



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY **NAAC** WITH '**A**' GRADE
*Marching Beyond **30** Years Successfully*

MBA (LOGISTICS AND SHIPPING MANAGEMENT)

Curriculum and Syllabus Regulations 2021

(Based on Choice Based Credit System (CBCS))

**Effective from the Academic year
2021-2022**

Department of MBA

School of Management Studies & Commerce

Vision and Mission of the Department

Vision

To be a Centre of Excellence in Management Studies and Commerce, imparting and developing Managerial leadership and entrepreneurial skills to students and provide managers for the global market.

Mission

- To provide an affordable opportunity for diverse group of students and other stakeholders to learn by synergizing education, research, innovation and outreach efforts.
- To inculcate self-discipline, values, ethics and devotion to duty among the students to make them good citizens, leaders, professionals & entrepreneurs.
- To develop the future business leaders through imparting high quality of analytical ability & decision-making capability.
- To offer exposure to global business standards and inculcate strategic management aspiration.

Program Educational Objectives (PEOs)

PEO1: To provide best quality of education and prepare the students to meet global standards and competitive environment

PEO2: To inculcate team spirit and leadership capabilities among students to develop business leaders attain organizational development

PEO3: To impart ethical and moral values to create better citizens and society

PEO4: To develop entrepreneurial skills to think strategically and encourage them to become entrepreneurs

PEO5: To motivate students to participate in community development and undertake Industry research projects

Program Outcomes (POs)

PO 1: Apply knowledge of management theories and practices to solve business problems.

PO 2: Foster Analytical and critical thinking abilities for data-based decision making.

PO 3: Ability to develop Value based Leadership ability.

PO 4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of Business

PO 5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO 6: Create, select and apply appropriate modern tools & techniques for analyzing, interpreting and solving business complexities.

PO 7: Develop an aptitude for creativity, innovation and entrepreneurship.

PO 8: Adapt life-long learning and professional development to enrich knowledge and competencies

Program Specific Outcomes (PSOs)

PSO 1: Apply critical thinking, modeling, decision making, and problem-solving skills in a variety of contexts related to the utilization of appropriate technology to support the procurement implementation of logistics strategies and manage logistics resources to improve the supply chain.

PSO 2: Designed to develop the students with the objective of equipping them to cope with the emerging trends and challenges in the logistics sector

PSO 3: Analyze various feasible and appropriate means of logistics so as to facilitate distribution of goods and services for domestic and international markets.

List of Board of Studies (BOS) Members along with their designation/role

S.NO	NAME & ADDRESS	DESIGNATION
1.	Dr. P. R. Ramakrishnan Dean School of Management Studies & Commerce VISTAS	Chairperson
2.	Dr. R. Magesh Professor and Head Department of Management Studies Anna University	External Expert
3.	Ms. Sindhuja Santhosh Head, Customer Success Team Zoho Books, Zoho Corporation Chennai	Industry Expert
4.	Ms. AnitharajJohnes George Senior Talent Acquisition Analyst SPI global Pondicherry	Alumni
5.	Dr. S. Preetha School of Management Studies, VISTAS	Professor
6.	Dr. S. Vasantha School of Management Studies, VISTAS	Professor
7.	Dr. G. Rajini School of Management Studies, VISTAS	Professor
8.	Dr. P. Shalini School of Management Studies, VISTAS	Professor
9.	Dr. P. G. Thirumagal School of Management Studies, VISTAS	Professor
10.	Dr. A. Mohammed Faisal School of Management Studies, VISTAS	Assistant Professor

**VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS),
CHENNAI**

CHOICE BASED CREDIT SYSTEM (CBCS)

MBA (LOGISTICS AND SHIPPINGMANAGEMENT)– REGULATIONS2021

(Applicable to all the candidates admitted from the academic year 2021-22 onwards)

1. DURATION OF THE PROGRAMME

1.1. Two years (Four semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

Passed Bachelor Degree of minimum 3 years duration.

Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

3. MEDIUM OF INSTRUCTION

The medium of instruction for all PG programme is English.

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than TWO academic years and passed the examinations of all the prescribed courses of FOUR Semesters earning a minimum of 102 credits as per the distribution given in the course structure.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist of:

The total number of subjects of study shall be 27 out of which 16 shall be compulsory subjects and of the remaining 8 will be Electives, MOOC, Internship after Second semester and Project Work in the Final Semester with a Viva-voce altogether.

Candidates shall take 8 subjects (7 Core Theory + 1 Practical) in the First semester, 8 subjects (6 Core Theory + 1 Elective Theory) along with Summer internship in the Second Semester, 8

subjects (1 Core Theory + 7 Elective Theory) in the Third Semester and 2 subject (Core Theory) and a Project Work in the Fourth Semester.

Internship: The students have to undergo an Internship for thirty days in between second and third semester. The maximum marks for Internship will be 100. The Internship will be evaluated through Viva voce Exam by the guide and an External expert.

Project: The students will do a Project work for Four months in the Fourth Semester. The Maximum marks for Project Work will be 300. The project Work will be evaluated through Viva voce Exam by the guide and an External expert. The components of Project Work will be 100 marks for Dissertation and 200 marks for Viva voce.

To offer Elective Subjects to the students, a Minimum enrolment in the Elective Subjects shall be TEN.

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical hours	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by Vice chancellor on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

7.4. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.5. **Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their

capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.

7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.

7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

- i. There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.
- ii. A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.
- iii. The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

8.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

8.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE)

8.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

8.3.2 For End Semester examination, passing minimum shall be 50% (Fifty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

8.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 50%.

8.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 102 CREDITS

9.Question Paper Pattern for End Semester Examination

Duration: 3 Hours Max. Marks: 100

Part A	: 8 out of 10 questions	(8 X 5 = 40)
Part B	: 4 out of 6 questions	(4 X 10 = 40)
Part C	: 1 Case Study or Problem is Compulsory	(1 X 20 = 20)

Total Marks for each subject 100 Marks

University Exam 60 Marks

Internal Assessment 40 Mark

10. SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

10.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

10.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

11. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

11.1. Re-totalling: All PG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

11.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

11.3. Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

12.The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

13.1. CORE SUBJECTS, PRACTICAL, ELECTIVES COURSES AND PROJECT:

Successful Students passing the Examinations and securing the marks

- a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.
- b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.
- c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.

d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND** Class.

Overall Performance – PG		
CGPA	GRADE	CLASS
5.00 - 5.99	D	Second Class
6.00 - 6.99	C	First Class
7.00 - 7.49	B	
7.50 – 7.99	B+	First Class with Distinction*
8.00 - 8.49	A	
8.50 – 8.99	A+	
9.00 - 10.00	O	First Class - Outstanding*

14.MARKS AND GRADES: The following table shows the marks, grade points, letter grades and classification to indicate the performance of the student:

14.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

Grade Conversion Table – PG				
Range of Marks	Grade Points	Letter Grade	Description	
90 – 100	10	O	Outstanding	
85 – 89	9	A+	Excellent	
80 – 84	8	A	Very Good	
75 – 79	7.5	B+	Good	
70 – 74	7	B	Above Average	
60 – 69	6	C	Average	
50 – 59	5	D	Minimum for pass	
0 – 49	0	RA	Reappear	
		AAA	Absent	

GPA for a Semester: = $\sum iC_iG_i \div \sum iC_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: $= \frac{\sum_n \sum_i C_i G_i}{\sum_n \sum_i C_i}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

14.2. Letter Grade and Class CGPA

The students who have passed in the first appearance and within the prescribed semester of the PG Programme (Major and Elective courses only) are eligible.

15. RANKING

- Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction.
- In the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance are only eligible for Classification.
- Students qualifying during the extended period shall not be eligible for RANKING.

16. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

16.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

16.2. In exceptional cases like major accidents and child birth an extension of one year considered beyond maximum span of time (Time Span= N + 2 + 1 years for the completion of programme).

17. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The University may from time-to-time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

Overall credit distribution / Course Components with credits

S.No	Semester	Total number of Subjects	Core / Elective / Lab / Internship / Project Work	Credit Distribution		Total Credits	Total Credits for the Semester
				Credits	No. of Subjects		
1	I	8	7 Core	4	7	28	29
			1 Practical (MOOC)	1	1	1	
2	II	8	6 Core Theory	4	6	24	33
			1 Elective Theory	3	1	3	
			1 Internship	6	1	6	
3	III	8	1 Core Theory	3	1	3	24
			7 Elective Theory	3	7	21	
4	IV	3	2 Core	3	2	6	16
			1 Project	10	1	10	
						Total	102

MBA (LOGISTICS AND SHIPPING MANAGEMENT) – REGULATIONS2021

SEMESTER I

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL11	Management principles and Organizational Behaviour	4	0	0	4	40	60	100
21CMBL12	Business Statistics & Quantitative Techniques	4	0	0	4	40	60	100
21CMBL13	Managerial Economics	4	0	0	4	40	60	100
21CMBL14	Financial Reporting, Statements & Analysis	3	1	0	4	40	60	100
21CMBL15	Legal & Business Environment	4	0	0	4	40	60	100
21CMBL16	Business Communication & Soft Skills	4	0	0	4	40	60	100
21CMBL17	Computer Applications for Business	4	0	0	4	40	60	100
21PMBL11	Community Development Project / MOOC / Outbound Experiential Learning Programme	0	0	2	1	40	60	100
		27	1	2	29			

SEMESTER II

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL21	Global Environment of Business	4	0	0	4	40	60	100
21CMBL22	Marketing Management	4	0	0	4	40	60	100
21CMBL23	Fundamentals of Logistics & Supply Chain Management	4	0	0	4	40	60	100
21CMBL24	Maritime Business	4	0	0	4	40	60	100
21CMBL25	Maritime Economics	4	0	0	4	40	60	100
21CMBL26	Transportation & Distribution Management	4	0	0	4	40	60	100
21EMBL....	Elective I	3	0	0	3	40	60	100
21IMBL21	Internship	0	0	0	6	40	60	100
		27	0	0	33			

SEMESTER III

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL31	Business Analytics	3	0	0	3	40	60	100
21EMBL....	Elective II	3	0	0	3	40	60	100
21EMBL....	Elective III	3	0	0	3	40	60	100
21EMBL....	Elective IV	3	0	0	3	40	60	100
21EMBL....	Elective V	3	0	0	3	40	60	100
21EMBL....	Elective VI	3	0	0	3	40	60	100
21EMBL....	Elective VII	3	0	0	3	40	60	100
21EMBL....	Elective VIII	3	0	0	3	40	60	100
		24	0	0	24			

SEMESTER IV

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL41	Universal Human Value	3	0	0	3	40	60	100
21CMBL42	Research Methodology	3	0	0	3	40	60	100
21RMBL41	Project	0	0	20	10	100	200	300
		6	0	20	16			

TOTAL CREDITS: 102

LIST OF COURSES
CORE COURSES

Semester	Code	Course	Hour / Week			Credits
			Lecture	Tutorial	Practical	
I	21CMBL11	Management Principles and Organizational Behaviour	4	0	0	4
I	21CMBL12	Business Statistics & Quantitative Techniques	4	0	0	4
I	21CMBL13	Managerial Economics	4	0	0	4
I	21CMBL14	Financial Reporting, Statements & Analysis	3	1	0	4
I	21CMBL15	Legal & Business Environment	4	0	0	4
I	21CMBL16	Business Communication & Soft Skills	4	0	0	4
I	21CMBL17	Computer Applications for Business	4	0	0	4
II	21CMBL21	Global Environment of Business	4	0	0	4
II	21CMBL22	Marketing Management	4	0	0	4
II	21CMBL23	Fundamentals of Logistics & SupplyChain Management	4	0	0	4
II	21CMBL24	Maritime Business	4	0	0	4
II	21CMBL25	Maritime Economics	4	0	0	4
II	21CMBL26	Transportation & DistributionManagement	4	0	0	4
III	21CMBL31	Business Analytics	3	0	0	3
IV	21CMBL41	Universal Human Value	3	0	0	3
IV	21CMBL42	Research Methodology	3	0	0	3

ELECTIVECOURSES

Semester	Code	Course	Hour / Week			Credits
			Lecture	Tutorial	Practical	
II	21EMBL....	Elective I	3	0	0	3
III	21EMBL....	Elective II	3	0	0	3
III	21EMBL....	Elective III	3	0	0	3
III	21EMBL....	Elective IV	3	0	0	3

III	21EMBL....	Elective V	3	0	0	3
III	21EMBL....	Elective VI	3	0	0	3
III	21EMBL....	Elective VII	3	0	0	3
III	21EMBL....	Elective VIII	3	0	0	3

ELECTIVE COURSES – II SEMESTER

FUNCTIONAL AREA	CODE	COURSES
Logistics	21EMBL21	Multimodal Transportation Management
	21EMBL22	Logistics Concepts & Planning
	21EMBL23	Inland Waterways Management

ELECTIVE COURSES – III SEMESTER

FUNCTIONAL AREA	CODE	COURSES
Logistics & Shipping	21EMBL31	Commercial Geography
	21EMBL32	Air Cargo Management
	21EMBL33	Dry Cargo Chartering and Port Agency
	21EMBL34	Liner Trade and Freight Forwarding
	21EMBL35	Shipping Law and Marine Insurance
	21EMBL36	Customs Laws and procedures
	21EMBL37	Container Management
	21EMBL38	Inland Transport Management
	21EMBL39	Delivery Management
	21EMBL40	International Transport Law
	21EMBL41	Export-Import Documentation
	21EMBL42	Logistics Site Safety Management
	21EMBL43	Logistics Services Business Development
Supply Chain	21EMBL44	Warehousing and Inventory Management
	21EMBL45	Global Procurement Management
	21EMBL46	Green Supply Chain Management
	21EMBL47	Supply Chain Analytics
	21EMBL48	Vendor Managed Inventory
	21EMBL49	Global SCM
Operations	21EMBL50	Sourcing Management
	21EMBL51	Lean Six Sigma
	21EMBL52	Project Management
	21EMBL53	Operations Research Applications
	21EMBL54	Total Quality Management
	21EMBL55	World Class Manufacturing
	21EMBL56	Behavioural Operations Management

FUNCTIONAL AREA	CODE	COURSES
	21EMBL57	Management of Manufacturing Systems
	21EMBL58	Operations Strategy
	21EMBL59	Services Operations Management
Entrepreneurship	21EMBL60	Environmental Studies
	21EMBL61	Indian Ethos and Business Ethics
	21EMBL62	Business Policy & Strategy
	21EMBL63	E-Business

PRACTICAL COURSES

Semester	Code	Course	Hour / Week			Credits
			Lecture	Tutorial	Practical	
I	21PMBL11	MOOC	0	0	2	1
II	21IMBL21	Internship	0	0	0	6
IV	21RMBL41	Project	0	0	20	10

SEMESTER I

21CMBL11 **MANAGEMENT PRINCIPLES AND ORGANIZATIONAL** **4 0 0 4**
BEHAVIOUR

COURSE OBJECTIVE:

- To describe the fundamentals of Management, significance, scope of management, levels of manager, functions of a manager and basics of organizational behavior.
- To discuss the development of management thought
- To examine and analyze the behavior of individuals and groups in organizations by understanding the concepts of learning, attitudes & perceptions.
- To understand about the organizational structure, its types, decentralization and delegation of the authority.

