MBA LOGISTICS & SHIPPING MANAGEMENT
MBA

LOGISTICS & SHIPPING MANAGEMENT

Curriculum and Syllabus

(Based on Choice Based Credit System)

Effective from the Academic year

2018-2019

Department of M.B.A

School of Management Studies
VISTAS  MBA Program Outcomes

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

1. Apply knowledge of management techniques in business environment
2. Evaluate the systems and processes used in an organization including the planning, decision-making, group dynamics, innovation, production, supply chain, operations, technologies, marketing and distribution management.
3. Design alternatives to solve business problems utilizing quantitative analysis, critical thinking and sound ethical decision making.
4. Use research based knowledge and methods including company analysis, primary and secondary data collection, analysis and interpretation of data to find solution to business problems
5. Demonstrate effectively on analysing, interpreting and solving problems in developing business projects using appropriate tools and techniques.
6. Apply economic models, accounting principles, statistical techniques, and financial theories, analysis, and reporting in business decision-making.
7. Organize tools and techniques from Various Functional areas (i.e. Finance, Marketing, Human Resources, operations etc) to handle business problems.
8. Evaluate and combine ethical considerations in making business decisions
9. Communicate effectively in various forms by effective use of recent technology and logical reasoning for presentations, documentation, report writing, manual preparation.
10. Adapt life-long learning and professional development to enrich knowledge and competencies
11. Perceive an aptitude for creativity, innovation and entrepreneurship.
12. Demonstrate a global outlook with ability to identify aspects of the global business operations.
MBA
LOGISTICS & SHIPPING MANAGEMENT

Program Specific Outcomes

PSO – 1: Demonstrate knowledge and techniques to manage Logistics and Shipping operations effectively using fundamental knowledge of management.
PSO – 2: Apply quantitative methods to solve problems in shipping industry.
PSO – 3: Apply the legal knowledge and skills to ensure documentation and compliance.
PSO – 4: Prioritize the resources to manage the operational needs of ports and terminals.
PSO – 5: Distinguish different types of cargoes, vessels, routes and their interrelationships for efficiency.
PSO – 6: Develop analytical skills using IT to implement the concepts of Logistics and Shipping to aid Decision Making.
PSO – 7: Formulate strategies to overcome the challenges in shipping industry.
PSO – 8: Evaluate and combine ethical consideration in making business decision.
PSO – 9: Design alternatives to solve business problems utilizing Quantitative analysis, critical thinking and sound ethical decision making.
PSO – 10: Assess the global opportunities in shipping for business growth and influence the decision making process.
PSO – 11: Communicate and discuss professionally as a business leader to accommodate political, legal and cultural compliance.
PSO – 12: Take part in managerial and administration role in shipping and allied fields.
<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name &amp; Address</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Dr.P.R. Ramakrishnan,</strong>&lt;br&gt;Dean, School of Management Studies, VISTAS, Chennai-600117</td>
<td>Chairperson</td>
</tr>
<tr>
<td>2.</td>
<td><strong>Dr.R.Thenmozhi,</strong>&lt;br&gt;Professor and Head, Department of Management Studies, Madras University, Chennai</td>
<td>External Expert</td>
</tr>
<tr>
<td>3.</td>
<td><strong>Mr.K.V.V.Giri</strong>&lt;br&gt;President CCHA, M/S Vaishnavi freight logistics Pvt ltd.</td>
<td>External Expert</td>
</tr>
<tr>
<td>4.</td>
<td><strong>Mrs.Sripriya,</strong>&lt;br&gt;Operations Programme Manager, TCS</td>
<td>Alumni</td>
</tr>
<tr>
<td>5.</td>
<td><strong>Dr.S.Vasantha,</strong>&lt;br&gt;Professor, School of Management Studies, VISTAS, Chennai-600117</td>
<td>Internal Member</td>
</tr>
<tr>
<td>6.</td>
<td><strong>Dr.S.Preetha,</strong>&lt;br&gt;Associate Professor, School of Management Studies, VISTAS, Chennai-600117</td>
<td>Internal Member</td>
</tr>
<tr>
<td>7.</td>
<td><strong>Dr.G.Rajini</strong>&lt;br&gt;Associate Professor, School of Management Studies, VISTAS, Chennai-600117</td>
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<tr>
<td>8.</td>
<td><strong>Dr.P.Shalini</strong>&lt;br&gt;Associate Professor, School of Management Studies, VISTAS, Chennai-600117</td>
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</tr>
<tr>
<td>9.</td>
<td><strong>Dr.P.G.Thirumagal</strong>&lt;br&gt;Assistant Professor, School of Management Studies, VISTAS, Chennai-600117</td>
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</tr>
<tr>
<td>10.</td>
<td><strong>Dr.Madhumita.G</strong>&lt;br&gt;Assistant Professor, School of Management Studies, VISTAS, Chennai-600117</td>
<td>Internal Member</td>
</tr>
</tbody>
</table>
1. ELIGIBILITY FOR THE AWARD OF DEGREE:

A candidate shall be eligible for the award of the Degree only if he/she has satisfactorily undergone the prescribed Course of Study in a College affiliated to this University for a period of not less than TWO academic years and, passed the examinations of all the FOUR Semesters.

2. DURATION OF THE COURSE:

The course for FULL-TIME students shall extend over a period of TWO academic years consisting of FOUR Semesters. Each academic year shall be divided into Two Semesters. The FIRST academic year shall comprise the First & Second Semesters, the SECOND academic year the Third & Fourth Semesters.

The ODD Semesters shall consist of the period from July to November of each year and the EVEN Semesters from January to April of each year.

The duration of each semester will be about 16 weeks. The subjects of study shall be in accordance with the syllabus prescribed from time to time which may be amended through a board of studies members.

CONDITIONS FOR ADMISSION:

Candidates shall be required to have passed any Bachelor's Degree of any University/Institute of college or of any other University or a qualification accepted by the Syndicate of this University as equivalent thereto, shall be eligible for admission to MBA Degree Course.
3.1. COURSE OF STUDY AND SCHEME OF EXAMINATIONS (FULL TIME)

The total number of subjects of study shall be 25 out of which 17 shall be compulsory subjects and of the remaining 8 will be Electives, Internship after Second semester and Project Work in the Final Semester with a Viva-voce.

The FULL-TIME candidates shall take 8 subjects (Theory) in the First semester, 8 subjects (Theory) in the Second Semester, 9 subjects (Theory) in the Third Semester and a Summer Internship and a Project Work.

3.2. ELECTIVE SUBJECTS:

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

PROJECT REPORT & VIVA VOCE:

The Project Report must be submitted through the Supervisor and the Head of the Department at the end of the final semester i.e following the third semester Examination failing which the candidate will be treated as appearing on a second occasion and shall NOT BE ELIGIBLE for First Class and Ranking.

