

# BHARATHIAR UNIVERSITY

## MBA ( LOGISTICS & SHIPPING ) with effect from 2012-13 for CPOP

SN:	SUBJECTS/Course Title	Ins.Hrs./ Week	Examination				Credits
			Duration	IA	Marks	Total	
<b>FIRST SEMESTER</b>							
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	Customs Procedures	4	3	25	75	100	4
1.5	Warehousing and Inventory Management	4	3	25	75	100	4
1.6	Transportation and Distribution Management	4	3	25	75	100	4
1.7	Practicals	4	3	25	75	100	4
<b>SECOND SEMESTER</b>							
2.1	Stevedoring -Freight Forwarding & Port Operations	4	3	25	75	100	4
2.2	Liner Trade	4	3	25	75	100	4
2.3	Port Agency	4	3	25	75	100	4
2.4	Dry Cargo Chartering	4	3	25	75	100	4
2.5	Shipping Business	4	3	25	75	100	4
2.6	Business Communication	4	3	25	75	100	4
2.7	Internships (Industrial Internship program)	-	-	25	75	100	4
<b>THIRD SEMESTER</b>							
3.1	Principles of Management	4	3	25	75	100	4
3.2	Financial Management	4	3	25	75	100	4
3.3	Marketing Management	4	3	25	75	100	4
3.4	Organizational behavior	4	3	25	75	100	4
3.5	Human Resource Management	4	3	25	75	100	4
3.6	Economics and Environmental Analysis	4	3	25	75	100	4
3.7	Project work phase I	-	-	-	-	-	-
<b>FOURTH SEMESTER</b>							
4.1	Multimodal Transportation Organization Management	4	3	25	75	100	4
4.2	Quantitative Techniques	4	3	25	75	100	4
4.3	Shipping Law	4	3	25	75	100	4
4.4	Marine Insurance	4	3	25	75	100	4
4.5	Operations Management	4	3	25	75	100	4
4.6	Legal Principles in Shipping Business	4	3	25	75	100	4
4.7	Project work phase II	4	3	50	150	200	4

TOTAL

2700

# SYLLABUS FOR MBA IN LOGISTICS & SHIPPING

## FIRST SEMESTER

### 1.1 - INTERNATIONAL BUSINESS MANAGEMENT

#### Course Objectives:

1. The aim of this course is to introduce to Introduction to International Business / organizations in terms of effective logistics service to the customers through International trade.
2. To offer wide knowledge on the fundamentals of International business
3. The student is expected to understand the overall concepts in International Business. Thus fulfilling the objectives of understanding concepts and applying in International Business.

#### Learning Outcomes:

1. To explore the fundamental knowledge in International operation.
2. Learners will know the impact of International Business in nation's economy
3. To explore the learners with more employment opportunities

**UNIT 1- AN OVERVIEW OF INTERNATIONAL TRADE** - Merchandise trade; trade in services; global sourcing; counter trade; global trade and developing countries theories of international trade - Mercantilism; absolute cost theory; comparative cost theory; opportunity cost theory; factor endowment theory; complementary trade theories-Stopler-samuelson theorem; intra-industry trade; economies of scale; different tastes; technological gaps and product life cycles; availability and non-availability ; trade in intermediate goods; Dutch disease; Transportation cost and international trade – competitive advantage of nations-  
**GAINS FROM TRADE AND TERMS OF TRADE** - Gains from trade: terms

**UNIT 2 - - TRADE POLICY (FREE TRADE VERSUS PROTECTION** - Arguments for free trade; arguments for protection; demerits of protection; trade barriers; non-tariff barriers;  
**REGIONAL ECONOMICS INTEGRATION (TRADE BLOCS) AND CO-OPERATION** - Types of integration; European Union; EU 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 **BALANCE OF PAYMENTS** - Components of balance of payments; balance of disequilibrium; correction of balance of payments disequilibrium; financing of BOP deficit **INTERNATIONAL MONETARY SYSTEM** - Pre-Bretton Woods Periods; Bretton Woods system; managed floating;

**UNIT 3 BALANCE OF PAYMENTS** - EMS, ECU and Euro. **FOREIGN EXCHANGE MARKET** - Meaning nature & functions; determination of exchange rates; purchasing power parity theory; balance of payments theory ;exchange control; exchange rate systems; exchange rate classification ; convertibility of rupee; devaluation ; currency exchange risks and their management ;foreign Exchange Management Act (FEMA). **EUROCURRENCY MARKET** - Meaning and scope; important features of the market; origin and growth; factors that contributed to the growth; supply and demands; an evaluation of the Eurocurrency market. **INTERNATIONAL FINANCIAL AND DEVELOPMENT INSTITUTIONS** - International Monetary Fund; Special Drawing Rights (SDRs); IMF and international liquidity; World Bank; International Development Association

