

**MBA LOGISTICS & SHIPPING
MANAGEMENT**

Vels University MBA Program Outcomes

The following outcomes have been identified by the School of Management and commerce, Faculty Council, as important for students to be able to perform at the conclusion of the MBA program. The MBA curriculum has been mapped to these outcomes, which are regularly assessed to identify levels of student achievement and areas of improvement. Students who are Graduates of the Master of Business Administration degree program will be able to:

1. Communicate professionally as a business leader both orally and in writing to bridge diverse perspectives, cultures, and disciplines
2. Analyze ethical implications of business practices using advanced levels of ethical reasoning and legal implications
3. Perform strategic analysis effectively
4. Apply quantitative methods to business problem solving
5. Assess global opportunities and challenges for business growth
6. Collaborate effectively as a business leader
7. Demonstrate knowledge, skills and techniques to execute projects effectively and efficiently
8. Demonstrate knowledge, skills and techniques to manage supply chain operations effectively and efficiently
9. Demonstrate the legal knowledge and skills needed to identify and solve organizational problems in for shipping and logistics using a proper documentation and costing for decision-making.
10. Demonstrate awareness of their personal values and the effect of those values on their decision-making within an organization
11. Evaluate whether an organization's plans and actions align with its values.
12. Demonstrate the knowledge and skills to manage personnel to meet changing organizational needs in a business environment. Evaluate the implications of changing environmental factors on organizational choices within a global environment.

Program Specific Outcomes- MBA LSM

PSO1: To apply concepts learned in the subject to perform strategic analysis of efficient operations of logistics and develop strategy to reach goals of cost reduction and enhance customer service

PSO2: To develop warehouse and Distribution center strategies, tactics, and systems to ensure companies efficiently and effectively manage their distribution processes at the regional, national, and international levels.

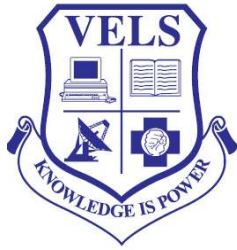
PSO3: To evaluate and Compare different modes of transportation related policies based on cost VS benefit .Evaluate both domestic, international transportation problems and effectively develop and present actionable solution

PSO4: To Manage shipping operations such as linear shipping, freight forwarding, supply chain management & logistics and documentation preparation

VELS UNIVERSITY
SCHOOL OF MANAGEMENT STUDIES
BOARD OF STUDIES MEMBERS
MBA (GEN), MBA (LSM), MBA (LSCM) and MBA(BA)

Sl.No	Name & Address	Designation
1.	Dr.K.S.Meenakshisundaram, Director, School of Management Studies, Vels University,Chennai-600117	Chairperson
2.	Dr.R.Thenmozhi, Professor and Head, Department of Management Studies, Madras University, Chennai	External Expert
3.	Mr.K.V.V.Giri President CCHA, M/S Vaishnavi freight logistics Pvt ltd.	External Expert
4.	Mrs.Sripriya, Operations Programme Manager, TCS	Alumni
5.	Dr.S.Vasantha , Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
6.	Dr.S.Preetha, Associate Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member

7.	Dr.G.Rajini Associate Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
8.	Dr.P.Shalini Associate Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
9.	Dr.P.G.Thirumagal Assistant Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member
10.	Dr.Madhumita.G Assistant Professor, School of Management Studies, Vels University,Chennai-600117	Internal Member



VELS
UNIVERSITY



VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)

(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)

PALLAVARAM - CHENNAI - INDIA

NAAC ACCREDITED

MBA Logistics & Shipping Management

Curriculum and Syllabus

(Based on Choice Based Credit System)

Effective from the Academic year

2016-2017

Department of M.B.A

School of Management Studies

**MBA LOGISTICS & SHIPPING MANAGEMENT
CURRICULUM**

Total number of credits: 90

2016- 2017

SEMESTER I

Code	Course	Hour / Week			Total No of Credits
		Lecture	Tutorial	Practical	
16CMBL11	Managerial practices and Organizational Behaviour	4	0	0	3
16CMBL12	Statistics & Operations Research for Logistics	3	1	0	3
16CMBL13	Accounts and Finance for Logistics	3	1	0	3
16CMBL14	Fundamentals of Logistics & Supply Chain Management	4	0	0	3
16CMBL15	Maritime Business	3	0	0	3
16CMBL16	Business communication for logistics	3	0	0	3
16DMBL--	Discipline Specific Elective – I	3	0	0	3
16GMBL--	Generic Elective – I	3	0	0	3
16GMBL--	Generic Elective – II	2	0	0	2
TOTAL		28	2	0	26

SEMESTER II

Code	Course	Hour / Week			Total No of Credits
		Lecture	Tutorial	Practical	
16CMBL21	Marketing Management	4	0	0	4
16CMBL22	Maritime Economics	4	0	0	3
16CMBL23	Management Information System (Theory)	3	0	0	3
16PMBL21	*Management Information System (Practical)	0	0	3	1
16DMBL--	Discipline Specific Elective-II	4	0	0	3
16DMBL--	Discipline Specific Elective-III	4	0	0	3
16DMBL--	Discipline Specific Elective-IV	4	0	0	3
16GMBL--	Generic Elective-III	4	0	0	3
16IMBL21	Industry Internship (45 days)	0	0	0	3
TOTAL		27	0	3	26

SEMESTER III

Code	Course	Hour / Week			Total No of Credits
		Lecture	Tutorial	Practical	
16CMBL31	Shipping Law & Marine Insurance	4	0	0	3
16CMBL32	Liner Trade & Freight Forwarding	4	0	0	3
16CMBL33	Customs Laws and Procedures	4	0	0	3
16CMBL34	Dry Cargo Chartering and Port Agency	4	0	0	3
16CMBL35	Enterprise Resource Planning for managers	4	0	0	3
16CMBL36	Research Methodology	4	0	0	3
16DMBL--	Discipline Specific Elective- V	4	0	0	3
16GMBL--	Generic Elective- IV	2	0	0	2
TOTAL		30	0	0	23

SEMESTER IV

Code	Course	Hour / Week			Total No of Credits
		Lecture	Tutorial	Practical	
16DMBL--	Discipline Specific Elective-VI	3	0	0	3
16RMBL41	* Project Work (3 months)	0	0	0	12
TOTAL		3	0	0	15
					90

LIST OF DISCIPLINE SPECIFIC ELECTIVE COURSES

16DMBL11	Transportation and Distribution Management
16DMBL32	Transportation Planning
16DMBL21	Warehousing and Inventory Management
16DMBL33	Supply Chain Management
16DMBL34	Inland water ways
16DMBL35	Global Logistics and Risk Management
16DMBL22	Multimodal Transportation Management
16DMBL36	Global Procurement Management
16DMBL37	Lean Six Sigma Logistics
16DMBL31	Air Cargo Management
16DMBL38	Container Management
16DMBL39	Export-Import Documentation
16DMBL23	Commercial Geography
16DMBL40	Inland Transport Management

LIST OF GENERIC ELECTIVE COURSES

16GMBL11	Global environment of Business
16GMBL12	Personality Development
16GMBL21	Human Resources Of Management
16GMBL33	Customer Relationship Management
16GMBL34	French language
16GMBL35	International Transport Law
16GMBL31	Delivery Management
16GMBL32	E Commerce
16GMBL36	Merchant Banking and Financial Services
16GMBL37	Labour Legislations
16GMBL38	Environmental Studies
16GMBL39	Consumer Behaviour
16GMBL40	Retail Management
16GMBL41	Services Operations Management
16GMBL42	Entrepreneurship Development
16GMBL43	Strategic Management
16GMBL44	Database Management System

16CMBL11 MANAGERIAL PRACTICES & ORGANISATIONAL BEHAVIOUR 4 0 0 3

COURSE OBJECTIVES

- To describe the fundamentals of Management, significance, scope of management, levels of manager, functions of a manager and basics of organisational behaviour.
- To discuss the development of management thought, contributions towards Taylor & Fayol principles.
- To examine and analyse the behaviour of individuals and groups in organisations by understanding the concepts of learning, attitudes & perceptions.
- To understand about the organisational structure, its types, decentralisation and delegation of the authority.
- To identify the communication process, theories of motivation and types of leadership.

COURSE OUTCOMES

At the end of the course the student should be able to

CO-1: Discuss about the management and observe the historical development of management thought.

CO-2: Assess the fundamentals of organizational behaviour and OB Model.

CO-3: Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organizational behaviour.

CO-4: Summarize the perceptions, learning, attitudes, and motivation in organizations.

CO-5: Analyse the teams and organizations, evaluating transaction analysis.

CO-6: Compare and contrast power and influence of leadership, group dynamics in the organisations.

CO-7: Assess the knowledge about the organization structure, its types of organisation structure, delegation of authority.

CO-8: Describe about the line and staff authority.

CO-9: Demonstrate the dynamics of organizational change.

CO-10: Identify the major issues in business ethics and corporate social responsibility.

UNIT I INTRODUCTION TO MANAGEMENT & ORGANISATIONAL BEHAVIOR 12

Introduction to Management and Organizational Behavior: Concept of Management, Applying Management theory in practice, Evolution of management thought, Management process and Functions – Managerial Roles – OB Model – Contributing disciplines of OB – MBO

UNIT II INDIVIDUAL PROCESS IN ORGANIZATIONS

12

Individual Processes in Organizations: Foundations for Individual Behaviour – Learning - Attitudes and Job satisfaction – Personality and values – Perception - Motivation and Organizational performance – (from concept to applications). Early and contemporary theories of motivation.

UNIT II INTERPERSONAL PROCESSES IN ORGANIZATIONS

12

Interpersonal processes in Organizations: Communication in Organization -Communication Process -Methods – Barriers -Grapevine. Transactional Analysis. Group Dynamics: Typology of Groups -Conflicts in groups - Leadership Models and Concepts – leadership theories – Decision making and negotiation - Power and Politics.

UNIT IV ORGANISATIONAL PROCESSES

12

Organizational Processes and Characteristics: Dimensions of Organization structure – Authority, Responsibility, and Accountability – Delegation – Centralization, Decentralization, Recentralization – Line and Staff Relationship.

UNIT V ORGANIZATIONAL DEVELOPMENT

12

Organizational Development: Resistance to Change - Organizational Change - Organizational development – Stress management – Business ethics and corporate social Responsibility.

TOTAL: 60 Hours

TEXT BOOK:

1. Harold Koontz & Heinz Weihrich, “Essentials of Management”, TMH, 10th Edition, 2007.

REFERENCE

1. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter, Management, Pearson, 11th Edition, 2011.
2. Koontz & Weirich, Essentials of Management, Tata McGraw Hill Publishing Company, New Delhi.. Stoner, Freeman & Gilbert, Management, PHI, 6th Edition.
3. Robbins.S.P., Fundamentals of Management, Pearson, 2003. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
4. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004

COURSE OBJECTIVES

- To understand the data analysis, econometrics, operation research, and quality improvement of statistics in logistics.
- To have a sound knowledge in measures of central tendency, Probability theories.
- To understand how decisions are made under certainty, uncertainty and Risk.
- To know the sampling procedures and also Non-Parametric methods of Testing.

COURSE OUTCOMES

At the end of the course the student should be able to

CO-1: Facilitate Objective Solutions in Business Decision Making under Subjective conditions.

CO-2: Apply Probability Theory in relevant field

CO-3: Describe Normality and its Distribution Concepts.

CO-4: Evaluate the need for collection of data and its dispersion techniques.

CO-5: Summarise conclusions over the Hypothetical Situations.

CO-6: Determine the relationship between Dependent and Independent Variables.

CO-7: Examine to minimize the waiting hours of simultaneous projects undertaken.

CO-8: Formulate Sequence and priorities the daily activities of a project.

CO-9: Build the best fit route of transportation for carrying schedule of activities.

CO-10: Illustrate graphically locate the optimum peak point in completing the project.

UNIT -I INTRODUCTION TO STATISTICS

12

Introduction to Statistics - Measures of Central Tendency-Mean, Median and Mode - Measures of Dispersion- Standard Deviation - Correlation and Regression.

UNIT -II TESTING OF HYPOTHESE

12

Testing of Hypotheses-Test for Means and Variance -Chi - Square test for Attributes - ANOVA- One way and Two way

UNIT -III INTRODUCTION TO OPERATIONS RESEARCH12

Introduction to Operations Research - Transportation problem – IBS - Assignment problem

UNIT -IV SEQUENCING OF MACHINE **12**

Sequencing problem – 2 machine and 3 machine

UNIT -V NETWORK ANALYSIS **12**

Network analysis-PERT and CPM

Case Study: Chi-Square test for Attributes, PERT and CPM and Sequencing problem.

Theory part: 40% weightage Problems part: 60% weightage

TEXT BOOK:

1. Gupta S.C & Kapoor V.K – Fundamentals of Mathematical Statistics –Sultan Chand & Sons
2. Richard I Levin &David S. Rubin – Statistics for Management – Prentice-Hall

REFERENCE

1. AczelA.D & Soundarapandian. J – Complete Business Statistics – Tata-McGraw Hill
2. Anderson D.R,SweeneyD.J & William – Statistics for Business and Economics – Thomson Asia
3. Gowerman. B.L, Connel R.T.O &Hand. M.L – Business Statistics in Practice –McGraw Hill/Irwin

COURSE OBJECTIVES

- To discuss basic financial & costing concepts
- To discuss the strategic and functional use of financial information in Logistics like cost, sources of capital, profit analysis and financial operating methods are delivered.
- To Assess the capital structure decision & cost of capital
- To evaluate capital budgeting decisions

COURSE OUTCOMES

At the end of the course the student should be able to

CO – 1: Discuss the basic financial concepts.

CO – 2: Explain various tools & techniques of financial Analysis & interpretation.

CO – 4: Evaluate different sources of capital & cost of capital

CO – 5: Appraise capital budgeting decisions

CO – 8: Illustrate marginal costing method & its application

CO – 9: Estimate working capital requirement of a firm

CO –10: Examine different dividend policy & its impact on share price

UNIT I FINANCIAL ACCOUNTING**12**

Financial Accounting: Meaning of double entry accounting, Meaning, nature and importance Accounting cycle, accounting equation. Journal, Ledger and Trial Balance .Accounting concepts and conventions, financial statements-Profit & Loss account & Balance sheet. Financial statement Analysis- Comparative Analysis, Common size & Trend Analysis.

UNIT II FINANCIAL STATEMENT ANALYSIS**12**

Financial Statement Analysis - Ratio analysis –Classification of ratios, Advantages & Disadvantages a- Fund flow statements advantages and disadvantages- Marginal costing – Cost Volume Profit analysis – Break Even analysis – BEP, P/V ratio, MS.

UNIT III INTRODUCTION TO FINANCIAL MANAGEMENT**12**

Introduction to Financial Management – Nature of Financial management –Objectives of financial management -Financial Decisions- Organization of Finance function – Agency Problem. Working capital – Concepts – Types – Determinants.

UNIT IV SOURCES OF CAPITAL -COST OF CAPITAL

12

Sources of capital -Cost of Capital – Meaning and Significance – Components – Cost of Equity, Cost of Debt, Cost of Preferred capital, Cost of retained earnings and weighted average cost of capital. Capital budgeting – meaning – Different methods – Payback, Net Present Value, Internal rate of return, Profitability index and average rate of return.

UNIT V CAPITAL STRUCTURE

12

Financial, Operating and Combined Leverages –Meaning of Capital Structure -Determinants of capital structure .Dividend decision – Dividend policy - Dividend theories – Walter and Gordon model of dividend – Stability of dividend – Share split – Buyback of shares.

TOTAL: 60 Hours

TEXT BOOK:

1. T.S.Reddy&Y.Hari Prasad Reddy, “Financial and Management Accounting”, Margham Publications, Chennai, 8th Edition, 2012.

REFERENCES

1. I.M.Pandey, “Financial Management” Vikas publishing house Ltd., 9th Edition, 2007.
2. M.Y.Khan and P.K.Jain, “Financial Management” Tata McGraw Hill, 4th Edition, 2004.
3. James C.Vanhorne, “Financial Management and Policy”, Pearson Education Asia, 12th Edition, 2012.

COURSE OBJECTIVES

- To analyze, plan, implement and controlling the physical flows of materials and finished goods from point of origin to the point of consumption.
- To discuss efficient operations of logistics and develop strategy to reach goals of cost reduction and enhance customer service
- To identify the role of effective supply chain management for collaborative planning
- To discuss the importance of warehouse management & inventory control
- To identify the criteria and measure Supply chain & Logistic performance

COURSE OUTCOMES

At the end of the course the student should be able to

CO – 1: Discuss about the importance of logistics & its role in the Indian Economy.

CO – 2: Summarize various activities of logistics & identify how it will help to satisfy the end customers

CO-3: Analyze functional activities of supply chains that process the flow of products and information from the point of origin to the point of consumption.

CO-4: Describe the importance of collaborative planning among supply chain partners & how lack of coordination results Bull Whip effect

CO-5: Appraise the strategies that can be taken to manage inventories.

Co-6: Analyze the functions of warehouse, criteria for selection of warehouse.

CO - 7: Examine various trends in Logistics & Supply Chain Management and role of logistics service providers.

CO – 8: Identify various financial issues in the effective performance of logistics.

CO- 9: Justify various criteria for measuring the Supply chain & Logistic performance.

CO- 10: Examine integration of IT solutions for Logistics and Supply Chain and customer relationship Management.

UNIT-1 OVERVIEW OF LOGISTICS:

Meaning & Significance of Logistics -Role of Logistics in Economy/Business -Functions of the Logistics system-In-bound and Out-bound logistics – Components of Logistics Management.

UNIT – 2 SUPPLY CHAIN MANAGEMENT

Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers — Managing demand and supply - Lack of supply chain coordination and the Bullwhip effect – Obstacle to coordination – Managerial levers – Building partnerships and trust – Continuous replenishment and Vendor managed inventories – Collaborative planning, Forecasting and Replenishment.

UNIT – 3 INVENTORY AND WAREHOUSING

Demand forecasting — Strategic sourcing --Inventory management-Concept and Types of Inventory, Functions of Inventory -Elements of Inventory Costs, Inventory Management – vendor development – Vendor Inventory- warehouse - Warehousing Functions – Types – Site Selection – Layout Design.