### MBA – LSM

#### SEMESTER I

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Hour / Week</th>
<th>Credits</th>
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<tbody>
<tr>
<td>18CMBL11</td>
<td>Management principles and Organizational Behaviour</td>
<td>4 0 0</td>
<td>4</td>
</tr>
<tr>
<td>18CMBL12</td>
<td>Business Statistics &amp; Quantitative Techniques</td>
<td>3 1 0</td>
<td>4</td>
</tr>
<tr>
<td>18CMBL13</td>
<td>Managerial Economics</td>
<td>4 0 0</td>
<td>4</td>
</tr>
<tr>
<td>18CMBL14</td>
<td>Financial Reporting , Statements &amp; Analysis</td>
<td>3 1 0</td>
<td>4</td>
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<tr>
<td>18CMBL15</td>
<td>Legal &amp; Business Environment</td>
<td>4 0 0</td>
<td>4</td>
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<td>18CMBL16</td>
<td>Business Communication</td>
<td>4 0 0</td>
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</tr>
<tr>
<td>18CMBL17</td>
<td>Computer Applications for Business</td>
<td>4 0 0</td>
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<td>18PMBL11</td>
<td>Community Development Project / MOOC / Outbound Experiential Learning Programme</td>
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<td></td>
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<td>26 2 2</td>
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### SEMESTER II

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<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Lecture</td>
<td>Tutorial</td>
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<tr>
<td>18CMBL21</td>
<td>Global Environment of Business</td>
<td>4</td>
<td>0</td>
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<tr>
<td>18CMBL22</td>
<td>Marketing Management</td>
<td>4</td>
<td>0</td>
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<tr>
<td>18CMBL23</td>
<td>Fundamentals of Logistics &amp; Supply Chain Management</td>
<td>4</td>
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<tr>
<td>18CMBL24</td>
<td>Maritime Business</td>
<td>4</td>
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</tr>
<tr>
<td>18CMBL25</td>
<td>Maritime Economics</td>
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<td>18CMBL26</td>
<td>Transportation &amp; Distribution Management</td>
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<tr>
<td>18EMBL....</td>
<td>Elective I</td>
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|         |                                                  |             |         |           | 27        |

| 18IMBL21 | Internship                                      | 0           | 0       | 0         | **6**     |

### SEMESTER III

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<tr>
<td></td>
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<td>Lecture</td>
<td>Tutorial</td>
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<td>18CMBL31</td>
<td>Enterprise Resource Planning</td>
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<td>18EMBL....</td>
<td>Elective II</td>
<td>4</td>
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<tr>
<td>18EMBL....</td>
<td>Elective III</td>
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<tr>
<td>18EMBL....</td>
<td>Elective IV</td>
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<tr>
<td>18EMBL....</td>
<td>Elective V</td>
<td>3</td>
<td>0</td>
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<tr>
<td>18EMBL....</td>
<td>Elective VI</td>
<td>3</td>
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<td>18EMBL....</td>
<td>Elective VIII</td>
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|         |                                           |             |         |           | 26        |

### SEMESTER IV

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<th>Credits</th>
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<td></td>
<td>Lecture</td>
<td>Tutorial</td>
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<tr>
<td>18RMBL41</td>
<td>Project</td>
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</tbody>
</table>

|         |        | 0           | 0       | 28       | **14**    |

**Total Credits: 102**
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.

### ELECTIVE COURSES – II SEMESTER

<table>
<thead>
<tr>
<th>FUNCTIONAL AREA</th>
<th>CODE</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics</td>
<td>18EMBL21</td>
<td>Multimodal Transportation Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL22</td>
<td>Logistics Concepts &amp; Planning</td>
</tr>
<tr>
<td></td>
<td>18EMBL23</td>
<td>Inland Waterways Management</td>
</tr>
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</table>

### ELECTIVE COURSES – III SEMESTER

<table>
<thead>
<tr>
<th>FUNCTIONAL AREA</th>
<th>CODE</th>
<th>COURSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics &amp; Shipping</td>
<td>18EMBL31</td>
<td>Commercial Geography</td>
</tr>
<tr>
<td></td>
<td>18EMBL32</td>
<td>Air Cargo Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL33</td>
<td>Dry Cargo Chartering and Port Agency</td>
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<tr>
<td></td>
<td>18EMBL34</td>
<td>Liner Trade and Freight Forwarding</td>
</tr>
<tr>
<td></td>
<td>18EMBL35</td>
<td>Shipping Law and Marine Insurance</td>
</tr>
<tr>
<td></td>
<td>18EMBL36</td>
<td>Customs Laws and procedures</td>
</tr>
<tr>
<td></td>
<td>18EMBL37</td>
<td>Container Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL38</td>
<td>Inland Transport Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL39</td>
<td>Delivery Management</td>
</tr>
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<td></td>
<td>18EMBL40</td>
<td>International Transport Law</td>
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<td>18EMBL41</td>
<td>Export-Import Documentation</td>
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<td>Supply Chain</td>
<td>18EMBL42</td>
<td>Warehousing and Inventory Management</td>
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<td>18EMBL43</td>
<td>Global Procurement Management</td>
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<td>18EMBL44</td>
<td>Green Supply Chain Management</td>
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<td>18EMBL45</td>
<td>Supply Chain Analytics</td>
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<td>18EMBL46</td>
<td>Vendor Managed Inventory</td>
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<td></td>
<td>18EMBL47</td>
<td>Global SCM</td>
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<td></td>
<td>18EMBL48</td>
<td>Sourcing Management</td>
</tr>
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<td>FUNCTIONAL AREA</td>
<td>CODE</td>
<td>COURSES</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Operations</td>
<td>18EMBL49</td>
<td>Lean Six Sigma</td>
</tr>
<tr>
<td></td>
<td>18EMBL50</td>
<td>Project Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL51</td>
<td>Operations Research Applications</td>
</tr>
<tr>
<td></td>
<td>18EMBL52</td>
<td>Total Quality Management</td>
</tr>
<tr>
<td></td>
<td>18EMBL53</td>
<td>World Class Manufacturing</td>
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<td></td>
<td>18EMBL54</td>
<td>Behavioural Operations Management</td>
</tr>
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<td></td>
<td>18EMBL55</td>
<td>Management of Manufacturing Systems</td>
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<td></td>
<td>18EMBL56</td>
<td>Operations Strategy</td>
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<td>18EMBL57</td>
<td>Services Operations Management</td>
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<td>Entrepreneurship</td>
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<td>Environmental Studies</td>
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<td></td>
<td>18EMBL59</td>
<td>Indian Ethos and Business Ethics</td>
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<td></td>
<td>18EMBL60</td>
<td>Business Policy &amp; Strategy</td>
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<tr>
<td></td>
<td>18EMBL61</td>
<td>E-Business</td>
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</tbody>
</table>

### 4. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER:

a. Candidates shall register their names for the First Semester Examination after the admission in PG Courses.

b. Candidates shall be permitted to proceed from, the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination subject to the condition that the candidates should register for all the arrears subjects of earlier semester along with current (subsequent) Semester subjects.

c. Students appearing for the University examinations must have a minimum of 75% attendance, failing which will not be permitted to write the examinations.

d. However, the University may condone he attendance shortage of 10% after collecting a condonation fee from the students who have secured 65 to 74% of attendance.

e. The students who have secured less than 65% attendance are not eligible to write the respective semester examination. He / She has to rejoin and re-do the respective semester course in the next academic year by paying the prescribed tuition fee.

f. Condonation for deficiency of attendance will not be granted as a matter of routine.
5. EXAMINATIONS:

There shall be four examinations, first semester examination will be held in Nov/Dec of the first year and the second semester examination at April/May of the first year. Similarly the third and fourth semester examinations will be held during Nov/Dec and April/May of the second year respectively. Max. no. of attempts is 8.