**UNIT 4 - World Bank assistance to India; an evaluation of IMF** – World Bank; International Finance Corporation; Asian Development Bank; UNCTAD; UNIDO; International Trade Centre; **WORLD TRADE ORGANIZATION (WTO)** - GATT; the Uruguay Round; World Trade Organization; salient features of UR agreement; GATS; TRMs; TRIPs; patents; dispute settlement; anti – dumping measures; an evaluation of UR agreement; UR agreement and development countries; UR agreement and India. **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 - FII investments; Euro / ADR issues, mergers and acquisitions;** foreign investment by Indian Companies **MULTINATIONAL CORPORATIONS (MNCs)** - Definition and meaning; importance and dominance of MNCs; code of conduct; multinationals in India- **GLOBALISATION** - Meaning and dimensions; stages of globalization; essential conditions of globalization implications & impact of globalization; globalization of Indian business. **FOREIGN TRADE POLICY AND REGULATION** - Foreign trade policy ,2004-09;regulation and development of foreign trade; foreign trade (Development and Regulation) Act; export promotion; EOUs,EPEs and Sezs;international trade financing ;payment terms ;institutional finance for exports ;Exim Bank; export credit risk insurance. - **TRADE AND BOP OF INDIA** - Highlights of India's Trade performance; determinants of export ;determinants of imports; major exports ;export product-country matrix; major imports; direction of trade ; trends in invisibles and current accounts ;balance of payments ;major problems of India's exports sector.

#### **Text books.**

1. Francis Cherunilam - International business management
2. Hill. C.W International business: competing in global market place.

#### **Reference Books.**

- 1.Philip R . Cateora International marketing.
2. Charles W.L. Hill – International Business.

## 1.2 FUNDAMENTALS OF LOGISTICS

### Course Objectives:

1. The aim of this course is to introduce to Logistics role in Economy / organizations in terms of effective logistics service to the customers.
2. To offer wide knowledge on the fundamentals of logistics business
3. The student is expected to understand the overall logistics services and during this process, he learns to plan / implement / control / cost effectiveness and storage. Thus fulfilling the objectives of Logistics

### Learning Outcomes:

1. To explore the fundamental knowledge in logistics operation.
2. Learners will know the impact of logistics in nation's economy
3. To explore the learners with more employment opportunities

**UNIT-1** - Logistics Role in the Economy/Organization - Definition of Logistics-Objectives of Logistics-Functions of Logistics-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 - Introduction-Role of Inventory-Importance of Inventory-Functions of Inventory-Costs for holding Inventory-Reasons for Carrying Inventories-Inventory Levels-Need for Inventory Control Inventory Management - Characteristics of Inventory-Need for Inventory and its Control-Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management Materials Management - Objectives of materials management-Materials Planning-Purchasing-Basic Materials of Material Handling-Types of Material Handling Equipments-LASH

**UNIT-3** Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-Service-Warehousing Alternatives-Warehouse Site Selection-Factors while initiating Warehouse Operations-Warehouse Management SystemsPacking and Materials Handling - Functions of Packaging-Communication-Packaging Cost-Types of Packaging Material-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

**Text 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.

**Reference Books:**

1. Logistics Management For International Business: Text And Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, 2009.
2. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
3. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

### 1.3 INTRODUCTION TO SHIPPING

**Course Objectives:**

1. This course is designed as an introduction to the world of shipping
2. Students will learn :
  - (a) Dealing with ships themselves
  - (b) Shipping markets
  - (c) Will explore the geography of maritime and commercial world
  - (d) Legal aspects of shipping business
  - (e) Commerce concerned with money
  - (f) Basic accounting & corporate structures

**Learning Outcomes:**

1. To get knowledge in Shipping Markets and its legal aspects.
2. Learners of this course know about the basic shipping operations
3. Learners will be benefitted with the various shipping accounting concepts which enables them to fetch global placements.

## **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

### **Text Books:**

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,- Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.

### **Reference Book:**

1. Lambert M Surhone, Miriam T. Timplendon, Susan F. Marseken (2010) Vdm Verlag Dr.Mueller Ag & Co Ka.

## 1.4 CUSTOMS PROCEDURES

### Course Objectives:

1. In the course of Foreign Trade or the role being played by Customs is vital under specialized & mandatory circumstances & within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.
2. The course gives an excellent opportunity to the student, to learn the subject namely customs laws objectively. Import / Export is totally under the roles of law and in the learning process
3. students come to learn what, when, where, why, who and how to comply with EXIM trade and laws as followed by Indian Customs Act.

### Learning Outcomes:

1. To gain an in-depth knowledge about various customs procedures pertaining to imports and exports.
2. To understand the various legal proceedings in the Customs Process along with the Port Formalities

### 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

Prevention or Detection of Illegal Export of Goods-Power of Central Government to specify goods-Persons possessing specified goods to maintain Accounts-Steps to be taken by persons transferring any Specified goods, Power to exempt, 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. Prevention or Detection of Illegal Export of Goods-Power of Central Government to specify goods-Persons possessing specified goods to maintain Accounts-Steps to be taken by persons transferring any Specified 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

#### **Text Books:**

- 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., 7th Edition 2010.

#### **Reference Book:**

1. 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**

#### **Course Objectives:**

1. To understand various storage options available and procedures of managing the inventory in a systematic and orderly manner
2. To understand the different warehouses and operations involved and thus bridging the time gap between production and consumption of goods.

#### **Learning Outcomes:**

1. To get knowledge in warehousing and inventory management
2. To know the importance of warehousing and inventory in cost controlling
3. To know the IT impact in warehousing and inventory industries

### **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.

### **Text Book:**

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

### **Reference Books:**

1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition,2003.
2. 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

### Course Objectives:

1. The main aim of this course is to understand role of distributors – designing various distribution channels – networking the role of transportation
2. Will effectively be able to manage transportations – inventory warehousing – various

distribution channels – costs and value measures.