UNIT-4 LOGISTICS ADMINISTRATION

Trends of Logistics & Supply Chain Management, Logistics Service Provides (LSP), Supply chain integration -Role of 3 PL and 4 PL - Order Fulfillment-Financial Flow in Supply Chain, Reverse Logistics design and management- Logistics information system.

UNIT-5: LOGISTICS & SUPPLY CHAIN MANAGEMENT PERFORMANCE

Measuring Supply chain & Logistic performance - Financial issues in Logistics -Logistics and Customer Service- Customer Retention. Integrated IT solutions for Logistics and Supply Chain – Customer relationship management – Internal supply chain management – Supplier relationship management.

TOTAL: 60 Hours

TEXT BOOK:

1. Douglas W Lambert, “Fundamentals of Logistics Management, 10th Edition.2003

REFERENCES

1. Pramod Rao, “Logistics Management”, 11th Edition, 2007.
2. John W Langford, “Logistics: Principles & Applications”, 8th Edition, 1995.
3. Martin Christopher, “Logistics & Supply Chain Management”, 9th Edition, 2010.

COURSE OBJECTIVES

- To explain business/services in maritime technology and logistics within the country and abroad.
- To understand the clientele safe reliable efficient and economic shipping services.
- To understand Maritime Geography, Geography of Trade-Ports, Airports, Law of Carriage of goods by Sea, Arbitration, Ship Sale and Purchase-Financing Purchase and Valuations.

COURSE OUTCOMES

At the end of the course the student should be able to

CO-1: Discuss the basics of maritime business.

CO – 2: Illustrate why sea transport is used.

CO –3: Describe about the various measurements based on stowage, volume of ships.

CO – 4: Develop ethics in maritime business

CO – 5: Analyze different types of ocean liners.

CO – 6: Evaluate the significance and participants of liners.

CO – 7: Examine the importance of containerization

CO – 8: Appraise various types of containers used in ocean transport.

CO –9: Demonstrate how containerization has helped in multimodal and intermodal transportation.

CO – 10: Analyze, compare container freight rates and interpret various INCOTERMS

UNIT I INTRODUCTION TO MARITIME BUSINESS**12**

Introduction to Maritime Business, Reasons for Sea Transport, Supply of Ships, Ship Registration, Ship Classification, The Ship- Tonnage and Load Lines, Ship measurement based on volume, Stowage, Types of Ships, Practitioners in Maritime Business-Chartered Ship Brokers, Ethics in Maritime Business, Types of Fraud.

UNIT II LINERS**12**

Liners- brief history, Role significance Conferences and Freight Tariffs, Liner Consortium Agreements-Alliances-Liner documentation, Liner Agency, agency role- Agent's duties and agent; Risks.

UNIT III CONTAINERISATION**12**

Meaning –importance -Containerisation, Types of Containers, its significance- Stowage of Cargo in Containers, Multimodalism, meaning- Pricing role- pricing methods-and Container freight rates.

UNIT IV CHARTER PARTY

12

Charter Party, Types of Charter Parties, Anatomy of Charter Parties, Chartering Terms-Meaning International Trade-Variants on the FOB contract- Remedies for Breach of Contract and INCO terms.-significance

UNIT V MARITIME GEOGRAPHY

12

Maritime Geography, meaning -Geography of Trade-Ports, Airports, Carriage of goods-law of carriage of goods –carriage of goods by Sea, Arbitration, Ship Sale and Purchase-Financing Purchase, Valuations.

TOTAL :60 Hours

TEXT BOOK:

1. Williams, “The World of Shipping”, Ashgate, 5th Edition, 2015.

REFERENCES

1. Introduction to Shipping, (Institute of Chartered Ship Brokers), 10th Edition, 2014.
2. Elements of Shipping, Alan Edward Branch, (Rutledge), 8th Edition.
3. Maritime Logistics, Dong Wook Song, (Emerald), 7th Edition, 2015.

COURSE OBJECTIVES

- To develop an understanding of the process of oral communication.
- To demonstrate the use of basic and advanced proper writing techniques.
- To revise communication depending on business situation and circumstances.
- To analyse good communication skills are a critical building block to both personal and business success.

COURSE OUTCOMES

At the end of the course the student should be able to

CO-1: Discuss the basics of communication and its process, elements and importance.

CO-2: Analyze various barriers in the communication.

CO-3: Explain the components of good communication.

CO-4: Identify the various stages of written communication.

CO-5: Evaluate the effectiveness of revising and checking the messages.

CO-6: Develop the proofreading practice to ensure message preparation is upto standard to achieve its purpose.

CO-7: Demonstrate the process of writing E-mails in a structured pattern.

CO-8: Prepare with the skills of writing email - Introduction, Body and Conclusion,

CO-9: Summarize art of report preparation and writing various types of letters.

CO-10: Apply the skills of oral presentation.

UNIT I INTRODUCTION**12**

Fundamentals of Communication - meaning – definition-importance -Business Communication-role-importance-The Communication Model - Communicating in teams - barriers to communication - Overcoming the Barriers to Communication.

UNIT II 7 CS OF BUSINESS WRITING**12**

Non-verbal communication-meaning- Introducing the 7 Cs of business writing – Candid, Clarity, Complete, Concise, Concrete, Correct and Courteous-Writing business messages-The Stages in writing-Pre writing, Writing and Post writing.

UNIT II REVISING AND CHECKING MESSAGES**12**

Revising to improve the content and sentence structure-Avoiding redundant phrases and words.

Proof-reading to correct grammar, spelling, punctuation, format, and mechanics-Evaluating whether the message achieves its purpose.

UNIT IV EMAIL WRITING

12

The Process of Writing E Mails,-Breaking it Down – The PAIBO Technique, meaning- Structuring an E Mail – The 3 T’s – Introduction, Body and Conclusion-Effective Subject lines- Salutation and Signing off.

UNIT V BUSINESS REPORTS

12

Business reports-importance and Business Proposals-Business reports- presentation of business reports- objectives –audience-Format, visual aids types of visual aids and contents-Oral Business presentations.

TOTAL: 60 Hours

TEXT BOOK:

1. Sanjay Kumar &Pushpalatha, “Communication Skills”, Oxford University Press, 10th Edition, 2011.

REFERENCES

1. Lesikar R.V &Flatly M V, “Basic Communication Skills for empowering the internet generation, Tata McGraw Hill, 9th Edition, 2011.

2. Sharma R C & Mohan K, “Business Correspondence & Report Writing”, TMH, 4th Edition, 2012.

3. Kaul& Asha, “Effective Business Communication”, PHI, 2nd Edition, 2011.

SEMESTER II

16CMBL21

MARKETING MANAGEMENT

4 0 0 4

COURSE OBJECTIVE:

- To emphasize the importance of marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction.

COURSE OUTCOME:

At the end of the course the student should be able to

CO-1: Facilitate the student to relate and evaluate the corporate function of marketing.

CO-2: Examine the importance of macro and micro environment in moulding the company marketing function.

CO-3: The learner will appraise and differentiate the consumer and institutional buyer behaviour.

CO-4: To categorize and contrast goods and services.

CO-5: Evaluate the different target segments for the products.

CO-6: Illustrate the positioning strategies used by the companies for their products.

CO-7: Estimate relationship between products, branding and new product development.

CO-8: Examine the importance of integrated marketing communications.

CO-9: Predict marketing research in decision making.

CO-10: To plan for the future demand based on prediction.

UNIT I INTRODUCTION TO MARKETING

12

Basics: Marketing, Market, Marketing Management, Tasks, Philosophies, Marketing Mix, Marketing Program and Marketing Strategy, Marketing Environment -Company's Micro and Macro Environment – Interface other functional areas. Introduction to E-Marketing

- what are E-marketing strategies,

UNIT II MARKET SEGMENTATION

12

Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer-Markets, Business Markets, International Markets, and Market Targeting -Evaluating Market-Segments,

Selecting Market Segments -Product Positioning, Positioning Strategies-, objectives and strategies

UNIT III MARKETING MIX

12

Marketing Program: Decisions Involved in Product, Branding, Packaging, -Product Line and Product Mix Decisions, New Product Development, Product Life Cycle. -Pricing Products, Strategies, Distribution -Channels, Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Marketing Practices, Market Logistics Decisions: Order processing, Warehousing, Inventory, and Transportation. Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling.

UNIT IV CONSUMER MARKETS

12

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets - Characteristics, Industrial Buyer Behavior, Services Markets-Characteristics, and Strategies. Consumer behavior online-social and cultural issues.

UNIT V MARKETING RESEARCH

12

Marketing Research and Control: Marketing Research – Objectives & Scope – Research designs – research procedure – data types & sources, sampling techniques, analysis & reporting. Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control, Marketing Audit, - Secondary research, primary research.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr.Govindarajan- Marketing management- Ashoke .k. Ghosh,10th Edition,2007
2. Mr. J. Paul Peter- Marketing management- Mc-Graw hill,6th Edition,2012
3. Mr.ParagDiwan- Marketing management- Jain Book agency, 11th Edition,2001

REFERENCES

1. Kotler Philip, Keller, Koshy &Jha, “Marketing Management”, Pearson Education, Prentice Hall of India, 10th Edition, 2012.
2. Lamb, Hair and Mc Daniel, “Marketing”, Thomson Learning, 5th Edition, 2010.
3. RajanSaxena, “Marketing Management”, TMH, 11th Edition, 2013.
4. Keith Blois, “Marketing”, Oxford University Press, 12th Edition,2013.
5. Ramaswamy V.S, Namakumari S, “Marketing Management”, The Indian Context, Macmillan India Ltd, 3th Edition, 2009.

COURSE OBJECTIVES

- To explore the fundamental concepts of managerial economics, the production functions and the cost functions.
- To have a sound knowledge of the factors affecting the demand and supply of shipping cycles and cost analysis and pricing in shipping.

COURSE OUTCOMES

At the end of the course the student should be able to

CO-1: Review the fundamental concepts of managerial economics.

CO - 2: Compare and contrast demand and supply analysis.

CO -3: Examine the structure of the shipping industry

CO - 4: Appraise the shipping market structure.

CO -5: Evaluate the supply and demand of shipping.

CO - 6: To criticize and learn about the various costs in the shipping industry.

CO - 7: Illustrate on the supply of shipping services.

CO - 8: Investigate on the productivity and supply trends of shipping industry.

CO - 9: Review on the pricing of shipping services.

CO - 10: Clarify the concept of freight futures and options.

UNIT I FUNDAMENTAL CONCEPTS OF MANAGERIAL ECONOMICS 12

Managerial Economics- Meaning, Nature and Scope, Business Decision Making - Role of Managerial Economist, Fundamental concepts of Managerial Economics, Demand Analysis - meaning, determinants and types of demand, Elasticity of demand.

UNIT II SUPPLY ANALYSIS 12

Supply Analysis-Meaning and Determinants - production decisions, Production functions, Isoquants, Expansion path - Cobb-Douglas function. Cost Concepts, Cost – Output relationship, Economies and Diseconomies of scale, Cost functions, Market structure- Characteristics, Pricing and Output decisions - methods of Pricing -Differential Pricing, Government intervention and pricing.

UNIT III STRUCTURE OF SHIPPING INDUSTRY**12**

Structure of Shipping Industry-Oligopoly and Perfectly competitive Shipping markets, Factors affecting Demand & Supply of Shipping, Shipping cycles, Cost analysis in shipping – Fixed costs, Variable costs – Concept of opportunity cost, The demand for Shipping- Derived Demand, Elasticity of Demand, Demand Measurement, Effect of Substitution, Freight Rate mechanisms

UNIT IV SUPPLY OF SHIPPING**12**

Supply of shipping-Factors influencing the Supply of Shipping- Tonnage, Number and Flag of ships, Productivity and Supply trends of shipping industry - surplus tonnage/ active fleet/ short run supply, measuring elasticity of supply.

UNIT V PRICING OF SHIPPING SERVICES**12**

Pricing of Shipping Services- Determination of equilibrium pricing in various segments, Forecasting – Concept of Freight Futures and Options.

TOTAL: 60 Hours**TEXT BOOKS:**

1. Mr. Martin stopford, “Maritime Economics”, Taylor & Francis e-library, 10th Edition, 1997.
2. Mr. Kevin Cullinane, “International handbook of Maritime Economics”, Edward Elgar Publishing Ltd, 9th Edition, 2011.

REFERENCES

1. Varshney. R.L. & Maheshwari. “Maritime Economics”, (Prentice Hall of India), 10th Edition, 2008.
2. Mr. Wayne .k. Talley, “The Blackwell companion to Maritime Economics”, Rutledge, 12th Edition, 2014.

COURSE OBJECTIVES

- To understand the concept of the information system and its importance in business.
- To get an insight about the basic knowledge about Information Technology and the challenges for business professionals in IT.
- To study the business applications of IS in e-commerce and support decision systems.
- To gain knowledge about the system development process and issues and challenges in managing the IT.

COURSE OUTCOMES

At the end of the course the student should be able to

- CO -1: Appraise the role of information technology and information systems in Business.
- CO -2: Appreciate the working knowledge of concepts and terminology related to Information technology.
- CO -3: Outline the role and significance of effective management information Systems.
- CO -4: Record the current issues of information technology and relate those issues to the firm.
- CO -5: Conclude how information technology impacts a firm
- CO -6: Interpret how to use information technology to solve business problems.
- CO -7: Develop and program a graphic user interface (GUI).
- CO -8: Interpret problems into models using mathematical, statistical and numerical Techniques.
- CO-9: Summarise technical knowledge of computer networks, information security and Information assurance.
- CO -10: Formulate programming skills to solve common business problems and Web development techniques.

UNIT- 1 FOUNDATION CONCEPTS

12

Foundations of Information Systems in Business: Information System Concepts- The Components of Information Systems - Information System Resources - The Fundamental Roles of IS in Business - Types of Information Systems- Managerial Challenges of Information Technology. Competing with IT: Strategic IT- Competitive Forces and Strategies - Strategic Uses of Information Technology - Strategic Uses of IT- Reengineering Business Processes- Role of Information Technology

UNIT -2 INFORMATION TECHNOLOGIES

12

Computer Hardware & Software: Types of Computer Systems- Input Technologies- Output Technologies- Computer Storage -Radio Frequency Identification- Software & its types - Web Browsers - Electronic Mail, Instant Messaging, and Weblogs- Personal Information Managers-

Groupware. Data Resource Management & Tele communications: Database Management - Fundamental Data Concepts- Database Development - Types of Databases -Data Warehouses and Data Mining – Network Concepts – Internet- Intranet - Extranet

UNIT - 3 E-COMMERCE SYSTEMS

12

e-Commerce Fundamentals: Introduction to e-Commerce - Scope of e-Commerce - E-Commerce Technologies - Categories of e-Commerce - e-Commerce Architecture - Electronic Payment Processes - Web Payment Processes -Electronic Funds Transfer -Secure Electronic Payments.

e-Commerce Applications and Issues: e-Commerce Trends-Business-to-Consumer e-commerce - Web Store Requirements -Developing a Web Store-Getting Customers to Find You - Serving Your Customers-Managing a Web Store- Business-to-Business e-Commerce- e-Commerce Marketplaces -Clicks and Bricks in e-Commerce

UNIT- 4 SUPPORTING DECISION MAKING

12

Decision Support in Business:Introduction-Information, Decisions, and Management-Information Quality- Decision Structure- Decision Support Trends- Decision Support Systems-DSS Components-Management Information Systems- Online Analytical Processing (OLAP)- Using Design Support Systems.

Artificial Intelligence Technologies in Business:

Business and AI- Artificial Intelligence & its Applications -The Domains of Artificial Intelligence- Expert Systems- Components, Applications, Benefits & Limitations of Expert Systems- Developing Expert Systems-Knowledge Engineering- Virtual Reality

UNIT- 5: DEVELOPMENT PROCESSES& MANAGING IT

12

Developing Business Systems: IS Development, Systems Analysis and Design - The Systems Development Life Cycle- Systems implementation- Project Management

Securing & Managing IT: Ethical Responsibility of Business Professionals-Computer Crime-Security Measures- Managing Information Technology- Outsourcing and Offshoring IT and IS-Failures in IT Management

TEXTBOOKS:

1. James A O'Brien, "Management Information System", Tata McGraw Hill,10th Edition,2010
2. Steven Alter, "Information Systems: A Management Perspective", Addison Wesley, 9th Edition, 2008.

REFERENCES:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson EducationAsia
2. Management Information Systems, Jawadekar, Tata McGraw Hill
3. Management Information Systems, Davis and Olson, Tata McGraw Hill
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson

COURSE OBJECTIVES

- Information systems are so important today for business and Management.
- Evaluate the role of the major types of information systems in a business environment and their relationship to each other.
- Assess the impact of the Internet and Internet technology on business-electronic commerce and electronic business.
- Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges.

COURSE OUTCOMES

At the end of the course the student should be able to

CO -1: Examine the role of information technology and information systems in business.

CO-2: Investigate the working knowledge of concepts and terminology related to I
Information technology.

CO-3: Outline the role and significance of effective management information systems.

CO - 4: Record the current issues of information technology and relate those issues to
the firm.

CO – 5: Conclude how information technology impacts a firm

CO -6: Interpret how to use information technology to solve business problems

CO-7: Develop and program a graphic user interface (GUI)

CO-8: Interpret problems into models using mathematical, statistical and numerical
Techniques.

CO-9: Summarise technical knowledge of computer networks, information security and
Information assurance.

CO-10: Formulate programming skills to solve common business problems and Web
development techniques.

