

BHARATHIAR UNIVERSITY COIMBATORE - 641 046

ADVANCED DIPLOMA IN LOGISTICS AND SHIPPING

(For the CPOP students admitted during the academic year 2012-2013 & Onwards)

Scheme of Examinations – CBCS Pattern

SN:	SUBJECTS/Course Title	Ins.Hrs./ Week	Examination				Credits
			Durati on	CIA	Marks	Total	
	FIRST SEMESTER						
1.1	International Business Management	4	3	25	75	100	4
1.2	Fundamentals of Logistics	4	3	25	75	100	4
1.3	Introduction to shipping	4	3	25	75	100	4
1.4	Basic Customs Procedures	4	3	25	75	100	4
1.5	Warehousing & Inventory Management	4	3	25	75	100	4
1.6	Transportation and Distribution Management	4	3	25	75	100	4
1.7	Stevedoring/Freight Forwarding & Port Operations	4	3	25	75	100	4
1.8	Liner Trade	4	3	25	75	100	4
	SECOND SEMESTER						
2.1	Introduction to Principles of Management	4	3	25	75	100	4
2.2	Introduction to Financial Management	4	3	25	75	100	4
2.3	Introduction to Marketing Management	4	3	25	75	100	4
2.4	Organizational behavior	4	3	25	75	100	4
2.5	Human Resource Management	4	3	25	75	100	4
2.6	Economics and Environmental Analysis	4	3	25	75	100	4
2.7	Legal Principles in Shipping Business	4	3	25	75	100	4
2.8	Multimodal Transportation Organization Management	4	3	25	75	100	4
2.9	Internships (Industrial Internship program)	-	-	400		400	6
	TOTAL					2000	70

FIRST SEMESTER

1.1 - INTERNATIONAL BUSINESS MANAGEMENT

UNIT 1

AN OVERVIEW OF INTERNATIONAL TRADE - Merchandise trade; global trade and developing countries ;Theories of International Trade – Absolute cost theories ; comparative cost theory ; stapler / Samuelson theory ; Transportation cost and international trade – competitive advantage of nations- Gains from Trade and Terms of Trade .

UNIT 2

TRADE POLICY (FREE TRADE VERSUS PROTECTION) –Terminologies - Arguments for free trade ; protection; trade barriers; regional economics integration (trade blocs) and co-operation - European Union and trade; other regional groupings; economics integration of developing countries ; south-south co-operation; SAARC;SAPTA; indo-Lanka Free Trade agreement; INTERNATIONAL COMMODITY AGREEMENTS, CARTEL AND STATE TRADING - Commodity agreements-quota agreements; buffer stock agreements –cartels; states trading; bilateral/multilateral contracts .

UNIT 3

BALANCE OF PAYMENTS- EMS, ECU and Euro. Foreign Exchange Market - Meaning nature & functions; determination of exchange rates; exchange control; exchange rate systems; exchange rate classification ; convertibility of rupee; de-valuation ; currency exchange risks and their management ; Foreign Exchange Management Act (FEMA). International Monetary Fund; Special Drawing Rights (SDRs); World Bank; International Development Association

UNIT 4

Foreign Exchange Market – Meaning nature and functions; Exchange rates ; Purchasing power parity theory; Balance of payment theory; Exchange rate systems; Euro currency market ; International Investments - Types of foreign Investment; significance of foreign investment; limitations and dangers of foreign capital; factors affecting international investment; growth of FDI; dispersion of foreign investment; portfolio investment; cross- border M & As; foreign investment in India; the New policy.

UNIT 5

WORLD TRADE ORGANIZATION (WTO) – GATT – The Uruguay Round ; WTO; Salient features of UR AGREEMENT ; GATS ; TRMs; TRIPS; Patents; Dispute settlements ; Anti-dumping measures ; Foreign Trade Policies – Regulations – Procedures – Documents ; Export Promotion ; EOUs, EPEs and SEZs; international trade financing ;payment terms ;institutional finance for exports ;Exim Bank; export credit risk insurance; Documents related to Foreign Exchange Regulations.

Reference Books

1. International business management by Francis Cherunilam
2. Hill. C.W International business: competing in global market place.
3. Philip R. Cateora International marketing,
4. Charles W.L, Hill – International Business.