UNIT I INTRODUCTION TO MANAGEMENT 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 Behavior – Learning - Attitudes and Job satisfaction – Personality and values – Perception - Motivation and Organizational performance. Contemporary theories of motivation.

UNIT III INTERPERSONAL PROCESS IN ORGANIZATIONS 12

Interpersonal process in Organizations: -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 PROCESS 12

Organizational Process and Characteristics: Dimensions of Organization structure – Authority,

Responsibility, and Accountability – Delegation – Centralization, Decentralization – 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

COURSE OUTCOMES:

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

- CO – 1 : Assess the fundamentals of organizational behavior and OB Model
- CO – 2 : Analyze the behavior of individuals and groups in organizations
- CO – 3 : Describe the concept of leadership, communication, power and conflict resolution
- CO – 4 : Demonstrate the dynamics of organizational change.
- CO – 5 : Identify the major issues in business ethics and corporate social responsibility.

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://us.sagepub.com/en-us/nam/principles-and-practices-of-management-and-organizational-behaviour/book251882#:~:text=Principles%20and%20Practices%20of%20Management%20and%20Organizational%20Behaviour%20provides%20a,performance%20in%20the%20global%20era.>
2. <https://courses.lumenlearning.com/wmopen-organizationalbehavior/chapter/management-theory-and-organizational-behavior/>
3. <https://online.nwmissouri.edu/articles/mba/why-managers-understand-organizational-behavior.aspx>

- CO – 3 : Evaluate the initial solution for Transportation Model.
- CO – 4 : Evaluate the solution for Assignment Problem.
- CO – 5 : Minimize the waiting hours of simultaneous projects undertaken.

TEXT BOOKS:

1. Tulsian, P. C., Vishal Pandey, Quantitative Techniques – Theory and Problems, Pearson Publications, 2006.
2. Sankar P. Iyer, Operations Research, Tata McGraw-Hill Education, 2008

REFERENCE BOOKS:

1. Hamdy A. Taha, Operations Research-An introduction, Pearson Education, 8th Edition / Prentice Hall of India, 2007.
2. A. Ravindren, Don T. Phillips and James J. Solberg, Operations Research Principles and Practice, John Wiley and Sons, 2nd edition, 2000.

WEB SOURCES:

1. <https://www.wiley.com/enin/Quantitative+Methods%3A+An+Introduction+for+Business+Management-p-9780470496343>
2. <https://weatherhead.case.edu/academics/courses/EMBA438B>
3. <https://dl.acm.org/doi/book/10.5555/3074303>

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Define the basic elements of managerial economics aspects of the firm.
- CO – 2 : Discuss the demand analysis decisions methods as to forecasting.
- CO – 3 : Apply the managerial decision functions of the firm.
- CO – 4 : Examine and elaborate the basic theories related to business practices.
- CO – 5 : Appraise on the decision as to environment and given

TEXT BOOKS:

- 1. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition
- 2. Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New Delhi; 1983, First Edition

REFERENCE BOOKS:

- 1. K.K. Seo, Managerial Economics, Richard D. Irwin Inc. 1988
- 2. I.C. Dhingra, Essentials of Managerial Economics - Theory, Applications and Cases Sultan Chand, New Delhi, 2003

WEB SOURCES:

- 1. <https://www.cheggindia.com/career-guidance/managerial-economics-principals-types-and-scope/>
- 2. <https://theinvestorsbook.com/managerial-economics.html>
- 3. <https://www.analyticssteps.com/blogs/what-managerial-economics-definition-types-nature-principles-scope>

21CMBL14 FINANCIAL REPORTING, STATEMENTS & ANALYSIS 31 0 4

COURSE OBJECTIVE:

- To think in a new and more creative way when analyzing or forecasting financial information.
- To introduce new tools common to financial statement analysis and how to use them in practical applications.
- To understand how financial statement information can help solve business problems and increase the ability to read and understand financial statements and related information.

UNIT I INTRODUCTION 12

Introduction to Management Accounting-Need and Importance — Accounting concepts & conventions – Accounting Standards - Overview of IFRS and GAAP. Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Balance Sheet.

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

UNIT III FUNDS FLOW AND CASH FLOW ANALYSIS 12

Fund Flow Analysis: Meaning – uses – Preparation of Fund Flow Statement. Cash Flow Analysis (as per Accounting Standard 3): Meaning – uses – Preparation of Cash Flow Statement.

UNIT IV CAPITAL BUDGETING AND MARGINAL COSTING 12

Capital budgeting – meaning –steps – different types of investment decisions - Different methods – Payback, Net Present Value, Internal rate of return, Profitability index, Average rate of return – Capital rationing Marginal costing – Cost Volume Profit analysis – Break Even analysis – Applications of marginal costing

UNIT V BUDGETING AND FINANCIAL REPORTING 12

Budgeting – Different types of budgeting – Cash budget – Flexible budget.

Financial reporting – Concepts – users, Objectives of financial reporting – Qualitative characteristics of information in financial reporting – basic problems of disclosure – Role of SEBI in IFRS – Statutory disclosures in IFRS – Corporate reporting practices in India- Challenges in financial reporting

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : State the importance of common accounting standards
- CO – 2 : Estimate Budgeting and Financial Reporting
- CO – 3 : Prepare financial statements through ratio analysis.
- CO – 4 : Analyze financial reports of financial instruments, mutual funds,
- CO – 5 : Analyze cash flow and fund flow statement

TEXT BOOKS:

1. R.S.N.Pillai&Bagavathi – Management Accounting, Chand & Co. Ltd., New Delhi, 6TH edition 2002.
2. T.S.Reddy&Y.Hari Prasad Reddy – Financial and Management Accounting, Margham publications, 12TH edition 2004.

REFERENCE BOOKS:

1. M.Y.Khan&P.K.Jain – Management Accounting, Tata McGraw Hill publishing company Ltd., 10th edition 2004.
2. R.Narayanaswamy – Financial accounting – A Managerial Perspective, Prentice Hall India Ltd., New Delhi 5th edition, 2014.
3. Paresh Shah Basic Financial Accounting for Management, Oxford Publications, 3rd edition, 2007

WEB SOURCES:

1. <https://corporatefinanceinstitute.com/resources/knowledge/finance/analysis-of-financial-statements/>
2. <https://www.aafmindia.co.in/financial-statement-analysis-tools-limitation-uses-process>
3. <https://www.accountingtools.com/articles/2017/5/14/financial-statement-analysis>

COURSE OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business.
- To describe the nature and classes of contracts.
- To identify the elements needed to create a contract.
- To analyze, interpret the various act related to business, property and business.
- To identify the rights related to copyrights and patents.

UNIT I INTRODUCTION 12

Legal Aspect of Business: Introduction to Business Laws- Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System

UNIT II LEGAL ASPECTS 12

Fundamentals of contract laws-Formation of Contracts;- Principles of Contract Laws-Legality of Object Consideration; Performance of contract-Discharge of contract- breach of contract-Quasi contracts.

UNIT III CONTRACT MANAGEMENT 12

Contract Management-Special Contracts-Laws of Agency; Principal-Agent Problem-Bailment, Pledge, Guarantee and Indemnity-Sales of Goods- Principles of Sales of Goods.

UNIT IV TRANSFER OF OWNERSHIP& PROPERTY 12

Transfer of Ownership& Property-Performance of contract-Consumer Protection Laws-Law relating to Business Organizations-Partnership Trusts- Company form of organization.

UNIT V COPYRIGHTS & TRADEMARKS 12

Protecting the property of Business-Copyright, Trademark, secret, Geographical Indications- Alternate Dispute resolutions.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Draft a simple employment contract
- CO – 2 : Arrange the basics elements of contracts and classifications of contract
- CO – 3 : Improve their awareness and knowledge about functioning of local business.
- CO – 4 : Improve their awareness and knowledge about functioning of global business.
- CO – 5 : Gather knowledge on evolvment of business enterprises

TEXT BOOKS:

1. N.D.Kapoor, Elements of Mercantile Law, S.Chand& Sons, 2013

2. P.P.S.Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
3. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.

REFERENCE BOOKS:

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 20
2. Daniel Albuquerque, Legal Aspect of Business, Oxford, 20
3. Ravinder Kumar– Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

WEB SOURCES:

1. <https://www.airtract.com/article/the-legal-environment-of-business-%E2%80%93-a-complete-guide#:~:text=Legal%20environment%20of%20business%20is,the%20scope%20of%20the%20firm.>
2. <https://www.indiastudychannel.com/resources/.6169-What-Legal-Environment.aspx>
3. <https://www.lawteacher.net/free-law-essays/international-law/the-law-that-regulates-businesses-in-united-state-of-america-international-law-essay.php>

COURSE OBJECTIVE:

- To study the communication skills
- To apply it in practical business situations, written exercises & e-mails and letters: Re-writing and re-framing of sentences are being delivered.

UNIT I INTRODUCTION 12

Fundamentals of Communication, Business Communication, The Communication Model, Communicating in teams, Overcoming the Barriers to Communication. Non-verbal communication, 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. The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E Mail – The 3 T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off. Business reports and Proposals, Format, visual aids and contents, Oral Business presentations

UNIT III ETIQUETTE AND INTERVIEW 12

Meaning, Body Language, Gesture, Postures, Expressions, Dress code, Etiquette etc... Public speaking and Speech composition Technical Speeches and non technical presentation Principles of effective speaking and Presentations. Interview, Exit interview, Appraisal etc.. Importance of Interview, Art of conducting and giving interview Types of Interviews like Placement interview Discipline interview, Appraisal interview, Exit interview etc...

UNIT IV MEETING AND LETTERS 12

Opening and closing of meeting, Brain storming, e-meeting etc.. Importance of Meeting Procedure of conducting Group Discussions Significance of Brain Storming in Business Decisions, Advantages/Disadvantages of E-Meeting Preparing Agenda and Minutes of the meeting. Inquires, Circulars, Quotations, Orders, Memo, Minutes, Notice etc... Types of Letters : Letter Writing – letters - Business letters. Application for a job / covering letter with bio-data. Attitude. Negotiation skills Social Conversation - Values and ethics - Managing stress.

UNIT V SOFT SKILLS 12

Principles of group discussion - Purpose of group discussion - Preparation - Skills to be acquired —

communication, leadership, problem-solving - Effective participation. Personality Enrichment - Positive attitude - SWOT Analysis - Self-confidence and motivation - Inter-personal skills - Projecting a positive social image Time Management - Goal setting and prioritisation - ABC Analysis—preparing a personal schedule - Short term and long term goals - Implementing goals - Task list organisation Leadership Skills - Setting objectives and taking initiatives - Persuading and negotiating - Team work - Maintaining morale - Inspiring others

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Recall the basics of communication and its process, elements and importance.
- CO – 2 : Evaluate the effectiveness of revising, checking and proof reading the messages.
- CO – 3 : Discuss the concept of Etiquette and significance of Interviews
- CO – 4 : Identify different types of letters to make effective internal and external correspondence
- CO – 5 : Evaluate the effectiveness of revising and checking the messages.

TEXT BOOKS:

1. Sanjay Kumar & Pushpalatha, Communication Skills, Oxford University Press, 2011.
2. Kaul & Asha, Effective Business Communication, PHI 2nd Edition, 2006.

REFERENCE BOOKS:

1. Lesikar R.V & Flatley M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009.
2. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009.

WEB SOURCES:

1. <https://www.softskillsusa.com/what-is-meaning-of-business-communication-skills.php>
2. https://www.atctraining.com/soft_skills_definition_of_communication.htm
3. <https://www.jobwise.co.uk/the-importance-of-soft-skills-in-business/>

COURSE OBJECTIVE:

- To introduce the essential concepts necessary to make effective use of the computer.
- To understand what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

UNIT I INTRODUCTION 12

History of Computer – Definition – Types of Computers –Desktop Computer – Laptop– Functions of Computer – Application and Current Trends for business related problems

UNIT II HARDWARE&SOFTWARE 12

Hardware System – Types of Hardware: Input, storage and output devices – Internal and External Parts of Hardware – Software – System Software: Operating System (OS) such as Microsoft Windows and Macintosh– Application software– Internet

UNIT III MICROSOFT WORD 12

Microsoft Word – History, Version – Features of Word Such as File Creation, Formatting, Editing, Paragraph Formatting, Inserting Header and Footer and Page Number, Inserting Tables, Inserting Symbols, Print Review and Printing

UNIT IV MICROSOFT EXCEL 12

Microsoft Excel – History, Version – Features of Excel Such as File Creation, Formatting, Editing, Organizing the Worksheet,Formulas/Functions, Sorting, Filters, Creating Charts, Print Review and Printing

UNIT V MICROSOFT POWERPOINT 12

Microsoft PowerPoint – History, Version – Features of PowerPoint Such as File Creation, Slide Creation, Formatting, Editing, Adding Transitions and Animation, Print Review and Printing.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Describe the fundamentals of computer.
- CO – 2 : Explain the basics of hardware and software.
- CO – 3 : Identify different components of hardware systems.
- CO – 4 : Discuss about the word processing using Microsoft Word.
- CO – 5 : Demonstrate working with Spreadsheets using Microsoft Excel.