UNIT I -TEXT MANIPULATION

- a) Change the font size and type & Aligning and justification of text
- b) Underlining the Text & Prepare a Bio-Data

UNIT II-USAGE OF NUMBERING, BULLETS, FOOTERS AND HEADER

- a) Prepare a document with bullets
- b) Footers and Headers

UNIT III-TABLES AND MANIPULATIONS

- a) Creations, Insertion, Deletion (Columns & Rows) and usage of Auto Format
- b) Create a mark sheet using table

UNIT IV- PICTURE INSERTION, ALIGNMENT & PPT

- a) Prepare pictures and the picture alignment,preparing greeting cards.
- b) Creating presentation using Blank presentation
- c) Exercises on slide transition and animation
- d) Usage of Design templates

UNIT V- MAIL MERGE CONCEPTS

Prepare a business letter for more than one company using mail merge- Electronic work sheet
File manipulations-Data sorting – Ascending and descending -Worksheet preparation-
Mark list preparation for a student- Individual pay bill preparation.

Presentation Software

- e) Creating presentation using Blank presentation
- f) Exercises on slide transition and animation
- g) Usage of Design templates

MS-Access

- a) Creating a database and tables, Creating & printing reports and labels

TOTAL: 30 Hours

COURSE OBJECTIVES

- To know the various functional departments of business organization.
- To apply the theoretical knowledge towards practical applications in business environment.
- To identify problem in real time Business.
- To study various review of literature relating to study areas.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Contribute to organizations of all types and sizes by managing critical short-term projects.

CO-2: Provide creative solutions to key challenges.

CO-3: Design marketing strategies.

CO-4: Leverage business analytics with key strategic decision makers.

CO-5: Lay the foundation for strong relationships and subsequent job offers.

CO-6: Provide a variety of ways to engage in experiential learning.

CO-7: Apply the knowledge and skills acquired in the classroom to a professional context.

CO-8: Explain what skills are transferable to new contexts.

CO-9: Reflect on the quality of the contribution interns have made to the organization.

CO -10: Refine and reassess interns' own career goals as a result of the experience.

COURSE OBJECTIVES

- To describe the law of agency, law of torts, ownership and
- To identify the process of registration of ships, laws legislation,
- To know the remedies for breach of contract and contract of guarantee.
- To study the international marine laws, marine insurance, marine acts.

COURSE OUTCOMES

At the end of the course, the student will be able to:

CO- 1: Define the development of marine insurance and the shipping industry in general, and in particular to dwell on present the Indian scene and compare it with international law and practice of marine insurance.

CO – 2: Describe the process of Risk Management based on ISO 31000:2900 with relevance its application in the shipping and insurance industries, with specific reference the operation of ships, carriage of goods by sea, port infrastructures and associated activities.

CO – 3: Explain the process of purchasing marine hull insurance, marine cargo insurance, protection & indemnity insurance with specific reference and the respective duties and responsibilities of the proponent such as ship owners, cargo owners, port authorities, as well as insurance brokers, marine insurers and reinsurers.

CO – 4: Examine underwriting considerations, premium rates, terms of cover, express warranties, deductibles and also the various insurance policies covering ships, cargoes, freight and marine liabilities in the context of the Marine Insurance Acts 1906 / 1963.

CO – 5: Discuss the marine insurance claims processing and describe the duties and responsibilities of the assureds, brokers, claims adjusters, claim settling agents, surveyors / loss assessors, average adjusters, claims consultants and recovery agents.

CO – 6: Explore issues relating to marine insurance claims disputes, analyse their causes and consequences and discuss on their prevention and effective resolution, despite the absence of alternative dispute resolution clauses in marine insurance contracts.

CO – 7: Debate the challenges and concerns to faced by the marine insurance in India with a view evolve innovative solutions that create a win-win relationship between all parties marine insurance contracts.

CO – 8: Categorise the different stakeholders participating in the process for greater Describing and appreciation of different interests of all parties and the need for a proactive approach solve existing issues in marine insurance practice.

CO –9 : Prepare the Salvage Charges, Subrogation and preparation of Letter of Subrogation

CO-10 : Clarify the 3rd party Liability, General Averages, Institute Cargo clauses Institute War clauses, International Hull clauses, Exclusions and Claim Provisions.

Types Of Contract Of Carriage – Indian Carriage Of Goods By Sea Act, 1856, - Carriage Of Goods By Road Act 2007 – Carriage Of Goods By Air Act – Carriage Of Goods By Indian Railways – Introduction Bill Of Lading — Introduction Multimodal transportation Of Goods – Multimodal Transportation Of Goods Act 1993 – International Conventions

UNIT II - VARIOUS TYPES OF CONTRACTS 12

Laws – Law Of Torts – General Principle Of Law Of Torts – Types Of Torts And Remedies In Tort - Law Of Agency – Principal Agent Relationship – Indian Contract Act 1872 Important Provisions - Contract Of Indemnity – Contract Of Guarantee – Doctrine Of Frustration -

UNIT III - LAW RELATING SHIPS 12

Registration Of Ships - Ownership – Ships Arrest / Liens / Mortgages - Admiralty Law – Alternate Dispute Resolution – Arbitration

UNIT IV INTRODUCTION MARINE INSURANCE 12

Introduction Marine Insurance, International Marine Insurance market-credit system, Marine Insurance companies – Protection&Indemnity associations, Marine Insurance Act- 1906, Principle of insurance interest-Cargo Interests-Incidental Interest-Assignment.

UNIT V MARINE INSURANCE POLICY. 12

Principle of Utmost Good Faith –Time&Voyage Insurances - Statutory Exclusions-Injury, Marine Insurance Policy-Insured Values-Franchises, Excesses&Deductibles,Measure of Indemnity-Total/Partial loss of Ship/Goods – Salvage&SalvageCharges,Subrogation-Letter of Subrogation-3rd party Liability-General Averages, Institute Cargo clauses-Institute War clauses-International Hull clauses-Exclusions-Claim Provisions.

TOTAL : 60 HOURS

TEXT BOOKS:

1. Mr. Simon Baughen, “Shipping law”, Institute of Chartered Ship Brokers, Routledge, 10th Edition, 2015.

REFERENCES

1. Mr. BcMitra, “The Law Relating Marine Insurance”, Jain Book Agency, 6th Edition, 2012.
2. Legal Principles in Shipping Business, (Institute of Chartered Ship Brokers).

COURSE OBJECTIVES

- To Acquire basic knowledge about Development of Liner Service, Liner versus Tramp Service
- To study the Cargo handling, Stowage Unitization and Containerization, Vessel loading and discharging process.
- To understand a general overview of Dangerous Goods (IMO),
- To learn the liner trade routes, major liner ports and liner operations,
- To Know about the developments in Freight Forwarding and NVOCC operations and their impact on Liner Trade.

COURSE OUTCOMES

At the end of the course, the students will be able to:

CO – 1: Describe the characteristics of liner services and their differences from tramp services.

CO – 2: Locate the main liner trade routes in the world – their size and relative importance, types of commodities carried, vessel sizes and types used (container, ro-ro and residual break-bulk), the main ports of call.

CO – 3: Classify of the basic differences between east/west and north/south trades.

CO – 4: Explain the different service options including round the world (RTW), pendulum, hub and spoke and end-to-end, feeders/coastal services, services for specific commodities.

CO – 5: Distinguish the different types of businesses involved in the liner trades, including vessel owners and operators, NVOCCs, forwarders.

CO – 6: Define the role of the main trade/operator organisations, and regulatory bodies which impact on the liner trades.

CO – 7: List the different types and sizes of container ships including Cellular /noncellular, post Panamax, hatchless, feeders, ‘fast ships’, eco-ships, and other predicted developments.

CO – 8: List the types of ro-ro ships including passenger and freight ferries

CO – 9: Define the liner trade concepts in International Shipping industry

CO – 10: Describe the knowledge in unitization concept and INCOTERMS used in international business.

UNIT I BACKGROUND AND DEVELOPMENT LINER TRADE

12

History of Liners, Liner trades and Tramp trades -Their evolution and development, The Development of Unitization and Containerization , Concepts of Liner trade, Liner operations, Vessel loading and discharging , Liner trade routes, Major Liner ports, Liner service options, Liner Trade – ship types - Tonnages, pseudo tonnages, Cargo measurements & capacities, Container ships, Types of container ships, Ro-Ro Barge carrying vessels, Refrigerated cargo ship, Conventional (Break bulk) vessels, Future vessel developments, Economy of scale, Shipboard handling equipment.

UNIT II CARGOES, LINER CARGOES & LINER INVENTORY CONTROL

12

Dangerous Goods- IMO special goods , Cargo handling and other methods of lifting cargo, Port handling equipment , Port terminals, Cargo stowage- stowage factors, unitization/ multi-modalism /Containers, Container dimensions, Types of container and other container terminologies, Container inventory, Owning/Leasing, Meeting the demand for containers, Tracking the container fleet, Container control, FCLS, LCLS & ICDS, Container Freight Stations, Role of Ship's Officers & Ship's Agent, Liner Shipping operations - Accounting/ Budgeting/ Freight collection, Port disbursements.

UNIT III FREIGHT FORWARDING, NVOCCs & SHIPPING ALLIANCES

12

Evolution and Development of Freight Forwarding, Features of Freight Forwarding, Different modes of International freight - Advantages and disadvantages, Sea Freight and Air Freight Forwarding and International Freight Forwarding Networks. Insurance and Protection & Indemnity Clubs, Conferences, consortia, Alliances & Independent- Conference system, Monopoly investigations, Development of the conference system, Conference and Competition law, FMC, Mergers/ Takeovers / Container Consortia, Alliance around the world.

UNIT IV LAW OF CARRIAGE OF GOODS, THE BILL OF LADING AND MULTIMODAL TRANSPORT DOCUMENT

12

Carriage of Goods by Sea Act, Use of Bill of Lading in Liner trade, Rules of Carriage of Goods, Hague-Visby Rules 1968, Hamburg Rules 1978, Rotterdam Rules 2009 and Multimodal Transportation of Goods Act 1992 (India), Bill of Lading documentary credits, Bill of Lading clauses, Printed clauses – Functions of Bill of Lading, Other forms of Bill of Lading, House Bill of Lading, Master Bill of Lading, Combined Transport and other Liner documents. Inland Transportation, CONCOR and other Container Rail Operators.

UNIT V THE EXCHANGE OF GOODS TRANSFER & LAW OF AGENCY 12

Transfer of funds from country to country, Methods of payments in International trade, International contracts of sale, Documentary Credit, INCOTERMS, Legal aspects of the liner trades, The carrier insurance and the Carrier's liability for the cargo, Liabilities of the Agent, Legal aspects of the Bill of Lading, Cargo claims, General Average (GA), Security, ISPS code, Law of Agency, Conflict of Interest, Agent in the Port, Marketing and Sales function, General agency accounting, Principal's duties/ remuneration/ duration.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr. Allen Edward Branch – Elements of Shipping (Routledge) 8th Edition, 2007
2. Mr. Jano Janson & Dan Shneerson- Liner Shipping Economics- Routledge, (Mac Millan), (Mac Millan), 6th Edition, 1987
3. Mr. Burke & Russell John- International Logistics And Freight Forwarding, (Mac Millan), 8th Edition, 2001

REFERENCES

1. Containerisation, Multimodal Transport and Infrastructure Development in India (Shroff Publishers and distributors Pvt. Ltd.,)n 5th Edition, 2007
2. G.Raghuram, "Shipping Management – Cases & Concepts, (Mac Millan), 6th Edition, 2008
3. Victor Dover Shipping Industry, "Constitution & Practice", (Mac Donald & Evans), 6th Edition, 2010.

COURSE OBJECTIVES

- To be aware of the Customs laws related to Prohibitions on importation and exportation of goods.
- To know about Customs procedures and basics in customs clearance.
- To know about export policies and gain knowledge about various organization involving in export procedures.
- To learn the exemption practice from customs duty,
- To study the powers provisions and procedures of Customs authority
- Acquire knowledge relating to conveyances for carrying Imported or Exported Goods.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO –1: Define the basics of customs clearance.

CO – 2: Describe about the various customs laws and prohibitions of goods in the customs laws

CO –3: Explain about the customs duties.

CO – 4: Clarify the duties on various types of goods.

CO – 5: Express about customs clearance and payment of duty.

CO – 6: Recall about online filling of the various customs documents.

CO – 7: Explain about Electronic Data Interchange in customs for exchanging customs documents electronically in standard formats.

CO – 8: Describe about various aspects of warehousing with reference import and export.

CO – 9: Describe about the customs clearance procedures in airports and in sea ports.

CO – 10: Explain about coastal goods and coastal vessels.

CO – 11: Describe about export policy and organization for export.

UNIT I OFFICERS OF CUSTOMS AND THEIR ROLES**12**

History of Customs – World Customs Organization- Role of Central Board of Excise and Customs – Directorate General of Foreign Trade - Directorate General of Commercial Intelligence and Statistics (DGCI&S) - Customs Brokers Licensing Regulations -Preliminary-

Definitions - Officers of Customs-Classes-Appointments-Powers of Officers- Entrustments of Functions of Board - Appointment of Customs Ports, Airports, Warehousing Stations-Power declare places be Warehousing Stations. Prohibitions on Importation and Exportation of Goods-Power Prohibit - Power of Central Government notify goods-Precautions be taken by persons acquiring notified Goods - Prevention or Detection of Illegal Export of Goods-Power of Central Government specify goods-Persons possessing specified goods maintain Accounts-Steps be taken by persons transferring any Specified goods - Goods in Transit-Transit and Transshipment of certain goods without payment-Liability of duty on goods transited or transshipped.

UNIT II CUSTOMS DUTIES

12

Power exempt - Levy of & Exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods-Assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment protect revenue in certain case - Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods indicate amount of duty paid thereon - Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

UNIT III CLEARANCE AND PAYMENT OF DUTY & SCHEMES

12

Provisions relating Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power board Conveyances-Delivery of export manifest or export report-No Conveyance leave without written order - Clearance of Imported goods and Exported Goods-Chapter not apply baggage and Postal articles-Clearance of goods for `home consumption-Clearance of goods for exportation – Online filing of Shipping Bill and Bill of Entry -Various Schemes available in India and benefits – Electronic Data Interchange

UNIT IV WAREHOUSING AND DRAWBACK

12

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.

UNIT V COASTAL GOODS & COASTAL VESSELS

12

Baggage, import and export by post, ship stores – Coastal goods, coastal vessels – Search, Seizure and Arrest of persons by officers of customs – Confiscation of Improperly Imported Goods, Confiscation of conveyance – Settlement Commissions – Appeals , Appellate Tribunals – Offences and Prosecutions – Miscellaneous.

TOTAL:60 Hours

TEXT BOOK:

1. Mr.V. Datey, “Customs Law Practice and Procedure”, Taxman, 6th Edition, 2015.

REFERENCES

1. Mr. T.P Mukerjee, “The Customs Act 1962”, Delhi law house, 4th Edition, 2014.
2. The customs act 1962, Commercial Law Publisher India Pvt., Ltd, 7th Edition, 2014.

COURSE OBJECTIVES

- To describe about Dry cargo ships, flag of convenience, Baltic Exchange, Ship brokers, Trading-Letter of Credit-Market Reporting,
- To know the methods of Ship Employment-Firm offer and Chartering Contracts.
- To study the nature and characteristics, main places of origin and appropriate trade routes of other important cargoes.
- To be aware of Geography of World Trade, Trading Restrictions, Port Restriction, disputes and Professional Indemnity.
- To know the basic dimensions, design and construction details including decks, holds, hatches, derricks, winches, cranes and specialised cargo handling gear.

COURSE OUTCOMES:

At the end of the course, the student will be able to

CO – 1: Describe the fundamental differences between dry bulk cargo ships, general purpose ships, liners (container, breakbulk and ro-ro) and tankers.

CO – 2: Describe the differences in the types of ships employed in dry cargo trades including Capesize, Panamax and Handysize bulk carriers, general purpose (tramps), container, ro-ro, ore/bulk/oil and ore/oil carriers; short-sea and coastal traders.

CO – 3: Describe the basic dimensions, design and construction details including decks, holds, hatches, derricks, winches, cranes and specialised cargo handling gear.

CO – 4: Describe the terminology of measuring ships including dimensions, actual tonnages – deadweight (dwat and dwcc), displacement (total and light); pseudo tonnages – net & gross wt; capacities – bale and grain cubic, tons.

CO – 5: Describe what information is contained in capacity, general arrangement and stowage plans.

CO – 6: Describe the central importance of ship classification, the importance of charterers' inspections and questionnaires.

CO – 7: Describe the nature, characteristics, hazards and stowage requirements of the four main dry commodities namely coal, ore, grain, and fertilizers.

CO – 8: Describe the different subdivisions within these categories and the trade routes which apply.

CO – 9: Describe the nature and characteristics, main places of origin and appropriate trade routes of other important cargoes.

CO – 10: Describe the stowage factors of goods. Be aware of the importance of proper packing, angle of repose, ventilation and prevention of stowage hazards.

CO – 11: Describe the use of alternative routes, the existence of seasonal variations and their impact on markets.

CO – 12: Describe the various ways in which freight (rates per tonne or lump sum) and hire calculations (rate per day or per dwt/month) are made and the time when payment is due.

CO – 13: Describe the reasons for, and calculation of, additional payments due under charter parties and the appropriate clauses for voyage charters

UNIT I DRY CARGO SHIPS

12

Introduction - Dry Cargo Ships- Types Of Ships, Safe Working Load, Self-Trimming, Tweendeckers, Cargo Stowage, Cargo Gear, Air Draft, Lash - Dry Cargo Ship Tonnages, Load Lines, Dimensions And Cargoes - Tonnage-Displacement Tonnage-Deadweight-Dwt-Dwcc, Plimsoll - Lines-Grain Capacity-Bale Capacity, And Types Of Cargoes - 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 - Factors In Selecting Ships, Cargoes And Chartering Alternatives

UNIT II FINANCIAL ELEMENTS OF CHARTER PARTIES

12

The Market Functioning, Market Indices, Role Of Brokers, Market Reports And Agreements - Dry Bulk Market Factors: Trade, Vessel Demand, Vessel Supply, Earnings, And Vessel Prices Financial Elements Of Charter Parties, Dead Freight - Bill Of Lading-Bunkers, Laytime – Laytime Definition For Charter Parties 2013, Calculation Of Laytime, - List Of Very Important Decisions - Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-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, Hague Rules, Hague- Visby Rules, Hamburg Rules, Rotterdam Rules, Carriage Of Goods By Sea- Seaworthiness - Himalaya Clause

UNIT III SAFETY CERTIFICATES AND SURVEYS

12

Waybills-Insurance-Cargo Damage, 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.Time Counting, Importance Of Time-Notice Of Readiness, Demurrage & Dispatch, Statements Of Facts &Timesheets-Stoppages,

Operations - Arrangement And Supplying Of Services On Behalf Of Principal, Cargo-Ship-Crew Repatriation, Desertion, Mail.Charter Party And Cargo Claims, Charterer's Duties, Rights, Jurisdiction.