6. PASSING MINIMUM:

i. A candidate who secures not less than 50 percent marks in the External Written Examination and the aggregate (i.e. Written Examination Marks and the Internal Assessment Marks put together) respectively of each paper shall be declared to have passed the examination in that subject.

ii. 
   a. A candidate shall be declared to have passed Project Work and Viva-Voce respectively, if he/she secures a minimum 50 percent marks in the Project Work Evaluation and the Viva Voce respectively.
   b. A candidate failing in any subject will be permitted to appear for the examinations again on a subsequent occasion without putting in any additional attendance.
   c. A candidate who fails in either Project Work or Viva-Voce shall be permitted to redo the Project Work for evaluation and reappear for the Viva-Voce on a subsequent occasion, if so recommended by the Examiners.

iii. A Candidate who successfully completes the course and passes the examinations of all the FOUR Semesters prescribed as per Scheme of Examinations earning prescribed CREDITS shall be declared to have qualified for the Degree, provided the whole course has been completed within a maximum of 4 YEARS from the date of initially joining the course in the case of a FULL-TIME candidates.

7. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Successful candidates securing not less than 60 percent in the aggregate of the marks prescribed for the Course shall be declared to have qualified for the Degree in First Class, provided they have passed the Project Work and the Viva-Voce at the FIRST appearance and the
Examination of all the other subjects within TWO YEARS after their admission in the case of FULL-TIME students.

Successful candidates securing not less than 75 percent in the aggregate of the marks prescribed for the Course shall be declared to have qualified for the Degree in First Class with Distinction provided they pass all the examinations prescribed for the course at the First Appearance / instance. All other successful candidates shall be declared to have passed reexamination in the Second Class.

8. GRADING SYSTEM

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade

<table>
<thead>
<tr>
<th>Marks</th>
<th>Grade Points</th>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>90-100</td>
<td>10</td>
<td>O</td>
<td>OUTSTANDING</td>
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<tr>
<td>85-89</td>
<td>9</td>
<td>A+</td>
<td>EXCELLENT</td>
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<tr>
<td>80-84</td>
<td>8</td>
<td>A</td>
<td>VERY GOOD</td>
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<tr>
<td>75-79</td>
<td>7.5</td>
<td>B+</td>
<td>GOOD</td>
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<tr>
<td>70-74</td>
<td>7</td>
<td>B</td>
<td>ABOVE AVERAGE</td>
</tr>
<tr>
<td>60-69</td>
<td>6</td>
<td>C</td>
<td>AVERAGE</td>
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<tr>
<td>50-59</td>
<td>5</td>
<td>D</td>
<td>MINIMUM FOR PASS</td>
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<td>00 - 49</td>
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<td>RA</td>
<td>REAPPEAR</td>
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<tr>
<td>-</td>
<td>AAA</td>
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<td>ABSENT</td>
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</table>

Calculation of GPA & CGPA

\[
GPA = \frac{\sum (C \times GP)}{\sum C} \\
CGPA = \frac{\sum_{i=1}^{n} (C_i \times GP_i)}{\sum_{i=1}^{n} C_i}
\]

n = Number of subjects
C = Credit for the academic courses successfully completed
GP = Grade point for the courses successfully completed
GPA = Grade point average for all the courses successfully completed in the current semester examination
CGPA = Cumulative grade point average

**Overall Performance:**

<table>
<thead>
<tr>
<th>CGPA</th>
<th>Grade</th>
<th>Class</th>
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<tbody>
<tr>
<td>5.00 - 5.99</td>
<td>D</td>
<td>Second Class</td>
</tr>
<tr>
<td>6.00 - 6.99</td>
<td>C</td>
<td>First Class</td>
</tr>
<tr>
<td>7.00 - 7.49</td>
<td>B</td>
<td></td>
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<tr>
<td>7.50 - 7.99</td>
<td>B+</td>
<td>First Class with Distinction</td>
</tr>
<tr>
<td>8.00 - 8.49</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>8.50 - 8.99</td>
<td>A+</td>
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<tr>
<td>9.00 - 10.0</td>
<td>O</td>
<td>First Class - Outstanding</td>
</tr>
</tbody>
</table>

*The candidates who have passed in the first appearance and within the prescribed semester of the PG Programme (Core, Elective, Non-major Electives and Extra-Disciplinary courses alone) are eligible.

9. **RANKING:**
Candidates who pass all the examinations prescribed for the Course In the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking/Distinction provided in the case of Candidates who pass all the examinations prescribed for the Course with a break in the First Appearance due to the reasons as furnished in the Regulations under REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER are only eligible for Classification.

10. **QUESTION PAPER PATTERN**
Total Marks for each subject 100 Marks
University Exam 60 Marks
Internal Assessment 40 Marks

**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)
## MBA – LSM

### SEMESTER I

<table>
<thead>
<tr>
<th>Code</th>
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**Total Credits:** 29

### SEMESTER II

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**Total Credits:** 27

18IMBL21 Internship                        | 0 0 0       | 6       |
### SEMESTER III

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**Total Credits: 26**

### SEMESTER IV

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**Total Credits: 102**

### ELECTIVE COURSES – II SEMESTER

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## ELECTIVE COURSES – III SEMESTER

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<td>Dry Cargo Chartering and Port Agency</td>
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<td>18EMBL35</td>
<td>Shipping Law and Marine Insurance</td>
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<td>18EMBL36</td>
<td>Customs Laws and procedures</td>
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<td>18EMBL37</td>
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SEMESTER I
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.

COURSE OUTCOMES:

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

CO – 1 : Discuss about the management and its historical development.
CO – 2 : Assess the fundamentals of organizational behavior and OB Model.
CO – 3 : Analyze the behavior of individuals and groups in organizations.
CO – 4 : Summarize the perceptions, learning, attitudes, and motivation in organizations.
CO – 5 : Analyze the teams and organizations, evaluating transaction analysis.
CO – 6 : Compare and contrast power and influence of leadership.
CO – 7 : Assess the knowledge about the organization structure and its types.
CO – 8 : Describe about the line and staff authority.
CO – 9 : Demonstrate the dynamics of organizational change.
CO – 10 : Identify the major issues in business ethics and corporate social responsibility.