TEXT BOOKS:

1. Turban Rainer and Potter – Introduction to Information Technology, John Wiley & Sons, 2005.
2. Richard D Gitlin, Jeremiah F Hayes, Stephen B Weinstein, Data Communications Principles, Springer, 1992

REFERENCE BOOKS:

1. William Stallings, Data and Computer Communications, Prentice Hall, 2007
2. Behrouz A. Forouzan, DeAnza College, Data Communications and Networking, McGraw-Hills, 2007
3. N.D.Birrell, M.A. Ould, A Practical Handbook for Software Development, Cambridge University Press, 1988
4. Sanjay Saxena, A first course in computers, Vikas Publishing House Pt. Ltd. 2000

WEB SOURCES:

1. <https://mcc.iavalley.edu/academic/computer-science-information-technologies/computer-applications-business/>
2. https://www.oakton.edu/academics/academic_departments/computer_app_business/index.php
3. <https://visionarybusinessperson.com/computer-application-in-business/>

The objective of this course is to take the best teaching learning resources to all to create a levelled platform. To make use of the Indian massive online to the aspiring youth of India

- The students will select a MOOC course from the Swayam platform.
- They will spend 2 hours per week undergoing this practical MOOC course under the guidance of a faculty.
- Every course will have a minimum of 8 to a maximum of 12 assignments depending on the duration of the course.
- Assignments will be submitted as per the requirements of the course.
- The marks scored in the assignments will be taken for internal assessment marks.
- The students will appear for a final practical exam conducted by VISTAS.

COURSE OUTCOMES:

- CO – 1 : Understand the latest developments in the field of study
- CO – 2 : Explain the students with latest information about the field of study
- CO – 3 : Apply the skills in the business world
- CO – 4 : List the various skills gained through this course
- CO – 5 : Summarize the concepts for application

SEMESTER II

COURSE OBJECTIVE:

- 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.

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 a 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**COURSE OUTCOMES:**

At the end of the course, the students 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.
- 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.

TEXT BOOKS:

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

REFERENCE BOOKS:

2. Michael R. Zinkota, Ilkka A Ronkainen, Michael H. Moffet, “International Business Thomson”, Southwestern, 10th Edition, 2002.
3. John D. Daniels & Lee H. Radebaugh, “International Business”, Pearson Education - 3rd Edition, 2006.

WEB SOURCES:

1. <https://ecampusontario.pressbooks.pub/businessfuncdn/chapter/global/>
2. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-global-environment/>
3. https://saylordotorg.github.io/text_exploring-business-v2.0/s07-business-in-a-global-environme.html

COURSE OBJECTIVE:

- To understand the basics of market, marketing, marketing environment and business environment and its domain knowledge.
- To understand the core concepts in marketing concepts, critical thinking, problem solving an analysis

UNIT I INTRODUCTION 12

Understanding the term Marketing-Importance of Marketing-Scope of Marketing-Core Concepts-Company Orientation toward marketplace-Marketing and Customer Value-Marketing Environment-Micro and Macro Environment.

UNIT II 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, Service Marketing-Characteristics-Marketing Strategy.

UNIT III MARKET SEGMENTATION 12

Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, Market Targeting -Evaluating Market Segments -Product Positioning for competitive advantage, Positioning Strategies.

UNIT IV MARKETING PROGRAMME 12

Marketing Programme: Decisions Involved in Product, Branding, Packaging, Product Extension Strategies - Product Line and Product Mix Decisions, New Product Development, Product Life Cycle. Pricing Products, Strategies, Distribution -Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling, Promotion Decisions, Place.

UNIT V MARKETING RESEARCH 12

Marketing Research and Control: Marketing Research – Course Objectives: & Scope – Research designs – research procedure – data types & sources, sampling techniques, analysis & reporting. Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control, Marketing Audit, Online Marketing. Ethics in marketing.

Case study: Marketing strategy Implementation; Market Segmentation / Targeting / Positioning; Product Levels, Pricing

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Relate the corporate function of marketing.
- CO – 2 : Outline the macro and micro environment in the company's marketing function.
- CO – 3 : Differentiate the consumer and institutional buyer behaviour.
- CO – 4 : Compare and contrast goods and services.
- CO – 5 : Define the target segments for the products

TEXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 20 2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw-Hill-Vijaynicole, First edition, 2010.
2. Lamb, Hair and McDaniel, Marketing, 8th Edition, Thomson Learning, 2005, Rajan Saxena, Marketing management, TMH, 2006.

REFERENCE BOOKS:

1. Keith Blois, Marketing, Oxford University Press, 2005.
2. Ramaswamy V.S. Namakumari S, Marketing Management - The Indian Context, Macmillan India Ltd, 2006.

WEB SOURCES:

1. <https://www.iedunote.com/marketing-management#:~:text=Marketing%20management%20is%20the%20process,satisfy%20individual%20and%20organizational%20goals>.
2. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
3. <https://www.indeed.com/hire/c/info/marketing-management>

Digital transformation and automation—next generation digital supply chain- Paperless processing of transport orders- Internet of Things and Artificial intelligence in logistics and supply chain management – Big Data Analytics and Supply Chain Logistics- Block chain technology for supply chain

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Discuss about the importance of logistics & its role in the Indian Economy.
- CO – 2 : Summarize various activities of logistics to satisfy the end Customers
- CO – 3 : Analyze functional activities of supply chains that process the flow of products
- CO – 4 : Describe the importance of collaborative planning among supply chain partners
- CO – 5 : Appraise the strategies that can be taken to manage inventories.

TEXT BOOKS:

1. Doughlas W Lambert, “Fundamentals of Logistics Management, 10thEdition.2003

REFERENCE BOOKS:

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

WEB SOURCES:

1. <https://ecampusontario.pressbooks.pub/businessfuncdn/chapter/global/>

COURSE OBJECTIVE:

- 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.

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

COURSE OUTCOMES:

At the end of the course, the students will 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.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

1. <https://ecampusontario.pressbooks.pub/businessfuncdn/chapter/global/>

COURSE OBJECTIVE:

- 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.

UNIT I FUNDAMENTAL CONCEPTS 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 mechanism

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

COURSE OUTCOMES:

At the end of the course, the students will 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.

TEXT BOOKS:

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

REFERENCE BOOKS:

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, Th Edition, 2014.

WEB SOURCES:

1. <https://ecampusontario.pressbooks.pub/businessfuncdn/chapter/global/>

COURSE OUTCOMES:

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

- CO – 1 : Develop the various distribution network models
- CO – 2 : Plan for the different distribution networks
- CO – 3 : Gain knowledge about the distribution requirements planning.
- CO – 4 : Illustrate on the various modes of transportation and the selection decisions.
- CO – 5 : Identify the issues involved in international transportation.

TEXT BOOKS:

1. David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd edition 2016
3. Raghuram and N. Rangaraj, Logistics and Supply chain Management - Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.

REFERENCE BOOKS:

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 6th edition 2014.
2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, Kogan Page Publishers, 2006.

WEB SOURCES:

1. [https://base-logistique-services.com/storage/app/media/Chopra Meindl SCM.pdf](https://base-logistique-services.com/storage/app/media/Chopra_Meindl_SCM.pdf)
2. <https://examupdates.in/mba-international-logistics-management/>
3. <https://examupdates.in/sales-and-distribution-management-notes/>
4. <https://bookpdf.co.in/international-logistics-management-pdf/>

ELECTIVE COURSES – LOGISTICS

21EMBL21 MULTIMODAL TRANSPORTATION MANAGEMENT 3 0 0 3

COURSE OBJECTIVE:

- To describe the introduction of Multimodal Transportation management and its various distribution models
- To discuss in detail through understanding of various tariffs applicable in sea/air/rail/road/pipeline transportation.

UNIT I MULTI MODAL TRANSPORTATION 9

Multimodal transportation - Introduction, growth and components, Physical multi modal operations – Interrelationship of transport mode, Specialised container equipments – FCL, LCL and Customs facilitation.

UNIT II MULTIMODAL TRADE ROUTES 9

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 AND PRICING 9

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

UNIT IV RAIL AND AIR 9

Rail Transport- Railway networks, Air Transport- Airline Schedule Planning, IATA, Maritime industries.

UNIT V CONTRACT 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Describe the various issues in multimodal transportation.
- CO – 2 : Rephrasing about the multimodal and intermodal transportation.
- CO – 3 : Using the freight costing and pricing.
- CO – 4 : Monitoring the air transport and IATA.
- CO – 5 : Constructing the various aspects air cargo transport.

TEXT BOOKS:

1. K. V. Hariharan, Containerisation, Multimodal Transport & Infrastructure Development In India, Shroff Publishers and Distributors Pvt. Ltd, 6th Edition, 2014
2. Hariharan K. V., A Textbook on Container & Multimodal Transport Management, Shroff Publishers and Distributors Pvt. Ltd, 1st edition, 2002.
3. K. V. Hariharan, Text Book On Container & Multimodal Transport Management, Pearson Education, 2002.

REFERENCE BOOKS:

1. Jotin Khisty C and Kent Lall B, Transportation Engineering: An Introduction, Prentice Hall International, 3rd edition 2002.
2. Hutchinson B.G, Principles of Urban Transport Systems Planning, McGraw-Hill Book Company (latest edition), 2013.

WEB SOURCES:

1. https://www.vtpi.org/multimodal_planning.pdf
2. <https://www.nctr.usf.edu/wp-content/uploads/2015/08/77954.pdf>
3. <https://www.scribd.com/document/339980016/TRANSPORTATION-SYSTEMS-AND-LOGISTICS-MANAGEMENT-pdf>
4. <https://ocw.mit.edu/courses/engineering-systems-division/esd-260j-logistics-systems-fall-2006/lecture-notes/lect21.pdf>

COURSE OBJECTIVE:

- To get clear view about the concepts employed in the different logistical background a
- To explain the process related the logistical industry
- To explain the different drivers of logistics.

UNIT I INTRODUCTION LOGISTICS 9

Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships – Channel participants, Channel structure, Basic functions, Risk, power and leadership.

UNIT II LOGISTICS SYSTEM DESIGN 9

Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.

UNIT III LOGISTICS STRATEGY AND PLANNING 9

Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

UNIT IV INVENTORY AND PURCHASING 9

Review – Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation.

UNIT V LOCATION DECISIONS 9

Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Predict the scope of logistics and supply chain management
- CO – 2 : Identifying core and support activities in logistics.
- CO – 3 : Representing the various issues in logistics integration.
- CO – 4 : Testing the logistics channel participants and supply chain relationships.
- CO – 5 : Constructing the logistics re-engineering.

TEXT BOOKS:

1. Pierre A. David International Logistics: the Management of International Trade Operations 5th Edition 2017.
2. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004

REFERENCE BOOKS:

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016.
3. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 2009

WEB SOURCES:

1. <https://www.studynama.com/community/threads/international-logistics-management-pdf-ebook-lecture-notes-download-for-mba.466/>
2. http://sjput.in/pdf/ibiv_ilm.pdf
3. <https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf>

COURSE OBJECTIVE:

- To discuss about the inland transportation and the logistic avenues in inland transportation management at sea.
- To explain in safety aspects in the inland transportation management, Cost benefit analysis on using inland waterways & latest trends
- To explain about the use of technology to support inland waterways for transportation.

UNIT I MODES OF TRANSPORTS 9

Sea trade-Role of ocean transport-various modes of transports and its merits and demerits-Introduction inland waterways in India-development of coastal shipping-nature and scope –inland waterways - Importance in India- waterways for logistics and supply chain management-vessel safely on the Inland Waterways.

UNIT II BRIDGE AND TUNNEL 9

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

UNIT III SAFETY 9

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 RISK 9

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

UNIT V ENVIRONMENT 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Identify the mode of transportation.
- CO – 2 : Describe the implementation of inland waterways in India
- CO – 3 : Identify the special risks that are involved in safety
- CO – 4 : Analyze the loading and weight distribution.
- CO – 5 : Evaluate the Cost benefit analysis using inland waterways.

TEXT BOOKS:

1. Charles W. Howe, Joseph, Inland Waterway Transportation: Studies in Public and Private Management, 2016.
2. Derek Lundy, The way of a ship Penguin Random House UK, 2004.

REFERENCE BOOKS:

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

WEB SOURCES:

1. https://www.unescap.org/sites/default/d8files/pub_1836_fulltext.pdf
2. <https://www.interreg-central.eu/Content.Node/D.T3.1.5-Assessment-of-inland-waterways-system.pdf>
3. <https://www.routledge.com/Inland-Waterway-Transportation-Studies-in-Public-and-Private-Management/Howe-Carroll-Hurter-Jr-Leininger-Ramsey-Schwartz-Silberberg-Steinberg/p/book/9781138955264>
4. <https://ncert.nic.in/textbook/pdf/legy210.pdf>
5. <https://www.gmpplus.org/media/fulpmnkq/ts-3-3-short-sea-shipping-and-inland-waterways.pdf>

COURSE OBJECTIVE:

The internship module aims to provide the student with:

- A practice-oriented and ‘hands-on’ working experience in the real world or industry, and to enhance the student’s learning experience.
- An opportunity to develop a right work attitude, self-confidence, interpersonal skills and ability to work as a team in a real organisational setting.
- An opportunity to further develop and enhance operational, customer service and other life-long knowledge and skills in a real world work environment.
- Pre-employment training opportunities and an opportunity for the company or organisation to assess the performance of the student and to offer the student an employment opportunity after his/her graduation, if it deems fit.

