

BHARATHIAR UNIVERSITY:COIMBATORE-641046
CENTRE FOR COLLABORATION OF INDUSTRY AND INSTITUTION(CCII)
MBA (Integrated Multimodal Logistics Management)
(For the CCII students admitted from the academic year 2014-15 onwards)
SCHEME OF EXAMINATIONS –CBCS Pattern

	CourseTitle	Ins.hrs/ week	Examinations				Credits
			Duration (Hrs)	CIA	Marks	Total	
Semester-I							
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	ComputerApplications inManagementusing SAP	2	-	-	-	-	-
Semester-II							
2.1	Financial Management	5	3	25	75	100	4
2.2	Human ResourceManagement	4	3	25	75	100	4
2.3	Quantitative Methods for Management	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
Semester-III							
3.1	BusinessEthics andGlobalBusinessEnvironment	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
Semester-IV							
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	SummerPlacementProject Report&Viva-Voce	-	-	-	-	100*	4
Total		-	-	-	-	2500	100

Note: The syllabus for the paper Quantitative Methods for Management is furnished below. The syllabus for the remaining papers be the same as prescribed for the academic year 2013-14. * For Project Report - 80% Marks; Viva-Voce – 20% Marks

2.3. QUANTITATIVE METHODS FOR MANAGEMENT

Objectives:

To enable students to acquire the knowledge of mathematics & statistics and their use in business decision making.

UNIT I

Linear, Non-Linear functions – graphical representation of functions, Constants, Variables – notion of Mathematical models – concept of trade off – notion of constants – concept of Interest. Basic Concept of differentiation – integration – Optimization concepts – use of differentiation for optimization of business problem- Optimization

UNIT II

Data Analysis – Uni-Variate – ungrouped and grouped data measures of central Tendencies, measures of dispersion – C V percentages (problem related to business applications). Bivariate – correlation and regression – problems related to business applications

UNIT III

Probability – definitions – addition and multiplication Rules (only statements) – simple business application problems – probability distribution – expected value concept – theoretical probability distributions – Binomial, Poison and Normal – Simple problems applied to business.

UNIT IV

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 V

Transportation model – Initial Basic Feasible solutions – optimum solution for non – degeneracy model – Trans-shipment Model – Assignment Model - Network Model – networking – CPM – critical path

Reference Books :

1. Statistics for Management – Richard L Levin & Daid S Rubin
2. Statistical Methods – S P Gupta
3. Statistics for Business and Economics – R P Hoods – MacMillan India Limited
4. Operations Research – An Introductions – Hamdy A Tata
5. Operations Research – Kanti Swarup, Gupta And Man Mohan
6. Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.
7. Operations Research – R. Panneerselvam, 2nd Edition, PHI, 2007

Questions : 80% of the questions shall be problems

20% of the questions shall be theory based.