

BHARATHIAR UNIVERSITY COIMBATORE-641 046
MBA INTEGRATED SHIPPING & LOGISTICS MANAGEMENT
(For the CCH students admitted from the academic year 2016-17 onwards)

SCHEME OF EXAMINATIONS (CBCS Pattern)

	CourseTitle	Ins.hrs/week	Examinations				Credits
			Dur. Hrs.	CIA	Uni. Exam	Total	
Semester–I							
1.1	Management Principles and Practice	5	3	25	75	100	4
1.2	Organizational Behavior	5	3	25	75	100	4
1.3	Managerial Economics	4	3	25	75	100	4
1.4	Fundamentals of Shipping	5	3	25	75	100	4
1.5	Logistics & Supply Chain Management	5	3	25	75	100	4
1.6	Corporate Communications	4	3	25	75	100	4
1.7	ComputerApplications in Management using SAP-Practical	2	-	-	-	-	-
Semester–II							
2.1	Financial Management in Logistics	5	3	25	75	100	4
2.2	Human Resource Management	4	3	25	75	100	4
2.3	Quantitative Methods for Management	5	3	25	75	100	4
2.4	Port Management and Operations	5	3	25	75	100	4
2.5	Custom House Agency Practice	4	3	25	75	100	4
2.6	Research Methods for Management	5	3	25	75	100	4
2.7	Computer Applications in Management using SAP- Practical	2	3	40	60	100	4
Semester–III							
3.1	Business Ethics and Global Business Environment	4	3	25	75	100	4
3.2	Management Information System	4	3	25	75	100	4
3.3	Tramp and Liner Agency	4	3	25	75	100	4
3.4	Containerization and Allied Business	5	3	25	75	100	4
3.5	Shipping Practice	5	3	25	75	100	4
3.6	Maritime Law, Survey and Insurance	4	3	25	75	100	4
3.7	Marketing Management in Logistics	4	3	20	80	100	4
Semester–IV							
4.1	Exim Management	6	3	25	75	100	4
4.2	Air Cargo Management	5	3	25	75	100	4
4.3	E- Commerce	5	3	25	75	100	4
4.4	On the Job Training *	-	-	-	-	100	4
4.5	Project Report & Viva-Voce *	-	-	-	-	100	4
	Total					2500	100

* Project Work/Internship: For Report 80% Marks & Viva-Voce 20% Marks

SEMESTER I

1.1 MANAGEMENT PRINCIPLES AND PRACTICE

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

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

Objectives:

On successful completion of the course the students should have:

Understood management functions and principles.

Learnt the scientific decision making process and problem solving techniques.

Learnt the modern trends in management process.

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

References :

1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill.
2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004
3. Stoner & Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
5. Weirich & Koontz, Management - A Global perspective, McGraw Hill.
6. Helliregarl, Management, Thomson Learning, 2002.
7. Robbins.S.P., Fundamentals of Management, Pearson, 2003.1.1

1.2.ORGANISATIONAL BEHAVIOUR

Subject Description :

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

Goals:

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

Objectives:

On successful completion of the course the students should have:

Understood personality traits and its influence on organization.

How personality traits can be molded to suit the organization.

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

Unit I

Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Personality - Determinants, structure, behaviour, assessment, psycho-analytical social learning, job-fit, trait theories.

Unit II

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes - relationship with behaviour, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organisation Errors, Managerial implications of perception. Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

Unit III

Stress - Nature, sources, Effects, influence of personality, managing stress. Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behaviour : linking teams and groups, Stages of development Influences on team effectiveness, team decision making. Issues in Managing teams.

Unit IV

Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management. Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

Unit V

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

References :

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

1.3 MANAGERIAL ECONOMICS

UNIT - I : Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics. Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

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

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

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

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

References :

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

1.4 FUNDAMENTALS OF SHIPPING

UNIT - I: INTRODUCTION

Introduction to Shipping Industry – Scenario of Global Shipping and Logistics - Various facets of Shipping industry and Scope & Opportunities in the field of Shipping and Logistics - India's Role in world Shipping Market - Role of shipping for economic growth – Future trend in Shipping – Professionalism in shipping – Ships documents and its relevance – Oceans, Seas, Tides and Currents - Relevance of Training – Terminologies and Abbreviations – Base Commercial Ports in the world -

UNIT - II:

Shipping Geography - - Resource Geography - Economical Geography - Industrial Geography - Agricultural Geography - International Trade Geography - Transport Geography - Usage of Maps and Atlas - Ocean route - Advantage of Canals and Rivers - Global Maritime Network-Current Route- Container-Ship Deployment and Liner Shipping Connectivity

UNIT - III

Origin of Ships -Authentication - Introduction of Shipping Operations-Types of Shipping Operations- International Shipping bodies and their functions (BIMCO/UNCTD/IMO/BALTIC EXCHANGE/ITF/SALVAGE ASSOCIATION/P&I CLUBS/UNDER WRITERS/STEAMSHIP MUTUAL) Ships Positions -Parties to Shipping- Other Parties in Shipping- Functions of Various Authorities in Shipping - European expansion and Colonisation - Maritime events during World War 1 and World War 2 - HMS Victory

UNIT - IV:

Comparison Ocean and other means of Transports System - Railways – History of Railways – Age of Steam – Indian Railways – CONCOR – MLB – History of Automobiles – Inventions and inventors - Lorries and Trucks – History of Roads and Roads in India – International Regulations - Air craft's – History of Aircrafts – Modern Air Crafts - Authentication - Origin of Documents - – Steps involved in Registration of Ships & Flags of Convenience - - International Confederation of free trade union-Shipping companies

UNIT - V

Main Branches in Shipping - Various roles in Shipping - Cargo stowage space in ships according to the nature of cargo - World tonnage - Worlds Largest Ship owners - Ports in India - Dg Shipping - Mercantile Marine Department - Port Health - Port Authorities - Customs And Central Excise Authorities - Plant Quarantine Authorities - Income Tax And Reserve Banks.

Reference:

1. Fundamental of Shipping –Alan E.Branch and Micheal Robarts 9th Edition
2. Maritime Logistics: A Complete Guide to Effective Shipping and Port Management Dong-Wook Song, Photis Panayides Kogan Page Publishers, 03-Apr-2012 - Business & Economics
3. Oxford Encyclopedia of Maritime History - War at Sea
4. The Spanish Armada by Robert Appleton

1.5 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

OBJECTIVE:

The subject deals with the Modus operandi of deploying various methods of Transport system and moving materials in time to connect the production point of shipment point

UNIT - 1 :

Origin of Logistics - Definition –Types of Logistics - Logistics as a Profession - Logistical practice at home - Logistical application as in the case of a SWOT analysis - Clear definition of Logistics - Top 50 Logistic companies - Introduction to Logistics Management - 1 PL - 2 AND 3 PL - 4 AND 5 PL - Origin of Logistics - Objectives of Logistics - Functions of Logistics in an Enterprise - Reverse logistics and Jobs - Main Drivers in Logistics and their role - Maritime Logistics - Air Fright Logistics. **Inventory Management** - Role of Inventory in Logistics - Importance of Inventory - Functions of Inventory and costs - Types of Inventory - Main Functions of Inventory - Objectives and effective - inventory control - Inventory counting system - Key Inventory terms - ABC Classification system - Economic Production Control EPQ - Types of Inventory and their functions - Inventory Control

UNIT - 2 :

Material Management - Primary and Secondary objectives of MM - Types of Material Management - Functions of Material Management Divisions - 5 M and Reasons for Popularity in MM - Advantage of MM - Phases and Challenges in MM - Main Departments in MM - Objectives of Purchasing - Functions of Purchasing cycles in MM - Purchasing in MM - Ethics in MM - Value Engineering and Rating technique in MM - Objectives and Costs of Inventory - Non automated material handling equipment's - Engineered material handling equipment's - Robotic delivery system - Automatic guided vehicles AGV - Industrial trucks - Bulk material handling equipment's - Unitization and palletisation - Difference between Bulk and palletized cargo - Advantages and disadvantages in Unitized and non-unitized cargo - types of containers - Ocean going containers.