1.2 FUNDAMENTALS OF LOGISTICS

UNIT-1

Logistics Role in the Economy/Organization - Definition of Logistics-Objectives of Logistics-Functions of Logistic - Logistics and Customer Service - Definition of Customer Service- Elements of Customer Service-Phases in Customer Service-Customer Retention Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing

UNIT-2

Inventory Role and Importance of Inventory - Functions of Inventory - Reasons for Carrying Inventories- Characteristics of Inventory -Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management Materials Management - Types of Material Handling Equipments – LASH.

UNIT-3

Transportation ; Factors Influencing Transport Economics; Documents in Transport Decision Making Warehousing/Distribution ; Functions of Warehouse-Warehouse Site Selection-Factors while initiating Warehouse Operations-Warehouse Management Systems -Packing and Materials Handling - Unitization-Containerization- Designing a Package- Factors affecting choice of Packaging Materials.

UNIT-4

Global Logistics - Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global Logistics-Barriers to Global Logistics-Markets and Competition- Logistics Strategy - Requirements for an Effective Logistics Strategy-Strategic Logistics Planning-Implementation of Strategy Logistics Information Systems - Functions of Logistics Information System(LIS)- LIS Flow-RFID-Principles of Logistics Information.

UNIT-5

Organization for Effective Logistics Performance - Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization ,Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis Integrated Logistics - Need for Integration-Activity Centers in Integrated Logistics Role of 3PL&4PL - Principles of LIS.

Reference Books:

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. Logistics Management For International Business: Text And Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, 2009.
4. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
5. Logistics Management, Ismail Reji, Excel Book, First Edition, 2000

1.3 INTRODUCTION TO SHIPPING

UNIT-1

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades – Conclusion The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification

UNIT-2

The Ship – History of ships , why to operate ships , ship registration Tonnage & Load lines – description of various tonnage and types of Ships, cargo gears , crude oil and product tankers ,The Dry Cargo Chartering market – Introduction – Chartering –various charter parties and description of charter parties.

UNIT-3

Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter, Brief History of Containerisation – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions

UNIT-4

The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management, Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade

UNIT-5

Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types of Companies- Exchange Rates- Company accounts, Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations

Reference Book:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.
3. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) Vdm Verlag Dr.Mueller Ag & Co Ka.

1.4 BASIC CUSTOMS PROCEDURES

Unit-1

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers-Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods-Precautions to be taken by persons acquiring notified Goods

Unit-2

Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

Unit-3

Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods-assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

Unit-4

Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report-No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

Unit-5

Goods in Transit-Transit and Transshipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation-Cancellation and return of Warehousing bond. Drawback-Interest on drawback-Prohibition and regulation of drawback

Reference Book:

1. Guide to Customs Procedures 2009:10, Gururaj Bn, Centax Publications Pvt Ltd
2. Customs Law Practice and Procedures,V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7thEdition 2010.
3. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009.

1.5 WAREHOUSING AND INVENTORY MANAGEMENT

Unit-1

Introduction to warehousing – concepts – decision making – operations – need for warehousing – issues affecting warehousing – various warehousing facilities – different types of ware houses – characteristics of ideal ware houses.

Unit-2

Introduction to inventory management – role in supply chain – role in competitive strategy
Role of inventory – functions of inventory - types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories - need to hold inventory.

Unit-3

Warehouse management systems – Introduction – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning.

Unit-4

ABC inventory control – managing inventories by ABC – multi – echelon inventory systems - Managing inventory in multi echelon networks – managing inventory in single echelon networks. Various approaches – distribution approaches – the true multi echelon approach.

Unit-5

The principles and performance measures of material handling systems – Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

Reference Books:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
2. Warehouse Management and Inventory Control, J P Saxena, Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

1.6 TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Unit-1

Introduction - role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs advantages of distribution models – disadvantages of distribution models – pre-requisites of distribution – comparing distribution networks.

Unit-2

Distribution network planning – various factors in distribution - delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation.

Unit-3

Transportation modes – performance characteristics and selection – various modes of transportation (multimodal) – merits of each all modes of transportation – transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation.

Unit-4

Transportation routing decisions – transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – application of information technology in transportation – E commerce Intelligent transport management systems.

Unit -5

Transit operation softwares – geographic information systems – advanced fleet management systems – intermodal freight technology – transportation security initiatives and role of technology – various inspection systems.