COURSE OUTCOMES:

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

CO – 1: Understanding the application of knowledge and skill sets acquired from the course and workplace in the assigned job function/s.

CO – 2: Applying real life challenges in the workplace by analyzing work environment and conditions, and selecting appropriate skill sets acquired from the course.

CO – 3: Create critical thinking and problem-solving skills by analyzing underlying issue/s to challenges.

CO – 4: Understanding the ability to harness resources by analyzing challenges and considering opportunities.

CO – 5: Understanding appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders.

SEMESTER III

COURSE OBJECTIVE:

- To provide foundational knowledge associated with the domain of business analytics.
- To familiarize the students with all concepts including Business Intelligence, Regression, Optimization Techniques and Simulation

UNIT I BUSINESS ANALYTICS 9

Introduction – Evolution – Types of Analytics – Modeling and Models – Decision Making – Tools – Framework – Applications

UNIT II DESCRIPTIVE ANALYTICS 9

Introduction – Data, Information and Knowledge – Business Intelligence – Data Warehouse – Dashboard – Reporting – Data Visualization – Descriptive Statistics

UNIT III PREDICTIVE ANALYTICS 9

Introduction – Regression – Time Series Analysis and Forecasting – Statistics Vs Data Mining – Data Mining – Data Mining Tasks (Descriptive, Predictive) – Learning methods (Unsupervised, Supervised) – Simulation

UNIT IV PRESCRIPTIVE ANALYTICS 9

Introduction – Optimization – Classification of optimization problems – Operations Research Techniques for Analytics – Mathematical Model – Linear programming – Transportation Problems

UNIT V SOFTWARE 9

Software such as Excel, R, Python, SPSS, Tableau and SAS – Applications of Analytics Such as Descriptive, Predictive and Prescriptive using spread modelling such as Excel

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Explain the different types of Analytics.
- CO – 2 : Understand the decision-making models for Analytics.
- CO – 3 : Understand the Business Intelligence.
- CO – 4 : Explain the tools of Descriptive Analytics.
- CO – 5 : Explain the regression models.

TEXT BOOKS:

1. S. Christian Albright and Wayne L. Winston, Business Analytics: Data Analysis and Decision Making, Cengage Learning Publication, 5th Edition, 2011
2. James R. Evans., Business Analytics–Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
3. Ramesh Sharda, Dursun Delen, Efraim Turban, Business Intelligence and Analytics–Systems for Decision Support, Pearson, 10th Edition, 2014.

REFERENCE BOOKS:

1. Carlo Vercellis, Business Intelligence: Data Mining and Optimization for Decision Making, John Wiley & Sons Ltd., 2009.
2. Taha Hamdy. Operation Research -An Introduction, Prentice-Hall, 9th edition, 2012.
3. Banks, J., Carson, J. S. and Nelson, B. L. , Discrete Event System Simulation, 4th edition, Pearson Education Asia, 2006.

WEB SOURCES:

1. <https://www.slideshare.net/Jigneshkariya/business-analytics-143047001>
2. <https://slideplayer.com/slide/5684284/>

COURSE OUTCOMES:

At the end of the course, the students 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.

TEXT BOOKS:

1. H.Robinson, “Economic Geography ”, TheM& E hand book series, Macdonald & Evans,1968.
2. Stamp,SirL.Dudely, “ Commercial Geography” , Prentice Hall Press, 9thEdition ,1973.
3. William P.Anderson , “Economic Geography” , Routledge, 1stEdition,2012

REFERENCE BOOKS:

1. ShyamPrakash,“FundamentalsofEconomicGeography”’,PragunPublication,1stEdition 2012.
2. Dikshit ,RD, Geographical Thought – A Contextual History of Ideas, Prentice Hall of India, New Delhi,1997.

WEB SOURCES:

1. <https://www.gutenberg.org/ebooks/24884>
2. <https://www.jstor.org/stable/1774028?seq=1>
3. <https://www.nature.com/articles/111077b0>

COURSE OBJECTIVE:

- 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 business.

UNIT I AIR PORTS AND SHIPMENT 9

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business

UNIT II AIR CARGO 9

Air Cargo Console - Freight of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

UNIT III AIRWAY BILLS 9

Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA - Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometers flown

UNIT IV CARGO VILLAGE 9

History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?

UNIT V DG CARGO 9

DG Cargo by Air - Classification and labelling - Types of Labels according Cargo - Samples of Labels - Packing and Transportation of DG Goods by Air

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Learn about the airports and aircrafts.
- CO – 2 : Representing the role of a custodian in air cargo.
- CO – 3 : Know about the various IATA and ICAO airport and airline codes.
- CO – 4 : Judging the roles of GSSA and the GHA.
- CO – 5 : Learn about the various aspects air cargo transport.

TEXT BOOKS:

1. Yoon Seok Chang, Air Cargo Management, CRC Press, 2015.
2. Michael Sales Air Cargo Management: Air Freight and the Global Supply Chain Dec 2016
3. Ruwantissa Abeyratne Competition and Investment in Air Transport Springer Nature; 1st ed. 2016 edition
4. Xie Chun Xun Zhu, Air Cargo Management Introduction - Aviation Logistics, Management Series (Chinese Edition), Southeast University Press, 2006.

REFERENCE BOOKS:

1. Paul, Air cargo distributions: a management analysis of its economic and marketing benefits, Jackson and William Brackenridge (Gower Press), 1988.
2. Peter S. Smith, Air freight: operations, marketing and economics, Chu (Boston: Kluwer Academic Publishers), 2004.
3. John Walter wood, Airports; some elements of designs and future development, Chu (Boston: Kluwer Academic Publishers), 1981.

WEB SOURCES:

1. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001830/M029358/ET/15244866958.8Q1.pdf
2. https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001830/M029358/ET/15244866958.8Q1.pdf
3. <https://www.routledge.com/Air-Cargo-Management-Air-Freight-and-the-Global-Supply-Chain/Sales/p/book/9781138659544>
4. <http://sim.edu.in/wp-content/uploads/2017/10/Logistics-management-air-and-sea-1.pdf>

COURSE OBJECTIVE:

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

UNIT I DRY CARGO SHIPS**9**

Introduction-DryCargoShips-TypesOfShips,SafeWorkingLoad,Self-Trimming,Tweendeckers, Cargo Stowage, Cargo Gear, Air Draft, Lash - Dry Cargo Ship Tonnages, Load Lines, Dimensions And Cargoes - Tonnage-Displacement Tonnage-Deadweight-Dwat-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-LetterOfCredit-MarketReporting-MethodsOfShipEmployment-FirmOffer,

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**9**

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,BillOfLadingAndCargoClaims,FunctionsOfB/L,ElementsOfB/L,TypesOfB/L,B/L AtLoadingPort-B/LAtDischargingPort,HagueRules,Hague-VisbyRules,HamburgRules, Rotterdam Rules, Carriage Of Goods By Sea- Seaworthiness - Himalaya Clause

UNIT III SAFETY CERTIFICATES AND SURVEYS 9

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 9

LetterOfIndemnity,CollectingFreight,DischargingPortAgent,LegalPrinciplesOfCharterParties & 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,DivisionOfCosts,FinalDisbursementInvoice,OperationalAccounting,Office Organization.

UNIT V GEOGRAPHY OF WORLD TRADE 9

TradingRestrictions,PortRestrictions,DisputesAndProfessionalIndemnity,P&I Clubs–Alternate Dispute Resolution Methods – Arbitration Mediation – Conciliation - Voylay Rules. &Fonasba-LossesAndClaims–Do'sAndDon'tsOfACharteringManager-Afra–PostFixtureAspectsOf Chartering – Charter Party Disputes: Voyage Charters – Arrived Ship; Lay- Time Calculations; DeductionsFromFreight;ExceptedPeriods.TimeCharters–Off-HirePeriods;FinalVoyage; Payments Of Hire; Bunkers; Performance Clauses

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Describe the fundamental differences between dry bulk cargo ships
- CO – 2 : Describe the differences in the types of ships employed in dry cargo trade
- CO – 3 : Describe the basic dimensions, design and construction details
- CO – 4 : Describe the terminology of measuring ships including dimensions, actual tonnages
- CO – 5 : Describe what information is contained in capacity

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://www.shipbrokers.org>
2. <https://shippingbooks.com/product/dry-cargo-charterin>
3. https://www.researchgate.net/publication/308313470_What_Agents_need_to_know_about_Chartering_e-book

COURSE OBJECTIVE:

- 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.

UNIT I BACKGROUND AND DEVELOPMENT LINER TRADE 9

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 (Breakbulk) vessels, Future vessel developments, Economy of scale, Shipboard handling equipment.

UNIT II CARGOES, LINER CARGOES 9

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 9

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 & DOCUMENT 9

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 9

Transfer of funds from 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: 45 HOURS

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
- 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).
- CO – 5 : Distinguish the different types of businesses involved in the liner trades

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

1. <https://www.springer.com/gp/book/9789401079143>
2. https://www.researchgate.net/publication/255587307_STRUCTURE_AND_OPERATIONS_IN_THE_LINER_SHIPPING_INDUSTRY

COURSE OBJECTIVE:

- 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.

UNIT I SHIPPING LAWS 9

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 9

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 9

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

UNIT IV INTRODUCTION MARINE INSURANCE 9

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. 9

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 & Salvage Charges, Subrogation-Letter of Subrogation- 3rd party Liability-General Averages, Institute Cargo clauses-Institute War clauses- International Hull clauses-Exclusions-Claim Provisions.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Define the development of marine insurance and the shipping industry
- CO – 2 : Describe the process of Risk Management based on ISO 31000:2900.
- CO – 3 : Explain the process of purchasing marine hull insurance, marine cargo insurance
- CO – 4 : Examine underwriting considerations, premium rates, expresswarranties
- CO – 5 : Discuss the marine insurance claims processing

TEXT BOOKS:

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

REFERENCE BOOKS:

1. Bemire, “The Law Relating Marine Insurance”, Jain Book Agency, 6thEdition,2012.
2. Legal Principles in Shipping Business, (Institute of Chartered ShipBrokers).

WEB SOURCES:

1. <https://www.kobo.com/ww/en/ebook/law-of-marine-insurance-1>
2. <https://www.sweetandmaxwell.co.uk/Product/Shipping/Arnould-Law-of-Marine-Insurance-and-Average/Hardback-and-eBook-ProView/42893545>

COURSE OBJECTIVE:

- 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

UNIT I OFFICERS OF CUSTOMS AND THEIR ROLES 9

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 to notify goods - Precautions taken by persons acquiring notified Goods - Prevention or Detection of Illegal Export of Goods - Power of Central Government specify goods

UNIT II CUSTOMS DUTIES 9

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 9

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 9

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 9

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: 45 HOURS

COURSE OUTCOMES:

At the end of the course, the students 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.

TEXT BOOKS:

- 1. V. Datey, “Customs Law Practice and Procedure”, Taxman, 6thEdition, 2015.

REFERENCE BOOKS:

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

WEB SOURCES:

- 1. <https://www.vorabook.com/Customs-Law-Practice-Procedures-VBH000180>
- 2. <https://store.lexisnexis.com/products/customs-law-handbook-skuusSku-us-bundle-29169-epub>

COURSE OBJECTIVE:

- To provide professional study of the container transport Management of liner shipping with respect to the international maritime business environment.
- 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.

UNIT I MULTIMODAL TRANSPORT 9

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 & Multi-modal Transport in International Trade-Maritime Frauds. Container crimes. ICT in Multimodal transport

UNIT II CONTAINERISATION 9

Introduction to the Container Business and Role of Container Terminals. Containerization– the Beginning of the container revolution and changes in Liner trades in the modern supply chain-The Growth of Containerization global trade. Types and functions of container terminals Gateway, Transshipment, transit, dedicated, common user. Terminal ownership- Global Container terminal operators

UNIT III CONTAINER TERMINOLOGY 9

Container characteristics- ISO standards- Types and purpose- Container terminology-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 9

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-Shiptoshorehandlingequipment-YardequipmentforTransfer,storageand delivery - CFS and other terminal equipment-Terminal automation- Current Trends

UNIT V SHIP AND QUAY OPERATIONS

9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Identify the principal container ship types, characteristics, layout, sizes and tonnages
- CO – 2 : Describe the modes of handling containers in international transport operations
- CO – 3 : Analyze the commercial and management aspects of containers in seaborne trade
- CO – 4 : Explain the nature of operating and voyage costs in scheduled liner shipping
- CO – 5 : Discuss the framework and layout of container logistics

TEXT BOOKS:

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

REFERENCE BOOKS:

1. Wiley, “Port Operations and Container Terminal Management”, Evrim UrsavasGuldogan, Springer, Latest Edition.
2. Urgen Sorgen Frei, “Port Business” BoD Books, 2nd Edition. 2000.

WEB SOURCES:

1. <https://bookauthority.org/books/best-container-technology-ebook>
- Regional terminal operators.

COURSE OBJECTIVE:

- 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.

UNIT I INTRODUCTION TO INLAND TRANSPORT 9

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 II INSTALLATION AND PROCEDURE OF CFS/ICD 9

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 III INTRODUCTION TO CONTAINER TERMINOLOGY 9

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 IV LICENSING, DOCUMENTATION 9

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

UNIT V WAREHOUSING ,GENERAL CONSIDERATION,ASRS 9

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: 45 HOURS

COURSE OUTCOMES:

At the end of the course, the students 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.

TEXT BOOKS:

1. Mixing Inland & Coastal Water- C.RobertKoh And John.E 1979 Publisher(Elsevier)2013
2. Logistics And Management –Reji Ismail2008

REFERENCE BOOKS:

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

WEB SOURCES:

1. <https://www.scribd.com/book/401856728/Management-of-Road-Freight-Transport>
2. https://www.researchgate.net/publication/271213655_IT_Support_in_Management_of_Road_Transport_Business
3. <https://morth.nic.in/e-books>

COURSE OBJECTIVE:

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

UNIT I FACILITY LOCATION 9

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

UNIT II DISTRIBUTION 9

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

UNIT III DISTRIBUTION NETWORKS 9

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

UNIT IV DISTRIBUTION NETWORK STRATEGIES 9

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

UNIT V E-BUSINESS 9

E-business-concept-importance -Role of Distribution in e-business. Benefits of software in Distribution planning - Distribution Requirement Planning (DRP) and functions – B2B and EDI – Terminal Networks – Types and Roles.