UNIT - 3 :

Definition of Warehouse - History on different types of warehouses Warehouse Storage systems - Material Handling in Warehouse - Automation and Optimization - Modern trends - Cool warehouses and Cold storages – Concepts – Functions of Cold Ware house – Need of the hour - Warehousing and packaging - Need for warehousing - Types of warehouses - Characteristics of Ideal warehouse - Functions of warehouse - Benefits of Warehouses - Four categories of warehouse costs - Cost of warehousing - Layout and Planning of warehouses – Free Trade Ware House – concept of FTWZ functions of FTWZ – CFS/ICD/AFS - Functions of CFS/ICD/AFS - Operation Centres in CFS/ICD/AFS - Benefits of CFS/ICD/AFS - Importance of CFS/ICD/AFS - Design and layouts of CFS/ICD/AFS - Packaging - advantages of packaging - types of packaging - purpose of packaging - new trends in packaging - labelling - functions of labelling - Classifications of labels purpose of labelling

UNIT - 4 :

Definition of Supply Chain - Important era's in Supply chain - Specialization era Phase I &II - SCM 2.0 -Customer Service - Procurement - Product - Development and commercialization - Manufacturing flow management and support - Physical distribution - Outsourcing and Partnership - Performance - Issues in Supply Chain Distribution Network Configuration - Trade-Offs in Logistical Activities – information - Role of Information Technology in Supply Chain management - Features of a good IT system for SCM Major IT decisions – Usage & Benefits information in

various stages in SCM - Tracking of Shipments - Supply chain IT Frame work CRM-ISCM –SRM - Electronic data Interchange - Benefits of EDI - Cold Supply Chain - Current scenario - Segments of Cold Supply Chain - Storage Surface - Refrigerated transportation - Industries using Cold supply chain and nature of cargo - Cold Supply Chain Logistic Process - Work Process flow - Usage of IT - Most common temp standards, Product wise - Shelf life of various / selected perishables food products - Major Cold chain technologies - phases of cold chain shipments - challenges for the industry - Case studies - Food retailing - Indian perspectives - future prospects

UNIT – 5 :

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

REFERENCE BOOKS :

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

1.6 CORPORATE COMMUNICATION

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

Unit - II: Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

Unit - III: Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

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

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

Reference :

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

1.7. COMPUTER APPLICATIONS IN MANAGEMENT using SAP-Practical

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

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

MS OFFICE – Introduction to WORD, EXCEL and POWERPOINT

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

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

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

TALLY – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

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

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

References:

OFFICE 2000 Complete – BPB / Windows 98 Complete – BPB, Windows 98 6 in one by Jane Calabria and Dorothy Burke – PHI Using Microsoft Office 2000 by Ed, Bott – PHI
Enterprise Resource planning (ERP): Text and case studies by Murthy, C S V, HPH
Teach yourself SAP in 24 hours by George Anderson; Danielle Larocca - Pearson Education

SEMSTER II
2.1 FINANCIAL MANAGEMENT IN LOGISTICS

Unit – I

Introduction to Financial Accounting – Meaning, Scope, Principles – Preparation of Financial Statement – Types of Financial Statement – Trial Balance – Trading Account – Profit and Loss Account – Preparation of Final Accounts – Balance Sheet – Ratio Analysis – Fund Flow and Cash Flow Analysis – Problems and Solutions

Unit – II

Financial Management – Meaning and importance of Finance – Objectives – Functions of Financial Management – Scope of Finance – Financial Manager’s Role – Financial Goals – Profit Maximization – Wealth Maximization – Organization of Finance Functions

Unit – III

Capital Budgeting – Meaning – Definition – Capital Expenditure Evaluations – Concepts – Importance of Capital Budgeting – Payback Period – Net Present Value (NPV) – Internal Rate of Return (IRR) – Discount Cash Flow (DCF) Method – Break Even Analysis – Fixed Cost – Variable Cost – Marginal Costs – Contribution – Profit.

Unit – IV

Cost of Capital – Meaning – Importance – Determination – Leverages – Types of Leverage – Capital Structure – Meaning – Definition – Theories of Capital Structure – Determination of Capital Structure – EBIT – EPS – Problems and Solutions.

Unit – V

Working Capital Management – Types of Capital – Nature of Working Capital - Operating Cycle – Factors Influencing Working Capital – Receivables Management – Cash Management – Working Capital Finance – Advantages and Disadvantages of Working Capital – Problems and Solutions

References:

1. Dr. V. R. Palanivelu, Financial Management, S. Chand & Company Ltd.
2. Maheswari. S. N., Financial Management – Principles & Practices, Sultan Chand & Sons.
3. Panday I. M., Financial Management, Vikas Publishing House.
4. S. N. Maheswari, Management Accounting.
5. R. L. Gupta & Radhaswamy, Advanced Accountancy.