### Learning Outcomes:

1. To get knowledge in transportation and distribution management.
2. To have a in depth knowledge about the various transportation cost and technologies used in 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 .

### **Text 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 .

### **Reference Books:**

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co.,1986.
3. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson ), 6<sup>th</sup> Edition 2006 [International Edition],

## **1.7 Practicals**

### **Course Objectives:**

1. The aim of this course is to understand various infrastructure / facilities / operations / costings that are involved in the logistics industry.

### **Learning Outcomes:**

1. To get in depth knowledge of operation practices in the industry and submit reports on completion of each visit.

### **The following are areas of practical visits conducted:-**

Ports and terminals / Port operations / Container Frieght Stations,

Warehouses / Domestic warehouse / Bonded warehouse / Gowdens

Inland container depots / Empty container plots

Toll gates / Air cargo complex

## STUDENT ASSESSMENT

1. The students are to prepare a practical visit report and record of the same to be maintained.
2. The students shall be assessed in any of the attended practical visits.

## SECOND SEMESTER

### 2.1 STEVEDORING -FREIGHT FORWARDING & PORT OPERATIONS

#### Course Objectives:

1. It covers Internal Distribution of goods through Multimodal Transportation
2. Various methods and procedures used while loading and discharging cargoes
3. Code of safe practices while handling lifting gears and cargoes.
4. The student should be able to understand the role of Logistics through Multi Modal Transportation, Physical Multi Modal Operations, Air Transportation, Trade routes and cargoes, multi Modal Operators, sale and contact operators.

#### Learning Outcomes:

1. To get knowledge in multi modal transport operations, stevedoring and freight forwarding.
2. To have a better insight in the intermediary operations in logistics management
3. To get exposed in various conventions related to marketing intermediaries international shipping industry

#### UNIT-1

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt-Bill of Lading Care of Cargoes - Precautions before loading/When Carrying Cargo-Sweat and Ventilation-Dew Point-Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing-Ballasting or Deballasting-Damage-Stability Lifting Gear - Safe Working Load-Breaking Stress-Factor of Safety-Simple Derrick-Union Purchase System-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks-Cranes.

#### UNIT-2

Code of Safe Practice for Solid Bulk Cargoes Aim of Code-Solid Bulk Cargoes-Angle of Repose-Concentrates-Moisture Migration-Moisture Content-Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-Trimming Requirements-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/Labelling/Placarding-Documents-Stowage Requirements-Explosives in Passenger Ships-Segregation-Types of Segregation-Precautions for Loading Dangerous Goods , Unit Loads and Containers - Forms of Unitization- Preslung Cargo- Palletisation- Containers- Physical Characteristics of Containers-Types of Containers-Stowage and Securing-Stability-Lifting a Container-LASH&RO-RO Ships- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operations Flammability-Methods of Gas Freeing Tanks-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-Cargo Calculations

### **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 CargoesDock Labourers 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.

#### **Text Book:**

1. Multimodal Transport Rules, Hugh M. Kindred, H. M. Kindred, M. R. Brooks, Kluwer Law International Publisher, 1st Edition, 1997.

#### **Reference Books:**

1. Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers.
2. Laws of Carriage of Goods by Sea and Multimodal Transport In India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, First Edition, 2006

Containerisation, Multimodal Transport and Infrastructure Development in India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, 2007

## 2.2 LINER TRADE

### Course Objectives:

1. This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure & organization specially related to the container trade.
2. To understand the methods of operations, technology and terminology used. Changes in the liner shipping in the last quarter of the 20th century – containerization and development of liner trade routes

### Learning Outcomes:

1. To have a good exposure about the liner trade concepts in International Shipping industry
2. To strengthen the learners knowledge in unitization concept and INCOTERMs used in international business.
3. To have a better understanding about the various documentation procedures in liner trade

### UNIT 1

Definitions of liner trades History of liners, liner trades and tramp trades, containerization, Liner trades \_ Their Evolution and development, The Dev. Of Unitization and containerization , concepts of liner trades, liner operations, port organization – Vessel loading and discharging , liner trade routes, The major ports, liner service options -

Liner trade – ship types - Tonnages, pseudo tonnages, cargo measurements & capacities basic ship layout, container ships, 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, Ro-Ro Access equipment.

### UNIT 2

Cargoes & cargo equipment – Liner cargo ( general cargo) - Dangerous goods IMO special goods , cargo handlings other methods of lifting cargo port handling equipment , port terminals, cargo storage, storage factors port management and organization, terminal management , The role of ships officers, The ships agent. Liner Shipping operations - Management and policy, ship management and operations services crewing department, marine and engineering superintended, storing, operations , independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties conflict of Interest, the agent in the port , the marketing and sales function liner operation liner documentation general agency accounting principals duties remuneration duration.

### **UNIT 3**

Containerization unitization and inter-modalism - Growth in world trade unitization, inter-modalism world container other growth container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCL LCL & ICDS , legal & insurance implications in the container trade. Conferences consortia, Alliances & Independent The conference system, monopoly investigations development to the conference system, conference and competition law, FMC, TACA, mergers, takeovers and container consortia, alliance around the world.

