedures - Cargo Insurance - Negotiation and Finalization - Selection of Carriers - Export Benefits - Role of Logistic in Export - Economics of Packing - Numbering and Marking - Import Procedures - Import Documentation - Cargo Insurance - Types of Imports - Import Licenses - Role of Logistics in Import - Application of Strategy for reducing cost in Imports (Direct Clearance / Hook Point Delivery etc).

**UNIT - III :** Overview of various export promotion schemes - Duty Drawback- Advance License - Remission Scheme - (i) DEPB Scheme - Export Promotion Capital Goods Scheme - Diamond

& Jewellery - Agricultural & Pharmaceutical product exports promotion scheme - SEZ, EHTP, STP & EOU's - Types of Export Houses -

**UNIT - IV :** Impact on Agricultural products - Impact on Foreign Investment - Impact on quality up gradation - removal of restriction on Agricultural product packing - Draw backs - Study of Import control and Import Policy - Import control order and its provisions – Current Import Policy – Scheme of control – Licenses, Customs Clearances, Permits, Open general licenses,

**UNIT - V :** Different types validity, Conditions, limiting factors – Contraventions- Prohibitions, Restrictions, Savings – License Issuing authorities – Registration of Licenses – Supplementary Licenses, Letters of authority – Release advices – Recommending authorities, sponsoring Authorities - Contraventions and punishments under Import - Control Act/order - Post Import obligations – Provisions for imports of Gifts, Samples. - Goods sent for repairs, baggage, post Parcels - Import policy for Exporters – (D.E.E.C. Scheme, Import Export pass book Scheme) – 100% Export Oriented Exporters – Free Trade Zones – units

**Reference :**

1. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
2. A Guide on Export Policy Procedure & Documentation– Mahajan
3. How to Export – Nabhi Publications
4. Export Management – D.C. Kapoor
5. New Import Export Policy - Nabhi Publications

## **4.2 CUSTOM HOUSE PRACTICE AND LEGALITIES**

**OBJECTIVE:**

The subject deals with the business transaction with the Customs and Central Excise for successfully executing a Import or Export transaction. This deal with various rules and regulations and schemes adopted by the Indian Customs as per the directions of the Ministry of Finance and provides an opportunity for the student to get a job opportunity in a CUSTOM HOUSE AGENCY

**UNIT - I :** Role of Customs - Powers of Customs - Custom House Agent - Custom house agents duties - Licensing of Custom House Agents - Restrictions of Custom House Agents - Customs Power to bring a ceiling on the License - Temporary and regular license - Customs Power to Advise fees chargeable by Custom House Agent.

**UNIT- II :** Import Bill Processing - Important Papers for filing Bill of Entry - Apprising - Open Inspection - Payment of Duties - Out of Charge - Clearance of goods - payment of duties - Duty exemption - Bonding of Cargo - Ex bonding -

**UNIT - III :** Export Bills - Important papers for filing Shipping Bills - Factory Stuffing - Port or CFS Stuffing - Supervision by Customs - Sealing and print out - Custom officer overtime - Importance of Shipping Bill - Comparison of Shipping Bill with Mate's Receipt and Bills of Lading

**UNIT - IV:** Duties and Obligations - Liabilities of Custom house agents - Custom house agent and Information Technology - ICE GATE and On line filing of Bills - Records to be maintained by Custom House Agents

**UNIT - V :** Custom House Licensing - Certification and Qualifications to become a Custom House Agent - Rule 8 -G Card - Identity to enter Custom Houses - Power of Customs to cancel the License of a CHA - Draw backs and Duties - Support of CHA to Importers and Exporters

**Reference:**

1. Hand **Book** of **Procedure** of Exim **Policy** 1997-2002.

### 4.3 MARITIME LAW

**UNIT - I:** History of admiralty law - features of admiralty law - maintenance and cure - maritime lien - mortgages -personal injuries to passengers - maritime liens and mortgages - salvage and treasure salvage - international conventions - privacy - jurisdiction - cargo claims - personal injuries to seaman

**UNIT – II:** Bill of lading - description - history - uses - sea way bill and electronic document interchange (edi)- delivery order - bill of lading act - legal bindings - types of bill of lading - carriage of goods by sea - Hague and Visby - bill of lading and frauds - charter parties - fixture notes - nonperformance - penalties - remedies - BIMCO - CP bill of lading and liner bill of lading - clean and unclean bill of lading - New Jason - paramount - deviation - general average - jettison - ice - limited liability - port to port act -

**UNIT – III:** Arbitration and legal procedures - carriage of goods and passengers - collision - general average - law of sea - lien and mortgages - limitation of liability - advantages and disadvantages - arbitration - arbitration agreements - sources of law - arbitral tribunal - duties of tribunal - awards - enforcement of awards - challenge - costs

**UNIT – IV :** Pollution and environment - port state control - safety at sea - salvage and salvors - lien - Lloyds open form - sea farers - treaty ratifications and status - no cure no pay basis contracts - case sheets.