Questions : 40% of the questions shall be problems 60% of the questions shall be theory base

2.2 HUMAN RESOURCE MANAGEMENT

UNIT - I: Human Resource Function

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

UNIT - II : Recruitment & Placement

Job analysis: Methods - IT and computerised skill inventory - Writing job specification – HR and the responsive organisation. Recruitment and selection process: Employment planning and forecasting - Building employee commitment: Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT - III : Training & Development

Orientation & Training: Orienting the employees, the training process, need analysis, Training techniques, special purpose training, Training via the internet. Developing Managers : Management Development - The responsive managers - On-the-job and off-the-job Development techniques using HR to build a responsive organisation. Management Developments and CD-Roms - Key factor for success. Performance appraisal : Methods - Problem and solutions - MBO approach - The appraisal interviews - Performance appraisal in practice. Managing careers : Career planning and development - Managing promotions and transfers.

UNIT - IV : Compensation & Managing Quality

Establishing Pay plans : Basics of compensation - factors determining pay rate - Current trends in compensation - Job evaluation - pricing managerial and professional jobs - Computerised job evaluation. Pay for performance and Financial incentives : Money and motivation - incentives for operations employees and executives - Organisation wide incentive plans - Practices in Indian organisations. Benefits and services : Statutory benefits - non-statutory (voluntary) benefits - Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

UNIT - V : Labour relations and employee security

Industrial relation and collective bargaining : Trade unions - Collective bargaining - future of trade unionism. Discipline administration - grievances handling - managing dismissals and separation. Labour Welfare : Importance & Implications of labour legislations - Employee health – Auditing HR functions, Future of HRM function.

References:

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

2.3. QUANTITATIVE METHODS FOR MANAGEMENT

Objectives:

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Reference Books :

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

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

2.4 PORT MANAGEMENT AND OPERATIONS

UNIT 1 :

Major & Minor Ports in India – Different types of ports in the world- Development of new Ports in India -Port users and their contribution- Effect of Globalization in Ports and Terminals Importances of ports-Customs and economic zones- Different types of berths –Container terminals and their export /import cycles- Documentation procedures and Terminal handling charges.

UNIT II:

World's largest terminals- Berth reservation and Window systems for berthing - Chain effect of vessels missing windows - Privatization of Terminals and its agreement-various Terminal handling equipment's-Main Facilities in a Terminal - Berth restrictions and operation- Communication with ship and shipping control -Discharging modalities in a Minor Ports and its disadvantages in midstream operation.

UNIT III :

Port Charges for ships and cargoes -TAMP and its role - Dock safety and fire safety- ITF and TRADE UNIONS - Major Port Trust acts and their roles- Lien on cargo by Port and auction procedures- ISPS –IMO- MOST -Light house -Berthing and un berthing - Special permissions for handling heavy light cargo

UNITIV :

Importance of stevedores duties,responsibilities, and knowledge of a stevedore- Planning discharging and loading of vessels- Safety Precautions while loading and discharging of vessels- Effect of vessels due to improper loading and discharge of cargo- Various cargo handling equipment's and its technicalities - Ships gears and loading heavy and light cargo

Unit V:

Planning and consolidation of ship operations- Dunnage provisions and its importance- Lashing and unlashng and its importance - Direct delivery and dumping of cargo and its effects- Chief officer's role and duties in loading and discharging of cargo in a ship-Handling Bulk and Break bulk cargo -High stacking and feeding vessel for loading- Different types of cargo handling gears and SWL- Limitation on damage and liabilities in vessel damage by stevedore - Cargo gear certification and maintenance-Precautions to be taken on Handling of DG and Project vessels

REFERENCE

Guide to Port Entry

P&O Terminal STANDARD OPERATION PROCEDURES

Cargo work by David J House

Stowage Factor by Robinson

Safety of Ships Gears by LLYODS

2.5 CUSTOM HOUSE AGENCY PRACTICE

OBJECTIVE :

This subject deals the business transaction with Customs and Central Excise for successfully executing Import & Export transactions.