### **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.

#### **Text Books:**

1. Ship Operation Research and Development; A Program for Industry, J. Haskell, General Books Publisher, 2009.

#### **Reference Books:**

1. Ship Operation Management, Fujita, N.H. Publisher, 1974.

2. Ship Operation Management, Bertrams Publication, 2010.

3. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.

4. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

## 2.3 Port Agency

### Course Objectives:

1. This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure & organization specially related to the container trade.
2. To understand the methods of port operations, technology and terminology used. Changes in the liner shipping in the last quarter of the 20th century – containerization and development of liner trade routes

### Learning Outcomes:

1. To have a good exposure about the Port Operations concepts in International Shipping industry
2. To strengthen the learners knowledge in unitization concept and INCOTERMS used in international business.
3. To have a better understanding about the various documentation procedures in port operations

### UNIT-1

Ship Introduction- Sizes-Bulk Carrier-Tweendeckers-Tankers-Chemical & Parcel Tankers-Gas Carriers-Specialized Dry Cargo Ships Registration & Classification Flags of Convenience-Offshore Flags-Port State Control-Classification.

### UNIT-2

Safety Certificates and Surveys - Safety Certificates-Loadline Certificates-Cargo Gear Certificate-Maritime Declaration of Health Certificate-Surveys and Inspections Charter parties - Time Charter-Delivery-Owner's Agent-Agent's Influence Upon Charter-Port Agent's Role in Charter party negotiations/Implementation.

### UNIT-3

Time Counting - Importance of Time-Notice of Readiness-Demurrage and Despatch-Statements of Facts & Timesheets-Stoppages, Operations - Arrangement and Supplying of Services Upon Behalf of Principal-Cargo-Ship-Crew Repatriation-Desertion-Mail.

### UNIT-4

Cargo Documentation - Introduction-Letter of Indemnity-Collecting Freight-Discharging Port Agent and Bill of Lading-Functions of Bill of Lading-Mate's Receipt-Manifest, Geography of Trade - Introduction-Political Factors-Labour - Port-Places of Source-Economic Factors-Environmental Issues.

### UNIT-5

Port Agents and Law - Introduction-Practical Duties and Obligations-Noting Protest-P&I Associations-General Average-Sensible Precautions taken by Prudent Port Agent,

Relationships with Principals - Introduction-Disbursement Accounting-Division of Costs-Final Disbursement Invoice-Operational Accounting-Office Organization

**Text Books:**

1. Introduction to shipping , institute of chartered ship brokers.
2. Witherby seamanship international limited - second edition

**Reference books :**

1. Lambert M surhone , Miriam T.Timpledon – Port agency

## 2.4 Dry Cargo Chartering

**Course Objectives:**

1. This course is intended to offer a good understanding of nature of worldwide Dry Cargo Chartering and including its structure & organization specially related to the container trade.
2. To understand the methods of operations, technology and terminology used in Dry Cargo.

**Learning Outcomes:**

1. To have a good exposure about the concepts in Dry Cargo chartering
2. To strengthen the learners knowledge in unitization concept of Dry Cargo used in international business.
3. To have a better understanding about the various documentation procedures in Dry cargo Chartering

### Unit- 1

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers - Cargo Stowage - Cargo Gear - Air Draft – LASH; Dry Cargo Ship – various Tonnages, Loadlines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC-Plimsoll Lines-Grain Capacity-Bale Capacity-Types of Cargoes.

### UNIT-2

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners-Flag of Convenience-Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit-Market Reporting-Methods of Ship Employment-Firm Offer; Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party-List of Time charter party Clauses-Bareboat Charter

### **UNIT-3**

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight-Bill of Lading-Bunkers / laytime formats – laytime importance - Laytime - Calculation of Laytime- List of Very Important Decisions all port related delays , clauses for calculating laytime and exemptions in charter party for calculating laytime.

### **UNIT 4**

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades-Despatch Trades-Port Charges - Bill of Lading and Cargo Claims - Functions of B/L-Elements of B/L-Types of B/L-B/L at Loading port-B/L at Discharging Port- Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea-Seaworthiness-Himalaya Clause.

### **UNIT-5**

World Trades Ships for Cargoes- various dry cargo tramp trades- Various cargoes for ships size wise - Handy size-Trading Restrictions-Port Restrictions - Navigation restrictions – political restrictions - appointment of cargo claims - Disputes and Professional Indemnity P&I Clubs-English Maritime Arbitration application /interpretation of the charter party clauses –

### **Text Books:**

1. Dry cargo chartering by institute of chartered ship brokers.
2. Witherby seamanship international limited - second edition

### **Reference books :**

- 1.Lambert M surhone , Miriam T.Timpledon – Port agency /charterering.
- 2.Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.

## 2.5 SHIPPING BUSINESS

### Course Objectives:

1. This course is intended to offer a good understanding of nature of worldwide Shipping business and including its structure & organization specially related to the international trade.
2. To understand the methods of operations, technology and terminology used in shipping Business.