Reference Books:

1. Management of Modern City Transportation System, M Mustafa K K Dewan, Deep & Deep
2. Sunil chopra and P Meindl , supply chain management strategy .
3. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
4. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.
5. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6th Edition 2006 [International Edition],

1.7 STEVEDORING -FREIGHT FORWARDING & PORT OPERATIONS

UNIT-1

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage-Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks-Cranes.

UNIT-2

Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, IMDG Code

Unit-3

Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods, Paletisation- Containers- Physical Characteristics of Containers-Types of Containers- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing-Pollution.

Unit-4

Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors-Obligations of Dock Workers

Unit-5

Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures; De stuffing formalities – channelization of return / empty containers – reverse process.

Reference Books:

1. Multimodal Transport Rules, Hugh M. Kindred, H. M. Kindred, M. R. Brooks, Kluwer Law International Publisher, 1st Edition, 1997.
2. Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers.
3. Laws of Carriage of Goods by Sea and Multimodal Transport In India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, First Edition, 2006
4. Containerisation, Multimodal Transport and Infrastructure Development in India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, 2007

1.8 LINER TRADE

UNIT 1

Definitions of liner trades; tramp trades; containerization- Unitization - containerization , liner operations, port organization – Vessel loading and discharging , liner trade routes, The major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.

UNIT 2

Cargoes & cargo equipment – Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.

UNIT 3

Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS , legal & insurance implications in the container trade.

UNIT 4

The Bill of Lading and other Documentation - The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading

UNIT 5

The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

Reference Books:

1. Ship Operation Research and Development; A Program for Industry, J. Haskell, General Books Publisher, 2009.
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

SECOND SEMESTER

2.1 INTRODUCTION TO PRINCIPLES OF MANAGEMENT

Unit-1

Introduction to Management- Characteristics of Management-Concepts of Management-Management by Objectives-Fayol's 14 Principles of Management. Evolution of Management-Contribution of Management Thinkers-Management Theories-Management Theory Jungle-Approaches to Management

Unit-2

Social & Ethical Responsibilities of Management & Social Audit-Criteria for Social Responsibilities-10 Commandments of Corporate Social Responsibilities-Ethics of Managers-Social Audit. Planning-Importance of Planning-Advantages of Planning-Disadvantages of Planning-Principles of Planning-Steps in Planning-Planning and Forecasting

Unit-3

Decision Making Methods of Decision Making-Decision Making Process-Decision Support Systems-Evaluation of Decisions & Group Decision Making Organizing & Organizational Structure-Principles of Organization-Formal & Informal Organizations-Delegation of Authority-Centralization & Decentralization-Span of Management-Line & Staff-Manpower Planning-Recruitment & Selection-Steps in Selection Procedure-Management Development.

Unit-4

Leadership-Elements of Leading-Characteristics of Leading-Principles of Leading-Leadership Theories-Leadership Styles-Manager and Leader Motivation-Importance of Motivation-Theories of Motivation.

Unit-5

Controlling-Elements of Control-Essential of a Good Control System-Functions of a Controller-Techniques of Control-Characteristics of an Effective Control System-Management Information Systems . International Management-Role of Global Managers.

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

2.2 INTRODUCTION TO FINANCIAL MANAGEMENT

Unit-1

The role of Accounting in Business, An information system for internal reporting to management, An External systems for reporting to shareholders, Comparison between management financial accounting, The main financial accounting data and the needs of its user . Accounting Terminology, Accounting concepts, Other conventions, Glossary of Accounting Terms.

Unit-2

Background to book - keeping, Computerized accounts - The sales day book or sales journal and the debtors' or sales ledger - The purchase day book of purchase journal and the purchase of bought creditors' Ledger. Preparation of the final accounts of a business: Requirement of the companies acts - Steps in preparing the final accounting - The profit and Loss account calculating gross profit - The profit and loss account calculating operating profit - Profit and loss appropriate account - The Balance Sheet - Cash Flow Statement.

Unit-3

Interpreting the accounts: Interpretation of the Financial Accounts of a Business - Accounting Ratios - Types of Ratio. Managing Working Capital: Cash Flow Management - Cash Management - the Cash Budget - The working capital circle - Cash Budgeting - The steps - Debtor Days - Granting Discounts - Debtors age analysis profile - Applying fir Formatting - Credit Limits.