UNIT 1

Role of Customs - Powers of Customs - Definitions Officers of Customs-Classes-Appointments-Powers of Officers Entrustments of Functions of Board - Appointment of Customs Ports, Airports - Ware-housing Stations-Power to declare places to be Warehousing Stations - Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods Precautions to be taken by persons acquiring notified Goods - Detection of illegally imported goods and Prevention of the disposal there of – Power of Central Government to notify goods-Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

UNIT 2

Custom House Licensing - Certification and Qualifications to become a Custom House Agent - Rule 8 -G Card - Identity to enter Custom Houses - Custom house agents duties - Draw backs and Duties - Support of CHA to Importers and Exporters Custom House Agent - Restrictions of Custom House Agents - Customs Power to bring a ceiling on the License - Temporary and regular license - Customs Power to advise fees chargeable by Custom House Agent. Duties and Obligations - Liabilities of Custom house agents - Custom house agent and Information Technology - Records to be maintained by Custom House Agents - CHALR – 1984, CHALR – 2004 and CBLR – 2013. Duties and obligations of CHA (Custom Broker). G card and Rule – 6 Examination, obtaining a fresh CB Licence, renewal , Extension, Suspension, Revocation and Cancel of a CB Licence.

UNIT 3

Import Bill Processing - Important Papers for filing Bill of Entry - Apprising - Open Inspection - Payment of Duties - Out of Charge - Clearance of goods - payment of duties - Duty exemption - Bonding of Cargo - Ex bonding - Export Bills - Important papers for filing Shipping Bills - Factory Stuffing - Port or CFS Stuffing - Supervision by Customs - Sealing and print out - Custom officer overtime - Importance of Shipping Bill - Comparison of Shipping Bill with Mate's Receipt and Bills of Lading.Drawback and Export promotion schemes, ICEGATE and online filing of Bills of Entry & Shipping Bills under EDI System. AEO programme, RMS System, Appeal, CESTAT, Intellectual property rights.

UNIT 4

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

UNIT 5

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

Reference:

1. Custom law manual by R.K. Jain
2. Foreign Trade policy and handbook of procedures Volume I & II By R.k. Jain.
3. Customs Tariff with New Import policy, Volume I & II.
4. Handbook on Duty Drawback by R. Krishnan & R. Prathasart

2.6 .RESEARCH METHODS FOR MANAGEMENT

Subject Description:

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

Goals:

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

Objectives:

On successful completion of the course the students should have:

Understood the scope and significance of research in business decisions. Studied and understood sampling techniques along with hypothesis testing. Understood various scaling techniques and measurement scales.

UNIT – I

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

UNIT - II

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

UNIT - III

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

UNIT - IV

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

UNIT- V

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

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

References:

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

SEMESTER III

3.1. BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT

UNIT – I:

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

UNIT – II:

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

UNIT – III:

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

UNIT – IV :

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

UNIT – V:

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

References :

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

3.2. MANAGEMENT INFORMATION SYSTEM

UNIT – I :

Foundations of Information Systems: A framework for business users - Roles of Informationsystems - System concepts - Organisation as a system - Components of Information Systems - IS Activities - Types of IS.

UNIT – II :

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

UNIT – III :

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

UNIT – IV :

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

UNIT - V :

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

Reference:

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

3.3 TRAMP AND LINER AGENCY

Unit – I

Meaning of Agent – Various Roles of Agents – Responsibilities of an Agent - Interaction with Principals - Agent as a Mirror reflection - Rules that the agent should know - Responsibilities of the Agent - Governmental bodies connected with Shipping that a Agent should know -Hierarchy of Shipping related offices in India - Flag of Convenience – State Port Control – Classification Societies — Ships and Ships Positions - Two Main Branches of Shipping.

Unit – II

Tramp Agency practice -Technical, Physical and Political factors of ships -Different types of Chartering for an Agent and its differences -Understanding Charter parties-Brokers and his role - Charter party riders for Agents -Handling of different types of cargo -Types of ships and their loading plans -Appointment of Contractors -Statement of Facts-Time sheet -Dem/Des statement

Unit - III

Various facets of an agent-Freight and Freightling procedures -Classing and Societies -Ships Documents and its importance -Revalidation and survey of ships certificates -Mates Receipt and Bills of Lading -Deliver Orders-Letter of indemnity -Freight taxation-UNCTAD agency standards

Unit – IV

Liners History-Cargo stowage and planning -World's biggest Container ship-Cargo Gears and its usage -Liner Routes -Conferences and rate books -Containerised and Non Containerised cargo flow chart -Different types of Liners services -Cargo documentation

Unit – V

Disbursement Account -Dangerous Cargo Handling Procedure -Cold Chain and preservation of perishable cargo -OOG handling technique -Know your Tramp agency verbatim -Know our Liner agency verbatim -Agency Documentation and its importance from A to Z -Cargo related documentations.