### Learning Outcomes:

- To have a good exposure about the concepts in Shipping Business
- To strengthen the learners knowledge in unitization concept of used in international business.
- To have a better understanding about the various documentation procedures in Dry cargo Chartering

### Unit – 1

The business entity – Sole Trader, Partnerships, Limited liability companies, Horizontal and Vertical integration, Company organization and management, Management accounts, Statutory Accounts, Quality Management. The Practitioners in Shipping Business – The Merchant, The Chartering Markets, The Charter Party, The Anatomy of Charter Parties, Time Charters, The Market at Work, The Tanker Market, Chemicals and Other Products, Tanker Charter Parties, The Practitioners. The Practitioners (Contd...) – Ship Sale & Purchase, Scrapping- Mothballing, New buildings, Second hand tonnage, Financing the purchase, Valuations, Ship Managers, Crewing, Total Management, Technical, Operations, Administration, The contract.

### Unit – 2

Port Agents, The Agents fee, European Community, The Agents Duties, Liner Agency, Dealing with the Ship, Dealing with outward Cargo, Dealing with Inward Cargo. Business Ethics – What are ethics?, Ethics in Shipping business, Maritime Fraud, Insurance Fraud, Documentary Fraud, Other areas of Fraud, Other Criminal Activities, Detecting and Avoiding Fraud.

### UNIT-3

The Geography of Trade – Sea Borne Trade, Oil, Coal, Ores, Grains, Other dry Bulk Cargoes, Unitised Cargo, Ports, LOA, Beam, Draft, Air Draft, SWAD, FWAD, BWAD, Bar Draft, ST Lawrence Seaway, Panama Canal, Snez Canal, Political Restrictions, Trade Union Disputes, Natural Phenomena Tides, Weather and Navigation, Ocean currents, Ice, Weather Routine, Oceans, Navigational and Seasonal Zones International Trade and Finance : International Terms Of Sale – The Basic Contract, Goods, Property, Risk, International Contracts of Sale - Incoterms, FAS, FOB, Variants on FOB Contract, CIF, CFR, DES, DEQ, EXW, FCA, CPT, CIP, DAF, DDV, DDP, Remedies for Breach of Contract, Remedies of the Seller, Stoppage in Transitu, Lien, Remedies of the Buyer, Specific Performance, Law & Jurisdiction, Postscript

#### **UNIT-4**

**Finance in International Trade** – Methods of Payment, Cash with Order, Open Account, Bill of Exchange, Documentary Letter of Credit, Documents Confirming Houses, Foreign Exchange Fluctuations, Spot Rate, Forward Exchange Contracts, Foreign Currency options, Transaction cost in International Trade, Insurance, Insurable Interest, Trade Terms in Export Sales, Warranties, Types of policies for Cargo, Effecting Insurance, The Assessing of a Risk, Conditions of Insurance, Institute Cargo Clauses, Institute War Clauses, Premiums, Claims Procedures, The Principal of Average.

#### **UNIT-5**

International Shipping Organizations – Ship owners' Organization, Intercargo, INTERTANKO, BIMCO, Brokers & Agents Organizations, The Institute of Chartered Ship Brokers, The Baltic Exchange, Ethics, FONASBA, FIATA, United Nations Organizations, IMO, UNCTAT, ICC, IMB, The Corporations of Lloyds, Lloyds Agents, Classification Societies, Lloyds Register of Shipping, IACS, ITF. Communication in business – Basic Principals of Business Communication, Modes of Communication, Public Speaking and Broadcasting, The Telephone, Punctuation, Grammar & Syntax, Letters, Writing for the Media, Memoranda, Visual Communication, Graphs, Charts, Communication by computer, Electronic Mail, Electronic Data Interchange, Data Storage and Retrieval, The Internet & e-commerce

#### **Text Books:**

1. Shipping Business by institute of chartered ship brokers.
2. Witherby seamanship international limited - second edition

#### **Reference books :**

1. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.

## **2.6 BUSINESS COMMUNICATION**

#### **Course Objectives:**

1. This course is intended to offer a good understanding of nature of Business Communication
2. To understand the methods of communications, technology and terminology used in Business Communication

**Learning Outcomes:**

- 1.To have a good exposure about the concepts in Business communication
- 2.To strengthen the learners knowledge in utilization of Choice of vocabulary in Business communication
3. To have a better understanding about the various documentation procedures in Business communication

**Unit-1**

Fundamentals Of Communication, Business Communication – Pre-Course Self Assessment - The Paradox Of Communication – Key To Good Communication Skills

**Unit-2**

Communication In Teams – Introduction – Key Areas Of Business Communication – Principles In Use Of Audio – Video In Communication, Non Verbal Communication – Introduction – Categories – Function – Conclusion

**Unit-3**

Writing Business Messages – Introduction – Key Ingredient In Composing A Message, Revising Messages – Introduction – Simple Revision - Fog Index – Words That Communicate - Finalizing The Editing Exercise

**Unit-4**

Reports & Proposals – Introduction – Developing And Preparing Business Reports – Planning & Researching Reports & Proposals – Developing A Statement Of Purpose – Prepare Work Plan, Developing And Preparing Business Reports – Presenting Format Of A Report – What & How To Conclude

**Unit-5**

Developing And Preparing Business Reports – Presenting Format Of A Report – What & How To Conclude , Format, Visual Aids & Contents - Introduction – Using Visual Aid – Process – Design

**Text Books:**

1. Business communication by Urmila R.
2. Business communication Introduction by SM Rai.

**Reference books :**

1. Business communication – Indian Institute of Logistics communication manual

## 2.7 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:

3. Assessment is based on internationally recognized vocational standards.
4. Assessment of competence is based on performance criteria.
5. Continuous assessment is conducted in both education and work environments.
6. Assessment is conducted by qualified assessors.
7. All assessments are sample-checked by qualified internal verifiers to confirm that they meet the assessment criteria, in particular validity, consistency and objectivity.
8. 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.