UNIT IV CARGO DOCUMENTATION

12

Letter Of Indemnity, Collecting Freight, Discharging Port Agent ,Legal Principles Of Charter Parties & Bills Of Lading Ng-Functions Of Bill Of Lading, Mate's Receipt, Manifest. Port Community System (Pcs) And Ice Gate. List Of Documents And Certificates Be On Board, Statement Of Facts And Time Sheets , Port Agents And Law – Introduction, Practical Duties And Obligations, Noting Protest, P&I Associations, General Average, Relationships With Principals –Disbursement Accounting, Division Of Costs, Final Disbursement Invoice, Operational Accounting, Office Organization.

UNIT V GEOGRAPHY OF WORLD TRADE AND CHARTERING MARKET

12

Trading Restrictions, Port Restrictions , Disputes And Professional Indemnity, P&I Clubs – Alternate Dispute Resolution Methods – Arbitration Mediation – Conciliation - Voylay Rules. &Fonasba -Losses And Claims – Do's And Don'ts Of A Chartering Manager-Afra – Post Fixture Aspects Of Chartering – Charter Party Disputes: Voyage Charters – Arrived Ship; Lay-Time Calculations; Deductions From Freight; Excepted Periods. Time Charters – Off-Hire Periods; Final Voyage; Payments Of Hire; Bunkers; Performance Clauses

TOTAL : 60

HOURS

TEXT BOOK:

1. Mr. Burke & Russell John, "International Logistics and Freight Forwarding", 6th Edition, 2001.

REFERENCES

1. Victor Dover Shipping Industry, "Constitution & Practice", Victor Dover, (Mac Donald & Evans), 8th Edition, 2008.
2. Frank Worsford, "Freight Transport & Environment", Frank Worsford, (Psychology Press), 9th Edition, 2008.

COURSE OBJECTIVES

- To learn the fundamentals of Information technology for the practice of general management.
- To understand the fundamental concepts of ERP system.
- Business process knowledge has become a prerequisite to conducting sound business using the computer system as a tool to aid decision making.
- To learn ERP architecture, and working of different modules in ERP.
- To understand, develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- To learn the core activities in the systems development process; To learn about BPR concepts.
- To cultivate skills and experience in the development and implementation of ERP projects.
- To provide an understanding of the managerial issues involved in the design and implementation of Enterprise Resource Planning Systems.
- To focus on the benefits of management that may be realized from an ERP system

COURSE OUTCOMES

At the end of the course, the student will be able to

CO -1: Describe how an integrated information system can support effective and efficient business processes.

CO -2: Discuss the technical aspects of ERP systems.

CO -3: Describe the modules distinguishing the characteristics of ERP software

CO -4: Practice business processes using process mapping techniques;

CO -5: Explain concepts of reengineering and how they relate to ERP system implementation.

CO -6: Examine the steps and activities in the ERP life cycle.

CO -7: Discuss and describe typical functionality in an ERP system;

CO -8: Explain the benefits that may be realized from an ERP system and on the management of benefits from the ERP system.

CO -9: Examine the factors that led to the development of ERP systems.

CO -10: Discuss the ERP implementation packages

UNIT I: INTRODUCTION **12**

Overview of enterprise systems – Evolution - Risks and benefits - Fundamental technology - Issues be consider in planning design and implementation of cross functional integrated ERP systems.

UNIT II: ERP SOLUTIONS AND FUNCTIONAL MODULES **12**

Overview of ERP software solutions- Small, medium and large enterprise vendor solutions, BPR, and best business practices -Business process Management, Functional modules.

UNIT III: ERP IMPLEMENTATION **12**

Planning Evaluation and selection of ERP systems Implementation life cycle - ERP implementation, Methodology and Frame work- Training – Data Migration. People Organization in implementation-Consultants, Vendors and Employees.

UNIT IV: POST IMPLEMENTATION **12**

Maintenance of ERP- Organizational and Industrial impact; Success and Failure factors of ERP Implementation.

UNIT V: EMERGING TRENDS ON ERP **12**

Extended ERP systems and ERP add-ons -CRM, SCM, Business analytics - Future trends in ERP systems-web enabled, Wireless technologies, cloud computing.

TEXT BOOKS:

1. MahadeoJaiswal& Ganesh Vanapalli, “Text Book of Enterprise Resource Planning”, Macmillan India Ltd, 8th Edition, 2010.
2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008

REFERENCE BOOKS:

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008.
2. MahadeoJaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009
3. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India,2 nd edition, 2006.

TOTAL: 60 Hours

COURSE OBJECTIVES

- To develop a research orientation among the students and acquaint them with fundamentals of research methods.
- To have a knowledge about research and how research is conducted.
- To understand the data collection methods the sampling methods and the data analysis method.
- To create awareness about the importance of research in all fields.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Obtain knowledge on various kinds of research questions and research design

CO-2: Describe qualitative, quantitative and mixed methods research, as well as relevant ethical and philosophical consideration

CO-3: Design a good quantitative purpose statement and good quantitative research questions and hypotheses

CO-4: Describe the good practices in conducting a qualitative interview and observation.

CO-5: Describe how distinguish between a population and a sample and determine the sample size

CO-6: Explain the various types of quantitative sampling techniques and conditions use.

CO-7: Describe the various steps involved in coding qualitative data.

CO-8: Apply the various statistical tools to test the hypothesis & drawing inferences

CO-9: Obtain knowledge on writing different types of report

CO-10: Develop independent thinking for critically analyzing research reports.

UNIT I INTRODUCTION**12**

Research – Meaning, Scope and Significance –Research process – Characteristics of good research – Types of Research – Problems in research – identifying research problem- Theoretical Framework/Literature Survey- Exploratory Descriptive Studies – Cross Sectional & longitudinal studies.

UNIT II RESEARCH DESIGN AND MEASUREMENT

12

Research design – Definition – types of research design – Exploratory, Descriptive, Causal, and Formulation of hypothesis – different types of experimental design-. Scaling techniques-meaning, types of scales–Hypothesis testing Statistical significance, statistical test procedure.

UNIT III SAMPLING AND DATA COLLECTION

12

Sampling Techniques – Probability and Non–probability sampling methods- Data Collection – Types of data –Primary and Secondary data – Methods of primary data collection – Observation, Interview, Questionnaire and Schedule – Construction of questionnaire – pilot study – case study

UNIT IV DATA PREPARATION AND ANALYSIS

12

Data Preparation – editing – Coding –Data entry-Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests -Introduction ANOVA- Application of statistical software for data analysis.

UNIT V REPORT DESIGN AND WRITING

12

Introduction - Research Report - Research Proposal – Different types – Contents of report – Important Parts – Title, Table of Contents – Synopsis, bibliography - Introductory Section – Research Design - Result Section – Recommendation & Implementation Section

TOTAL: 60 Hours

TEXT BOOK:

1. Kothari, C.R.,“Research Methodology”, Methods and Techniques, New Age International, 6th Edition, 2010.

REFERENCE

1. Panneerselvam, R., “Research Methodology”, Prentice-Hall of India, New Delhi, 7th Edition, 2004.
2. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata McGraw Hill, New Delhi, 2012.
3. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
4. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition,

Wiley India, New Delhi, 2012.

5. William G Zikmund, Barry J Babin, Jon C.Carr, AtanuAdhikari,Mitch Griffin, Business
6. Research methods, A South Asian Perspective, 8th Edition, Cengage Explaining, New Delhi,2012.

COURSE OBJECTIVES:

- To know the various functional departments of business organization.
- To apply the theoretical knowledge towards practical applications in business environment.
- To identify problem in business areas analyze and solve the problem through research methods.
- To study various review of literature relating to study areas.
- To give feasible suggestions and recommendations based upon the study conducted during project work.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Demonstrate a broad, in-depth describing of general management and the business/management environment.

CO – 2: Demonstrate a deep Describing of the interaction between operational and strategic management.

CO –3: Identify and solve problems on an executive level, demonstrating critical and creative thinking.

CO – 4: Apply the general (core) management skills in the chosen area of specialization.

CO – 5: Demonstrate an in-depth knowledge of the management issues characteristic of the area of specialization and the chosen elective modules.

CO – 6: Analyze a business problem in new and unfamiliar circumstances through the integration of relevant disciplines.

CO – 7: Formulate strategies solve business problems and pursue opportunities.

CO – 8: Demonstrate the ability communicate formulated strategies in a clear and concise manner.

CO – 9: Apply the knowledge and skills acquired in the classroom a professional context.

CO – 10: Provide a variety of ways engage in experiential Explaining.

COURSE OBJECTIVES

- To explore the fundamental concepts of transportation and distribution management.
- To gain knowledge in network planning, routing and scheduling and
- To know about the application of IT in transportation and distribution management.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Demonstrate the distribution techniques in the supply chain.

CO – 2: Identify the various distribution network models

CO –3: Summarize the advantages and disadvantages of the various models.

CO – 4: Plan for the different distribution networks and the decisions concerning the distribution networks.

CO – 5: Illustrate about the distribution requirements planning.

CO – 6: Clarify the role of transportation in logistics and business..

CO – 7: Recognize the scope and relationship of transportation with other business functions

CO – 8: Summarize the various modes of transportation and the selection decisions.

CO – 9: Review vehicle routing and scheduling.

CO – 10: Relate the issues involved in international transportation.

CO – 11: Outline about the transportation management systems

CO – 12: Be well versed with the transportation rate negotiation.

CO – 13: Explain the various IT systems used in transportation management.

UNIT I ROLE OF DISTRIBUTION IN SUPPLY CHAIN

12

Distribution: Role of Distribution- Role of Distribution in Supply chain-Distribution channels – Functions, resources -Operations in Distribution-Designing Distribution network models - its features - advantages and disadvantages.

UNIT II DISTRIBUTION NETWORK

12

Distribution network- role significance- Distribution network planning-Distribution network decisions - importance- Distribution requirement planning (DRP).

UNIT III TRANSPORTATION IN LOGISTICS AND BUSINESS

12

Role of Transportation in Logistics and Business-Principle and Participants-Scope and relationship with other business functions - Modes of Transportation - Mode and Carrier selection- Routing and scheduling.

UNIT IV TRANSPORTATION SYSTEM

12

International transportation-Carrier, Freight and Fleet management concept-Transportation management systems-Administration, transportation Rate negotiation –Trends in Transportation.

UNIT V IT APPLICATIONS

12

Usage of IT applications - E commerce - ITMS- Communication systems-Automatic vehicle location systems -Geographic information Systems

TOTAL: 60 Hours**TEXT BOOK:**

1. Raghuram and N. Rangaraj,"Logistics and Supply chain Management: Leveraging Mathematical and Analytical Models", Cases and Concepts. New Delhi, Macmillan, 11th Edition, 2000.

REFERENCES

1. Sunil Chopra, Peter Meindl, "Supply Chain Management, Strategy, Planning, and Operation", Pearson, 5th Edition, 2010.
2. Michael B Stroh, "Practical Guide to Transportation and Logistics", Logistics Network, 9th Edition, 2006.
3. Alan Rushton, John Oxley, "Handbook of Logistics & Distribution Management", Kogan Page Publishers, 6th Edition, 2000.

COURSE OBJECTIVES

- To familiarize the students about the planning process and techniques for urban areas.
- To gain knowledge in the application of analytical tools in planning stage.
- To study Intervening Opportunity and Competing Opportunity Models in transportation.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Demonstrate the basic concept of transportation planning.

CO – 2: Be familiar with transportation policies, approaches and analytical tools.

CO –3: Analyze the environmental factors influencing the transportation planning.

CO – 4: Clearly explain the regulations of transportation planning.

CO – 5: Explain the modeling process of transportation.

CO – 6: Emphasize the Analysis & Simulation Planning techniques

CO – 7: Experiment the Hierarchical Level of transportation planning

CO – 8: Utilize the concept of Private & Public Travel Behavior Analysis.

CO – 9: Be well versed with transportation models.

CO – 10: Execute the trip distribution method..

UNIT I PLANNING TRANSPORTATION**12**

Need for Planning Transportation, Planning Transportation in metropolitan areas Transportation Policy: Background and Current Issues. Intersection of Transportation Policy & Planning. Approach rooted on the analytical tools, benefit/cost ratios of a given alternative. History of urban transportation.

UNIT II ENVIRONMENTAL AND PLANNING REGULATIONS**12**

Highway finance, environmental and planning regulations, modal characteristics, land use and transportation interaction and emerging information technologies for transportation planning. Transport planning as a technocratic activity

UNIT III MODELLING, ANALYSIS & SIMULATION PLANNING**12**

Modelling, Analysis & Simulation Planning - Analysis Tools of Transportation- Demand and Investment. Design and evaluation of alternatives. Travel Demand Estimation and Forecasting. Modal Split Analysis, Behavioural Approach, Two stage Modal Split Models.

UNIT IV LEVELS OF PLANNING

12

State level planning, Regional planning and Corridor planning. Hierarchical Level of Planning, Passenger and Goods Transportation, General Concept and Process, Urban Travel Characteristics, Private & Public Travel Behaviour Analysis. Trip Generation Methods and their Comparison,

UNIT V TRANSPORTATION MODELS

12

Trip Distribution – Growth Factor Method, Gravity Model, Intervening Opportunity and Competing Opportunity Models, Entropy Maximizing and Linear Programming Methods. Network Assignment, Capacity Restrained and Simultaneous Distribution, Direct Demand Models. Land-Use Transport Planning, Transport Related Land Use Models. Corridor Type Travel Planning, Statewide and Regional Transportation Planning.

TOTAL:60 Hours

TEXT BOOK:

1. Hutchinson B.G, “Principles of Urban Transport Systems Planning”, McGraw-Hill, 2nd Edition, 1974.

REFERENCES

1. Kadiyali, L. R., “Traffic Engineering and Transport Planning”, Khanna Publishers, 3rd Edition, 2002.
2. Florian Michael, “Transportation Planning Models”, Elsevier Science Publishers. 6th Edition,
3. Michael Florian, “The Practice of transportation planning”, Proceedings relating to the course given at the International Center for Transportation Studies (ICTS), Amalfi, Italy, 1983.

COURSE OBJECTIVES

- To familiarize with the functioning and management of warehousing and inventory operations.
- To gain in-depth knowledge in material requirement planning and costs associated with warehousing and accounting for inventories.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Explain the basics of warehousing.

CO – 2: Demonstrate the various warehouse operations.

CO –3: Analyze the various warehousing decisions.

CO – 4: Outline the various types of warehouses.

CO – 5: Apply the various costs involved in a warehouse.

CO – 6: Summarize the storage systems used in a warehouse.

CO – 7: Evaluate the inventory management in the supply chain and material requirements planning.

CO – 8: Measure the various inventory control techniques.

CO –9: Elaborate the use of warehouse management systems to manage warehouse operations.

CO –10: Compare the various manual and automated material handling systems used in a warehouse.

.UNIT I INTRODUCTION TO WAREHOUSING**12**

Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.

UNIT II WAREHOUSE OPERATION**12**

Warehouse and Inventory Operations, Role of Warehouse in Distribution system, Using WMS for Managing Warehouse Operations. Basics, Documents, Receiving Scheduling, Unloading, Palletization, Stock Update, Location and Zone Management.

UNIT III ROLE OF INVENTORY MANAGEMENT

12

Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks, Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.

UNIT IV MATERIAL REQUIREMENT PLANNING

12

Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Purpose of Inventory, Goods, Types of Goods, Finished Goods Inventories, General, Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life.

UNIT V INVENTORY

12

Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Multi-Echelon Inventory Systems, Spare Parts Inventories, Use of Computers in Inventory Management Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.

TOTAL : 60 Hours

TEXT BOOK:

1. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007

REFERENCES

1. Simchi-Levi, David, "Designing and Managing Supply Chain", Tata McGraw Hill, 3rd Edition, 2007.
2. David E Mulcahy, "Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

COURSE OBJECTIVES

- To learn the supply chain management concepts and its related functions.
- To gain knowledge in latest developments in supply chain management, its different stages and characteristics.
- To understand Supply Chain Strategy & Performance measures Customer service, Cost Trade and Bench marking.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Examine the fundamental supply chain management concepts.

CO – 2: Apply knowledge to evaluate and manage an effective supply chain.

CO – 3: Align the management of a supply chain with corporate goals and strategies.

CO – 4: Analyze and improve supply chain processes.

CO – 5: Relate the functional activities (the nuts and bolts) in supply chains that process the flow of products and information from the point of origin to the point of consumption.

CO -4: Develop the importance of collaborative planning among supply chain partners & how improve the coordination

CO- 5: Design coordinated and collaborative processes and activities among the business partners in a supply chain, leveraging current and emerging technologies.

CO- 6: Create knowledge on integration of IT solutions for Logistics and Supply Chain and customer relationship Management

CO- 7: Assess and analyze operational and supply chain situations and data in order to identify opportunities for process improvement.

CO- 8: Identify the principles of customer and supplier relationship management in supply chains

CO- 9: Demonstrate knowledge of the supply chain management concepts including facility location and capacity allocation, supplier relationships, and optimization approaches.

CO- 10: Develop strategies that will lead to productive relationships and efficient processes to connect supply chain members and customers.

UNIT I SUPPLY CHAIN MANAGEMENT **12**

Basics of Supply Chain Management, Supply Chain Management: Introduction–Value Chain– Functions and Contributions –Supply Chain Effectiveness and Indian Infrastructure – Framework for Supply Chain Solution –Outsourcing and 3PLs –Fourth-party Logistics (4PLs) – Supply Chain Relationships–Conflict Resolution Strategies for Harmonious Relationships, Elements of Logistics& Supply Chain Management: Introduction–Positioning of Information in Logistics and Supply Chain Management –Logistics Information System (LIS) –Operational Logistical Information System –Emerging Technologies in Logistics and Supply Chain Management.