Reference Books

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

3.4 CONTAINERISATION AND ALLIED BUSINESS

OBJECTIVE:

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

UNIT -I: Containerization –Role of Malcolm Maclean - Initial Types of Containers - Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Types of Containers - Construction of Containers - Technical Aspects of Containers - Certification and revalidation - Choice of Containers - Flex bags - Prefix and Suffix and their importance - IICL Inspectors and their duties - Cellular Ships – EIR - Hardware and Software of container - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Planning on procurement - Relay Port - Hub Port - BIC CODE – Anera –Box and Box rate - Consortiums- Container flow Management – Container Slot Management –Common & Dedicated feeder service – Mother Vessels – Land Bridge – Roll overs Handling

UNIT - II : Reefer Cargoes for Export and Imports in Containers - Types of cargoes - Respiration levels for various commodities - Required temp levels - Frozen food products - effects of temperature on food quality – Special & miscellaneous cargoes - temperature management - Pre-shipment handling -product compatibility- Product Handling - Planning - Booking – In shipment – Intransit monitoring - Cargo delivery - Reefer Container - Components of Reefer refrigeration system - Temperature digital display - Air delivery system - power sources& portable gen systems - Advanced technology - atmosphere management - fresh air control - benefits of Controlled Atmosphere to increase shelf life - Regulated atmosphere technology - Humidity management & control - De-humidification & cold treatment - Loading check list - Size of global trade &geographical spread - International quality standards and various agencies – FDA- Reefer cargo - Various agencies and specific procedures to handle export and imports -

UNIT - III: Consolidation - Reason for consolidation - Facilities to shippers by consolidation - Consolidation technique - Calculation and planning - Broken space and freighting - Unitized packets and its benefits – Co loading - re-working of Console at Hub port - Direct box - Role of Measurement and Weight of cargo

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

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

Reference books

1. "The Containership Revolution - Malcom McLean's 1956, The Transportation Research Board of the U.S. National Academies of Sciences published
2. Innovation Goes Global" by Brian Cudahy in 2006.
3. Mark Levinson's "THE BOX - How the Shipping Container Made the World Smaller and the World Economy Bigger"

3.5 SHIPPING PRACTICE**UNIT I**

Chartering and Introduction - Political restrictions - Technical restrictions - Choice of the right ship for the right cargo – Technical aspects of ships - Role of Charterer - Role of Ship owners - Role of Broker - Owners Obligation to Charterer - Charterers obligation to Owners - Meaning of Charter Parties - INCOTERMS - Types of Charter - Types of SHIPS – Stowage factor – Bale and Grain Capacity – Types of Packing for Break Bulk cargo - Angle of Repose –Understanding about various types of cargo – types of packing and its benefits in case of General cargo - Knowing about Bulk Cargo (Coal, Grain, Ores and Fertilizers) Process of Chartering - Overview of the Dry Cargo Broking sector – Process of Chartering - Overview of the Dry Cargo sector

UNIT II

LIQUID CARGO BROKERIGN - SHIPS AND CARGOES - The basics of oil refining and its products. - Crude Oil – characteristics. - Crude Carriers, VLCC, ULCC, OBO, O/O, Suezmax, Aframax Petroleum Products – product carriers, dirty and clean – characteristics of cargoes Vessel systems: Pumps, Pipelines, Manifolds, Cargo Heating (coils/heat exchangers), Crude Oil Washing (COW), Inert Gas Systems (IGS), Segregated Ballast Tanks (SBT), Double Hulls. Chemicals – Tank coatings, IMO Certification. Commodities and handling systems. Compatibility of grades and coatings. Parcel cargoes and carriers. Gas – Liquid natural gas (LNG), liquid petroleum gas (LPG); awareness of cargo tank types; pressure, semi-refrigerated, refrigerated; typical size ranges. Vegetable oils and juice, wine. THE TRADES Main routes for crude oil, products, chemicals, gas. Essential geography of the tanker trades understanding of location of production areas, Environmental protection, pollution liability.