## **THIRD SEMESTER**

### **3.1 PRINCIPLES OF MANAGEMENT**

Course Objective:

On successful completion of this course, the students should have understood

1. The nature and types of business organizations.
2. Principles & functions of Management
3. Process of decision making
4. Modern trends in management process

Learning Outcomes:

1. To have a good exposure about the concepts related to Management
2. To strengthen the learners knowledge in aspects of Management Principles

#### **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.

**Text Books:**

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.

**References :**

1. Robert Krcitner, Management, ATTBS.
2. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
3. Helliregarl, Management, Thomson Learning, 2002.
4. Robbins.S.P., Fundamentals of Management, Pearson, 2003

## 3.2 FINANCIAL MANAGEMENT

**Course Objectives:**

1. Financial Management emphasizes the functions of financial management explaining the Investment, finance, dividend and working capital function along with the practical Management problems.
2. To enable the students to learn the basic functions, principles and concepts of finance in Management.

**Learning Outcomes:**

On successful completion of the course the students should have:

1. To learn the various functions of financial management along with the application.

**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

### **Text Book:**

1. Richard A.Brealey, Stevart C.Myers, "Principles of Corporate Finance" McGraw Hill, New York.

### **References :**

1. James C.Van Horns, "Financial Management & Policy" Prentice Hall of India (P) Ltd., New Delhi.
2. John J.Hampton, "Financial Decision Making – Concepts, Problems and Cases" Prentice Hall of India (P) Ltd., New Delhi (1994).

### 3.3 MARKETING MANAGEMENT

#### Course Objectives:

1. Marketing Management emphasizes the functions explaining the functions of marketing along with the practical marketing Management challenges.
2. To enable the students to learn the basic functions, principles and concepts in marketing management.

#### Learning Outcomes:

On successful completion of the course the students should have:

1. To learn the various functions of marketing management along with the application.
2. To learn marketing functions and applications.

#### 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.

### Text books:

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.

### References :

1. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
2. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002
3. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi
4. Case Studies in Marketing - R.Srinivasan – PHI

## 3.4 ORGANISATIONAL BEHAVIOUR

### Course Objectives:

1. Organization behavior emphasizes the functions explaining the functions, challenges concepts relevant to Organization behavior.
2. To enable the students to learn the basic functions, principles and concepts in Organization Behavior

### Learning Outcomes:

On successful completion of the course the students should have:

1. To learn the various aspects and concepts in OB
2. To learn OB theories

### 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

## **Text Books**

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.

## **References:**

1. Umasekaran, Organisational Behaviour.
2. Helliregal.et.al, Organisational Behaviour, Thomson Learning.
3. McShane & Glinow, Organisational Behaviour, Tata McGraw Hill.
4. Harris & Hartman, Organisational Behaviour, Jaico, 2003.

## 3.5 HUMAN RESOURCE MANAGEMENT

### Course Objectives:

1. Human Resource Management emphasizes the functions explaining the functions, challenges concepts relevant to HR. To enable the students to learn the basic functions, principles and concepts in HRM

### Learning Outcomes:

On successful completion of the course the students should have:

1. To learn the various aspects and concepts in Human Resource
2. To learn HRM process and functions

### 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.

### **Text Books**

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

### **References:**

1. David A. DeCenzo & Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
2. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000.
3. Dr. R.Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
4. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005.

## **3.6 ECONOMICS AND ENVIRONMENTAL ANALYSIS**

### **Course Objectives:**

- 1.This course is intended to offer a good understanding of Economic and social development And in depth analysis of environmental frame work including role of infrastructure development.
- 2.To understand Micro and Macro perspectives.

### **Learning Outcomes:**

On successful completion of the course the students should have:

- 1.To have good exposure about various environmental and economic impacts globally
- 2.To have a broader view on knowledge about issues related to environmental and economic social development and its relevance.
3. To have a better understanding with reference to the logistics industry.

**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.

**Text Books:**

1. Economics and social conditions by Bharatiya Kala Prakasan.
2. Economics of strategy by D.Besan Ko. Published by India Books.

**Reference Books**

1. Indian Economy by Uma Kapila.
2. Economics by Kiran Kumar.
3. Re Inventing public management and development in emerging economics.

### 3.7 PROJECT WORK PHASE I

#### **Course Objective.**

A requirement of this program is to identify a project work of choice, where the students are expected to choose their field of interest within the various verticals of the logistics industry .

The choosing of respective project guides and through understanding the procedures of project submission.

Formulation the outline sketch of the chosen project.

Evaluation of Phase I of the project work will be done along with phase II of the project work at the end of the fourth semester.

## FOURTH SEMESTER

### 4.1 MULTIMODAL TRANSPORTATION ORGANIZATION MANAGEMENT

#### Course Objectives:

1. The aim of the course is to understand introduction to MTO operations.
2. The various distribution models to be discussed in detail
3. Through understanding of various tariffs applicable in sea/air/rail/road/pipeline transportation.

#### Learning Outcome:

1. The student is expected to understand various concepts in MTO operations and relevant acts.
2. To explore the impact of effective multi modal transportation in the countries economic growth.
3. Understanding of various contracts/receipts related to different modes of transportation available.