TOTAL: 45 HOURS**COURSE OUTCOMES:**

At the end of the course, the students 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.
- CO – 5 : Develop appropriate delivery strategies based on an analysis of the lifecycles

TEXT BOOKS:

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

REFERENCE BOOKS:

1. Alan Rushton, John Oxley, Kogan, Handbook of Logistics & Distribution Management, 2006
2. Janat Shah, Supply Chain Management, Pearson Education 3rd Edition, 2010
3. Janat Shah, Supply Chain Management and Advanced Planning, Springer, 1st Edition, 2008.
4. Robert Johnston, Delivery management, Pearson, 4th edition, 2012.

WEB SOURCES:

1. <https://locus.sh/resources/ebooks/?locale=en>
2. <https://jungleworks.com/e-books/>
3. <https://www.freebookcentre.net/Business/Management-and-Leadership-Books.html>

COURSE OBJECTIVE:

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

UNIT I MOTOR VEHICLE ACT 1988 9

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- Motor Vehicles Amendment Bill 2017.

UNIT II CENTRAL MOTOR VEHICLES RULES 9

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 MULTI MODAL TRANSPORTATION 9

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 9

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- Amendments in customs act 1962.

UNIT V CUSTOMS DUTIES 9

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.- Revised customs duties rate

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Present the fundamental rules on transport law and international sales
- CO – 2 : Identify relevant transport law problems and legal arguments
- CO – 3 : Place specific problems in the transport law frame work in a way
- CO – 4 : Analyse complex problems within transport law, argue in favour of various solutions
- CO – 5 : Communicate and formulate her/his knowledge and arguments professionally

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://www.freebookcentre.net/Business/Management-and-Leadership-Books.html>
2. <https://www.globaltranz.com/strategic-logistics-and-transportation-management-e-book/>

COURSE OBJECTIVE:

- To provide the participants with a good knowledge on
- To impart knowledge on export trade, types of trades, and formalities for trade.
- To impart knowledge on legalities of export trade and the documentation process of it.

UNIT I EXPORT 9

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 9

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. Electronic Filing of import and export documents.

UNIT III EXPORT CONTRACT 9

Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Framework 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 9

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. Recent Amendments.

UNIT V FOREIGN TRADE POLICY 9

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. – India New Foreign Trade Policy 2015 – 2020

TOTAL: 45 HOURS

COURSE OUTCOMES:

At the end of the course, the students 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.

TEXT BOOKS:

1. Thomas E. Johnson, “Export/Import Procedures and Documentation”, Amacom; 4thEdition, 2010.
2. Rama Gopal, CA.C, “Export Import Procedures - Documentation and Logistics”, New Age International, By: Shri C, 1st Edition,2006.
3. Rai,Ushakiran,“ExportImport&Logisticmanagement”,AMACOMpublication,2ndEdition 1996.

REFERENCE BOOKS:

1. Usha Kiran Rai, “Export-Import and Logistics Management”, Asok Publication, 8thEdition, 2000.
2. T E. Johnson, D L. Bade, “Export/Import Procedures and Documentation”, AMACOMpublication. 6thEdition,2011.

WEB SOURCES:

1. http://www.danangtimes.vn/Portals/0/Docs/14784517-14_Export%20-%20Import%20procedures.pdf
2. <http://rafael.glendale.edu/poorna/ib/seyoum%20book.pdf>

COURSE OBJECTIVE:

- This course will cover safety and risk in handling products through different machines and modes of transport, unitizing and breaking the bulk.
- In addition, financial risks involved in contracting and purchase actions shall be lucidly explained. Emphasis shall be made on concept of Ethics in Management in L/SCM functions.

UNIT I HAZARDS IN WORK PLACE 9

Introduction – Hazards in warehouse / factory material handling – Hazards in road transportation – Hazards in port side handling – Hazards in rail side handling – Hazards in ground handling at airports

UNIT II PERSONAL PROTECTIVE EQUIPMENT 9

Eye Protection, Face Protection, Head Protection, Hearing Protection – Respiratory Protection – Hand & Arm Protection – Safety Footwear –Protective Workwear – Fall Protection

UNIT III SAFE WORK PRACTICES 9

Risk assessment – Safety checklists and action plan – Warehouse safety practices – Transport safety practices –Emergency procedures

UNIT IV LAWS AND REGULATIONS 9

National Policy on Safety, health and environment at work place –Laws related to industrial safety and health: The factories act, 1948; The mines act, 1952; The Dock workers act, 1986 – ILO Standards for Occupation Safety and Health

UNIT V RISK AND COMPLIANCE MANAGEMENT 9

Risk and purchase contract terms – Hazmat regulatory compliance in India, Europe and the USA – Covering risk with insurance.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Explain the scope of logistics in safety.
- CO – 2 : Explain potential workplace hazards
- CO – 3 : Assess safety in workplace.
- CO – 4 : Assess health risks in workplace
- CO – 5 : Explain the various issues in logistics site safety.

TEXT BOOKS:

1. Fundamental principles of occupation health and safety ,Benajmin O. Alli, ILO (download ebook)
2. National policy on safety, health and environment at work place, Ministry of Labor and Employment, India
3. A guide to workplace transport safety, HSE, UK

REFERENCE BOOKS:

1. Warehousing and storage, A guide to health and safety, HSE, UK
2. Ethical Business Practices in Purchasing and Supply Management, CIPS

WEB SOURCES:

1. <https://www.sap-press.com/logistics/>
2. <https://www.learnaboutlogistics.com/downloads/>
3. <http://www.scmdojo.com/7-best-logistics-management-books-read/>
4. https://www.researchgate.net/publication/221251961_Safety_and_Health_Management_in_Logistics_-_Literature_Review_and_Future_Research

COURSE OBJECTIVE:

- To understand the way and means of delivering products and services to customer
- To know the shipping services and logistics services for moving the product
- To handle the complexities in dealing with shipments through multiple carriers regularly
- To handle the shipment process and procedures for an enterprise
- To coordinate efficiently to ensure the product or services availability with an efficiency
- To understand the supporting infrastructure and government norm for business development
- To built strategies for logistics services as a business for its developments

UNIT I INTRODUCTION 9

Logistics – role of logistics-stages in delivery of goods – modes of transport and its suitability-transportation process – cost, time and place-returns delivery – logistics services and its purpose – external and internal conditions – favourable and unfavourable for logistics process.

UNIT II LOGISTICS SERVICES 9

Type-logistics and production process – impact-warehouse -cargo shipping- ships, trains, cargo handling, trucks etc, -drayage services, challenges like labour shortages, Skills- Pradhan Mantri Kaushal Vikas Yojana - demands, shipping timings-freight rates -courier shipping, -3PLto 7PL solutions

UNIT III INVENTORY PLANNING AND MANAGEMENT 9

Procurement – Order fulfilment -production-sales logistics- last mile delivery-role of information from SRM to CRM- Quality of services and quantity of products-traceability and trackability-reliability-consumer expectation-trust transparency and industry challenges.

UNIT IV FORECASTING AND BUSINESS DEVELOPMENT 9

Demand forecasting -7R's of logistics services for business development-Challenges and supportive projects- role of infrastructure and technology-Integrated infrastructure programs-logistics cost-sagarmala and Bharatmalaprogramme-krishiudan scheme

UNIT V LOGISTICS BUSINESS STRATEGY 9

Business development approach-Market Analysis-capabilities and capacities-sales and marketing gaps -logistics service providers business plan-brand management and promotion strategies-use of technology-leveraging stakeholders - partners and institutions

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Explain the fundamental concepts of operations and production.
- CO – 2 : Understand the types of production systems.
- CO – 3 : Explain the fundamental concepts of layout and location.
- CO – 4 : Predict the demand using the different forecasting techniques.
- CO – 5 : Explain the fundamental concepts of various planning.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

1. https://www.researchgate.net/publication/327238470_A_model_of_a_Business_Logistics_Plan
2. https://www.researchgate.net/publication/346785640_Digital_business_models_in_the_logistics_services

ELECTIVE COURSES – SUPPLY CHAIN

21EMBL44 WAREHOUSING & INVENTORY MANAGEMENT 3 0 0 3

COURSE OBJECTIVE:

- 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.

UNIT I INTRODUCTION TO WAREHOUSING 9

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 9

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 9

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 9

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 9

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: 45 HOURS

COURSE OUTCOMES:

At the end of the course, the students 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.

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://bookauthority.org/books/best-warehouse-management-ebooks>
2. <https://emergeapp.net/inventory-reports/10-best-inventory-management-books/>

COURSE OUTCOMES:

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

- CO – 1 : Apply key concepts and theories in the field of procurement management
- CO – 2 : Contribute to the selection and design of appropriate approaches
- CO – 3 : Analyse and apply appropriate techniques and methods
- CO – 4 : Evaluate and measure alternative procurement management
- CO – 5 : Leverage resources of a group to critically analyse situations

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://www.kobo.com/us/en/ebook/procurement-and-supply-chain-management-1>
2. <https://libguides.kettering.edu/c.php?g=973097&p=7034276>

COURSE OBJECTIVE:

- To provide foundational knowledge associated with the green supply chain.
- To teach the implication of today's most pressing environmental issues
- To describe how the various green supply chain practices can actually save money, increases efficiency and reduce delivery time.

UNIT I INTRODUCTION 9

Introduction – Traditional Supply Chain and Green Supply Chain – Environmental Concern and Supply Chain – Closed-loop Supply Chain – Corporate Environmental Management – Green Supply Chain (GSCM): Definition, Basic Concepts – GSCM Practices

UNIT II ECO-DESIGN 9

Design for the Environment (DFE) or Eco-Design – Eco-Design and Supplier Relationships – Definitions of Eco-Design – Tools of Product Eco-Design – Involving suppliers in product eco-design: Drivers, Challenges and Successful factors

UNIT III GREEN PURCHASING 9

Green Procurement and Purchasing – Definitions of green purchasing – Drivers of green purchasing – Green purchasing strategies – Green purchasing performance measurement –Green Supplier Development and Collaboration.

UNIT IV GREEN MANUFACTURING 9

Green Manufacturing or Production: Evolution, Definitions – 4Re's: recycling, remanufacturing, reuse and reduction – Closed-loop Manufacturing – ISO 14000 systems – Life Cycle Analysis (LCA) – Lean Manufacturing for Green Manufacturing or Production.

UNIT V GREEN LOGISTICS AND TRANSPORTATION 9

Green Logistics and Transportation – Definitions of Green Logistics – Critical drivers of Green Logistics – Green transportation and logistics practices – Environmental impacts of transportation and logistics – Closing the Loop: Reverse Logistics

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Understand the Closed-loop Supply Chain.
- CO – 2 : Understand the various tools of Product Eco-Design.
- CO – 3 : Identify the Green Supplier Development.
- CO – 4 : Illustrate the 4Re's.
- CO – 5 : Illustrate the Closing the Loop: Reverse Logistics.

TEXT BOOKS:

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017.
2. Charisios Achillas, Dionysis D. Bochtis, Dimitrios Aidonis, Dimitris Folinis. Green Supply Chain Management, Routledge, 2018.

REFERENCE BOOKS:

1. Hsiao-Fan Wang, Surendra M. Gupta. Green Supply Chain Management: Product Life Cycle Approach, McGraw Hill publishing, 2011
2. Stuart Emmett, Vivek Sood. Green Supply Chains: An Action Manifesto by Stuart Emmett, Wiley publications, 2010

WEB SOURCE:

1. <https://www.intechopen.com/books/green-practices-and-strategies-in-supply-chain-management/introductory-chapter-introduction-of-green-supply-chain-management>
2. http://eprints.lincoln.ac.uk/id/eprint/34555/1/9781315628691_preview.pdf
3. <https://www.accessengineeringlibrary.com/content/book/9780071622837>

COURSE OBJECTIVE:

- To provide foundational knowledge associated with the supply chain analytics
- To describe the various tools and techniques for implementation of analytics based on the supply chain drivers such as location, logistics and inventory
- To provide the applications of analytics in supply chain

UNIT I INTRODUCTION 9

Introduction –Supply Chain–Supply Chain Operations Reference (SCOR) Model– Decisions and Performance Measures in Supply Chain—Overview on Supply Chain, Analytics and Supply Chain Analytics–KPIs for Supply Chain Analytics

UNIT II DESCRIPTIVE ANALYTICS 9

Introduction –Descriptive Analytics in Supply Chain– Business Intelligence in Supply Chain – Descriptive Analytics Techniques: Dashboard, Reporting, Data Visualization

UNIT III PREDICTIVE ANALYTICS 9

Introduction –Predictive Analytics in Supply Chain: Demand, Pricing and Risk – Predictive Analytics Techniques: Regression, Time Series Analysis, Simulation

UNIT IV PRESCRIPTIVE ANALYTICS – I 9

Introduction –Prescriptive Analytics in Supply Chain– Optimization – Classification of optimization problems – Optimization for Analytics – Operations Research Techniques for Analytics

UNIT V PRESCRIPTIVE ANALYTICS – II 9

Supply Planning: Aggregate Production Planning (APP) and Pricing – Plant/Warehousing Decisions: Location Models – Logistics Decisions: Network Models –Inventory Models – Sourcing Decisions: Analytic Hierarchy Process

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Understand on the SCOR Model for Analytics.
- CO – 2 : Identify the different type of analytics in supply chain.
- CO – 3 : Illustrate the predictive models for analytics.
- CO – 4 : Describe the different prescriptive models in supply chain
- CO – 5 : Design the analytics using Simulation for supply chain.