Unit-4

Planning and Control: Budgets and Forecasting Introduction - Preparing a Budget-Assumption - The Budget Committee or Budget Co-ordination - The Budget time table - The objectives of Budgeting - Master Budget - Constraining Factor Analysis - The Over Budget-expenses Budget - Capital Expenditure Budget Programme - Cash Flow Statement - Control of stocks, debtor periods - Cost Patterns - Budget-What are they? - Controllable and Non controllable factors - Costing and Pricing Policy - Fixed and Variable Costs - Computerized budgeting system.

Unit-5

Appraising an investment: Investment Analysis - Identifying the Project Costs - Capital and Revenue Costs - Net present value as a means of project comparison - Internal Rate of Return Method - The accounting Rate of Return - Depreciation - Methods of Depreciation - Appreciation - Return on Capital Employed. Provision of Finance - Financing the Business - Short term Financing - Medium Term Financing - Long term Finance Accounting for Shipping - Port Disbursement Accounts - On/Off-Hire Statements - Voyage Estimating - Foreign currency transactions- Computers in accountancy - Choosing Computer System

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).

2.3 INTRODUCTION TO MARKETING MANAGEMENT

Unit-1

Marketing in a Changing World Satisfying Human Need-Nature of Marketing-Developing Marketing Strategy-Marketing Research and Information Systems-Human Environment-Human Needs and Need Satisfaction Processes. Marketing and Society: Social Responsibility and Marketing Ethic-Societal Marketing Concept-Business Ethics-Marketing Ethics-An Economic and Social Perspective. Marketing Environment-Micro Environment-Macro Environment-Market Analysis.

Unit-2

Marketing Mix-Product Mix and Product Portfolio-Mapping Market Attractiveness. Product Concepts-Product Management Strategies-Concept of Core and Peripheral Services-Costs of information related to product. Product Life Cycle-Phases in PLC- PLC Analysis Role of Pricing-Pricing Strategies-Elements of Price-Value Pricing-Flexible Pricing Strategies-Competition based Pricing.

Unit-3

Managing Distribution Channels-Distribution Objectives-Distribution Opportunities-Electronic Commerce Promotion Strategy-Its role in Marketing-Consumer Sales Promotion Techniques-Promotion Planning Fundamentals of Advertising-Planning the Advertisement-Targeting the Audience-Some Analytical Frameworks.

Unit-4

Brand Management – Introduction –Brand Mgmt – Steps in Branding – Measuring Brand Value Understanding Consumer Behaviour – Introduction – Understanding Buyer Choice Behaviour – Buying Process – Problem Solver Market Segmentation – Introduction – Basic Objectives – Steps in Market Segmentation – Market targeting - What is Market Programming- how to work with Segmentation analysis.

Unit-5

Positioning Strategy- Introduction - Growth opportunity analysis Demand , Building & managing Customer relationships – CRM – Introduction – Operationise CRM – C- in CRM – Value in Customer knowledge – CRM Checklist Creating competitive advantages – Monopolistic completion – conditions-Dynamics of Competition – Strategies – Limitation, : B2B and B2C Marketing Strategies – Introduction – what is B2B Marketing - Benefits – B2c marketing – How its done – Conclusion.

References :

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.
2. Marketing Management - Rajan Saxena - 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

2.4 ORGANISATIONAL BEHAVIOUR

Unit-1

Organizational Behavior-Key Elements in OB-Genesis and Concept of OB-Nature & Scope of OB-OB is Interdisciplinary. Individual Behavior-Biological Characteristics-Theories on Personality-Factors Influencing Perception-Process of Learning.

Unit-2

Group Behavior-Classification of Groups-Group Development-Functions of Group-Size of Group-Group Structure-Characteristics of Effective Groups Communication-Process of Communication-Features of Essential Communication-Functions of Communication-Principles of Communication-Patterns of Communication-Barriers in Communication.

Unit-3

Leadership-Role of Leaders-Characteristics of Leadership-Attributes of Leadership-Leadership Styles-Hersey-Blanchard's Situational Theory. Conflict-Genesis of Conflict-Stages of Conflict-Conflict Process-Symptoms among Conflicting Persons-Managing Conflict.

Unit-4

Work Stress-Sources of Stress-Coping Strategies for Stress-Organizational Strategies, organization development values, organization politics, political behavior in the organization
Impression management – self monitoring – organization culture.

Unit-5

Nature of Organisational Effectiveness-Approaches to Effectiveness-Managerial Implication. International Organisational Behaviour-Growth of International Business-Trends in International Business-Cultural Differences and Similarities-Culture Shock-Motivation Across Cultures-Organization Structures Across Cultures

References:

1. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
2. Hellinegal 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.