UNIT II EVOLUTIONARY TRENDS OF LOGISTICS AND SUPPLY CHAIN **12**

Evolutionary Trends of Logistics and Supply Chain Organization, Basic Organization Principles – Factors Influencing Organizational Structure.

UNIT III OUTSOURCING STRATEGIES **12**

Procurement and Outsourcing strategies, Outsourcing benefits and risks-Framework for Buy/Make decisions, E-Procurement.

UNIT IV STRATEGIC ALLIANCES **12**

Strategic alliances – Frame work, Building partnerships - 3rd party, Retailer- Supplier partnerships, Distributor integration, Efficient Customer Response.

UNIT V SUPPLY CHAIN STRATEGY **12**

Supply Chain Strategy & Performance measures – Bench marking, Customer service and Cost Trade-Off, Order Delivery Lead Time, Linking of Supply Chain and Business performance.

TOTAL: 60 Hours

TEXT BOOK:

1. Sunil Chopra and Peter Meindl, “Supply Chain Management Pearson Education Asia”, 3rd Edition, 2007.

REFERENCES

1. Supply Chain Management: Strategy, Planning, and Operation, Sunil Chopra, Peter Meindl, Pearson, 6th Edition, 2012.

2. David Simchi-Levi, Designing & Managing Supply Chain- & Other (Tata McGraw Hill)
6th Edition,2009.

COURSE OBJECTIVES

- To learn about the inland transportation and the logistic avenues in inland transportation management in sea.
- To gain knowledge in safety aspects in inland transportation management, Cost benefit analysis on using inland water ways & latest trends
- To gain knowledge on use of technology to support inland waterways for transportation.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Identify the mode of transportation in sea.

CO – 2: Manage the implementation of inland water ways in India

CO – 3: Appraise the Bridges & Tunnels system for logistics.

CO – 4: Evaluate the National regulations for logistics in India.

CO – 5: Gain knowledge on the concepts of boating safety.

CO – 6: Identify the special risks that are involved in safety for boating.

CO – 7: Analyze the loading and weight distribution for boating.

CO – 8: Outline the various concepts of risk based on the implementation of safety.

CO – 9: Gain knowledge on the latest trends and technologies to support inland waterways for logistics.

CO – 10: Evaluate the Cost benefit analysis using inland water ways.

UNIT – I OCEAN TRANSPORT**12**

Sea trade-Role of ocean transport-various modes of transports and its merits and demerits-Introduction to inland water ways in India-development of coastal shipping-nature and scope – inlandwater ways - Importance in India- water ways for logistics and supply chain

management-vessel safely on the Inland Waterways.

UNIT – II NATIONAL REGULATIONS 12

Bridges & Tunnels-Bridge operations and Use of tunnels -The Rules of the Road-Bye-laws and local traffic regulations -National regulations

UNIT – III PERSONAL SAFETY 12

Boat safety-Use of fire extinguishers-Watertight integrity -Fire hazards, particularly gas and petrol--Refloating after grounding - Personal Safety-Risks involved in the water, including cold shock-Avoidance of personal injury, including crush injuries and threats in water and precaution strategies.

UNIT – IV COMMON BOATING TERMS 12

Special risks to children-Checks to be undertaken periodically -Undertake checks to be carried out before and whilst running-Common boating terms --Loading and weight distribution-Interaction and canal effect

UNIT – V CARE OF THE ENVIRONMENT 12

Care Of The Environment-Avoiding damage to banks, boats, flora and fauna-Pollution avoidance-Consideration for water users –Cost benefit analysis on using inland water ways-latest trends and use of technology to support inland waterways for transportation.

Total: 60 hours

TEXT BOOKS:

1. Derek Lundy, The way of a ship Penguin Random House UK, 2002.

REFERENCES:

1. Walter Havighurst, Voices on the river,, Castle Books, 2009
2. Robin Knox and Johnston ,The Conway History of Seafaring in the Twentieth Century, Potomac Books Inc.,2000
3. Richard Woodman, The history of the ship , Richard Woodman, Lyons Pr ,1998

COURSE OBJECTIVES

- To gain knowledge in global logistics and risk management and to do logistics management globally.
- To understand the requirements and regulations involved in doing logistics globally.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: State the factors influencing global market forces

CO-2: Identify the factors influencing technological forces

CO-3: Enumerate the sources of risks

CO-4: Outline the management of global risks

CO-5: List the issues in international supply chain management

CO-6: Clarify the regional and cultural differences in logistics

CO-7: Elaborate the requirements of global strategy

CO-8: Explain the global strategy implementation

CO-9: State the role of human resource in global strategy

CO -10 :Analyze the cultural risks during implementation

UNIT I GLOBAL LOGISTICS**12**

Introduction –Global Logistics Meaning and Definition-Global market forces- Factors Influencing Global Market Forces –Factors Influencing Technological Forces-Technological Forces- Global Cost Forces- Political and Economic Forces.

UNIT II: RISK MANAGEMENT**12**

Introduction – Risk Management- Meaning and Definition- Many Sources of Risks- Managing the Unknown Factors – Introduction to Global Risks-Global Risks-Managing Global Risks.

UNIT III: INTERNATIONAL SUPPLY CHAIN MANAGEMENT**12**

Introduction to International Supply chain-Issues in International Supply Chain Management- International versus Regional Product- International versus Regional Products.

UNIT IV: PERFORMANCE EXPECTATION AND EVALUATION**12**

Regional differences in Logistics-Cultural differences in different places- Geographic information Systems- Infrastructure- Performance Expectation and Evaluation.

Requirements for Global Strategy- Global Strategy implementation-Miscellaneous Dangers- Information system Availability- Human Resources-role-significance.

TOTAL:60 Hours

TEXT BOOK:

1. John Mangan, Chandra Lalwani, "Global Logistics and Supply Chain Management", Tim Butcher John Wiley & Sons, 2nd Edition, 2011.

REFERENCES

1. David Simchi, Levi, Philip Kaminsky, Ravi Shankar, "Designing & Managing the Supply Chain", Tata McGraw Hill, 14th Edition, 2010.
2. Ross.D.F, "Competing through Supply Chain Management", Chapman & Hall, 6th Edition, 2009.
3. Woods.D,A. Barone,P.Murphy, D.Wardlow, "International logistics", Chapman & Hall, 1998.

COURSE OBJECTIVES

- To understand introduction to Multimodal Transportation management and its various distribution models
- To understand various tariffs applicable in sea/air/rail/road/pipeline transportation

COURSE OUTCOMES

At the end of the course, the student will be able to

- CO-1: Demonstrate the various issues in multimodal transportation.
- CO – 2: Analyze the various participants in multimodal transportation.
- CO –3: Identify the various modes of international multimodal transportation and selection of the modes.
- CO – 4: Evaluate the multimodal and intermodal transportation.
- CO – 5: Categorize the freight costing and pricing.
- CO – 6: Summarize the various issues involved in rail mode of transportation.
- CO – 7: Examine about the air transport and IATA.
- CO – 8: Evaluate the maritime transportation..
- CO – 9: Illustrate the air mode of transportation.
- CO – 10: Compare and contrast the various aspects air cargo transport.

UNIT I MULTI MODAL TRANSPORTATION 12

Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, specialized container equipment – FCL, LCL and Customs facilitation.

UNIT II MULTIMODAL TRADE ROUTES 12

Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators –Other provisions through Transport services.

UNIT III CORPORATE STRUCTURES IN MULTIMODAL 12

Corporate structures in Multimodal Transport, System required by the Transport Operator, Transport Pricing-Modern Freight Tariffs, Meeting the Demand-Tracking the Container Fleet.

UNIT IV RAIL TRANSPORT 12

Rail Transport- Role of Rail transport-Significance of Rail Transport, Railway networks, Air Transport- Role of Air Transport, Significance of Air Transport, Airline Scheduler-Air Line Schedule Planning, IATA, Maritime industries.

UNIT V BILL OF LADING

12

International contract of sale-Bill of Lading-Clauses-Way bills-Identity of Carrier-Liability and Insurance-Paperless Trading, Indian Multimodal Act-1993, Conventions related to Multi modal transport-Cargo liability conventions, Conventions relating to Dangerous Goods-Customs conventions-Statutory Regulations and Restrictions-National and International restrictions on the movement of goods-WTO.

TOTAL; 60 Hours

TEXT BOOK:

1. Dr. Hariharan K. V., “A Textbook on Container & Multimodal Transport Management”, Shroff Publishers and Distributors Pvt. Ltd, 1st Edition, 2002.

REFERENCES

1. JotinKhisty C and Kent Lall B; “Transportation Engineering: An Introduction”, Prentice Hall International, Inc, 12th Edition, 1998.
2. Hutchinson B.G, “Principles of Urban Transport Systems Planning”, McGraw Hill Book Company (latest edition), 2013.

COURSE OBJECTIVES

- To develop countries import scarce raw materials and capital goods and advanced technology required for rapid industrial development.
- To be aware of goods in short supply are also imported to make up the deficiency.

COURSE OUTCOMES

At the end of the course, the student will be able to

- CO1: Apply key concepts and theories in the field of procurement management and global sourcing to effectively manage procurement related functions.
- CO2: Contribute to the selection and design of appropriate approaches to manage procurement management and global sourcing operations.
- CO3: Analyse and apply appropriate techniques and methods in the integration of procurement management and global sourcing operations.
- CO4: Evaluate and measure alternative procurement management and global sourcing options in the context of a flexible global supply chain.
- CO5: Leverage resources of a group to critically analyse situations and develop solutions to procurement related problems.
- CO6: Extract value by developing strategies around each category of spend.
- CO7: Capable of using state-of-the art distribution practices to implement strategic and operational concepts
- CO8: Critically examine and reflect on the function of procurement, in local and/or global contexts, and support in decision making
- CO9: Demonstrate needed skills in negotiating pricing mechanism
- CO10 Apply procurement theories in workplace and create adding value to the organization
- :

UNIT I PROCUREMENT MANAGEMENT**12**

Procurement Management - Evolution, Scope and Objectives - Interface with other functions- Global Business - Cultural and Social Influences - Importing, Exporting, and International Trade-Governmental and Legal Influences-Economic and Geographic Influences -Currency and Risk Management-Objectives for Global Procurement Management - Cultural and Social Influences-International Communications-International Trade Environment

UNIT II FORECASTING**12**

Forecasting - Methods of forecasting - Moving Average Method, Regression Analysis, Exponential Smoothing Method- Material Requirement Planning - Advantages over conventional planning (Order Point Method) - Master Production Schedule - Bill of Materials - Material flow in MRP.

UNIT III CUSTOMS ACT**12**

Customs Act – other acts relating to export/import – Formalities for commencing – processing of export order – customs formalities – Export documentation – role of ECGC in export promotion – terms of shipment – Export Promotion council - Role and functions of Export Promotion council, Commodity boards, Directorates of commercial intelligence and statistics, Indian trade promotion organization, IIFT. Export: Types of exporters-Registration of exporters.

Major Export from India. Facilities available to EOU'S, SEZ'S, and Status holders duty drawback procedures other incentives.

UNIT IV DOCUMENTATION

12

Documentation - Performa invoice, commercial invoice and its attestation, packing list, Inspection, certificate, certificate of origin, GSP certification, shipping bills, A.R, A.R(4) forms, Mate receipts, GR-Forms or SDF, Marine insurance policy, ECGC policy, bill of exchange, bank certificate for Export B/L, AWB, Special Consular Invoice- bill of entry and airway bill.

UNIT V STRATEGIC SOURCING

12

Strategic Sourcing: Introduction, Scope – Advantages, Objectives, Sourcing plan. Supplier evaluation, selection & development. Category buying & management process, value-to-price relationship, Supplier relationships across organization. Developing & implementing multi-year contracts

TOTAL: 60 Hours

TEXT BOOKS:

1. Vance, Charles m, Paik, Yongsun, “Managing A Gobal Workforce Challenges and Opportunity In International HRM”, 2nd Edition, Eastern Economic Editors, Latest Edition.2013.
- 2.Parasram, “In Cotermis Exports Coartind and Pricing with Practical Guide to in Co-Terms, 1st Edition, Jain Book, 6th Edition, 2010.
- 3.M I Mahaian, “Impart Do It Yourself”, Jain Book, 7th Edition, 2007.

REFERENCES

1. John Wiley, “Global Operations &Logistics:Text& Cases-Dornier”, Pearson Education, 2nd Edition 2013.
2. David Simchi-Levi, “Designing & Managing Supply Chain-Concepts, Strategies”, Tata-McGraw- Hill, 8th Edition, 2000.
3. Cecil Bozrath&Robert B.Handfield, “Supply Chain Management – Text & Cases”, Tata-McGraw- Hill, 13th Edition, 2000

COURSE OBJECTIVES

- To introduce the fundamental Lean manufacturing and Six Sigma principles in logistics and its application in supply chain management.
- To understand the wastages and model of lean logistics.
- To understand the tools and technique for implementation of Lean manufacturing in logistics.
- To understand the tools and technique for implementation of Six Sigma in logistics.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Summarize the concepts of lean in logistics

CO – 2: Explain the concepts of Six Sigma in logistics

CO – 3: Identify the wastages of lean logistics.

CO – 4: Compare and contrast the different types of lean logistics.

CO – 5: Describe the logistics bridge model

CO – 6: Assess the different types of flow and capability.

CO – 7: Design the current and future state mapping of Value Stream Mapping (VSM)

CO – 8: Illustrate the lean concepts based on the Value Stream Mapping (VSM).

CO – 9: Examine the implementation of SPC tools using Six Sigma methodologies

CO – 10: Evaluate DMAIC based on the implementation of tools and techniques.

UNIT I: LEAN SIX SIGMA LOGISTICS**12**

Lean and the Logistician – Six Sigma and the Logistician – Logistics bridge model – Importance of Logistics and Supply Chain Management.

UNIT II: THE LOGISTICS WASTES**12**

Waste of Inventory – Waste of Transportation – Waste of Space and Facilities: Logistics and Warehousing – Waste of Time – Waste of Packaging – Waste of Administration – Waste of Knowledge

UNIT III: LOGISTICS BRIDGE MODEL 12

Importance of Logistics Bridge model – Logistics Flow: Asset Flow, Inventory Flow, Fixed Assets Flow, Information Flow, Financial Flow – Capability: Predictability, Stability, Visibility.

UNIT IV: LEAN TECHNIQUE: VALUE STREAM MAPPING 12

Value Stream Mapping (VSM) – Material and Information Flow – VSM symbols – Identification of Product or Product Family – Current-State Mapping – Future-State Mapping – Plan and Implementation in logistics.

UNIT V: SIX SIGMA TOOLS

Define–Measure–Analyze–Improve–Control (DMAIC) – SIPOC model – VOC – CTQ – Seven Quality or SPC Tools such as Pareto Analysis, Cause and Effect Diagram, Control Charts etc. – Process Capability Analysis such as Cp, Cpk – Plan and Implementation in logistics.

TOTAL: 60 Hours

TEXT BOOK:

1. Thomas Gold, “Lean Six Sigma Logistics – Strategic Development to Operational Success”, Ross Publication, 6th Edition, 2005.
2. Michael L. George, et al., The Lean Six Sigma Pocket Toolbook: A Quick REFERENCES Guide to Nearly 100 Tools for Improving Process Quality, Speed, and Complexity, McGraw-Hill, 2005.

REFERENCES

1. Rother, M. and Shook, J., Learning to see: Value stream mapping to create value and eliminate muda, The lean enterprises institute Brookline, Massachusetts, USA, 1999.
2. Liker, J., The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer, McGraw-Hill Education, 2004.
3. Pyzdek, T. and Keller, P. A., The Six Sigma Handbook, Fourth Edition, McGraw-Hill Professional, 2014.

COURSE OBJECTIVES:

- To provide the participants with a good Knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- To create awareness about the Air Cargo management.
- To provide general information or a framework on the setup of air cargo processes, for people new to the business.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Describe the types of airports and aircrafts.

CO – 2: Define the basic air cargo terminologies and phonetic alphabets.

CO –3: Differentiate the various participants in air cargo transportation.

CO – 4: Evaluate the role of a custodian in air cargo.

CO – 5: Emphasize the role of freight forwarders and customs brokers.

CO – 6: Compare and contrast the various IATA and ICAO airport and airline codes.

CO – 7: Appraise the air transport and IATA.

CO – 8: Differentiate the roles of GSSA and the GHA.

CO – 9: Review about air mode of transportation.

CO – 10: Recognize about the various aspects air cargo transport.

CO – 11: Examine the roles of the customs and the government in air transport.

CO – 12: Relate the advantages and disadvantages of air cargo

UNIT 1 – AIRPORT AND AIRCRAFT**12**

Airports – Role – Significance – Aircraft – Basic Cargo Terminology – International Phonetic Alphabet – Stakeholders Involved - Exporter/Importer – Custodian – Customs Brokers – Freight Forwarder – Airlines/General Sales AGENT (GSSA) – ICAO – List of Airlines Code- GHA (Ghana Airways) – Customs – Government – Banks – Future of the Industry

UNIT 2 – AIR CARGO**12**

Air Cargo - Significance – Uses – Advantages – Disadvantages – International Air Transport Association – Roles And Functions – Codes – International Civil Aviation Organization And Role – Directorate General of Civil Aviation And Role – ACCAI (The Air cargo Association Agents Association In Airlines)And Role – Airport Authority of India, Custodians And Roles – Other Allied Bodies – Cargo – Types

UNIT 3 – DOCUMENTATION , BILLS AND PROCEDURES**12**

Documentation – Air Way Bill – Types – Manifest – Delivery Order – Proof On Delivery – Freight – Types – Calculation – Volume Based – Weight Based – Chargeable Weight – Procedure – Claims and Liability – Air Cargo Rates and Charges – Cargo Operations – Customs clearance

UNIT 4 – HANDLING**12**

Handling – Equipment - Types – Facilities – Warehouses – AFS – Packing – Types – Marking – Labelling – Freight forwarding – Consolidation

UNIT 5 – AIR CARGO OPERATIONS AND DANGEROUS GOODS**12**

Air freight forwarding- : Air freight Import and Export – Dangerous Goods Regulations and Cargo by Air – Special Cargoes- Classes – Packing – Marking – Labelling – Handling – Transportation – Royal Air Morac Airline– Checklist

TOTAL – 60 HRS**TEXT BOOKS**

1. Yoon Seok Chang, “Air Cargo Management”, CRC Press, 2015.
2. XIE CHUN XUN ZHU, “Air Cargo Management Introduction - Aviation Logistics Management Series (Chinese Edition)”, South-east University Press, 2006.