UNIT I  INTRODUCTION TO MANAGEMENT


UNIT II  INDIVIDUAL PROCESS IN ORGANIZATIONS

UNIT III INTERPERSONAL PROCESS IN ORGANIZATIONS


UNIT IV ORGANISATIONAL PROCESS


UNIT V ORGANIZATIONAL DEVELOPMENT

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

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

- To acquaint the student with the applications of Statistics and Operations Research to business and industry
- To help them to grasp the significance of analytical techniques in decision making.
- To test on the application of Operations Research to business related problems.

COURSE OUTCOMES:

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

CO – 1: Formulate a Linear programming problem.
CO – 2: Solve the formulation of Linear programming.
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.
CO – 6: Explain the different network models.
CO – 7: Evaluate the solution for game theory.
CO – 8: Solve the game theory using dominance.
CO – 9: Understand the descriptive statistics and probability.
CO – 10: Apply the statistical techniques in reality to market scenario.

UNIT I  LINEAR PROGRAMMING  12


UNIT II  TRANSPORTATION AND ASSIGNMENT  12

Transportation Model – Initial Solution: North West Corner Rule, Least Cost Method, Vogel’s Approximation method – Assignment Problem.

UNIT III  NETWORK MODELS  12


UNIT IV  GAME THEORY  12
Game Theory – Game – Zero-sum games and Non-zero sum games – Pure & Mixed Strategy –
Maximin–Minimax Principle – Dominance Property.

UNIT V STATISTICS

Regression.

TOTAL: 60 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

5. A. Ravindren, Don T. Phillips and James J. Solberg, Operations Research Principles and
COURSE OBJECTIVE:

- The study the concept of Managerial Economics by applying a series of basic economics principles.
- To gain knowledge on issues related to optimal pricing strategies, demand forecasting, and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools.
- To analyse how to incorporate a global perspective to their managerial economics box of tools.

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 : Study the life cycle of a product
CO – 3 : Forecast demand for a product and decide on the demand decisions.
CO – 4 : Know what to produce, where to, when to, how to, for whom to.
CO – 5 : Frame policy for production to minimize the cost and maximize the profit.
CO – 6 : Construct the cost function.
CO – 7 : Reorganise the basics of market structures and their environment.
CO – 8 : Decide on the input and output decisions.
CO – 9 : Know the basic theories related to business practices.
CO – 10 : Enable them to take a decision with given business situation

UNIT I INTERRODUCTION

UNIT II DEMAND DECISIONS

UNIT III OUTPUT DECISIONS
Input-Output Decisions - Production function – Cost and managerial decision making – Cobb-

UNIT IV     PRICE-OUTPUT DECISIONS     12


UNIT V     ECONOMIC THEORY     12


TOTAL: 60 HOURS

TEXT BOOKS:

1. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, 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
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.

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: Outline the accounting process
CO – 3: Prepare financial statements through ratio analysis.
CO – 4: Analyze financial reports of financial instruments, mutual funds,
CO – 5: Prepare cash flow and fund flow statement
CO – 6: Analyze cash flow and fund flow statement
CO – 8: Identify various sources of Finance
CO – 9: Estimate work capital of an organization.
CO – 10: Estimate components of work capital.

UNIT I  INTRODUCTION


UNIT II  ANALYSIS OF FINANCIAL STATEMENTS

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


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

TEXT BOOKS:

REFERENCE BOOKS:
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 read, interpret the various act related to business, property and business.
- To identify the rights related to copyrights and patents.

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 evolvement of business enterprises
CO – 6 : Enhance knowledge on bailment and pledge
CO – 7 : Encourage learners to differentiate between guarantee and indemnity
CO – 8 : Proper knowledge on copyrights and trademarks.
CO – 9 : Gain wisdom on various business protection laws
CO – 10 : Recognize the functioning of businesses, identifying potential business opportunities.

UNIT I INTRODUCTION

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


UNIT III CONTRACT MANAGEMENT


UNIT IV TRANSFER OF OWNERSHIP& PROPERTY

UNIT V COPYRIGHTS & TRADEMARKS 12

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

TOTAL: 60 HOURS

TEXT BOOKS:

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

REFERENCE BOOKS:

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.

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 : Communicate in an effective manner.
CO – 3 : Shine as a better leader and guide the team with effective communication skills.
CO – 4 : Application of oral and written communication.
CO – 5 : Evaluate the effectiveness of revising and checking the messages.
CO – 6 : Use of appropriate technology for business presentations and digital communication.
CO – 7 : Write E-mails in a structured pattern.
CO – 8 : Well versed with the skills of writing an email - Introduction, Body and Conclusion.
CO – 9 : Employ the art of report preparation and writing various types of letters.
CO – 10 : Develop the skills of oral presentation.

UNIT I INTRODUCTION


UNIT II OVERVIEW

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 III REVISING AND CHECKING MESSAGES

Revising to improve the content and sentence structure, Avoiding redundant phrases and words, Proof-reading to correct grammar, spelling, punctuation, format, and mechanics, Evaluating whether the message achieves its purpose.

UNIT IV EMAIL WRITING

12
The Process of Writing Emails, Breaking it Down – The PAIBO Technique, Structuring an Email – The 3 T’s – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off. Presentation – 3 (Delivery)- Graded Team Presentations- Group 1- Graded Team Presentations- Group 2- Reading, listening & Questioning.

UNIT V REPORTS AND PRESENTATIONS


TOTAL: 60 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

CO – 1 : Evaluate the fundamentals of internet with regard to its safety
CO – 2 : Explain the basics of hardware and software.
CO – 3 : Identify different components of hardware systems, cables & assemblies.
CO – 4 : Discuss about the file management, word processing.
CO – 6 : Demonstrate the ease to work with MS Word.
CO – 7 : Explain the fundamentals of MS EXCEL with various functions and commands.
CO – 8 : Demonstrate the working of MS Excel using filters, templates, preparations of charts.
CO – 9 : Elucidate the need of MS PowerPoint, design & templates
CO – 10 : Manipulate records, creating records and web designing using MS Powerpoint.

UNIT I  INTRODUCTION TO BASICS  12
Internet Basics, Internet Safety, Hardware/Software Basics.

UNIT II  IDENTIFY COMPONENTS OF A HARDWARE SYSTEM  12

UNIT III  MICROSOFT WORD  12
Microsoft Word, Terminology, Word Basics, Editing, Helpful Word, Features, Formatting
Literacy at the keyboard Word Processing – Microsoft Word – Continued, Formatting, Document Commands, Mail Merge, Spreadsheets.

UNIT IV  MICROSOFT EXCEL  12
Microsoft Excel, Terminology Excel Basics, Formatting Worksheets, Organizing the Worksheet, Formulas/Functions Spreadsheets – Microsoft Excel – Continued, Formulas/Functions, Continued, Sorting, Filters, and Templates, Charts, Presentations.
UNIT V  MICROSOFT POWERPOINT


TOTAL: 60 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

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.
CO – 6 : Appraise the functions of Export processing and special Economic Zone.
CO – 7 : Revise the economic environmental analysis and role of infrastructure.
CO – 8 : Outline global business environment and global strategic management practices.
CO – 9 : Explain the concept of Globalization.
CO – 10 : Identify the Micro Environmental factors.