2.5 HUMAN RESOURCE MANAGEMENT

Unit-1

Introduction To HRM-Functions of HR Management-Qualities of HR Manager-Role of HR Executives International Human Resource Management-Concepts of IHRM Approaches to IHRM-Features of IHRM-Importance of IHRM-Factors affecting IHRM

Unit-2

Human Resource Planning-Objectives of HR Planning-HR Planning at different Planning Levels-Process of HR Planning Job Analysis and Design : Job Analysis Information-Uses of Job Analysis-Process of Job Analysis-Methods of collecting Job Analysis Data-Job Description. Recruitment and Selection-Recruitment Policy-Objectives of Recruitment-Selection Procedure-Essentials of Selection Procedure-Steps in Selection Procedure.

Unit-3

Promotion, Transfer, Job Rotation & Career Planning, Career Development-Need for Career Planning-Career Development-Suggestions for Effective Career Development. Performance Appraisal-Evaluation Process-Performance Appraisal Methods-Management by Objectives-Behaviorally Anchored Rating Scale-Pitfalls in Performance Appraisal-Use of Performance Appraisal.

Unit-4

Employee Training and Development-Steps in Training Programmes-Training Evaluation-Areas of Training-Importance of Learning-Employee Training Methods-Evaluating Management Development Program Compensation Management-Process of Job Evaluation-Techniques of Job Evaluation-Advantages of Job Evaluation-Types of Incentive Plans-Employee Benefits-Objectives of Employee Benefits.

Unit-5

Occupational Safety and Health-Causes of Safety and Health problems at the work Place-Provisions to prevent Accidents in the work place-Stress and Consequences on Employee Performance. Grievance Handling-Concept of Grievance-Causes of Grievance-Effective Grievance Redressal-Steps in Grievance Redressal Procedures. Discipline Action-Aims and Objectives of Discipline-Forms and Types of Discipline-Principles of Maintaining Discipline-Disciplinary Procedure-Types of Disciplinary Actions-Dismissal.

References:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. H.John Bernardin & Joyee E.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 & Assissi Menacheri, 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.

2.6 ECONOMICS AND ENVIRONMENTAL ANALYSIS

Unit-1

Framework for Environmental Analysis-Defining the boundaries-Industry Environment-PEST Analysis-Stages in Industry's Life Cycle-Scope of Logistics Industry-Logistics Opportunity in India, Economic and Social Development Overview-Phases of Economic Development-GDP growth in Different Phases-Sectoral Transformation-Human Development Index-Population Growth-Poverty-Literacy and Education.

Unit-2

Role of Infrastructure in Development-Infrastructure and Economic growth-Lop Sided Development-Types of Infrastructure. Infrastructural in Development-Policy Initiatives-Investments-Broadband-Universal Service Obligation Fund-Electromagnetic Spectrum.

Unit-3

Sustainability and Development-Environment Sustainability-Policy Instruments-Carbon Emissions-Renewable Energy. Globalization and its impact on Development-Drivers of Globalization-Balance of Payments on Trading Account.

Unit-4

Logistics as Career of Globalization-Evolution of Global Logistics-Importance of logisticians in Globalization-Types of Integration in Global Logistics Facets of Macro environment for Logistics-Macro Environment Factors-Technological Factors

Unit-5

Logistics as a strategy for Sustainable Global Development-Logistics as a Differentiator-Interaction between Marketing, Operations and Logistics-Classification of services by logistics service Providers. Logistics as a strategy for Sustainable Global Development-Economic and Social Sustainability and Logistics-Environment Sustainability.

Reference Books

1. Economics and social conditions by Bharatiya Kala Prakasan.
2. Economics of strategy by D.Besan Ko. Published by India Books.
3. Indian Economy by Uma Kapila.
4. Economics by Kiran Kumar.
5. Re Inventing public management and development in emerging economics.

2.7 LEGAL PRINCIPLES IN SHIPPING.

Unit-1

Basic Principles of English Law-Types of Law-Sources of Law-Maritime Conventions Act 1911-Arbitration- Basic Principles of Contract Law-Formation of Contract-Promissory Estoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.

Unit-2

Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations-Misrepresentation-Remedies in Tort-Vicarious Liability-Defamation-Libel-Slander. Main Principles of Law relating to Agency-Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.