TEXT BOOKS:

1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
2. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New Age International, Revised 2nd Ed, 2005.

REFERENCE BOOKS:

1. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, 2011
2. Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn, 2007
3. Robert Penn Burrows, Lora Cecere, Gregory P. Hackett, The Market-Driven Supply Chain: A Revolutionary Model for Sales and Operations Planning in the New On-Demand Economy, AMACOM Div American Mgmt Assn, 2011

WEB SOURCE:

1. <https://scg-lm.s3.amazonaws.com/pdfs/opentext-wp-dummies-guide-to-sca-100318.pdf>
2. <https://www.perlego.com/book/2011683/supply-chain-analytics-using-data-to-optimise-supply-chain-processes-pdf>
3. <https://www.routledge.com/Supply-Chain-Analytics-Using-Data-to-Optimise-Supply-Chain-Processes/Robertson/p/book/9780367540067>
4. https://www.researchgate.net/publication/340169982_Big_Data_Analytics_and_Its_Applications_in_Supply_Chain_Managemen

IT and customer value- Information Technology for SCM-Goals of IT for SCM-Standardization-IT infrastructure-SCM system components-Integrating IT for SCM-decision Support Systems for SCM

International Issues in Supply Chain Management-Introduction global SCM-Risks and advantages of international supply chains-Issues in international supply chain management-Regional differences in Logistics

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Survey and analyse cooperation between different parts of an organisation
- CO – 2 : Evaluate the efficiency of Vendor Managed Inventory.
- CO – 3 : Describe operational procurement processes and be able to explain procurement
- CO – 4 : Demonstrate how inventory control fits into the logistics organization.
- CO – 5 : Incorporate the concepts of supply chain integration in real time business

TEXT BOOKS:

1. S Jaya Krishna, Business transformation outsourcing: An Introduction Paperback, ICFAI press 2017
2. Dominika Spsychalska, Vendor Managed Inventory: Exploring objectives, benefits and shortcomings of the business concept, Lap Lambert Academic Publishing, 2010

REFERENCE BOOKS:

1. SilaÇetinkaya& Chung-Yee Lee, Stock Replenishment and Shipment Scheduling for Vendor-Managed Inventory Systems, Management Science, 2008
2. Tempelmeier, Inventory Management in Supply Networks—Problems, Models, Solutions, Norderstedt, 2nd edition 2011.

WEB SOURCES:

1. <https://www.diva-portal.org/smash/get/diva2:998528/FULLTEXT01.pdf>
2. <https://www.thebalancesmb.com/vendor-managed-inventory-vmi-2221270>
3. https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf

TEXT BOOKS:

1. Pierre David, International Logistics: The Management of International Trade Operations Paperback – Import, 1 Dec 2013.
2. John Mangan, Chandra Lalwani, “Global Logistics and Supply Chain Management”, Tim Butcher John Wiley & Sons, 2nd Edition, 2011.

REFERENCE BOOKS:

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.

WEB SOURCES:

1. <https://www.msuniv.ac.in/Download/Pdf/2f057a4541d5465>
2. <https://aims.education/supply-chain-management-notes/>

COURSE OBJECTIVE:

- To explain the strategic role of sourcing management in creating and enhancing a firm's competitive advantages
- To understand the sourcing activities, supplier management
- To learn about the global sourcing management.
- To learn about the latest trends in sourcing.

UNIT I INTRODUCTION 9

Sourcing – Sourcing management: Concept, Functions, Application – Supplier Evaluation and Selection (Concepts): Supplier Rating – Rating criteria – Factors

UNIT II GLOBAL SOURCING 9

Introduction to Global Sourcing – Trends in Global Sourcing – Global Sourcing – Negotiation – Performance Measurement and Evaluation (Concepts and Metalcraft Case)

UNIT III SUPPLY CHAIN 9

Supply Chain: The Role of Sourcing – Components – Key Process – Outsource: Various Mechanism – Third-party logistics (3PL): Service

UNIT IV ANALYTICAL TOOLS 9

Analytical Tools in Sourcing (Total Cost of Ownership (Wire Harness case), Pricing Analyses (Plastic Shield case)) – Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models) – Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis)

UNIT V RISKS & TRENDS 9

Sourcing Risk Management (Concepts) – Electronic Sourcing – Sustainability and Sourcing (Green Sourcing; Walmart-China Case)

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : List out the fundamental Sourcing concepts.
- CO – 2 : Summarize the various Performance Measurement and Evaluation.
- CO – 3 : Provide the Components of Sourcing.

CO – 4 : Use of Analytical Tools in Sourcing.

CO – 5 : Generate the new trends.

TEXT BOOKS:

1. Sunil Chopra and Peter Meindi, Supply Chain Management – Strategy Planning and Operation, Pearson Education, Third Indian Reprint, 2004.
2. Monczka et al., Purchasing and Supply Chain Management, Thomson Learning, Second edition, Second Reprint, 2002.

REFERENCE BOOKS:

1. Lee J. Krajewski and Larry P. Ritzman, 2007, Operations Management strategy and analysis, 9th Edition, Pearson Education / Prentice Hall of India, 2007.
2. Altekhar Rahul V, Supply Chain Management – Concept and cases, Prentice Hall India, 2005.
3. Olivier Bruel, Strategic Sourcing Management: Structural and Operational Decision-making Kogan Page; 1 edition, 2016.

WEB SOURCE:

1. <https://youngprocurement.com/wp-content/uploads/2015/06/Strategic-Purchasing-A-Global-Perspective-E-Book.pdf>
2. <https://collegelearners.com/ebooks/procurement-and-supply-chain-management-9th-edition-pdf/>
3. <https://collegelearners.com/ebooks/sourcing-and-supply-chain-management-5th-edition-pdf/>

ELECTIVE COURSES – OPERATIONS

21EMBL51

LEAN SIX SIGMA

3 0 0 3

COURSE OBJECTIVE:

- To introduce the fundamental Lean manufacturing and Six Sigma principles.
- To explain the tools and technique for the implementation of Lean manufacturing and Six Sigma.
- To explain the synergy of Lean manufacturing and Six Sigma.

UNIT I LEAN MANUFACTURING: PRINCIPLE AND TOOLS 9

Evolution of Just-In-Time and Lean Manufacturing – Principle – Seven wastes – Just-In-Time (JIT) – One-Piece or Continuous Flow – Kanban or Pull System – Basic tools such as 5S and Kaizen

UNIT II TECHNIQUE: VALUE STREAM MAPPING 9

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

UNIT III SIX SIGMA 9

Evolution – TQM vs. Six Sigma – What is Six Sigma – Defects Per Million Opportunities (DPMO) – Process Sigma Level – Critical to Quality (CTQ) – Six Sigma methodologies Such as DMAIC, DFSS – Six Sigma Belts.

UNIT IV DMAIC: TOOLS AND TECHNIQUES 9

SIPOC Diagram – Voice of the Customer (VoC) – CTQ Tree – Project Charter – Seven Quality tools – Seven Management Tools – Measurement System Analysis– Failure Mode and Effects Analysis (FMEA) – Process Capability Analysis – Statistical Tools – Design of Experiments (DoE).

UNIT V LEAN SIX SIGMA 9

The Synergy of Six Sigma and Lean – Lean Six Sigma – Principle – Lean tools in DMAIC – Implementation of Lean Six Sigma.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Recognize the principle and wastages of lean.
- CO – 2 : Design the current and future state mapping of Value Stream Mapping (VSM)
- CO – 3 : Record knowledge of the concepts of TQM and Six Sigma.
- CO – 4 : Determine the DMAIC based on the implementation of tools and techniques.
- CO – 5 : Record knowledge on the lean six sigma for successful implementation.

TEXT BOOKS:

1. Feld, W. M., Lean Manufacturing tools, Techniques and How to Use Them, St. Lucie Press, Florida, 2000.
2. Michael L. George, et al., The Lean Six Sigma Pocket tool book: A Quick REFERENCES Guide Nearly 100 tools for Improving Process Quality, Speed, and Complexity, McGraw-Hill, 2005.

REFERENCE BOOKS:

1. Rother, M. and Shook, J., Learning see: Value stream mapping create value and eliminate muda, The lean enterprises institute Brookline, Massachusetts, USA, 1999.
2. Liker, J., The yota 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.

WEB SOURCE:

1. <https://www.sixsigmacouncil.org/six-sigma-training-material/>
2. <https://www.sixsigmacouncil.org/wp-content/uploads/2018/08/Six-Sigma-A-Complete-Step-by-Step-Guide.pdf>
3. <https://www.slideshare.net/goleansixsigma/lean-six-sigma-basics>
4. <https://slideplayer.com/slide/5261903/>

COURSE OBJECTIVE:

- To explain the Project Management based on the Project Management Body of Knowledge (PMBOK®)
- To explain the tools and techniques for identification, planning and analysis of Project.

UNIT I INTRODUCTION 9

Project Vs. Operations – Project: Definition – Project Management Body of Knowledge (PMBOK®) – Project Vs. Portfolio – Project Life Cycle – Project Management Process or Process Groups – Project Knowledge Areas – Mapping of the Project Management Processes to the Project Management Process Groups and the Knowledge Areas – Project Management Software.

UNIT II INTEGRATION & SCOPE MANAGEMENT 9

Project Integration Management – Process of Project Integration Management –Project Charter – Project Management Plan; Project Scope Management – Process of Project Scope Management – Scope Management Plan – Project Scope Statement – Work Breakdown Structure (WBS)

UNIT III SCHEDULE MANAGEMENT 9

Project Schedule Management – Process of Project Schedule Management –Schedule Management Plan – Precedence Diagramming Method (PDM) –Critical Path Method (CPM) – Program Evaluation and Review Technique (PERT) – Gantt Chart

UNIT IV COST MANAGEMENT 9

Project Cost Management – Process of Project Cost Management – Cost Management Plan – Earned Value Analysis (EVA) or Earned Value Management (EVM)

UNIT V QUALITY MANAGEMENT 9

Project Quality Management – Process of Project Quality Management: Quality Planning, Quality Management and Quality Control – Quality Management Plan – Basic Quality Tools

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Identify the project parameters based on the Project Management Process.
- CO – 2 : Construct the project charter.
- CO – 3 : Formulate the Work Breakdown Structure (WBS).

CO – 4 : Identify the Network technique for Project Management.

CO – 5 : Evaluate the cost control using Earned Value Analysis (EVA).

TEXT BOOKS:

1. Project Management Institute. Guide to the Project Management Body of Knowledge (PMBOK® Guide), Sixth Edition, 2017.
2. Cynthia Snyder Stackpole. A Project Manager's Book of Tools and Techniques – A Companion to the PMBOK® Guide, Wiley Publications, 6th edition, 2018.

REFERENCE BOOKS:

1. James W. Marion. Project Management: A Common-Sense Guide to the Pmbok Program, Part Two-Plan and Execution, MOMENTUM Press, 2018.
2. George T. Edwards. Project Management Fundamentals: A practical overview of the PMBOK, Blue Crystal Press, 2012.
3. Cynthia Snyder Stackpole. A User's Manual to the PMBOK Guide, Wiley Publications, 5th edition, 2013.

WEB SOURCE:

1. <https://projektkvalitet.dk/wp-content/uploads/the-practical-guide-to-project-management.pdf>
2. <https://blog.ganttpro.com/en/7-free-project-management-books-for-your-christmas-holidays/>
3. http://www.opentextbooks.org.hk/system/files/export/15/15694/pdf/Project_Management_15694.pdf
4. <https://www.projectsart.co.uk/ebooks.php>

2. Singh & Kumar, Operation Research, UDH Publisher, 2013.

REFERENCE BOOKS:

1. S.R. Yadav, A.K. Malik, Operations Research, Oxford University Press; First edition, 2014.
2. G.V.Shenoy,U.K.Srivastava, S.C.Sharma, Operations Research for Management, New Age International,Revised 2nd Ed, 2005.

WEB SOURCE:

1. <https://www.springer.com/gp/book/9783540401384>
2. <https://www.kopykitab.com/Operations-Research-Theory-And-Applications-6e-by-J-K-Sharma>
3. <https://sites.google.com/site/dg6y5fju6y5h/p-d-f-operations-research-applications-and-algorithms-ebook-epub-kindle-by-wayne-l-winsto>
4. https://www.researchgate.net/publication/317606351_Operations_research_httpbookbooncomenoperations-research-ebook

COURSE OBJECTIVE:

- To explain the Quality concept, principles, and its various tools.
- To explain the statistical process control for the implementation of quality management.

UNIT I INTRODUCTION 9

Evolution of Quality – Quality Definition and Contributions by Deming, Juran, Crosby, Feiganbaum, Ishikawa and Taguchi – Dimensions of quality – Cost of Quality – ISO 9000

UNIT II STATISTICAL PROCESS CONTROL 9

Introduction – Pareto Analysis – Cause and Effect Diagram – Checklist or Checksheet – Process Flow Chart – Histogram – Scatter Diagram – Chance and Assignable Causes – Control Charts for Variables – Process Capability Analysis such as C_p and C_{pk} – Control Charts for Attributes.

UNIT III MANAGEMENT TOOLS 9

Introduction – Affinity Diagram [KJ method] – Interrelationship Diagram – Tree Diagram
Prioritization Matrix – Matrix Diagram – Process Decision Program Chart – Activity Network Diagram

UNIT IV TOOLS AND TECHNIQUES 9

Plan-Do-Check-Act (PDCA) Cycle – Quality Circles – Benchmarking – Quality Function Deployment (QFD) – Failure Mode and Effect Analysis (FMEA) – Taguchi Method

UNIT V SIX SIGMA 9

Evolution – TQM vs. Six Sigma – What is Six Sigma – Six Sigma methodologies Such as DMAIC, DFSS – Six Sigma Belts.

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Define the quality based on the quality gurus.
- CO – 2 : Analyze the implementation of quality management.
- CO – 3 : Calculate the Process Capability.
- CO – 4 : Record knowledge on the various techniques of quality management.
- CO – 5 : Assemble the implementation of SPC tools using Six Sigma methodologies.