UNIT I FOREIGN TRADE


UNIT II RISK MANAGEMENT

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

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 \hspace{2cm} ECONOMIC ENVIRONMENT \hspace{2cm} 12

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

UNIT V \hspace{2cm} GLOBALIZATION \hspace{2cm} 12


TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
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

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 moulding the company 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
CO – 6 : Employ the positioning strategies used by the companies for their products.
CO – 7 : Label the importance of products, branding and new product development.
CO – 8 : Classify the importance of integrated marketing communications.
CO – 9 : Dramatise the importance of marketing research in decision making.
CO – 10 : Choose plan for the future demand based on prediction.

UNIT I  INTRODUCTION


UNIT II  CONSUMER MARKETS


UNIT III  MARKET SEGMENTATION

UNIT IV MARKETING PROGRAMME


UNIT V MARKETING RESEARCH


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

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

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

COURSE OUTCOMES:

At the end of the course, the 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.
CO – 6 : Analyze the functions of warehouse, criteria for selection of warehouse.
CO – 7 : Examine various trends in Logistics & Supply Chain Management.
CO – 8 : Identify various financial issues in the effective performance of logistics.
CO – 9 : Justify various criteria for measuring the Supply chain & Logistic performance.
CO – 10 : Examine integration of IT solutions for Logistics and Supply Chain.

UNIT I  
OVERVIEW OF LOGISTICS:  
12

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

UNIT II  
SUPPLY CHAIN MANAGEMENT  
12

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

UNIT III INVENTORY AND WAREHOUSING 12
Demand forecasting -- Strategic sourcing --Inventory management-Concept and Types of Inventory, Functions of Inventory -Elements of Inventory Costs, Inventory Management – vendor development – Vendor Inventory- warehouse - Warehousing Functions – Types – Site Selection – Layout Design.

UNIT IV LOGISTICS ADMINISTRATION 12
Trends of Logistics & Supply Chain Management, Logistics Service Provides (LSP), Supply chain integration -Role of 3 PL and 4 PL - Order Fulfillment-Financial Flow in Supply Chain, Reverse Logistics design and management- Logistics information system.

UNIT V LOGISTICS & SUPPLY CHAIN PERFORMANCE 12

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
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.

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.
CO – 6 : Evaluate the significance and participants of liners.
CO – 7 : Examine the importance of containerization
CO – 8 : Appraise various types of containers used in ocean transport.
CO – 9 : Demonstrate how containerization has helped in multimodal transportation.
CO – 10 : Analyze, compare container freight rates and interpret various INCOTERMS

UNIT I INTRODUCTION TO MARITIME BUSINESS


UNIT II LINERS

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
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

UNIT V MARITIME GEOGRAPHY 12

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
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.

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.
CO – 6 : To criticize and learn about the various costs in the shipping industry.
CO – 7 : Illustrate on the supply of shipping services.
CO – 8 : Investigate on the productivity and supply trends of shipping industry.
CO – 9 : Review on the pricing of shipping services.
CO – 10 : Clarify the concept of freight futures and options.

UNIT I  FUNDAMENTAL CONCEPTS  12


UNIT II  SUPPLY ANALYSIS  12


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

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

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

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

CO – 1: Design well versed in distribution techniques in the supply chain.
CO – 2: Develop the various distribution network models
CO – 3: Make use of the advantages and disadvantages of the various models.
CO – 4: Plan for the different distribution networks
CO – 5: Gain knowledge about the distribution requirements planning.
CO – 6: Rewrite the role of transportation in logistics and business.
CO – 7: Predict the scope and relationship of transportation with other business functions
CO – 8: Illustrate on the various modes of transportation and the selection decisions.
CO – 9: Gain well verse knowledge on vehicle routing and scheduling.
CO – 10: Identify the issues involved in international transportation.

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

UNIT II PLANNING
Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

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

UNIT IV TRANSPORTATION
International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

UNIT V INFORMATION TECHNOLOGY (IT) 12

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

TOTAL: 60 HOURS

TEXT BOOKS:
1. David Lowe, Lowe’s Transport Manager's and Operator's Handbook 2019

REFERENCE BOOKS:
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.

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 : Describe the various participants in multimodal transportation.
CO – 3 : Describe the various modes of international multimodal transportation.
CO – 4 : Describe about the multimodal and intermodal transportation.
CO – 5 : Describe about the freight costing and pricing.
CO – 6 : Describe various issues involved in the rail mode of transportation.
CO – 7 : Describe about the air transport and IATA.
CO – 8 : Describe about maritime transportation.
CO – 9 : Describe about air modes of transportation.
CO – 10 : Discuss about the various aspects air cargo transport.

UNIT I    MULTI MODAL TRANSPORTATION

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

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

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

UNIT V CONTRACT


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

CO – 1 : Explain the scope of logistics in business.
CO – 2 : Explain logistics and supply chain management
CO – 3 : Explain the core and support activities in logistics.
CO – 4 : Explain about the logistical integration hierarchy
CO – 5 : Explain the various issues in logistics integration.
CO – 6 : Explain about the logistical performance cycles.
CO – 7 : Explain about the logistics channel participants and supply chain relationships.
CO – 8 : Explain about the various risks involved in logistics.
CO – 9 : Explain about logistics re-engineering.
CO – 10 : Explain about logistical environmental assessment and other logistics systems.

UNIT I  INTRODUCTION LOGISTICS

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

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

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

TEXT BOOKS:


REFERENCE BOOKS:

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
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.

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 : Describe the Bridges & Tunnel system for logistics.
CO – 4 : Describe the National regulations for logistics in India.
CO – 5 : Explain on the concepts of boating safety.
CO – 6 : Identify the special risks that are involved in safety
CO – 7 : Analyze the loading and weight distribution.
CO – 8 : Describe the various concepts of risk based on the implementation of safety.
CO – 9 : Explain on the latest trends and technologies support inland waterways for logistics.
CO – 10 : Evaluate the Cost benefit analysis using inland waterways.

UNIT I MODES OF TRANSPORTS

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

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

UNIT III SAFETY
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

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

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

TEXT BOOKS:


REFERENCE BOOKS:

1. Walter Havighurst, Voices on the river,, Castle Books, 2009
SEMESTER III
COURSE OBJECTIVE:

- To make student able to build an understanding of the fundamental concepts of ERP systems, their architecture, and working of different modules in ERP. Students will also be develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- To understand and able to build an understanding of the fundamental concepts of ERP system.
- To learn ERP architecture, and working of different modules in ERP.
- To comprehend to create and plan the modules utilized in ERP frameworks, and can redo the current modules of ERP frameworks.