Unit-3

Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties-Voyage-Time-Demise-Implied Terms in Charterparties-Standard Charterparty Forms

Unit-4

Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate's Receipt.

Unit-5

Carriage of Goods by Sea Acts-Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage.

Reference Books

1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M .Davis
3. Maritime law journal – Articles by Capt.A.K.bansal(faculty Indian institute of Logistics)
4. Admiralty and maritime law by Robert Force.
5. Maritime law by Christopher Hill.

2.8 MULTIMODAL TRANSPORTATION ORGANIZATION MANAGEMENT

Unit-1

Introduction - International Distribution and Role of Logistics-Multimodalism-Airfreight-Evolution - Multimodal Trade Routes-Basic Intermodal Systems- Physical Multimodal Operations- Sea transport Vessels -Ship Sizes-Tonnages- Road Transport Vehicles and Equipments-Air Transport-Ports, Terminals and Depots-FCL -LCL-ICD- Interrelationship of Transport mode, Trade Routes - Hypermarkets-Supermarkets and Departmental Stores. Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines-Road Transport-Outsourcing Logistics Management-In-house Logistics Management.

Unit-2

Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tariffs and Pricing-Creating through Transport Prices. Inventory Management and the Supply Chain-Inventory-Just In Time-Integrated Supply Chain Inventory Management- Fleet Size-Owning versus Leasing-Meeting the Demand for Containers. Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines- -In-house Logistics Management-Corporate Structures in Multi-modal Transport-Computer Applications in Multimodal Transport.

Unit-3

Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tariffs and Pricing-Creating through Transport Prices. Inventory Management and the Supply Chain-Inventory-Just In Time-Integrated Supply Chain Inventory Management-Equipment Inventory-Determining Fleet Size-Owning versus Leasing-Meeting the Demand for Containers.

Unit-4

Sale Contracts and Documentation-Sale Contract-Incoterms-Bill of Lading-Bill of Lading Clauses-Waybills-Liability and Insurance-Paperless Trading. Conventions Relating to multimodal Transport-Cargo Liability Conventions-Customs Conventions.

Unit-5

Statutory Regulations and Restrictions-National and International Restrictions on the movement of Goods. Multi modal transport act of India customs duties and free trade areas various service contracts applicable and related exemptions. IATA and international ship owning organizations – road transport organizations- anti terrorist and illegal immigrant legislation compliance of ISPS code.

Reference books:

1. Multimodal containerized transport for export and import by N.Rengaraj/N.Viswanath.
2. Multimodal transport rules by Hugh M kindread., M.R.Brooks
3. Multimodal transportation of goods act-1993 by professional book publishers.
4. Laws of carriage of goods by sea and multi modal transport in India by DR.K.V.Hariharan.

2.9 INTERNSHIPS – INDUSTRIAL INTERNSHIP PROGRAMME.

A requirement of this program is to complete a period of internship which requires 90 days on the job training during which the students are expected to practice in the workplace those skills they acquired at class, thus gaining valuable 'hands on' experience and exposure to the real nature and environment of the 'world of work'.

The main objectives of INTERNSHIP are to:

1. Broaden the student's awareness of workplace practice.
2. Provide the student with relevant practical experience.
3. Establish and maintain contacts between INSTITUTE and people in key positions in the private and public sectors.
4. Maintain strong links with employers.
5. Monitor employers' requirements and adjust services and programs accordingly.
6. Promote INSTITUTE services and activities with industry.
7. Satisfy awarding body requirements.

STUDENT ASSESSMENT

Assessment integrity is maintained by a commitment to the following principles:

1. Assessment is based on internationally recognized vocational standards.
2. Assessment of competence is based on performance criteria.
3. Continuous assessment is conducted in both education and work environments.
4. Assessment is conducted by qualified assessors.
5. All assessments are sample-checked by qualified internal verifiers to confirm that they meet the assessment criteria, in particular validity, consistency and objectivity.
6. Feedback from students provides a basis for the evolving learning and assessment strategies.

PROGRAMME EVALUATION - It is the practice at INSTITUTE to have its program evaluated by both students and employers. Results of these program evaluations, which are often rated by professional external evaluators, show consistently high levels of satisfaction. INSTITUTE is firmly client-oriented. Programs are developed to meet the needs of clients, particularly the employers and students. This approach has enabled to develop high quality education program to meet the needs of a variety of clients from a wide range of organizations.