#### Unit-1

International Distribution and Role of Logistics-Unitisation-Containerisation-Multimodalism-Airfreight-Evolution of Global Economy-Multimodal Trade Routes-Basic Intermodal Systems-Modal Interfaces. Physical Multimodal Operations- Seatransport Vessels and Equipments-Ship Sizes-Tonnages-Economy of Scale-Road Transport Vehicles and Equipments-Air Transport-Ports,Terminals and Depots-Full Container Loads-Less than Container Loads-Inland Container Depots. Interrelationship of Transport mode,Trade Routes and Cargoes-General Cargo-Dangerous Goods-Special Goods-LCL &Breakbulk Cargo-Multi-modal Trade Routes-Trade Growth-Factors affecting Mode and Route Choices-Hypermarkets-Supermarkets and Departmental Stores. Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines-Road Transport-Outsourcing Logistics Management-Inhouse Logistics Management.

#### Unit-2

Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tarrifs 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- -Inhouse Logistics Management-Corporate tructures in Multi-modal Transport-Computer Applications in Multimodal Transport.

### **Unit-3**

Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tarrifs 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-Incoterm-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.

#### Text 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

#### Reference books:

1. Multimodal transportation of goods act-1993 by professional book publishers.
2. Laws of carriage of goods by sea and multi modal transport in India by DR.K.V.Hariharan.

## 4.2 QUANTITATIVE TECHNIQUES

### Course Objectives:

1. This course is intended to offer a good understanding of nature of application of quantitative techniques
2. To understand the methods
3. And usefulness of quantitative techniques in business scenario

### Learning Outcomes:

- 1.To have a good exposure about the concepts in Quantitative techniques.
- 2.To strengthen the learners knowledge in quantitative techniques.

### Unit-1

Introduction to Quantitative Techniques - Meaning of Quantitative techniques - QT in Business. Basics of Statistics - Major characteristics of Statistics - Application as statistics in SCM - Limitation of Statistics. Arrangement of Data - Variables – Classification of Data - Types of the intervals. Arrangement of Data - Types of Average - Simple Arithmetic Mean or average; Weighted Arithmetic Mean; Geometric Mean; Harmonic Mean

### Unit-2

Measures of Dispersion - Definition - Measures of Dispersion. Correlation Analysis - Importance and types of correlation Regression Analysis - Independent and Dependant variable - Regression Line - The Method of Least Squares Index Numbers - Types of Index Number - Types of Prices Index Numbers.

### Unit-3

Probability Distribution - Types of Distributions - Types of Significance. Sampling Theory - Population Method - Sampling method. Test of Hypotheses - Test of Significance - Test for Proportions - Test for Standard Deviation - Two sample Problems.

### Unit-4

Matrices - Situations where Matrix representative is possible Decision Theory – Types of Managerial Decisions - Characteristics - Step in Decision Making - The role Quantitative Methods - Decision Making under uncertainty - Decision Trees Linear Programming - Formulation - Graphical Method - Sensitivity Analysis.

### Unit-5

Principles of Electronic Computing - Overview - Core Technologies. Number Systems - Binary Number System - Hexadecimal Numbers. Principles of Data Base Management - Database - Components of DBMS - Benefits - In Computer - Readable Form Summary of DBMS Functions - Database Project Development - Database design.

#### Text Books:

1. Statistics for management – Richard Levin and David S Rubin.
2. Statistical methods – S P Gupta

#### Reference Books:

1. Statistics for business and economics- R P Hoods.
2. Complete business statistics – Ameer B . Aczel.

### 4.3 SHIPPING LAW

#### Course Objectives:

1. This course is intended to offer a good understanding of the shipping law
2. To understand the principles of shipping law.

#### Learning Outcomes:

- 1.To have a good exposure about the concepts in law related to shipping.
- 2.To strengthen the learners knowledge in legal aspects of shipping.

#### Unit-1

Registration and Ownership of Vessels-Ownership of a Ship-Ship's Manager-Ship's Husband-International Transport Workers Federation-Mortgages. Admiralty Jurisdiction-Admiralty Court-The in Personam Action-The in Rem Procedure-Alternative Ship Arrest-Aim of Arrest.

#### Unit-2

Types of Liens – maritime liens – general possessory liens – Particulars of other liens – enforcement of a lien – contractual liens – effecting the maritime liens. Collisions-limitation of the liability - Collision Regulation-Damages-Both to blame Collision Clauses

#### Unit-3

Limitation of Liability- Introduction – Rights to limits - General Limits Oil Pollution-Shipowner's Liability under CLC-Scope of CLC Applications of Fund Convention.  
Fund convention details – types of claims – slavers limitation and liability- insurers limitation and liability

#### Unit-4

General Average-Salvage &Towage-Essentials of General Average. Dispute Resolution-Arbitration-Agreement of the parties – sacrifice cargo – reasons for salvage – llyods standard forms for salvage and towage- scope of p & I clubs – International convention on salvage .

## **Unit-5**

Charterparties and Bills of Lading-Time-Voyage-Demise-Timebars– Notice of readiness – demurrage and dispatch – cancelling clauses – Bare boat charter- New Jason clause- International Conventions-International Maritime Organisation-Security Conventions- role of IMO – various international conventions –liability and limits compulsory insurance.