COURSE OUTCOMES:

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

CO – 1 : Describe how an integrated information system can support effective.
CO – 2 : Comprehend the technical aspects of ERP systems.
CO – 3 : Describe the module in distinguishing the characteristics of ERP software.
CO – 4 : Map business processes using process mapping techniques.
CO – 5 : Explain the concepts of reengineering and how they relate to ERP system.
CO – 6 : Explain the advancement of ERP frameworks.
CO – 7 : Elaborate the steps and activities in the ERP life cycle.
CO – 8 : Run of the mill usefulness in an ERP framework.
CO – 9 : Describe typical functionality in an ERP system.
CO – 10 : Critically evaluate the ERP implementation packages.

UNIT I  INTRODUCTION

Introduction to ERP, Evolution of ERP, Reasons for the growth of ERP, Scenario and Justification of ERP in India, Evaluation of ERP, Various Modules of ERP, Advantage of ERP.

UNIT II  OVERVIEW OF ENTERPRISE


UNIT III  ERP AND RELATED TECHNOLOGIES
ERP and Related Technologies, Business Process Reengineering (BPR), Management Information System (MIS), Executive Information System (EIS), Decision support System (DSS), Supply Chain Management (SCM)

UNIT IV ERP MODULES
ERP Modules, Introduction, Finance, Plant Maintenance, Quality Management, Materials Management, ERP Market. A Comparative Assessment and Selection of ERP Packages and Modules – Case Study

UNIT V ERP IMPLEMENTATION
ERP implementation lifecycle, issues in implementing ERP packages, pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation, team training, testing, going live, end-user training, post implementation (Maintenance mode).

TOTAL: 60 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
ELECTIVE COURSES – LOGISTICS & SHIPPING

18EMBL31 COMMERCIAL GEOGRAPHY 4004

COURSE OBJECTIVE:

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

COURSE OUTCOMES:
At the end of the course, the 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.
CO – 6 : Analyze India’s trade in commodities.
CO – 7 : Discuss about port transportation and infrastructure for commodities.
CO – 8 : Generalize about the major Indian industries and their location and contribution
CO – 9 : Indicate India’s agricultural resources, major agricultural exports
CO – 10 : Emphasize the role of climate in agricultural exports.

UNIT I COMMERCIAL GEOGRAPHY 12

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

UNIT II COMMODITIES 12

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

UNIT III INDUSTRIES 12

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

UNIT IV AGRICULTURE 12

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

UNIT V PORTS 12

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

TOTAL: 60 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

CO – 1 : Learn about the airports and aircrafts.

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

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

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

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

CO – 6 : Know about the various IATA and ICAO airport and airline codes.

CO – 7 : Explain about the air transport and IATA.

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

CO – 9 : Explain about air mode of transportation.

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

UNIT I AIR PORTS AND SHIPMENT

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

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

UNIT III AIRWAY BILLS

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

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

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

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

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

COURSE OUTCOMES:

At the end of the course, the 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
CO – 6 : Describe the central importance of ship classification
CO – 7 : Describe the nature, characteristics, hazards and stowage requirements
CO – 8 : Describe the different subdivisions within these categories
CO – 9 : Describe the nature and characteristics, main places of origin
CO – 10 : Describe the stowage factors of goods.

UNIT 1  DRY CARGO SHIPS


UNIT II    FINANCIAL ELEMENTS OF CHARTER PARTIES


UNIT III    SAFETY CERTIFICATES AND SURVEYS


UNIT IV    CARGO DOCUMENTATION


UNIT V    GEOGRAPHY OF WORLD TRADE

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

TOTAL: 45 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
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.

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
CO – 6 : Define the role of the main trade/operator organisations, and regulatory bodies
CO – 7 : List the different types and sizes of container ships
CO – 8 : List the types of ro-ro ships including passenger and freight ferries
CO – 9 : Define the liner trade concepts in International Shipping industry
CO – 10 : Describe the knowledge in unitization concept and INCOTERMs.

UNIT I BACKGROUND AND DEVELOPMENT LINER TRADE

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

UNIT II CARGOES, LINER CARGOES
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
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

UNIT V THE EXCHANGE OF GOODS TRANSFER & LAW
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

TEXT BOOKS:


REFERENCE BOOKS:


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.

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, express warranties
CO – 5 : Discuss the marine insurance claims processing
CO – 6 : Explore issues relating to marine insurance claims disputes,
CO – 7 : Debate the challenges and concerns to faced by the marine insurance in India
CO – 8 : Categorise the different stakeholders participating in the process
CO – 9 : Prepare the Salvage Charges, Subrogation and preparation of Letter of Subrogation
CO – 10: Clarify the 3rd party Liability, Institute Cargo clauses Institute War clauses

UNIT I SHIPING LAWS


UNIT II VARIOUS TYPES OF CONTRACTS


UNIT III LAW RELATING SHIPS

Registration Of Ships - Ownership – Ships Arrest / Liens / Mortgages - Admiralty Law – Alternate Dispute Resolution – Arbitration
UNIT IV  INTRODUCTION MARINE INSURANCE

UNIT V  MARINE INSURANCE POLICY.

TOTAL: 45 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
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

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.
CO – 6 : Recall about online filling of the various customs documents.
CO – 7 : Explain about Electronic Data Interchange in customs for exchanging customs documents
CO – 8 : Describe about various aspects of warehousing with reference import and export.
CO – 9 : Describe about the customs clearance procedures in airports and in sea ports.
CO – 10 : Explain about coastal goods and coastal vessels.

UNIT 1 OFFICERS OF CUSTOMS AND THEIR ROLES

UNIT II CUSTOMS DUTIES


UNIT III CLEARANCE AND PAYMENT OF DUTY

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

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


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

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
CO – 6 : Explain the importance of capital costs, the influence of bunker costs on the industry
CO – 7 : Understand some of the documentation used in the shipping process
CO – 8 : Discuss the structure of world containerized trade routes and the major container ports
CO – 9 : Present intermodal discipline in an integrated form
CO – 10 : Illustrate the solution of business related problems in intermodal operations.

UNIT I

MULTIMODAL TRANSPORT

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

UNIT II

CONTAINERISATION

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 in global trade. Types and functions of container terminals Gateway,
transshipment, transit, dedicated, common user. Terminal ownership- Global Container terminal operators- Regional terminal operators.

UNIT III CONTAINER TERMINOLOGY


UNIT IV INFRASTRUCTURE AND LAYOUT

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

UNIT V SHIP AND QUAY OPERATIONS


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:


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.

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.

CO – 6 : Employ the concepts of Palletization.

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

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

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

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

UNIT I  INTRODUCTION TO INLAND TRANSPORT

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

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

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


UNIT V WAREHOUSING, GENERAL CONSIDERATION, ASRS

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

TEXT BOOKS:
1. Mixing Inland & Coastal Water- C. Robert Koh And John. E 1979 Publisher (Elsevier) 2013
2. Logistics And Management – Reji Ismail 2008

REFERENCE 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.

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.
CO – 6: Analyze a portfolio of products/services and understand the role of your delivery.
CO – 7: Clarify role and responsibilities of a fulfillment manager.
CO – 8: Maximize the effectiveness of client interactions and improve the process.
CO – 9: Adapt to changing delivery requirements.
CO – 10: Integrate automation in the delivery management process.