TEXT BOOKS:

1. Besterfiled, et al., Total Quality Management, Pearson Education Asia, 3rd Edition, 2006.
2. Suganthi, L. and Samuel, A., Total Quality Management, Prentice Hall (India) Pvt. Ltd., 2006.

REFERENCE BOOKS:

1. Evans, J.R. and Lindsay, W. M., The Management and Control of Quality, 6th Edition, South-Western (Thomson Learning), 2005.
2. Oakland, J.S., TQM – Text with Cases, Butterworth – Heinemann Ltd., Oxford, 3rd Edition, 2006.

WEB SOURCE:

1. <https://easyengineering.net/total-quality-management-books-collections/>
2. https://www.researchgate.net/publication/344826139_A_TEXTBOOK_ON_TOTAL_QUALITY_MANAGEMENT
3. <https://book.akij.net/eBooks/2018/January/5a6db3abccd78/Total%20Quality%20Management%20and%20Operational%20Excellence.pdf>
4. <https://link.springer.com/content/pdf/bfm%3A978-1-4615-5281-9%2F1.pdf>

COURSE OBJECTIVE:

- To explain for satisfaction of the customer who wants. Every commercial organization is to focus on making profit.
- To explain the world class manufacturing strategy within these enterprises because they make their products themselves.x

UNIT I INTRODUCTION 9

World Class Manufacturing Environment, Imperatives for success, System approach and change in mindset, Strategic decisions in Manufacturing Management, Choice of technology, Capacity and layouts, Automation in Materials handling system

UNIT II JIT 9

Principles advocated in Just-in-Time System, JIT Manufacturing System, JIT Pull System, Use of Kanban System, JIT Purchase, Source development, Supply chain Management.

UNIT III TQM 9

Total Quality Management Philosophy, TQM Principles, TQM Tools, Quality through design, Quality Management System and ISO 9000, QS 9000.

UNIT IV TPM 9

Total productive Maintenance (TPM), Concept of reliability, reliability improvement, Concept of maintainability and Maintainability improvement.

UNIT V FMS AND GT 9

Concept of Flexible Manufacturing System (FMS) – Group Technology (GT) – Cellular Manufacturing Systems.

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Describe on the concepts of World Class Manufacturing.
- CO – 2 : Clarify the JIT and Kanban system.
- CO – 3 : Describe on the concepts of quality definition based on the TQM and ISO system.
- CO – 4 : Analyze the failure for maintenance using reliability.
- CO – 5 : Evaluate the layout based on cellular manufacturing.

TEXT BOOKS:

1. Larry Rubrich, Implementing World Class Manufacturing - Third Edition: The Complete Guide Including Policy Deployment and Developing a Lean Culture. Perfect Paperback – November 16, 2015.
2. Richard J. Schonberger, World Class Manufacturing, Free Press Publication, 2008.

REFERENCE BOOKS:

1. Richard J. Schonberger, World Class Manufacturing: The Next Decade: Building Power, Strength, and Value, Free Press Publication, 2013.
2. R.P.Mohanty&S.G.Deshmukh, Advanced operations management, Pearson education (Singapore) P.Ltd

WEB SOURCE:

1. <https://www.studynama.com/community/threads/world-class-manufacturing-pdf-lecture-notes-ebook-download-for-mba-students.394/>
2. https://www.researchgate.net/publication/298627777_World-class_manufacturing_The_next_decade
3. <https://pdf-2516.firebaseio.com/world-class-manufacturing-just-in-time-with-total-quality-control-the-lessons-learned-to-date-institute-workbook-by-richard-j-schonberg.pdf>
4. <https://www.bly.com/newsite/Pages/PDFs/manufacturing-world-class.pdf>

COURSE OBJECTIVE:

- To understand the Behavioural concepts in Operations Management
- To learn about the Behavioural concepts in production and service context.

UNIT I INTRODUCTION 9

Behavioural Operations Management – Definition – The study of Behavioural Operations – History and the Contemporary Knowledge Base – Virtuous Cycles of Experimental Learning

UNIT II PRODUCTION AND SERVICE CONTEXTS – I 9

Synch and Swim: Managing and Mismanaging Process Constraints and Variability – Process and Perception: Kristen's Cookie Company from a Behavioral Point of View

UNIT III PRODUCTION AND SERVICE CONTEXTS – II 9

The Wait or Buy Game: How to Game the System That's Designed to Game You Back – Sharing the Load: Group Behavior and Insights into Simulating Real-World Dynamics

UNIT IV SUPPLY CHAINS 9

Sharing the Risk: Understanding Risk – Sharing Contracts from the Supplier's Perspective – Supply Chain Negotiator: A Game of Gains, Losses, and Equity

UNIT V INTEGRATIVE/ENABLING TECHNOLOGY 9

Dynamic Pricing in Revenue Management – Intertemporal choices in Project based organisations – Impulsiveness and Emotions – Behaviour Assessment Test on Conflict Management – Kicking the mean Habit – A chain of hands

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Matching the fundamental production in Behavioural concepts.
- CO – 2 : Carrying out the Process Constraints and Variability
- CO – 3 : Discriminating the Process and Perception.
- CO – 4 : Monitoring the implementation of Supply Chain.
- CO – 5 : Evaluate the Dynamic Pricing and Impulsiveness of emotions.

TEXT BOOKS:

1. Elliot Bendoly, Wout van Wezel, and Daniel G. Bachrach, The Handbook of Behavioral Operations Management, Oxford University Press, 2015.

REFERENCE BOOKS:

1. Christoph H. Loch, Yaozhong Wu, Behavioral Operations Management, Now Publishers Inc, 2007.

WEB SOURCE:

1. https://www.researchgate.net/publication/267270770_Handbook_of_Behavioral_Operations_Management_wwwombehaviorcom
2. https://www.researchgate.net/publication/336158837_Behavioral_Operations_Management_A_Review_of_the_Field
3. <https://www.springer.com/gp/book/9781447148777>

COURSE OBJECTIVE:

- To explain for satisfaction of the customer who wants. Every commercial organization is to focus on making profit.
- To explain the world class manufacturing strategy within these enterprises because they make their products themselves.

UNIT I INTRODUCTION 9

Management of Manufacturing Systems: An Overview – Manufacturing Systems: Type – Challenges – Evolution of Manufacturing Systems – Nine laws in Manufacturing – Various methodologies

UNIT II CELLULAR MANUFACTURING SYSTEMS 9

Principle – Group Technology (GT) – Cellular Manufacturing Systems – Layout – Cell Design: formation, operator allocation, sequencing and scheduling – Part Classification and Coding – Production flow analysis

UNIT III JUST-IN-TIME 9

Evolution of Just-In-Time – Principle – Seven wastes – Just-In-Time (JIT) – Kanban or Pull System – CONWIP – Tools and Techniques

UNIT IV SYNCHRONOUS MANUFACTURING 9

Synchronous Manufacturing or Theory of Constraints – Principle – Definition of Goal by Goldratt – Role of a constraint – Types of resources: bottlenecks and capacity constrained resource – Drum Buffer Rope System

UNIT V FLEXIBLE MANUFACTURING SYSTEMS (FMS) 9

Concept of Flexible Manufacturing System (MS) – Flexibility – Types: Single machine cell, Flexible manufacturing cell, Flexible manufacturing system – Components – Applications – Benefits – Implementation issues

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Translating the types of Manufacturing system.
- CO – 2 : Identify the Various methodologies
- CO – 3 : Focusing the Group Technology (GT).
- CO – 4 : Selecting the Flexible Manufacturing System (FMS).
- CO – 5 : Describe the Flexibility.

TEXT BOOKS:

1. Mikell P. Groover, Automation, Production Systems and Computer-Integrated Manufacturing, Pearson Education; Fourth edition, 2016.
2. Richard J. Schonberger, World Class Manufacturing, Free Press Publication, 2008.
3. Feld, W. M., Lean Manufacturing Tools, Techniques and How Use Them, St. Lucie Press, Florida, 2000.

REFERENCE BOOKS:

1. Richard J. Schonberger, World Class Manufacturing: The Next Decade: Building Power, Strength, and Value, Free Press Publication, 2013.
2. R.P.Mohanty&S.G.Deshmukh, Advanced operations management, Pearson education (Singapore) P.Ltd

WEB SOURCE:

1. http://www.mescenter.ru/images/abook_file/ManufacturingSystems.pdf
2. <https://www.springer.com/gp/book/9781475722130>

COURSE OBJECTIVE:

- To provide foundational knowledge associated with the operations strategy
- To describe the various Performance Objectives for implementation of operations strategy
- To describe the decision areas for strategy

UNIT I INTRODUCTION 9

Introduction – Strategy: Definition, Levels – Operations and Strategy – Operations Management Vs. Operations Strategy – Four perspectives on Operations Strategy – Decision areas: Structural and Infrastructural – The Process of Operations Strategy

UNIT II PERFORMANCE OBJECTIVES 9

Introduction – Quality: Hard, Soft – Speed: Time – Dependability: Time – Flexibility: Type – Internal and external benefits – The Operations Strategy Matrix – Performance Objectives and Competitive Factors – Product/Service Life Cycle on Performance Objectives

UNIT III NEW APPROACHES 9

Total Quality Management (TQM): Fit into Operations Strategy – Lean Manufacturing: Fit into Operations Strategy – Business Process Reengineering (BPR): Fit into Operations Strategy – Six Sigma: Fit into Operations Strategy.

UNIT IV DECISION AREAS – I 9

Capacity Strategy: Levels of capacity decision, Factors influencing the overall level of capacity, Location of capacity – Purchasing and Supply Strategy: Supply Networks, Do (Make) or Buy? the vertical integration decision.

UNIT V DECISION AREAS – II 9

Process Technology Strategy: Classification, Three dimensions of process technology – Improvement Strategy: Breakthrough Improvement and Continuous Improvement, The Importance – Performance Matrix

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Parsing the concepts of strategy.
- CO – 2 : Understand the process of operations strategy.
- CO – 3 : Using the Product/Service Life Cycle on Performance Objectives.
- CO – 4 : coordinating the Total Quality Management (TQM) fit into Operations Strategy.
- CO – 5 : Constructing the decision areas of PSS, PT and Improvement Strategy.

TEXT BOOKS:

1. Nigel Slack, Michael Lewis, MohitaGangwar Sharma. Operations Strategy, Pearson Education Limited, England, 5th edition, 2018.

REFERENCE BOOKS:

1. David Walters. Operations Strategy, Palgrave Macmillan Publisher, 2015.
2. JA Van Mieghem and Gad Allon. Operations Strategy: Practices and Principles, Dynamic Ideas LLC 2nd edition, 2015.

WEB SOURCES:

1. <http://www.mim.ac.mw/books/Operations%20Strategy%203rd%20edition.pdf>
2. <https://bookboon.com/en/operations-strategy-ebook>
3. https://my.uopeople.edu/pluginfile.php/57436/mod_book/chapter/121631/BUS5116.James.Ops.Strat.pdf
4. <https://www.yumpu.com/en/document/view/64315404/download-pdf-operations-strategy-5th-edition-full-audiobook>

COURSE OBJECTIVE:

- To provide foundational knowledge associated with the services operations management
- To describe the various elements of services operations management
- To describe the various decision areas such as design quality, demand and capacity for services

UNIT I INTRODUCTION 9

Introduction – Goods Vs. Services – Definition of Services – Nature and characteristics of services – Classification of services – Services in Manufacturing Sector – The service-process matrix – Service Strategy – Competitive Service Strategies – Strategic Service Vision

UNIT II SERVICE DESIGN 9

Introduction – New service design and development – Design elements – Service system design and delivery process: Classification of Service Processes, Process Structure – Technology in Services – Product/Service Life Cycle on Performance Objectives

UNIT III SERVICE QUALITY 9

Defining Service Quality – Measuring Service Quality: SERVQUAL – Quality Service by Design – Service process control – Quality philosophy and performance excellence – Total Quality Management (TQM) tools: Seven Quality Control (QC) tools

UNIT IV SERVICE FACILITY 9

Service Facility Design – Service facility layout: Types, Process Analysis – Facility Location: Decision, Classification, Techniques

UNIT V MANAGING DEMAND AND CAPACITY 9

Forecasting Demand – Forecasting methods: Subjective or qualitative, Quantitative – Service Capacity: Factors, Elements Strategies – Service Inventory Management

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Understand the Classification of services.
- CO – 2 : Predict the Design elements of services.
- CO – 3 : Carryout the Total Quality Management (TQM) fit into service management.
- CO – 4 : Integrate the Techniques of Facility Location.
- CO – 5 : Designing the Techniques of Forecasting Demand and SIM.

TEXT BOOKS:

1. B. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Ed., Irwin/McGraw-Hill, 2008.

REFERENCE BOOKS:

1. C. Haksever, Render B., Russel S. R. and Murdick R. G., Service Management and Operations, 2nd Ed., Prentice Hall, 2007.
2. Robert Johnston, Graham Clark. Service Operations Management: Improving Service Delivery, Prentice Hall, 2012.

WEB SOURCE:

1. <https://www.freebookcentre.net/business-books-download/Services-Operations-Management.html>
2. https://www.researchgate.net/publication/229667633_Service_Operations_and_Management
3. https://www.researchgate.net/publication/336320235_LATEST_BOOK_2020_Service_Operations_Management_A_Strategic_Perspective
4. https://www.academia.edu/33788698/MANAGING_SERVICE_OPERATIONS_D_E_S_I_G_N_A_N_D_I_M_P_L_E_M_E_N_T_A_T_I_O_N

Welfare. Role of Information Technology in Environment and human health. Case Studies

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Analyze the renewable and non-renewable sources.
- CO – 2 : Evaluate strategies, technologies, and methods for sustainable of environmental systems.
- CO – 3 : Demonstrate an awareness, knowledge, and appreciation of ecological processes.
- CO – 4 : Determine a general explaining of the disaster management.
- CO – 5 : Analyze the role of Information Technology in Environment.