UNIT III

FREIGHT MARKETS Market Practitioners; Ship-owners, Oil Companies, State Companies and Trading Companies. The role of the broker. Factors affecting the market; political issues, sanctions, the role of OPEC, natural and political crises. Methods of communication and market reporting. International organisations relevant to the tanker trades especially International Maritime Organisation (IMO), World scale, Oil Companies International Maritime Forum (OCIMF), Intertanko, International Tanker Operators Pollution Fund (ITOPF).

UNIT IV

Firm Offer - Fixture Notes - Commercial and Technical Terms - Charter party riders (Name of Broker - Place and date of Charter - Name of Owner - Name of Charterer - Name of Vessel - - Date of presenting the vessel - Loading Port - Discharging Port - Max cargo to be loaded - Agreed sum of freight - Payment of freight terms - Cargo gear particulars - lay time - Name of Shipper - Agents - Demurrage and Despatch -Cancelling date - General Average - Brokerage - Freight Tax - legalities covering the contract. Who is who in Chartering - Demise Charter - Bare Boat Charter - Time Charter - Voyage Charter - COA Charter - Part Charter –Need for Chartering – Shipper & Receiver - Liner termed Tramp vessels - Difference between Time Charter and COA - Head Owner - Disponent Owner - Ship Operator - Ship Managers.

UNIT V

Commercial Management - Technical Management - Sale and Purchase of ships - Terminology to of measuring a ship - Registration and Classification - Fleet Management. – Valuation - Market and trends - Contracts - Documentation – Finance - PRACTICALS IN CHARTERING PRACTICE – Common Chartering abbreviations

Reference Books

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

3.6 MARITIME LAW, SURVEY AND INSURANCE

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

UNIT - 1

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

UNIT - 2

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

UNIT - 3

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

UNIT - 4

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

UNIT - 5

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

REFERENCE BOOKS

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

3.7 MARKETING MANAGEMENT IN LOGISTICS

Unit - I

Marketing concepts and tasks - customer value and satisfaction – changing marketing practices – strategic marketing planning and organization - Myths about Services – Concept of Service Marketing Triangle – Service Marketing Mix – GAP Models of Service Quality

Unit – II

Consumer Behavior in Services : Search, Experience and Credence Property, Customer Expectation of Services, Two Levels of Expectation, Customer Perception of Services- Service Encounters - Customer Satisfaction - Service Quality.

Unit – III

Marketing Research to understand Customer Expectation - Building Customer Relationship through Retention Strategies - Market Segmentation – Process & Targeting in Services, Retention Strategies – Monitoring Relationship.

Unit – IV

“Hard” & “Soft” Standards – Process for Developing Customer Defined Standards – Creation of Service Vision and Implementation – Service Quality as Profit Strategy – New Service Development – Service Blue Printing – Positioning on the Five Dimensions of Service Quality.

Unit – V

Emotional Labour Productivity trade off –Importance of Customer & Customers Role in Service delivery – Intermediary Control Strategies – Managing Demand and Capacity – Lack of Inventory Capability – Methodology to Exceed Customer Expectation Pricing of Services – Role of Price and Value in Provider GAP 4.

References:

1. Marketing management – Rajan Saxena – Tata McGraw Hill, 2002.
2. Hoffman & Bateson, Services Marketing, Thomson, 2007.
3. Peter Mudie and Angela Pirrie, Services Marketing, 3/e, Elsevier, 2006.
4. C Bhattacharjee, Services Marketing, Excel, 2006.

SEMESTER IV

4.1 EXIM MANAGEMENT

OBJECTIVE:

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

UNIT - I :

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

UNIT – II :

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

UNIT - III :

Overview of various export promotion schemes - Duty Drawback- Advance License - Remission Scheme - (i) DEPB Scheme - Export Promotion Capital Goods Scheme - Diamond & Jewellery - Agricultural & Pharmaceutical product exports promotion scheme - SEZ, EHTP, STP & EOU's - Types of Export Houses -

UNIT - IV :

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

UNIT - V :

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

Reference :

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

4.2 AIR CARGO MANAGEMENT

Unit I – INDUSTRY REGULATIONS

International Civil Aviation Organization(ICAO) -National Aviation Authorities(NAA) - International Air Transport Association(IATA) - International Federation of Freight Forwarders Association(FIATA) - IATA / FIATA Dialogue - The IATA Cargo Agent - The Consolidator (Air Freight Forwarder) – Operations - Service Functions – Organization – Liability