UNIT I  FACILITY LOCATION

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

UNIT II  DISTRIBUTION

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

UNIT III  DISTRIBUTION NETWORKS


UNIT IV  DISTRIBUTION NETWORK STRATEGIES

**UNIT V E-BUSINESS**


**TOTAL: 45 HOURS**

**TEXT BOOKS:**


**REFERENCE BOOKS:**

1. Alan Rushton, John Oxley, Kogan, Handbook of Logistics & Distribution Management, 2006
COURSE OBJECTIVE:

- To understand multimodal transport, the details of customs, multi modal transport act.
- 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.

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
CO – 6 : Explore the applicable legal regimes in form of international transport conventions
CO – 7 : Present an overview on the customs Act
CO – 8 : Compare and contrast the contracting for carriage, types of contracts for transportation
CO – 9 : Evaluate the existing customs tariff
CO – 10 : Encapsulate the existing international trade laws for real time applications.

UNIT I     MOTOR VEHICLE ACT 1988


UNIT II     CENTRAL MOTOR VEHICLES RULES


UNIT III     MULTIMODAL TRANSPORTATION

UNIT IV CUSTOMS ACT 1962

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

UNIT V CUSTOMS DUTIES

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

TEXT BOOKS:


REFERENCE BOOKS:

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.

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.
CO – 6 : Describe the role of clearing and forwarding Agents
CO – 7 : State the custom formalities of imports
CO – 8 : Outline policy and institutional framework for exports and imports
CO – 9 : Summarize the export promotion council
CO – 10 : Summarize the commodity boards

UNIT I EXPORT


UNIT II DOCUMENTATION


UNIT III EXPORT CONTRACT

UNIT IV PRE-IMPORT PROCEDURE


UNIT V FOREIGN TRADE POLICY


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

18EMBL42 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.

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.
CO – 6 : Summarize the storage systems used in a warehouse.
CO – 7 : Evaluate the inventory management in the supply chain
CO – 8 : Measure the various inventory control techniques.
CO – 9 : Elaborate the use of warehouse management systems to manage warehouse operations.
CO – 10 : Compare the various manual and automated material handling systems

UNIT I INTRODUCTION TO WAREHOUSING
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
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
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

TOTAL: 45 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

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

COURSE OUTCOMES:

At the end of the course, the 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
CO – 6 : Extract value by developing strategies around each category of spend.
CO – 7 : Capable of using state-of-the art distribution practices to implement strategic
CO – 8 : Critically examine and reflect on the function of procurement, in local
CO – 9 : Demonstrate needed skills in negotiating pricing mechanism
CO – 10 : Apply procurement theories in workplace and create adding value to the organization

UNIT I  PROCUREMENT MANAGEMENT


UNIT II  FORECASTING


UNIT III  CUSTOMS ACT

Customs Act – other acts relating to export/import – Formalities for commencing – processing of export order – customs formalities – Export documentation – role of ECGC in export promotion –
terms of shipment – Export Promotion council - Role and functions of Export Promotion council, Commodity boards, Directorates of commercial intelligence and statistics, Indian trade promotion organization, IIFT. Export: Types of exporters-Registration of exporters. Major Export from India. Facilities available to EOU’S, SEZ’S, and Status holders duty drawback procedures other incentives.

UNIT IV DOCUMENTATION

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

UNIT V STRATEGIC SOURCING


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

CO – 1  : Explain the fundamental concepts of Green Supply Chain.
CO – 2  : Understand the Closed-loop Supply Chain.
CO – 3  : Explain the fundamental concepts of Eco-Design.
CO – 4  : Understand the various tools of Product Eco-Design.
CO – 5  : Explain the Green Procurement and Purchasing
CO – 6  : Identify the Green Supplier Development.
CO – 7  : Illustrate the 4Re’s.
CO – 8  : Explain the Lean Manufacturing for Green Manufacturing.
CO – 9  : Illustrate the Closing the Loop: Reverse Logistics.
CO – 10 : Explain the applications of Green Logistics and Transportation

UNIT I  INTRODUCTION

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

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

UNIT IV GREEN MANUFACTURING

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

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

TEXT BOOKS:


REFERENCE BOOKS:

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 describe the various techniques for analytics based on the Multi Attribute Decision Making (MADM) and risk
- To provide the applications of analytics in supply chain

COURSE OUTCOMES:

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

CO – 1 : Explain the fundamental concepts of Optimization.
CO – 3 : Understand on the implementation of analytics in location and layout.
CO – 4 : Analyze the inventory using aggregate production model.
CO – 5 : Identify the different quality models.
CO – 6 : Illustrate the quality problems for analytics.
CO – 7 : Explain the different dimensions using Analytic Hierarchy Process.
CO – 8 : Explain the different dimensions for Aggregate Production Planning (APP)
CO – 9 : Identify the type of analytics for Simulation in supply chain.
CO – 10 : Design the type of analytics for Simulation in supply chain.

UNIT I INTRODUCTION

Introduction – Overview on Supply Chain, Analytics and Supply Chain Analytics – Dashboards with relevant KPIs for Supply Chain – Optimization – Classification of optimization problems – Optimization for Analytics – Operations Research Techniques for Analytics

UNIT II LOCATION AND LAYOUT


UNIT III TOTAL QUALITY MANAGEMENT

UNIT IV   PLANNING & MULTI ATTRIBUTE DECISION MAKING

Capacity Planning – Measurement of Capacity: KPIs (Efficiency and Utilization) – Aggregate
Production Planning (APP): Model, Techniques – Multi Attribute Decision Making (MADM) –
Analytic Hierarchy Process

UNIT V   SIMULATION & DOE

Introduction to simulation – Type: Discrete and Continuous simulation – Simulation models – Steps
in Simulation study – Simulation for Analytics – Experimental Designs (Taguchi, RSD, Mixture
Design)

TOTAL: 45 HOURS

TEXT BOOKS:

1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications,

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
   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
COURSE OBJECTIVE:

- To provide a mutually explaining of how the customer uses its goods over the course of a year. Vendor managed inventory (VMI) implementations can be challenging. They not only require collaboration between the retailer and manufacturer;
- To integrate with technology and operations platforms.