REFERENCES

1. Paul, “Air cargo distributions: A Management Analysis of Its Economic and Marketing Benefits”, Jackson and William Brackenridge (Gower Press), 6th Edition, 1988.
2. Peter S. Smith, “Air Freight: Operations, Marketing and Economics”, Chu (Boston: Kluwer Academic Publishers), 3th Edition, 2004.

COURSE OBJECTIVES

- This subject is designed to provide professional study of the container transport management of liner shipping with respect to the international maritime business environment.
- It is to understanding of current developments in the liner shipping, and to enable them to understand the application of quantitative techniques in container transport management decision making.

COURSE OUTCOMES

At the end of the course, the student will be able to

- CO1: Identify the principal container ship types, characteristics, layout, sizes and tonnages
CO2: Explain the modes of handling containers in international transport operations
CO3: Analyse the commercial and management aspects of containers in seaborne trade
CO4: Understand the nature of operating and voyage costs in scheduled liner shipping services
CO5: Discover the framework and layout of container logistics within the landside operations as well as the role of logistics service providers
CO6: Explain the importance of capital costs, the influence of bunker costs and the effect this has on the industry
CO7: Understand some of the documentation used in the shipping process such as bills of lading
CO8: Discuss the structure of world containerized trade routes and the major container ports within it.
CO9: Present intermodal discipline in an integrated form which reflects sound business practices
CO10: Contribute to the solution of business related problems in intermodal operations.

UNIT I MULTIMODAL TRANSPORT**12**

What is a container, Types of containers- Multimodal Transport- Advantages- Freight Rate Structure & Shipping Regulations, Principal factors impacting ocean freight rates- International Commercial Terms- Multimodal Transport Network System- Advanced system in Container management - Sea Freight Container details- Customs connection & Multimodal Transport in International Trade- Maritime Frauds. Container crimes.

UNIT II CONTAINERISATION**12**

Introduction to the Container Business and Role of Container Terminals. Containerisation - The beginning of the container revolution and changes in Liner trades in the modern supply chain - The growth of Containerisation in global trade. Types and functions of container terminals- Gateway, transshipment, transit, dedicated, common user. Terminal ownership- Global container terminal operators- Regional terminal operators.

UNIT III CONTAINER TERMINOLOGY**12**

Container characteristics- ISO standards- Types and purpose- Container terminology- Marks and numbers. Container integrity and security. Container packing. Container seals and securing techniques-Container ownership and management- Owning vs. Leasing- Storage, maintenance and repair. Container ship types, sizes and characteristics-Layout and design of a modern containership- Lack of deck obstructions, speed. The economics of container ship operations- Owning vs. Chartering – Operating costs.

UNIT IV INFRASTRUCTURE AND LAYOUT OF CONTAINER TERMINALS 12

Infrastructure and layout of container terminals - Berth and quay characteristics- Apron width, quay crane rails - Container yard size, layout and markings - Container Freight Station (CFS) - Gates, offices, maintenance facilities, fencing and traffic control. Types and purpose of equipment used in container terminals - Ship to shore handling equipment - Yard equipment for transfer, storage and delivery - CFS and other terminal equipment-Terminal automation

UNIT V SHIP AND QUAY OPERATIONS 12

Container Terminal Operations - Ship and quay operations - Discharge and load procedures - Crane numbers and productivity. Yard operations- Performance and planning- Yard management- Storage and delivery. Gate operations - Layout and traffic flows - Security and inspections.CFS operations - Outturns and customs inspections - Repacking and value adding. Container terminal resourcing- Managing staff numbers- Managing equipment matrix. Use of IT in container terminal operations - Terminal Operating Systems (TOS) - Electronic Data Interchange (EDI). Key Performance Indicators (KPIs) for terminal operations- Management and environment metrics - Contractual KPIs. International Maritime Dangerous Goods (IMDG) Code, hazardous cargoes storage and

contingency plans- Identifying and avoiding risks of injury and accidents in terminals. Security management in container terminals-The International Ship and Port Facility Security (ISPS) Code - Container scanning-Perimeter integrity – Stowaways.

TOTAL: 60 Hours

TEXT BOOKS:

1. Dr. Hariharan K. V, “Container & Multimodal Transport Management”, Shroff Publishers and Distributors Pvt. Ltd, 1st Edition, 2002.
2. Kap Hwan Kim, Hans-Otto Günther, “Container Terminals and Cargo Systems: Design, Operations Management, and Logistics Control Issues”, Springer; 1st Edition, 2010.
3. EvrinUrsavasGuldogan , “Port Operations and Container Terminal Management: with applications”,Springer ,6th Edition, 2011.

REFERENCES

1. Wiley, “Port Operations and Container Terminal Management”, EvrimUrsavasGuldogan, Springer, Latest Edition.
2. UrgenSorgenFrei , “Port Business” BoD Books, 2nd Edition. 2000

COURSE OBJECTIVES

- The objective of this module is to provide the participants with a good knowledge on Export trade, types of trades, formalities for trade,
- To impart knowledge on legalities of export trade and the documentation process of it.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Identify and select export product

CO-2: List methods of marketing

CO-3: Explain the process for obtaining quality certification

CO-4: Enumerate the types of marine insurance policies

CO-5: State the export and import procedure.

CO-6: Describe the role of clearing and forwarding Agents

CO-7: State the custom formalities of imports

CO-8: Outline policy and institutional framework for exports and imports

CO-9: Summarize the export promotion council and commodity boards

UNIT I EXPORT**12**

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing –Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers.

UNIT II DOCUMENTATION**12**

Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

UNIT III EXPORT CONTRACT**12**

Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities – Customs EDI System – Negotiation of Documents.

UNIT IV PRE-IMPORT PROCEDURE**12**

Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported

goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.

UNIT V FOREIGN TRADE POLICY

12

Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – EPCG Scheme – Incentives for Exporters – Export Promotion Councils – Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank.

TOTAL: 60 Hours

TEXT BOOK:

1. Thomas E. Johnson, “Export/Import Procedures and Documentation”, Amacom; 4th Edition, 2010.
2. Rama Gopal, CA.C, “Export Import Procedures - Documentation and Logistics”, New Age International, By: Shri C, 1st Edition, 2006.
3. .Rai, Ushakiran, “Export Import & Logistic management”, AMACOM publication, 2nd Edition 1996.

REFERENCES

1. UshaKiranRai, “Export-Import and Logistics Management”, Asok Publication, 8th Edition, 2000.
2. T E. Johnson, D L. Bade, “Export/Import Procedures and Documentation”, AMACOM publication. 6th Edition, 2011.
3. Thomas E Johnson and Donna L Bade, “Export and Import Procedures and Documentations”, Amacom book, 4th edition 1996.

COURSE OBJECTIVES

- To understand the clientele safe reliable efficient and economic shipping services.
- To understand Maritime Geography, Geography of Trade-Ports, Airports, Law of Carriage of goods by Sea, Arbitration, Ship Sale and Purchase-Financing Purchase and Valuations

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Explain the basics of commercial geography.

CO – 2: Summarize the various natural resources.in the world

CO –3: Indicate the geographical environment and commerce.

CO – 4: Clarify the various classification of resources

CO – 5: Estimate the geographical factors that affect international trade.

CO – 6: Analyze India's trade in commodities.

CO – 7: Discuss about port transportation and infrastructure for commodities.

CO – 8: Generalize about the major Indian industries and their location and contribution to the economic development.

CO – 9: Indicate India's agricultural resources, major agricultural exports and export destinations.

CO – 10: Emphasize the role of climate in agricultural exports.

CO – 11: Compare and Contrast about various types of sea port.

CO – 12: Produce the features of a seaport, and know the major ports

CO – 13: Report about bulk terminals, oil terminals and container terminals.

UNIT-1**12**

Definition of commercial geography and its branches - Geographical Environment and Commerce – World trade pattern in major commodities - Meaning, nature & Use of Resources - Classification of Resources.

UNIT-2**12**

Geographical factors affecting International trade - India's foreign trade of commodities - Characteristics of commodities and their origin, type of transportation used for movement to ports - Port Infrastructure for commodities.

UNIT-3**12**

Role of Industries in Economic Development - Factors of Industrial Location - Major Industries in India - Iron & Steel Industries - Cotton, Textile Industries - Automobile Industries - Petrochemical industries.

UNIT-4**12**

Agricultural resources- Role of climate in agricultural production - Seasons for export of major agricultural products in India – Important world centres for export of agricultural products.

UNIT-5**12**

Types of Ports - Geographical features of ports - Ports of the world – Important bulk terminals – Important container terminals – Major oil terminals.

TEXT BOOKS:

- 1.H.Robinson, "Economic Geography", TheM& E hand book series, Macdonald & Evans,1968.
- 2.Stamp,Sir L.Dudely, " Commercial Geography", Prentice Hall Press, 9th Edition , 1973.
- 3.William P.Anderson , "Economic Geography", Routledge, 1st Edition ,2012

REFERENCE :

- 1.Shyam Prakash, "Fundamentals of Economic Geography", Pragn Publication,1st Edition 2012.
- 2.Dikshit ,RD, Geographical Thought – A Contextual History of Ideas, Prentice Hall of India, New Delhi ,1997.

COURSE OBJECTIVES

- To learn about the inland transportation based on the globalization and international marketing.
- To gain knowledge on Inland Container Depots (ICD) and Container Freight Station (CFS).
- To learn about the installation and procedure of CFS and ICD
- To learn about the warehousing and material handling system.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Demonstrate the inland transportation based on the globalization

CO – 2: Define the fundamental concepts of Container Freight Station (CFS) and Inland Container Depots (ICD)

CO – 3: Explain the implementation of Inland Container Depots (ICD)

CO – 4: Emphasize the implementation of Container Freight Station (CFS)

CO – 5: Acquaint on on the concepts of Containerization.

CO – 6: Employ the concepts of Palletization.

CO – 7: Assess the documentation for containers in port.

CO – 8: Categorize the various material handling systems in Containerization.

CO – 9: Develop expertise on the concepts of warehousing.

CO – 10: Appraise the various material handling equipment in warehousing.

UNIT-1: INTRODUCTION TO INLAND TRANSPORT**12**

Development of Inland Transport in India-Importance-Introduction to Terminals – Post Globalisation-Development of CFS and ICD in India and current status-Role of CFS and ICD in International Marketing-Functions of CFS and ICD-Basic difference between CFS and ICD.

UNIT-2: INSTALLATION AND PROCEDURE OF CFS/ICD**12**

Setting up of CFS and ICD-Licensing procedure- IMC-Infrastructure requirements -Operational System- Basic Concepts of Cargo Work---Documentation, imports and exports- Duties and responsibilities of CFS/ICD operators-Bill of entry and Shipping Bill.

UNIT-3: INTRODUCTION TO CONTAINER TERMINOLOGY 12

Unitisation-Containerisation and Palletisation-Different types of Cargo-handling of refrigerated and deck cargos- Types of Containers-Advantages and Disadvantages –marking and fitting in a container-ISO containers- tracking of container movement including empty containers-Barcode and RFID technology-Applications and Benefits

UNIT-4: LICENSING,DOCUMENTATION ,MATERIAL HANDLING 12

RO-RO concept- Licensing Procedure-Code of Safe Practice-SOLAS- development of dedicated container terminals in major ports –various material handling equipments used in conainer terminals –documentation-PNR containers.

UNIT-5: WAREHOUSING ,GENERAL CONSIDERATION,ASRS 12

Warehousing stations-Boarding stations-Limits of Customs area-Effective performance systems-Characteristics-Principles of material handling -Types of material handling equipment – Advantages and Disadvantages-General Considerations-ASRS,AGV – Major benefits of ASRS and AGV-recent trends.

TOTAL: 60 Hours

TEXT BOOK:

Mixing Inland &Coastal Water- C.RobertKoh And John.E 1979 Publisher (Elsevier)2013

Logistics And Management –Reji Ismail 2008

REFERENCES

Inland Waterway Transport –ProffessorCharles.W.Howethe Identification &Classification Of Inland Ports –Sarajeon Leitner-2001

GENERIC ELECTIVE COURSE OUTCOMES

16GMBL11

GLOBAL ENVIRONMENT OF BUSINESS

4 0 0 3

COURSE OBJECTIVES

- To understand the environmental impact of our own business operations and to help the clients and business partners achieve their environmental ambition.
- To study the foreign exchange acts, terms and the export policies to deal with the global environmental business.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Explain the concept of International Trade and mode of payment

CO-2: Discuss important opportunities and challenges in the international environment and design strategies to deal effectively with them

CO-3: Identify the risk involved in the International Trade.

CO-4: summarize various terminologies related to INCO terms.

CO-5: Assess the issues involved in developing economies and the business and political issues surrounding the business and market dynamics.

CO-6: Appraise the functions of Export processing and special Economic Zone

CO-7:Revise the economic environmental analysis and role of infrastructure in the international trade.

CO-8: Outline global business environment, global strategic management practices and get acquainted with functional domain practices.

UNIT I FOREIGN TRADE

12

Introduction to foreign trade-Foreign Trade in India-International Marketing / International Monetary System-Mode of Payment in International Trade- Letter of Credit- meaning - L.C- Foreign Exchange Market- Nature and Functions.

UNIT II RISK MANAGEMENT

12

Risk Management - FEMA (Foreign Exchange Management Act) importance and role of FEMA-provisions -INCO Terms-UCPDC (Uniform Customs Procedure Document Credit)-importance- role and provisions.

UNIT III EXPORT POLICY

12

Introduction to the export policy –meaning – role -Export Policy and Organization for Export-Export Promotion-the concept of -Export Processing and Special Economic Zones-role and importance -advantages (EPZ & SEZ).

UNIT IV ECONOMIC ENVIRONMENT

12

Framework of Economic environmental analysis-the factors-Economic and Social development-Role of infrastructure in development-significance-Sustainability and development -Logistics as carrier of Globalization

UNIT V GLOBALIZATION

12

Globalization and its impact in development-Logistics - a strategy for sustainable global development-Micro Environmental factors-their issues for Logistics with economic/social relevance of the factors.

TOTAL; 60

Hours

TEXT BOOK:

1. Richard M. Hodgets& Fred Luthans, “International Management”, TMH, 6th Edition, 2006.

REFERENCES

1. Michael R. Zinkota, Ilkka A Ronkainen, Michael H. Moffet, “International Business Thomson”, Southwestern,109h Edition, 2002.
2. John D. Daniels & Lee H. Radebaugh, “International Business”, Pearson Education-3th Edition, 2006.

COURSE OBJECTIVES

- The objective of the course is to bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness.
- To enhance the overall development of the students.
- To understand the concept of success and failures and its implications on organizational function.
- To improve interpersonal skills and be an effective team player.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO1: Discuss the concept of SWOT and its outcome.

CO2: Explain the communication skills and the self confidence.

CO3: Revise the concept of self esteem with examples

CO4: Compare the concept of success and failure and its causes

CO5: Evaluate the concept of motivation and also various factors leading to motivation and demotivation,

CO6: Emphasize leadership skills and also to know various types of leadership.

CO7: Acquaint on the concept of Team building and the problem solving techniques

CO8: Devise time management skills and various techniques to handle

UNIT I INTRODUCTION**12**

Introduction to Personality and working towards developing it – Definition and Basics of Personality – Analyzing Strengths and Weakness – Increasing Vocabulary – Body Language – Preparation for Self-Introduction – Communication Skills – Building Self Esteem and Self Confidence

UNIT II TEAMS**12**

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. The concept of success and failure. What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure - Do's and Don'ts regarding success and failure.

UNIT III ATTITUDE**12**

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages - Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation - Factors leading to demotivation

UNIT IV LEADERSHIP**12**

Introduction to Leadership, Leadership Power, Leadership Styles, Leadership in Administration. Group Dynamics Importance of groups in organization, and Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team, How to build a good team?

UNIT V TECHNIQUES**12**

Group Discussion - Resume Writing- Telephone, E-mail and Public Relations Office's Etiquettes - Telephone conversation - Time Management Styles- Techniques for better Time Management.

Total – 60 HOURS**Text Books:**

K.S.Antonymsamy, Soft Skills and Personality Development – A hand book of Employability skills, nichole, 2012

References:

Paul C. Nutt, Why Decisions Fail, BerrettKochler Publishers, Inc. San Francisco, 2002.

Kenneth G. Mcgee, Heads Up : How to Anticipate Business Surprises & Seize Opportunities First, Harvard Business School Press, Boston, Massachusetts, 2004.

James G. March, Primer on Decision Making, Simon & Schuster Inc., New York, 1994.

Indrajit Bhattacharya, An Approach to Communication Skills, DhanpatRaiDelhi, 2008.

COURSE OBJECTIVES

- To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business.
- To highlight the important challenges facing managers and employees in today's business climate.
- To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO 1: Discuss the History and evolution of HRM.

CO 2: Explain the importance of HRM in the organizations through their Roles and responsibilities, challenges etc.

CO3: Assess the major HRM functions and processes of HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal

CO4: Identify strategic HR planning and the HRM process to the organization's strategic management and decision making process.

CO5: Explain how training helps to improve the employee performance.

CO6: Summarize the concept of career development and various career stages

CO7: Differentiate between coaching and Mentoring

CO8: Analyze the emerging trends, opportunities and challenges in performance appraisal.

CO9: Apply the concept of job application and how it is practically applied in the org.

CO10: Evaluate the various recent techniques related to HRM.