Unit II CARGO HANDLING

Geography and IATA 3-Letter codes - IATA Areas and SUB- AREAS - Time Differences - Calculation of Transportation Time – Import/Export Documentation - The Aircraft - Bulk Loading Limitations – Airports - Aircraft Handling Facilities - Cargo Terminal Facilities - Custom Clearance Process - Instructions for Carriage - Acceptance based on the Shipper's Letter of Instructions (SLI) - Special Cargoes

Unit III CARGO BOOKING PROCEDURES

How To Make a Cargo Booking - Airline Booking Procedures - The OAG Cargo Guide - Functions of the Airway Bill - Completion of the Airway bill - The Air Cargo Tariff (TACT) - IATA Areas and Sub-areas - Chargeable Weight – Currencies - Rates & Charges - General Rules of Cargo Rates & charges - Minimum Charges (M) - General Cargo Rates (GCR) - Specific Commodity Rates (SCR) - Class Rates or Commodity Classification Rates - Lower Charge in Higher Weight Category - Precedence of Rates & Charges - valuation Charges - Charges Collect Shipments – Disbursement - Other Charges and Fees - Rating Concept within Europe

Unit IV AIRWAY BILL

Air cargo console – Single shipment – Console shipments with scope - Significance of the airway bill Master airway bill, House Airway Bill, Service of Airway bills and its importance completion method and exercise

Unit V DG CARGO

DG cargo by air classification – identification - packing - marking – labelling – documentation – handling ,Air freight station-ULD concept-Current trend - Cargo trends and forecasts - Industry challenges - Cargo e-business and quality management - Cargo marketing and revenue management - Strategies for cargo carriers

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

REFERENCE BOOKS :

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

4.3 E-COMMERCE

UNIT I

Introduction to E-Commerce – Electronic Commerce Frame work – Electronic commerce and Media convergence – The anatomy of E-Commerce Applications – Components of the IWay – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and educational Network.

UNIT II

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce– WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

UNIT III

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues –Software Implementations – Value Added Networks – Internal Information System – Work-flow Automation and Coordination – Customization– Supply Chain Management .

UNIT IV

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogs or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

UNIT V

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Asynchronous Transfer Mode – Mobile Computing Frame Work – Wireless Delivery Technology – Mobile Information Access Devices – Cellular Data communication Protocols – Mobile Computing Applications.

References

1. **Ravi Kalakota & Andrew b. Whinston** , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006
2. **Bharat Bhasker** , “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi-2006.
3. **Daniel Minoli, Emma Minoli** “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.
4. **Dr.C.S.Rayudu**,”E-Commerce &E-Business”, Himalaya Publishing House, New Delhi, 2004.

4.4 ON-THE-JOB TRAINING

OBJECTIVE

This is the most common method of training in which a trainee is placed on a specific job.

On the job training is a system of training a new generation of practitioners of a skill. This method of training is in vogue in those trades, crafts and technical fields in which a long period is required for gaining proficiency. The trainees serve as apprentices to experts for long periods. They have to work in direct association with and also under the direct supervision of their masters. The object of such training is to make the trainees all-round craftsmen.

A superior gives training to a student as his understudy like an assistant to a manager or director (in a firm). The student learns through experience and observation by participating in handling day to day problems. Basic purpose is to prepare student for assuming the full responsibilities and duties. Through this training, a student

- (a) prepare a trainee with an overview of the job, its purpose, and the results desired,
- (b) demonstrates the task or the skill to the trainee,
- (c) allows the trainee to show the demonstration on his or her own, and
- (d) follows up to provide feedback and help.

So a student will be placed as a trainee in any one of the suitable companies according to their area of interest.

- Trainee is placed in a company under a supervisor who works in the same company for three months
- Trainee should gain knowledge and experience from specified job assignments
- Trainee should maintain a log book entering his/her daily work schedule, task accomplished and other details duly signed by the Supervisor.
- At the end of the training, student should submit a report stating the entire detail of his training along with training completion certificate.

4.5 PROJECT WORK

All the students will undergo a 2-3 months summer placement training in any one of the organizations related to the core subject. They shall choose an area of their choice in the training organization either suggested by the host guide or by the student himself and prepare a project/dissertation under the guidance of the host guide. The project will also be monitored by the faculty guide and suggest the improvements wherever required. The completed project will be submitted for assessment and for viva-voce duly certified.