TEXT BOOKS:

1. Mahua Basu and Xavier Savarimuthu SJ, Fundamentals of Environmental Studies, 8 Nov 2017
2. Gowri Suresh, Tata McGraw- A Textbook of Environmental Studies-Hill Education,2012

REFERENCE BOOKS:

1. Joni Adamson , William A. Gleason , David N. Pellow, Keywords for Environmental Studies Paperback – February 26, 2016.
2. Gowri Suresh, Environmental Studies and Ethics-K. International, 2010.
3. Chary, Environmental Studies, Macmillan, 2008.

WEB SOURCES:

1. <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
2. <https://www.hzu.edu.in/bed/E%20V%20S.pdf>
3. <https://www.smartworld.com/notes/environmental-studies-pdf-notes-es-pdf-notes/>
4. <https://btechgeeks.com/environmental-studies-notes/>

COURSE OBJECTIVE:

- To create a mindset of value system among the students.
- To understand the concept of transformation from existing state to higher state.
- To understand the enterprise skills such as experience intuition and wisdom.
- To identify the strategies to tackle the problem when it comes to directing human resources

UNIT I INTRODUCTION 9

Business Ethics: Introduction, Business Ethics and Management, Business Ethics and Moral Obligations; Corporate Social Responsibility; Corporate Governance; Report of the Kumar Mangalam Birla Committee on Corporate Governance; Role of Media in Ensuring Corporate Governance; Environmental Concerns and Corporations.

UNIT II ETHOS & VALUES IN MODERN MANAGEMENT 9

Ethical Issues related with Advertisement and Marketing; Secular versus Spiritual Values in Management, Work Ethics, Stress at Workplace

UNIT III PROCESS OF ETHICAL DECISION-MAKING 9

Approaches: Consequentialist theories, Deontological theories, and Virtue ethics approach ñ Process of ethical decision-making in business ñ Individual differences and ethical judgement - Cognitive barriers to a good ethical judgement and Whistle Blowing.

UNIT IV ETHICS MANAGEMENT 9

Role of organizational culture in ethics ñ Structure of ethics management: Ethics Committee, Ethics Officers, and the CEO ñ Communicating ethics: Communication Principles, Channels, Training program

mes, and evaluation ñ Ethical Audit ñ Corporate Governance and ethical responsibility ñ Transparency International and other ethical bodies

UNIT V HOLISTIC MANAGEMENT SYSTEM 9

A Holistic Management System; Management in Indian Perspective; Basic principles of Indian Ethos for Management Mental entity, enriching sentiment, perception, mind and will power by life balancing techniques, Social entity, building quality communication with others by the techniques of professional and working development and social integrity.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Analyze the ‘Qualitative sincerity’ which is considered as the guiding motto.
- CO – 2 : Understand the individual development as the most relevant work-philosophy.
- CO – 3 : Compare and contrast power and influence of leadership.
- CO – 4 : Demonstrate the dynamics of organizational change.
- CO – 5 : Identify the major issues in business ethics and corporate social responsibility.

TEXT BOOKS:

1. S.A. Sherlekar, Ethics in Management, Himalaya Publishing House, 2009.
2. William B. Werther and David B. Chandler, Strategic corporate social responsibility, Sage Publications Inc., 2011
3. Robert A.G. Monks and Nell Minnow, Corporate governance, John Wiley and Sons, 2011

REFERENCE BOOKS:

1. W.H. Shaw, Business Ethics, Cen gage Learning, 2007.
2. Beeslory, Michel and Evens, Corporate Social Responsibility, Taylor and Francis, 1978.
3. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
4. Subhabrata Bobby Banerjee, Corporate social responsibility: the good, the bad and the ugly, Edward Elgar Publishing, 2007.

WEB SOURCES:

1. <https://documents.in/document/indian-ethos-and-business-ethics.html>
2. <https://www.scribd.com/document/272451856/Indian-Ethos-and-Business-Ethics>
3. <https://gurukpo.com/Content/MBA/Business Ethics and Ethos.pdf>
4. <https://ddceutkal.ac.in/Syllabus/BECG-MBA.pdf>

COURSE OBJECTIVE:

- To explain the conceptual framework for business policy and strategic, find the objectives and goals, its vision, Mission and purpose.

UNIT I STRATEGY AND POLICY 9

Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Objectives and goals - Difference between Goals and Objectives of Business – Strategic Intent through Vision and Mission, Policy Statements –Introduction to Business policy – Importance of Business policy.

UNIT II COMPETITIVE ADVANTAGE 9

External Environment - Porter's Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution- Globalisation and Industry Structure - National Context and Competitive advantage Resources- Capabilities and competencies–core competencies - Resources and Capabilities durability of competitive Advantage - Generic Building Blocks of Competitive Advantage- Distinctive - Avoiding failures and sustaining competitive advantage

UNIT III STRATEGIES 9

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 (EP) - 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 IV STRATEGY IMPLEMENTATION & EVALUATION 9

The implementation process, Resource allocation, Designing Organizational structure-Designing Strategic Control Systems- Matching structure and control strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V BUSINESS POLICY AND DECISION MAKING 9

Factors Considered Before Framing Business Policies-Steps Involved in Framing Business Policies- Policy Cycle and its Stages- Implementation of Policy Change - Role of Policies in

Strategic Management.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Analyze the main structural features of an industry and develop strategies.
- CO – 2 : Demonstrate explaining of the concept of competitive advantage and its sources.
- CO – 3 : Analyze dynamics in competitive rivalry, including competitive action.
- CO – 4 : Demonstrate the ability to think critically in relation to a particular problem.
- CO – 5 : Recognize strategic decisions that present ethical challenges.

TEXT BOOKS:

1. G.U. Satya Sekhar, Business policy and Strategic Management, I K Publishing House, 2009.
2. Tony Morden, Principles of strategic management, Ash gate publishing, 2007.
3. Kim warren, Strategic management dynamics, John wiley& sons, 2008.

REFERENCE BOOKS:

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.
3. AzharKazmi, Strategic Management & Business Policy, Tata McGraw Hill, Third Edition, 2008.

WEB SOURCES:

1. https://www.academia.edu/5535061/BUSINESS_POLICY_AND_STRATEGIC_MANAGEMENT
2. https://www.academia.edu/38756123/Business_Policy_and_Strategic_Management
3. https://www.researchgate.net/publication/236694166_BUSINESS_POLICY_AND_CORPORATE_STRATEGY

COURSE OBJECTIVE:

- To recognize the impact of Information and Communication technologies, especially of the Internet in business operations in the role of Management with the context of e- Business and e- Commerce.

UNIT I INTRODUCTION TO E-BUSINESS 9

Overview of E-Business; Fundamentals, E-Business framework; E-Business application; Major requirements in E-Business; Emerging trends and technologies in E-Business; From E-Commerce to E-Business.

UNIT II TECHNOLOGY INFRASTRUCTURE 9

Internet and World Wide Web, internet protocols - FTP, intranet and extranet, information publishing technology- basics of web server hardware and software.

UNIT III BUSINESS APPLICATIONS 9

Consumer oriented e-business – e-tailing and models - Marketing on web – advertising, e-mail marketing, affiliated programs - e-CRM; online services, Business oriented e-business, e-governance, EDI on the internet.

UNIT IV E-BUSINESS PAYMENTS AND SECURITY 9

E-payments - Characteristics of payment of systems, protocols, e-cash, e-cheque and Micro payment systems- internet security – cryptography – security protocols – network security.

UNIT V LEGAL AND PRIVACY ISSUES 9

Legal, Ethics and privacy issues – Protection needs and methodology – consumer protection, cyber laws, contracts and warranties, Taxation and encryption policies.

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Recognize the impact of Information and Communication technologies
- CO – 2 : Distinguish the role of Management in the context of e- Business and e- Commerce
- CO – 3 : Employ tools and services of the internet in the development of a virtual e- commerce.
- CO – 4 : Describe the various characteristics of electronic payment systems.
- CO – 5 : Discuss various legal and ethical issues specific to E-Business.

TEXT BOOKS:

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011
2. ParagKulkarni, SunitaJahirabadkao, PradeepChande, e business, Oxford University Press, 2012.
3. Hentry Chan &el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.

REFERENCE BOOKS:

1. Gary P. Schneider, Electronic commerce, Thomson course technology, Fourth annual edition, 2007
2. Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition. Tata McGrawHill Publications, 2009
3. KamleshK.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 7th reprint, 2009

WEB SOURCES:

1. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>
2. <https://examupdates.in/e-commerce-book/>
3. https://ebooks.lpude.in/computer_application/msc_it/term_3/DCAP306_DCAP511_E-COMMERCE_AND_E-BUSINESS.pdf
4. <http://kolegijfama.eu/materialet/Biblioteka%20Elektronike/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf>
5. http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf

SEMESTER IV

COURSE OBJECTIVES:

- To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
- To help students initiate a process of dialog within themselves to know what they ‘really want to be’ in their life and profession
- To help students understand the meaning of happiness and prosperity for a human being.
- To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
- To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

UNIT I**9**

Understanding the need, basic guidelines, content and process for Value Education, Self-Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self-exploration, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario, Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

UNIT II**9**

Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (‘I’) and ‘Body’ - Sukh and Suvidha, Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer), Understanding the characteristics and activities of ‘I’ and harmony in ‘I’, Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

UNIT III**9**

Understanding harmony in the Family- the basic unit of human interaction , Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship,

Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha) - from family to world family!.

UNIT IV

9

Understanding the harmony in the Nature, Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space, Holistic perception of harmony at all levels of existence.

UNIT V

9

Implications of the above Holistic Understanding of Harmony on Professional Ethics Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in Professional Ethics:

TOTAL HOURS: 45

COURSE OUTCOME:

CO – 1: Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society

CO – 2: Differentiate between the Self and the Body, understand the meaning of Harmony in the Self the Coexistence of Self and Body.

CO – 3: Evaluate the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society

CO – 4: Reflect the harmony in nature and existence, and work out their mutually fulfilling participation in nature.

CO – 5: Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

TEXT BOOKS:

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA.
3. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.

REFERENCE BOOKS:

1. Susan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991.
2. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth-Club of Rome's report, Universe Books.
3. A Nagraj, 1998, Jeevan Vidya EkParichay, Divya Path Sansthan, Amarkantak.
4. P L Dhar, RR Gaur, 1990, Science and Humanism, Common wealth Publishers.
5. A N Tripathy, 2003, Human Values, New Age International Publishers.
6. Subhas Palekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) KrishiTantraShodh, Amravati.
7. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press.
8. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
9. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
10. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

WEB SOURCES:

1. <https://lecturenotes.in/notes/27764-note-for-human-values-and-professional-ethics-2-hvpe-2-by-indrajeet-verma>

WEBSITES:

1. <https://nptel.ac.in/courses/109/104/109104068/>

COURSE OBJECTIVE:

- 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.

UNIT I INTRODUCTION 9

Introduction to Research – Meaning of research-Research applications in social and business sciences – Characteristics of good research study — Types of Research – Research process– Defining the Research problem – Problem identification process – Research Questions – Literature Survey – Formulating the research hypothesis – Writing a research proposal

UNIT II RESEARCH DESIGN AND MEASUREMENT 9

Research design – Definition – types of research design – Descriptive Research Designs: Exploratory – Cross-sectional studies and Longitudinal studies; Experimental Designs – Data Collection – Types of data –Primary and Secondary data – Methods of primary data collection – Online Interviews and Focus Groups – Observation – Interview – Case study Questionnaire and Schedule – Construction of questionnaire – pilot study

UNIT III SAMPLING AND DATA COLLECTION 9

Sampling concepts- Sample vs Census – Non Sampling error-Sampling Techniques – Probability and Non-probability sampling methods- Determination of Sample size- Types of Measurement Scales; Attitude; Classification of Scales: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement.

UNIT IV DATA PROCESSING AND ANALYSIS THROUGH SPSS 9

Data Processing Operations– editing – Coding –Data entry – Classification and Tabulation of Data – Univariate and Bivariate Analysis of Data: Descriptive vs Inferential Analysis – Chi-square Analysis – Analysis of Variance – t test – Procedure for testing hypothesis

UNIT V REPORT DESIGN AND WRITING

9

Introduction - Research Report - Different types – Criteria of Good Research -Structure of the research report – Title, Table of Contents – Synopsis, bibliography - Introductory Section – Research Design – Result Section – Recommendation & Implementation Section- - Bibliography – Citation rules Research ethics – Research databases –research metrics – Publication ethics – Use of plagiarism software – Turnitin – urkund and open source software tools

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Demonstrate how research to be conducted in a systematic way
- CO – 2 : Develop hypothesis and understand procedure for experimenting hypothesis
- CO – 3 : Construct a questionnaire, interpret the results with the help of various statistical tools
- CO – 4 : Analysis the data using the SPSS software
- CO – 5 : Discuss the Researchers Ethical code and plagiarism software tools

TEXT BOOKS:

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

REFERENCE BOOKS:

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, 20 .

WEB SOURCES:

1. <https://nptel.ac.in/courses/121106007>
2. <https://nptel.ac.in/courses/110107080>
3. https://www.sagepub.com/sites/default/files/upm-binaries/36330_Chapter2.pdf
4. <https://www.youtube.com/watch?v=LKH1Kp7TQA4>

PROJECT OBJECTIVES

- Its aim is to demonstrate the skills and knowledge that students have acquired in their studies
- The Aim of the final year project is to develop student's knowledge for solving societal problem.
- It enables students to develop problem solving, analysis, synthesis and evaluation skills.

PROJECT OUTCOMES:

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

- CO – 1 : Create and develop deep understanding of the interaction.
- CO – 2 : Analyze and solve problems on an executive level and demonstrating critical.
- CO – 3 : Design the general (core) management skills in the chosen area of specialization.
- CO – 4 : Design strategies to solve business problems and pursue opportunities.
- CO – 5 : Interpret a variety of ways to engage in experiential learning.