**UNIT –V:** P&I clubs - functions - membership –third party liabilities - other insurances - mutuality, moral hazards - willful misconducts - public policy

#### Reference Books

1. Time Charters, 7th Edition, By Terence Coghlin, Andrew Baker, Julian Kenny, John Kimball, Thomas H. Belknap Jr, Series: Lloyd's Shipping Law Library
2. Maritime Law, 3rd Edition, Edited by Yvonne Baatz, Series: Maritime and Transport Law Library
3. Voyage Charters, 4th Edition, By Julian Cooke, Tim Young, Michael Ashcroft, Andrew Taylor, John Kimball, David Martowski, LeRoy Lambert, Michael Sturley, Series: Lloyd's Shipping Law Library

### 4.4 MARINE SURVEY AND INSURANCE

#### OBJECTIVE:

The subject deals with the Legal implications and applications related to Shipping business besides detailing the importance of various types of surveys and Insurance related to Ships, Lives and Cargo. The scope is that the student can get an job opportunity in either a Surveying or a Insurance company or in a Ship owners office.

#### UNIT - I :

law and arbitration – refers to what law the contract would adopt say for instance the English or the American law and the arbitration refers to the place at which the arbitration would take place in the event of any disputes between the charterers and the owner - force majeure, ice, New Jason, paramount, Hague and Visby, deviation, carriage of goods by sea act, jettisoning, limited liability - Act of God with Case sheet - Hague and Visby Rule with Case Sheet - Carriage of Goods with Case Sheet - Limited Liability and Port to Port Shipment with case sheet - Charter Party Breach with Case Sheet - Time Charter breach with case sheets.

**UNIT - II :**

Bills of Lading - Delivery Order - Mate's Receipt - - Through Bill of Lading - Ocean Bills of Lading - Sea Bill of Lading - Received for Shipment Bill of Lading - Shipped on Board Bill of Lading - Clean Bill of Lading - Un-clean Bill of Lading - Amended Bill of Lading - Cancelled Bill of Lading - Corrected Bill of Lading - Straight Bill of Lading - Order Bill of Lading - Bearer Bill of Lading - Surrender Bill of Lading - Bill of Lading as a Contract of Afreightment - Issuance of Letter of Indemnity in lieu to obtaining Clean Bill of Lading - Mates Receipt and Bill of Lading - Charter Party and its legalities - NOR and its legalities

**UNIT - III :**

Importance of a Survey - A qualified Surveyor - Types of Surveys - Surveyors License and Authorization - Private Surveyor - Government Surveyors - Classification Surveyors - Container Surveyors - General Duties of a Marine Surveyor - Basics of survey- Reasons for a Survey - Tanker survey- Hatch and draft survey- edible and crude oil survey- continuous discharge and delivery survey- on hire and off hire survey- damaged and time bound survey.

**UNIT - IV :**

Origin of Marine Insurance - - Practices and Principals - Insurance Companies and their functions - General principles of Marine insurance – Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations - Charterers Liability Insurance - Hull and Machinery Insurance - Cargo Insurance - General Average and Adjusting - War Risk Insurance - P&I Clubs and representation - Principal functions of P&I Clubs Actual total loss - Constructive total loss -

**UNIT - V :**

Specialist policies - Warranties and Conditions - Re assurance - Salvage and Prizes - Maritime Insurance Acts - Failures to settle claims - Insurance companies in India - Actually in Transit - Inland Marine Insurance (Held by a Bailee - At a fixed Location that is an instrument of Transportation - A movable type of goods that is often at different locations) - Ministry of Surface Transport, Carriers Act - Port Trust Act - National Maritime Development Programme - Director General Shipping - Merchant Shipping Act - Multi-modal Transport of Goods Act - Ministry of Civil Aviation: Policy, Legislation - Director General Civil Aviation - SEZ Regulations and Law-Carriage of Goods by Sea Act and amendments - Hauge and Visby rules - New Jason - Paramount - Force Majeure - Arbitration - Lawful and Unlawful deviation - Jettisoning and General Average.

**Reference :**

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

**4.5 SUMMERPLACEMENTPROJECT REPORT&VIVA-VOCE**

All the students will undergo a 2-3 months summerplacemen training in any one of the organization related o 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 and 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