UNIT I HUMAN RESOURCE MANAGEMENT

12

Meaning, Scope & Objectives of HRM, Evolution of HRM, Difference between PM & HRM, HRM function's, HR as a Strategic Business Partner, HR Policy & procedures. Competitive challenges influencing HRM Qualities & qualification of HR Manager, Roles and Responsibilities of HR Manager/Departments,

UNIT II	HUMAN RESOURCE PROCESS	12
Human Resource Planning – Job Analysis and Design -Recruitment - Selection and placement process – Types of interviews, Placement, Orientation & Induction, Determining training needs, Training Approaches.Separation process & Exit interview.		
UNIT III	MANAGING CAREERS	12
Career Development vs Employee development, Career stages – Career Choices and Preferences, Mentoring and Coaching, Time Management.		
UNIT IV	PERFORMANCE MANAGEMENT	12
Purposes of Performance Management, Performance Appraisal Methods, Punishment and Promotion, Job evaluation. Wage & Salary administration – Concepts, Pay structure, Incentives, Bonus, Insurance.		
UNIT V	CONTEMPORARY ISSUES IN HRM	12
Talent Management, Competency Mapping, Industrial Relations – Health & Safety issues, grievance handling, D Work Life Balance, Quality of Work Life, HRD in India, International HRM		

Text Books

Aswathappa.K, Human Resource Management, Text and Cases, Tata McGraw Hill, New Delhi. 2014

Gupta. S.C, Advanced Human Resource Management, Strategic Perspective, ANE Books Pvt.Ltd, New Delhi.2009.

References

Angela Baron and Michael Armstrong, Human Capital Management (Achieving Added Value Through People), Kogan Page Limited, United States. 2007

Anuradha Sharma and AradhanaKhandekar Strategic Human Resource Management. Response Books, New Delhi. 2006

Beer et al, Managing Human Assets, The Free Press: Maxwell Mac MillanInc, New York. 1984

Dreher Dougherty, Human Resource Strategy :A behavioral perspective for the General Manager , McGraw – Hill Higher Education ,Singapore. 2001.

Eugene McKennaNic Beech, The Essence of Human Resource Management, Prentice Hall, New Delhi, India. 1997

Jeffrey A Mellow, Strategic Human Resource Management, Thomson South Western, Singapore. 2005

Rao V.S.P, Human Resource Management: Text and Cases, Excel Books, New Delhi. 2007.

Sharma V.K Human Resource Management: Evolution and the Challenges Ahead, Viva Books Pvt Ltd, New Delhi. 2007.

COURSE OBJECTIVES

- To make the student familiar with CRM concepts, CRM in marketing, analytical CRM, CRM implementation process, supply chain management, customer satisfaction measurement-commerce and customer relationships on the internet.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO -1: Explain the optimization of customer relationships.

CO -2: Demonstrate the concept of customer relationship management.

CO -3: Summarize the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.

CO -4: Gain insight into how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.

CO -5: Relate into the contemporary issues in customer relationship management.

CO -6: Evaluate the sales force automation helps in building meaningful customer relationships.

CO -7: Appraise the role played by the Internet and e-commerce in maintaining customer relationships.

CO -8: Distinguish how data warehousing and data mining are used to build customer information databases.

CO -9: Sensitize about the various ethical and legal issues pertaining to the sharing of customer data.

CO -10: Evaluate the process for the successful implementation of the CRM in an organizational scenario.

UNIT I CRM CONCEPTS

12

Acquiring customers, customer loyalty, and optimizing customer relationships. CRM defined: success factors, the three levels of Service/ Sales Profiling, Service Level Agreements (SLAs), creating and managing effective SLAs.

UNIT II CRM IN MARKETING

12

One-to-one Relationship Marketing, Cross Selling & Up Selling, Customer Retention, Behaviour Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing. CRM and Customer Service: The Call Centre, Call Scripting, Customer Satisfaction Measurement.

UNIT III SALES FORCE AUTOMATION 12

Sales Force Automation -Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation. CRM links in e-Business: E-Commerce and Customer Relationships on the Internet, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Supplier Relationship Management (SRM), Partner relationship Management (PRM).

UNIT IV ANALYTICAL CRM 12

Managing and sharing customer data - Customer information databases, Ethics and legalities of data use. Data Warehousing and Data Mining concepts. Data analysis: Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

UNIT V CRM IMPLEMENTATION 12

Defining success factors, preparing a business plan - requirements, justification, processes. Choosing CRM tools: Defining functionalities, Homegrown versus outsourced approaches. Managing customer relationships: conflict, complacency, resetting the CRM strategy. Selling CRM. Internally: CRM development Team, Scoping and prioritizing, Development and delivery, Measurement.

TOTAL:60 Hours

TEXT BOOKS:

1. Mr. Roger J. Barab, **CRM: Foundation of Contemporary Marketing Strategy**, Pearsons 6th Edition, 2009

REFERENCES

1. Stanley A.Brown: Customer Relationship Management -John Wiley & Sons Canada, 2009
 2. Jagdish Seth: Customer Relationship Management ,Ash Gate Publishing ltd-6th Edition, 2007
 3. Paul Greenberg: CRM at the speed of light - Capturing & Keeping Customers in internet real time your Customers, John Wiley & Sons Canada Ltd. 12th Edition, 2009
-

COURSE OBJECTIVES

- To understand multimodal transport, the details of customs, multi modal transport act, prevention and detection of illegal export goods, liability of MTO, appointment of customs ports, equipment and maintenance of motor vehicles.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Present the fundamental rules on transport law and international sales and demonstrate an understanding of the background of the rules.

CO – 2: Identify relevant transport law problems and legal arguments on the basis of complex material

CO – 3: Place specific problems in the transport law framework in a way that demonstrates an understanding of the rules.

CO – 4: Analyse complex problems within transport law, argue in favour of various solutions, suggest different solutions and make a critical assessment of the different legal arguments

CO – 5: Communicate and formulate her/his knowledge and arguments professionally and linguistically correct and in a structured and coherent way

CO – 6: Explore the applicable legal regimes in form of international transport conventions, national law, standard form contracts and standard conditions and their potential for conflict, particularly in the multimodal context.

CO – 7 :Present an overview on the customs Act

CO – 8: Compare and contrast the contracting for carriage, types of contracts used for transportation

CO – 9: Evaluate the existing customs tariff

CO – 10 : Encapsulate the existing international trade laws for real time applications.

UNIT I MOTOR VEHICLE ACT 1988

12

Motor vehicle Act 1988, Statement of objects and Reasons, Corresponding Law, Definitions, licensing of drivers of motor vehicles, Registration of motor vehicles, Control of transport vehicles, Offences, Penalties and Procedures, control of traffic, Insurance of motor vehicles against third party risks.

UNIT II CENTRAL MOTOR VEHICLES RULES 1989

12

Central Motor vehicles rules 1989 and Tamil Nadu motor vehicles rules, Definitions, Licensing of Drivers of motor vehicles, Registration of motor vehicles, control of transport vehicles, Construction, Equipment and Maintenance of motor vehicles, Special rules applicable to all public service vehicles, Special rules applicable to trailers.

UNIT III MULTIMODAL TRANSPORTATION OF GOODS ACT 1993

12

Multimodal transportation of goods act 1993, Statement of objects & Reasons on the multimodal transportation of goods act 1993, proposed amendments to the multimodal transportation goods act 1993, Powers and Functions of the Competent Authority, Liability of the MTO, Justification.

UNIT IV CUSTOMS ACT 1962

12

Customs Act 1962, short title, Extent and commencement, Definitions, Officers of customs, Appointment of customs ports, Airports, Warehousing stations, etc, Prohibitions on importation and exportation of goods, Prevention and detection of illegal export of goods, Power to exempt from the provisions of chapters iv-a and iv-b, levy of and exemption form .

UNIT V CUSTOMS DUTIES

12

Customs duties, Indicating amount of duty in price of goods, etc., For purpose of re-fund, Advance rulings, Provisions relating to conveyances carrying imported or exported goods, Clearance of imported goods and export goods, Goods in transit, Confiscation of goods and conveyances and imposition of penalties, Settlement of cases, appeals and revision, Offences and prosecutions, Miscellaneous.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr. Marian Hook, Multimodal Transport Law-Kluwer Law International, 12th Edition, 2010.

REFERENCES

1. Motor Vehicle Rules 1989 - M.Ajmal Khan, M.Ghanagurunathan, A.P.Ramasamy, ATC Radhakrishnan, Motor Vehicle Rules, 1989.
2. S.Pattabhiraman, The Motor Vehicles Act, Vidya Law House, 2010.
3. R.A.Garg, Commercial Law Publishers. The Customs Act, 1962.

COURSE OBJECTIVES

- To understand the role of distribution in supply chain, distribution network planning.
- To understand the role of distribution in e-business, role of warehouse and transportation, distribution requirement planning.

COURSE OUTCOMES

At the end of the course, the student will be able to

- CO-1: Deal with some of the common challenges facing delivery managers.
CO-2: Enumerate the key elements and stages in building a delivery plan.
CO-3: Encapsulate the concepts and contribute to the delivery management process.
CO-4: Evaluate your product/service range and suggest alternatives for performance improvement.
CO-5: Develop appropriate delivery strategies based on an analysis of the lifecycles of your products/services.
CO-6: Analyze a portfolio of products/services and understand the role of your delivery in its portfolio.
CO-7: Clarify role and responsibilities of a fulfillment manager.
CO-8: Maximize the effectiveness of client interactions and improve the process.
CO-9: Adapt to changing delivery requirements.
CO-10: Integrate automation in the delivery management process.

UNIT I FACILITY LOCATION**12**

Facility location -meaning-Classical location problems-Factors-Strategic planning models for location analysis-location models-multi objective analysis of location models-integrated models of location and routing.

UNIT II DISTRIBUTION**12**

Distribution: Role of distribution -Role of Distribution in Supply chain. Role of Ware house and Transportation in Distribution. Distribution channels – Functions, resources and operations in Distribution.

UNIT III DISTRIBUTION NETWORKS**12**

Distribution Networks - Designing Distribution network- models of Distribution network- and its features, advantages and disadvantages of Distribution network – Factors-Influencing Distribution Network Decisions.

UNIT IV DISTRIBUTION NETWORK**12**

Distribution network planning,-meaning-role-Network Design-Strategies & Network Design Optimization Approach and Techniques of Network Design.

UNIT V E-BUSINESS**12**

E-business-concept-importance -Role of Distribution in e-business. Benefits of software in Distribution planning - Distribution Requirement Planning (DRP) and functions.

TOTAL: 60 Hours

TEXT BOOK:

1. Michael B Stroh, Practical Guide to Transportation & Logistics, Pearson Education, 6th Edition, 2009.

REFERENCES

1. Alan Rushton, John Oxley, Kogan, Handbook of Logistics & Distribution Management, 2006.
2. Janat Shah, Supply Chain Management, Pearson Education 3th Edition,, 2010
3. Janat Shah, Supply Chain Management and Advanced Planning, Springer, 11th Edition, 2008.

COURSE OBJECTIVES

- To understand e-commerce, types of e-commerce, retail e-commerce-commerce industry frame work, electronic payment systems, electronic fund transfer
- To understand the web branding strategies, mobile commerce strategies for business over web, web hosting.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Demonstrate an understanding of the foundations and importance of E-commerce

CO – 2: Demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies.

CO – 3: By sing and determining the effectiveness of market research & Assessing the effects of disintermediation.

CO – 4: Analyze the impact of E-commerce on business models and strategy

CO – 5: Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.

CO – 6: Describe the infrastructure for E-commerce

CO – 7: Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.

CO – 8: Discuss legal issues and privacy in E-Commerce

CO – 9 Assess electronic payment systems

CO – 10: Recognize and discuss global E-commerce issues

UNIT I E-COMMERCE

12

E-commerce – definition – classification – concepts – features - scope and evolution - advantages and significance in modern business - E-commerce practices v/s traditional practices, limitations of e-commerce. Elements of Ecommerce- website promotion - online catalog - purchase delivery support - Types of electronic commerce - Value chains in electronic commerce - Internet, World Wide Web - Web based tools for electronic commerce- intranet - Business Applications on Intranet Electronic data interchange - forces behind E-commerce industry frame work.

UNIT II RETAIL ECOMMERCE

12

Types of Ecommerce- B2B, B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model, online advertising sales model, online commission model, Product Selections. Business Models for e commerce- meaning definition importance. E business models based on the relationships of transaction types- manufacture model, advertising model, value chain model, brokerage Model Marketing on the web, marketing strategies, creating web presence, advertising, customer service and support, web branding strategies, web selling models.

UNIT III WEB HOSTING

12

Setting up an online store. Digital certificates, online transactions providing, shopping cart software, internet merchant bank account, payment gateways, safety precautions for sellers and buyers, logistics of Ecommerce business, Web hosting. Business Models& Revenue Models over internet, emerging trends in e- business, e-governance, digital commerce, mobile commerce, and strategies for business over Web, internet based Business Models.

UNIT IV ELECTRONIC PAYMENT SYSTEM

12

Electronic Payment system, types of electronic payment systems, smart cards and Infrastructure issues in EPS, Electronic Fund Transfer, and Digital Token based Electronics payment system, credit card/ debit card based EPS, Emerging financial instruments, home banking, and online banking. Digital Signatures – Legal positions of digital signatures, how digital signature technology Works. E-banking- introduction concepts & meaning, Electronic CRMC, Need for electronic CRM, CRM Areas – CRM Components, CRM architecture. Electronic CRM Applications.

UNIT V E-SECURITY

12

E-security- introduction, Need for security , security concepts, Attacking methods – Cybercrimes, Cryptology, hacker, encryption, ecommerce security solutions- E locking - Net Scape security solutions Risks & e payment system- Data protection, risk from mistakes & disputes – consumer

protection, management information privacy, managing credit risk EDA,EDI Application in Business, Legal requirement in E- Commerce Information technology Act, Cyber laws relating to E- Commerce, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and private key cryptography, digital signatures, digital certificates, security protocols over public networks HTTP ,SSL, Firewall as security control. Virtual Private Network (VPM) implementation management issues.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr. Turban, “Introduction to Electronic Commerce”, Prentice Hall, 6th Edition, 2008.
2. Mr.Schniederjans, “E-Commerce Operations Management”, World Scientific Publishing Company, Incorporated, 12th Edition, 2012.

REFERENCES

1. Mr.Schneider-Electronic Commerce- Course Technology Ptr-9th Edition, 2006.
2. E-commerce strategy, technology and applications - Whitley, David - Tata McGraw Hill. 6th Edition,2009

COURSE OBJECTIVES

To get an overview on Indian Financial system, advertising strategies, credit rating, leasing and hire purchasing,

To develop understanding of financial evaluation, bill discounting, book building, credit syndication

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Articulate about the basic financial concepts.

CO – 2: Analyze various costing concepts like marginal costing etc

CO – 3: Gain knowledge on professional financial management aspects relevant to logistics and supply chain industry.

CO – 4: Acquaint the various cost concepts of book building

CO – 5: Evaluate the financial and operating methods.

CO – 6: Gain knowledge on financial and operating leverages.

CO-7 : Enumerate the credit rating and leasing method

CO-8 : Apply the concepts of Hire Purchasing.

UNIT I FINANCIAL SYSTEM

12

Introduction – An Over view of Indian Financial System – Merchant Banking in India – Recent-Developments and Challenges ahead – Institutional Structure – Functions of Merchant Bank - Legal and Regulatory Framework – Relevant Provisions of Companies Act- SERA- SEBI-guidelines- FEMA, etc. - Relation with Stock Exchanges and OTCEI.

UNIT II MERCHANT BANKING

12

Role of Merchant Banker in Appraisal of Projects, Designing Capital Structure and Instruments– Issue Pricing – Book Building – Preparation of Prospectus Selection of Bankers, Advertising-Consultants, etc. - Role of Registrars –Bankers to the Issue, Underwriters, and Brokers. – Offer-for Sale – Green Shoe Option – E-IPO, Private Placement – Bought out Deals – Placement with-FIs, MFs, FIIs, etc. Off - Shore Issues. – Issue Marketing – Advertising Strategies – NRI-Marketing – Post Issue Activities.

UNIT III PORTFOLIO

12

Mergers and Acquisitions –Meaning-Definition - Portfolio Management-concept- Portfolio Management Services – Credit Syndication – Credit Rating– Mutual Funds – concept-Business Valuation.

UNIT IV LEASING

12

Leasing and Hire Purchasing –Introduction to Leasing and Hire Purchasing –concept- Basics of ssLeasing and Hire purchasing – Leasing and Hire purchasing features- Financial Evaluation of leasing and hire purchasing..

UNIT V CREDIT CARDS

12

Consumer Credit – Credit Cards –types- role- significance-Real Estate Financing – Bills Discounting – concept-meaning- Factoring and Forfaiting – Venture Capital.-concept-definition.--importance of venture capital.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr.Madhu.VIJ, MB &FS, Tata Mecgro hill, 6th Edition, 2012.
2. Dr.S.Guruswami, MB &FS, Tata Mecgro hill, 9th Edition, 2009.

REFERENCE BOOKS:

1. M.Y.Khan, Financial Services, Tata McGraw-Hill, 11th Edition, 2008
2. NaliniPravaTripathy, Financial Services, PHI Learning, 6th Edition, 2008.
3. Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2002.

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COURSE OBJECTIVES

- To Acquaint students with the knowledge of industrial relations and their impact on managing human resource, causes of poor industrial relations
- To incorporate the principles and forms of collective bargaining, and an understanding of Indian trade union movement.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO – 1: Acquire an insight into the various laws related to the industry.

CO – 2: Evaluate the factory act's health, safety and welfare measures

CO –3: Acquaint awareness of wages act's deductions and purpose and types of compensation act

CO – 4: Compare and contrast the ESI, PF, Gratuity and bonus act.

CO – 5: Acquainted with the legal aspects of how to deal with social security measures as well as working conditions of factories.

CO – 6: Analyze the field of labor relations in an interdisciplinary manner

CO – 7: Encapsulate the conflict management in legal perspective and judicial system pertaining to labour management relations.