### **Text Books:**

1. Admiralty and maritime law by Thomas J .Schoenbaum.
2. Maritime law desk book by Charles M .Davis.

### **Reference books:**

1. Admiralty and maritime law by Robert Force.
2. Maritime law by Christopher Hill.

## **4.4 MARINE INSURANCE.**

### **Course objective:**

1. This course is designed as an introduction to maritime insurance.
2. To understand an overview of marine insurance act 1906

### **Learning outcome:**

1. The students of this course know about basic practices that are practiced in the logistics and shipping industry globally.
2. The learners will be benefitted in understanding various insurance markets and methods.

### **Unit-1**

International Marine Insurance Market-Credit System-Lloyds-P&I Clubs-Salvage Association. Marine Insurance Act 1906-Original Slip-Policy Signing-Brokerage-Principle of Insurable Interest-Cargo Interests-Hull Interests-Contracts on Sale.

### **Unit-2**

Principles Involved in Marine Insurance-Representation & Misrepresentation-Warranties-Time and Voyage Insurances-Change of Voyage-Statutory Exclusions-Inherent Vice. Particular Average-Total Loss-Marine Insurance Policy-Forms of Policy.

**Unit-3**

Measure of Indemnity-Partial Loss of Ship-Freight-Goods-Sue and Labour Charges-Salvage and Salvage Charges-Subrogation-Letter of Subrogation. General Average-Contributory Values-Average Disbursements-Applications to Insurance.

**Unit-4**

General Average-Contributory Values-Average Disbursements-Applications to Insurance. Cargo Insurance-Long Term Cargo Contracts-Floating Policy-Open Cover-Cancellation Clause-Certificate of Insurance.

**Unit-5**

Cargo Clauses-Transit Clause-Change of Voyage Clause-General Average Clause. Time Clauses-Principal Insuring Conditions-Additional Clauses-

**Text Books:**

1. Marine insurance By Institute of chartered ship brokers
2. Marine insurance clauses by Hudson.
3. Marine Cargo insurance by Dunt Jhon.

**Reference Books:**

1. Reference book of marine insurance by Whither by Publishers UK
2. Collected papers on marine claims by GoodAcre .J.K.

## 4.5 OPERATIONS MANAGEMENT

Course Objectives:

1. The objective of this course is to understand systematic approach towards operations in the industry.
2. To understand concepts of costing finance and accountancy.

Learning Outcome:

1. To have a exposure to various planning / controlling / production / and progressing schedules in the industry.
2. To understand scientific management / IT / operation decesions and JIT concepts.

### **Unit-1**

Systems Approach-Historical Development of OM,JIT,TQC &Automation-Operating Decisions-Why study OM Concepts of Costing, Finance and Accountancy in OM-Operations Costing-Financial Management and Financial Analysis.

### **Unit-2**

Job Design-Principles of Job Design-Behavioral Approaches to Job Design-Benefits of Sound Job Design-Process for Job design-Key factors in Job Design Introduction to Work Study-Productivity-Evolution and Development-Objectives of Work Study-Method Study-Application of Method Study-Performance Rating.

### **Unit-3**

Introduction to Production Planning &Control-Aggregate Production Planning-Documents used in PPC. Demand Forecasting for Production Planning-Forecasting Approaches-Linear Regression Analysis-Time Series Methods-Simple Moving Averages-Weighted Moving Averages-Exponential Smoothing Methods.

### **Unit-4**

Aggregate Planning-Three dimensions of Aggregation-Purpose of Aggregate Planning-Techniques for Aggregate Planning, Master Production Scheduling-Benefits of Good Scheduling-Developing Master Production Schedules.

### **Unit-5**

Detailed Scheduling Methods for Single Machine & Dispatching-Benefits of Good Scheduling-Gnatt Chart Line Balancing-Production Line-Steps in Line Balancing Procedure-Production Flow Control.

**Text Books:**

1. Productions and operations management by Everest E Adam and Ebert.
2. Operations management ( theory and problems) –Joseph G monks
3. Productions and operations management by S.N.Chary.

**Reference Books:**

1. Modern production and operations management by E.S .Buffa.
2. Production and operations management by Hunawalla and Patil.

**4.6 LEGAL PRINCIPLES IN SHIPPING BUSINESS.****Course Objectives :**

1. This course is intended to offer a good understanding of nature of legal principles in business.
2. To understand various legal terminologies used in the industry.

**Learning Out come:**

1. To have a good exposure about the concepts in legal principles .
2. To understand and strengthen the learners knowledge in all legal aspects.
3. To have a better understanding about documentation procedures in shipping business.

**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.

### **Text Books:**

1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M .Davis

### **Reference Books**

1. Maritime law journal – Articles by Capt.A.K.bansal( faculty Indian institute of Logistics)
2. Admiralty and maritime law by Robert Force.
3. Maritime law by Christopher Hill.

## **4.7 PROJECT WORK PHASE II**

### **Course Objective.**

A requirement of this program is to complete the project work where the students are expected to write reports in their chosen field of interest within the various verticals of the logistics industry which will enable the student to gain more in depth knowledge of the chosen vertical .

The completed report which shall be done under the guidance of the respective project guides and shall include the current business practices and also suggest improvements to the existing processes which shall be submitted to the university for the conduct of a viva voce .