CO – 8: Appreciate how employment legislation affects the content of employment contracts

CO – 9: Recognize the perspective of labour problems and remedial measures in the country.

CO – 10: Summarize the Social Security Frame-work prevailing in our Country.

UNIT I INDUSTRIAL RELATION

12

Industrial Relations - Concepts and systems - IR at National and International levels - Infrastructure that guide and direct Industrial relations - Trends in India. Trade unionism - Theory, Policy - their influence on HRM - objectives and functions - structure - Types - Indian Trade Union movement - Their strength and weaknesses.

UNIT II LABOUR RELATION

12

Labour Relations: - Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

UNIT III COLLECTIVE BARGAINING

12

Collective Bargaining :- Concept - function and importance - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management:- Role and methods of worker's participation.

UNIT IV ENVIRONMENT

12

Working Conditions: Factories Act 1948 - The Workman's Compensation Act, 1923 - The Employee's State Insurance Act, 1948 - The Employee's Provident Funds and Miscellaneous Provisions Act, 1952.

UNIT V WAGES AND PAYMENT

12

The Payment of Wages Act, 1936 - The Minimum wages Act, 1948 - The Industrial Disputes Act 1947 - The Industrial Employment (Standing Orders) Act, 1946 - The Trade Union Act, 1926 and latest legislations.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr.R.Jayaprakash Reddy, "Labour Legislation", APH Publishing Corporation-6th Edition, 2004.
2. Mr. P.R.N. Sinha, "Industrial relations", Trade Unions and Labour Legislation-Pearson Education Pvt.Ltd. 9th Edition, -2004.

REFERENCES

1. Personnel Management & Industrial Relation, P.C.Tripathi, 6th Edition, 2010.
2. Dynamics of Personnel Management, C.B.Mamoria, 11th Edition, 11th Edition, 2008.
3. Human Resource Management, N.G.Nair&Latha Nair Sultan Chand & Sons, 4th Edition, 2013.
4. Essentials of Human Resource Management and Industrial Relations – P.Subbarao, Himalaya. Mercantile Law - N.D. Kapoor – Sultan Chand & Sons. 9th Edition, 2012.

COURSE OBJECTIVES

- To enable the students to acquire knowledge of Environmental studies and their use, structure and function of an ecosystem, threats to bio-diversity,
- To impart knowledge on solid waste management, population explosion, disaster management, value management.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO - 1: Acquaint on the natural environment and its relationships with human activities.

CO - 2: enumerate the eco system, its structure and functions.

CO - 3: Design and evaluate strategies, technologies, and methods for sustainable management of environmental systems.

CO - 4: Describe and analyze human impacts on the environment.

CO-5: Demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes.

CO-6: Master core concepts and methods from ecological and physical sciences and methods of conservation.

CO-7: Establish an understanding of effects of pollution and its prevention.

CO-8: Determine a general understanding of the disaster management.

CO-9: Exhibit an understanding of human rights, human health and current environmental challenges.

CO-10: Critically analyse the role of Information Technology in Environment.

UNIT 1 MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

12

Definition, scope and importance, Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II ECOSYSTEMS

12

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

UNIT III BIODIVERSITY AND ITS CONSERVATION

12

Introduction – Definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT IV ENVIRONMENTAL POLLUTION

12

Definition, Cause, effects and control measures of several pollutions, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

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UNIT V HUMAN POPULATION AND THE ENVIRONMENT

12

Population growth, variation among nations. Population explosion – Family Welfare Program. Environment and human health, Human Rights. Value Education. HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

TOTAL: 60 Hours

TEXT BOOK:

1. Mr. Tata McGraw, “A Textbook of Environmental Studies”, Hill Education, 6th Edition, 2012.

REFERENCES

- 1 Mrs.Gouri Suresh, “Environmental Studies and Ethics”, K. International Pvt Ltd –11th Edition, 2010
- 2 Mr.Chary, “Environment Studies”, Macmillan, 10th Edition, 2008.

COURSE OBJECTIVES

- The course provides an overview of consumer behaviour and is based primarily on the discipline of social psychology.
- To acquire an understanding of the psychological processes that underlie the effectiveness of marketing strategy in terms of impact on consumer behaviour

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1: Recognize the use of digital technologies in formulating marketing strategies brand on consumer behavior.

CO-2: Apply the social psychological concepts in understanding the consumer decision making process.

CO-3: Discuss various methods to do consumer research process.

CO-4: Identify the various segments in the markets for products and services.

CO-5: List out the factors that have an impact on the consumer as an individual.

CO-6: Analyze how personality, Learning, Attitude, Communication has an impact on individual consumer behavior.

CO-7: Apply the various concepts in social psychology to understand the behavior of consumers.

CO-8: Compare and contrast the new differences among the population.

CO-9: Analyze the pre and post purchase behavior of the consumers.

CO-10: Appreciate the emerging trends in consumer behavior and to manage Innovations in the company for its survival.

UNIT I INTRODUCTION

12

Concepts – Significance – Dimensions of Consumer Behavior – Application of knowledge of Consumer Behaviour in marketing decisions.-role of consumer behaviour –importance of consumer behaviour.

UNIT II CONSUMER BEHAVIOR MODELS

12

Industrial and individual consumer markets-difference- Industrial and individual consumer markets behaviour- models - Howard- Sheth, Engel – Kollat, Webster and Wind Consumer Behaviour Models – Implications of the models on marketing decisions.

UNIT III INTERNAL INFLUENCES

12

Psychological Influences on consumer behavior – motivation factors – perception – factors- personality factors- Learning-types of learning theories- and Attitude- Self Image and Life styles – Consumer expectation and satisfaction.

UNIT IV EXTERNAL INFLUENCES

12

Socio-Cultural, factors- Cross Culture factors-role - Family group – Reference group – influence of reference group -family on consumer behaviour-Communication -Influences on Consumer behavior

UNIT V PURCHASE DECISION PROCESS

12

High and low involvement - Pre-purchase and post-purchase behavior – Online purchase decision process – Diffusion of Innovation – Managing Dissonance - Emerging Issues – case studies.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr. Leslie Lazar kanuk, “Consumer Behaviour”, Dorling Kindersely India Pvt ltd, 6th Edition, 2007.
2. Mr.Jimblythe, “Consumer Behaviour”, Sage Publications Ltd, 9th Edition, 2013.

REFERENCES

1. Leon G.Schiffman and Leslie LasarKanuk, “Consumer Behavior”, Pearson Education, India, 6th Edition, 2002.
2. David L. Loudon and Albert J Della Bitta, “Consumer Behavior”, McGraw Hill, New Delhi 9th Edition, 2002.

COURSE OBJECTIVES

- To bring out the importance of traditional retailing-brick and Motor stores.
- To create awareness on various retailers strategies.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO1: Evaluate the various types of retailing formats.

CO2: Sketch the growth of retail sector in India.

CO3 :Execute a complete region wise analysis.

CO4 :Keep track of the career growth prospects in retail industry.

CO5 :Appraise the importance of retail location.

CO6:Encapsulate the importance of retailers and manufacturers brands.

CO7:enumerate the importance of store interiors and maintenance of SKU's i.e retail mix.

CO8:Acquaint on the investment on retail communication.

CO9:Appreciate the retailer strategy to improve on the loyalty to the stores.

C10: Summarise the latest technological intervention in retailing.

UNIT I GLOBAL RETAILING

12

An overview of Global Retailing – Challenges and opportunities – Retail trends in India – Socio economic and technological Influences on retail management – Government of India policy implications on retails.

UNIT II MNC

12

Organized and unorganized formats – meaning -Different organized retail formats – advantages- Characteristics of each format – Emerging trends in retail formats – MNC's role in organized retail formats.

UNIT III RETAIL LOCATION

12

Choice of retail locations - internal and external atmospherics – Positioning of retail shops – Building retail store Image - Retail service quality management – Retail Supply Chain Management – Retail Pricing Decisions.

UNIT IV VISUAL MERCHANDISE MANAGENEMENT

12

Visual Merchandise Management – Space Management – Retail Inventory Management – Retail accounting and audits - Retail store brands – Retail advertising and promotions – Retail Management Information Systems - Online retail – Emerging trends .

UNIT V RETAIL SHOPPER BEHAVIOUR

12

Understanding of Retail shopper behavior – Shopper Profile Analysis – Shopping Decision Process - Factors influencing retail shopper behavior – Complaints Management - Retail sales force Management – Challenges in Retailing in India- Case studies.

TOTAL: 60 Hours

TEXT BOOK:

1. Mr. Gibson G, “Retail Management: Functional Principles& Practices”, Jaico Publishing house, 6th Edition, 2003.

REFERENCES

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4th Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 9th Edition, 2007.

COURSE OBJECTIVES

- The doing of business in services and the significance of marketing the services.
- The student will be able to apply the concepts of services marketing in promoting services.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1:Analyze the impact of service sector in our economy.

CO-2:Differentiate the various kinds of services.

CO-3:Formulate and identify new service development.

CO-4:Recognize the various new types of services and challenges in design and development of it.

CO-5: Justify the concept of SERVQUAL for real time applications

CO-6:Identify gaps in service using various techniques.

CO-7: Recognize the importance of service auditing.

CO-8:Discuss the various models for operational control for services.

CO-9: Describe the tools for routine work and scheduling.

CO-10:Apply the concepts in efficient inventory management.

UNIT I INTRODUCTION

12

Importance and role of Services -Nature of services meaning-characteristic features-definition of services--Service classification -Service Package Service Strategy -Internet strategies - Environmental strategies.

UNIT II SERVICE DESIGN

12

New Service Development - Designing the Service delivery system: Service Blue-printing - Managing Service Experience - Front-office Back-office Interface - Service scape – Implication for Service Design.

UNIT III SERVICE QUALITY

12

Service Quality- SERVQUAL, -Gap-types of gaps-implications- Model -Complaint management - Walk-through Audit Service Recovery - Service Guarantees - Service Encounter-meaning.

UNIT IV OPERATING SERVICES

12

Service operational planning and control -Process Analysis - Process Simulation -Service Facility Location -Capacity Management in Services – Queuing models - Waiting Lines – Simulation - Yield management.

UNIT V TOOLS AND TECHNIQUES

12

Inventory Management in Services – Retail Discounting Model - Newsvendor Model - Vehicle Routing and Scheduling -Productivity and Performance Measurement - Data Envelopment Analysis (DEA) -Scoring System – Method For Customer Selection.

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr.Johnston, “SOM”, Pearson Education Ltd, 6th Edition, 2008.
2. Mr.David Parker, “SOM”, Edward Elgar Publishing Ltd, 9th Edition, 2012.

REFERENCES

1. CengizHaksever, Barry Render, Roberta S. Russell, Rebert G. Murdick, “Service Management and Operations”, Pearson Education, Second Edition.2005
2. Robert Johnston, Graham Clark,Service Operations Management”Pearson Education, 6th Edition, 2005.

COURSE OBJECTIVES

- To understand the fundamentals of Entrepreneurship concept.
- To study about the qualities of an entrepreneur, functions of entrepreneur.
- To understand effective management of small business and entrepreneurial development.
- To identify the various schemes present in the commercial banks and to formulate a project report.
- To establish entrepreneurial opportunities and to understand ownership structures.
- To institute the best ways to start up new venture and project evaluation.
- To know about entrepreneur opportunities in various sector like agriculture, tourism etc.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO-1 : Determine the entrepreneurship concepts.

CO-2 : Identify the qualities and functions of entrepreneur.

CO-3 : Recognise the various schemes in commercial banks for start ups.

CO-4 : Mentored learning of small industries development industries.

CO-5 : Identify, create and compute entrepreneurial opportunities.

CO-6 : Develop and promote entrepreneurial and innovative project report.

CO-7 : Mobilise resources for project evaluation, venture capital and start ups.

CO-8 : Enumerate Ways to start a own venture, preparation of project evaluation.

CO-9 : Determine the dynamics of entrepreneurial plan

CO-10 : Demonstrate about various entrepreneurial sectors and to identify the corporate entrepreneurship.

UNIT I OVERVIEW OF ENTREPRENEUR**12**

Entrepreneurship – Meaning – Types – Qualities of an entrepreneur – Entrepreneurship as a Career – Entrepreneurial Personality - Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur.

UNIT II ENTREPRENEURIAL DEVELOPMENT AGENCIES**12**

Entrepreneurial Development – Agencies Commercial Banks – District Industries

Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.

UNIT III PROJECT PREPARATION 12

Identification of Business Opportunity – Preparation of Feasibility Report – Financial and Technical Evaluation – Project Formulation – Common Errors in Project Formulation – Specimen Project Report – Ownership Structures – Proprietorship, Partnership, Company, Co-operative, Franchise.

UNIT IV MOBILIZATION OF RESOURCES 12

Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection - Growth Strategies - Product Launching – Incubation, Venture capital, IT startups.

UNIT V ENTREPRENEURSHIP IN VARIOUS SECTORS 12

Corporate Entrepreneurship - Corporate Practices – Select Cases – Dynamics of Competition – Plans for Survival and Growth - Entrepreneurship in Sectors like Agriculture, Tourism, health care, Transport and allied services.

Total Hours:60

Text Books:

1. Vasant Desai, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.
2. S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, 2001.
3. Prasanna Chandra, Projects – Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 1996.
4. Dr. Gupta C.B, Dr. Srinivasan N.P., “*Entrepreneurial Development*”, Sultan Chand & Sons, 2009.
5. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi.

REFERENCES

1. Mathew Manimala, Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, Biztrantra ,2nd Edition ,2005
2. Prasama Chandra, Projects, Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, 6th Edition, 1996.

3. P.C.Jain (ed.), Handbook for New Entrepreneurs, EDII, Oxford University Press, New Delhi, 7th Edition, 1999.

COURSE OBJECTIVES

- To understand the conceptual framework for strategic management,
- To find the objectives and goals, its vision, Mission and purpose.
- To understand Strategy Implementation & Evaluation.

COURSE OUTCOMES

At the end of the course, the student will be able to

CO -1: analyze the main structural features of an industry and develop strategies that position the firm most favourably in relation to competition.

CO -2: recognize the different stages of industry evolution and recommend strategies appropriate to each stage.

CO -3: appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage.

CO -4: demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

CO -5: distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.

CO -6: analyze dynamics in competitive rivalry including competitive action and response, and first-mover advantage.

CO -7: formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.

CO -8: explain how to formulate strategies that leverage a firm's core competencies.

CO -9: demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.

CO -10: recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

UNIT I STRATEGY AND PROCESS

12

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT II COMPETITIVE ADVANTAGE

12

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalization and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies-core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III STRATEGIES

12

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT V STRATEGY IMPLEMENTATION & EVALUATION

12

The implementation process, Resource allocation, designing organizational structure-Designing Strategic Control Systems- Matching structure and control to strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V OTHER STRATEGIC ISSUES

12

Managing Technology and Innovation- meaning-Strategic issues for Non Profit organizations. Meaning -- New Business Models and strategies for Internet Economy-case study

TOTAL: 60 Hours

TEXT BOOKS:

1. Mr. Tony Morden, "Principles of Strategic Management", Ash Gate Publishing Ltd, 2007.
2. Mr.Kim Warren, "Strategic Management Dynamics", John Wiley & Sons Ltd, 2008.

REFERENCES

1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and Business policy, Pearson Education., 2006
2. Charles W.L.Hill& Gareth R.Jones, Strategic Management Theory, An Integrated Approach, Biztantra, Wiley India, 2007.

COURSE OBJECTIVES:

- To understand the characteristics, importance, advantages and the evolution of the Database Management System.
- To impart database models and its conceptual design and to teach database implementation.

COURSE OUTCOMES:

At the end of the course, the student will be able to

CO 1: Differentiate database systems from file systems by enumerating the features provided by database systems and describe each in both function and benefit.

CO-2: Define the terminology, features, classifications, and characteristics embodied in database systems.

CO-3: Analyze an information storage problem and derive an information model expressed in the form of an entity relation diagram and other optional analysis forms, such as a data dictionary.

CO-4: Demonstrate an understanding of the relational data model.

CO-5: Transform an information model into a relational database schema and to use a data definition language and/or utilities to implement the schema using a DBMS.

CO-6: Formulate, using relational algebra, solutions to a broad range of query problems.

CO-7: Formulate, using SQL, solutions to a broad range of query and data update problems.

CO-8: Demonstrate an understanding of normalization theory and apply such knowledge to the normalization of a database.

CO-9: Use SQL interface of a multi-user relational DBMS package to create, secure, populate, maintain, and query a database.

CO-10: Use a database package to create, populate, maintain, and query a database.

UNIT I INTRODUCTION

12

Database and DBMS – meaning –feature- characteristics – importance – advantages – evolution - code rules database architecture; meaning- data organization- file structures and indexing-

UNIT II MODELING AND DESIGN FRAME WORK

12

Introduction to modeling and data design frame work -Data models- Conceptual design- ER diagram-relationships- normalization -data management-and system integration

UNIT III DATABASE IMPLEMENTATION

12

Query languages-SQL for data creation, retrieval and manipulation, database transactions, Concurrency control, atomicity, recovery, security, backup and recovery, data base Administration- client server architecture based RDBMS.

UNIT IV DISTRIBUTED DATABASE AND OBJECT ORIENTED DATABASES 12

Concepts of distributed databases and design, Object oriented databases-object life cycle Modeling conceptual design-UML.

UNIT V EMERGING TRENDS

12

Overview of visual databases and knowledge based databases-conceptual design and business Impacts. Scope for professionals and certifications such as Oracle Certified Professional.

TEXT BOOKS:

1. Mr.Raguramakrishnan, DMS, MC Grow hill education, 6th Edition, 2003.
2. Mrs.SeemaKeder, DMS, Technical publications Pune, 8th Edition, 2009.

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1. Peter Rob, Carlos Coronel, Database System and Design, Implementation and Management, 7th Edition, Cengage Learning,2009
2. Jeffrey A Hoffer et al, Modern Database Management, 8th Edition, Pearson Education, 6th Edition, 2008.
3. V. K. Jain, Database Management Systems, Dreamtech press, 9th Edition, 2007.