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 : Explain the impact that the type of demand for goods and services
CO – 3 : Explain the inventory management models that help plan the inventory orders
CO – 4 : Evaluate the efficiency of Vendor Managed Inventory.
CO – 5 : Describe operational procurement processes and be able to explain procurement
CO – 6 : Describe the role of information technology in managing inventories
CO – 7 : Describe the rationale behind the application of vendor based inventory.
CO – 8 : Demonstrate how inventory control fits into the logistics organization.
CO – 9 : Learn how to use physical inventories and cycle counting
CO – 10 : Incorporate the concepts of supply chain integration in real time business

UNIT I SC M

What is SCM- Logistics Network Configuration-Model development-Model validation-Impact of aggregating customer & products on model accuracy-Number of required distribution centers-Inventory Management & Risk Pooling- Centralized versus decentralized systems-Managing inventory in the supply chain-Practical issues. Approaches forecast future demand-Inventory Management & Risk Pooling-The Value of Information

UNIT II SUPPLY CHAIN COORDINATION STRUCTURES

The bullwhip effect - Information sharing & decision rights-Centralized and decentralized decision-making and performance impact-The Value of Information-Effective forecasts-Information for the coordination of systems-Locating desired products-Lead-time reduction-Information and supply chain trade-offs-the Value of Information-Supply Chain Integration Implications of Demand and Supply Uncertainty
UNIT III SUPPLY CHAIN INTEGRATION


UNIT IV SUPPLY CHAIN DESIGN

Design for logistics-Supplier integration in new product development-Mass customization-Coordinated Product and Supply Chain Design-Customer Value and Supply Chain Management-Dimensions of customer value-Strategic pricing-Customer value measures

UNIT V INFORMATION TECHNOLOGY

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

TEXT BOOKS:

REFERENCE BOOKS:
COURSE OBJECTIVE:

- To explain the movement of cargo from vendor to end user across the globe
- To increase the value in product.
- To add value that includes improved quality and product accessibility across the world at optimal cost

COURSE OUTCOMES:

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

CO – 1 : Explain the various basic issues in international transportation.
CO – 2 : Explain the various participants in international transportation.
CO – 3 : Explain the various modes of international transportation and selection of the modes.
CO – 4 : Explain about the multimodal and intermodal transportation.
CO – 5 : Explain about the freight costing and pricing.
CO – 6 : Explain various issues involved in ocean mode of transportation.
CO – 7 : Explain about the various classifications of ships and shipping methods.
CO – 8 : Explain about risks and insurance in ocean transportation.
CO – 9 : Explain about air mode of transportation.
CO – 10 : Explain the advantages and disadvantages of air cargo transport.

UNIT I TRANSPORTATION

Meaning and Significance of International Transportation- Role of transportation in integrated logistics process, Basic principles of international transportation, Parties involved in international transportation, Significance of Transportation, Modes of International Transportation- Criteria for Selection of different modes of transportation, Multi Modal Transportation. Freight costing and pricing- Classification of Costs associated with Transportation process, Cost Strategies, Factors affecting, Transportation rate

UNIT II OCEAN MODE OF TRANSPORTATION

Features, Types and Terminology- Features, Advantages and Disadvantages of using sea mode, Classification of ships, Shipping Methods, S wage in Ship, Major Sea-routes around the world, Important Terminology, Freight, Parties and Perils Associated with Sea Mode- Parties involved in
sea mode of transportation- Ocean Freight- Types of Sea Freight, Calculation of Freight; Maritime Risks, Marine Insurance.

UNIT III AIR AND FREIGHT TRANSPORTATION

Features, Types and Terminology- Significant Features, Advantages and Constraints of Air transportation, Types of Carriers, Air Cargo Chain Operators, Legal Aspect of Carriage of Goods by Air; Freight Structure and \ organizational set up- ULD Concept, Air Cargo Tariff Structure- Air Freight Classification, Air Freight Calculation, Factors Affecting Air Freight Rates, Air Freight Consolidation, Role of IATA and TIACA in Air Cargo Industry.

UNIT IV LAND MODE

Transportation by Rail and Road, Meaning of Land mode of transportation, International Road Transportation, International Road Network, Advantages and Constraints of International Road Transport, International Rail Transportation, Advantages and Constraints of International Rail Transport; Pipeline as a Mode of Transportation and Concept of Multi-modalism, Concept of Containerization.

UNIT V EXIM PROCEDURE AND DOCUMENTATION

Export procedure in India, Import Procedure in India, Transport Documents, Mate Receipt, Bill of Lading – features and types, Air-way Bill, Lorry Receipt; INCOTERMS 2013; Packaging and Labeling for Exports- What is packaging? Functions of Packaging, Labeling the export packages, Packaging for different modes of transportation, Rail Receipt.

TOTAL: 45 HOURS

TEXT BOOKS:

1. Ewan Roy, what is global supply chain management? by Trade Ready, 2017

REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

CO – 1 : Explain about the fundamental Sourcing concepts.
CO – 2 : Evaluate the selection of supplier.
CO – 3 : Explain the Global Sourcing.
CO – 4 : Explain the various Performance Measurement and Evaluation.
CO – 5 : Explain the Sourcing in Supply Chain.
CO – 6 : Explain the Components of Sourcing.
CO – 7 : Explain the Analytical Tools in Sourcing.
CO – 8 : Explain the Pricing Analyses.
CO – 9 : Explain the Sourcing Risk.
CO – 10 : Explain the new trends.

UNIT I    INTRODUCTION


UNIT II    GLOBAL SOURCING

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

UNIT III    SUPPLY CHAIN


UNIT IV    ANALYTICAL TOOLS
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

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

TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

ELECTIVE COURSES – OPERATIONS

18EMBL49 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.

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

CO – 1 : Explain the principle and wastages of lean.
CO – 2 : Explain the implementation of lean tools.
CO – 3 : Design the current and future state mapping of Value Stream Mapping (VSM).
CO – 4 : Explain the lean concepts based on the Value Stream Mapping (VSM).
CO – 5 : Record knowledge of the concepts of TQM and Six Sigma.
CO – 6 : Explain the Six Sigma methodologies based on the implementation and tools.
CO – 7 : Explain the implementation of SPC tools using Six Sigma methodologies.
CO – 8 : Explain the DMAIC based on the implementation of tools and techniques.
CO – 9 : Record knowledge on the lean six sigma for successful implementation.
CO – 10 : Explain the implementation of tools based on the lean 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, Kaizen, Poka-Yoke and Single-Minute Exchange of Dies (SMED)

UNIT II TECHNIQUE: VALUE STREAM MAPPING 9

UNIT III SIX SIGMA 9
Evolution – TQM vs. Six Sigma – What is Six Sigma – Six Sigma methodologies Such as DMAIC, DFSS – Six Sigma Belts.

UNIT IV DMAIC: TOOLS

Define – Measure – Analyze – Improve – Control – SIPOC model – VOC – CTQ – Seven Quality or SPC tools such as Pare Analysis, Cause and Effect Diagram, Control Charts etc. – Process Capability Analysis such as $C_p$, $C_{pk}$ – Design of Experiments (DoE).

UNIT V LEAN SIX SIGMA


TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

CO – 1 : Explain about the fundamental project and operations concepts.
CO – 2 : Identify the project parameters based on the Project Management Process.
CO – 3 : Construct the project charter.
CO – 4 : Formulate the Work Breakdown Structure (WBS).
CO – 5 : Identify the Network technique for Project Management.
CO – 6 : Analysis the time using CPM.
CO – 7 : Identify the project cost.
CO – 8 : Evaluate the cost control using Earned Value Analysis (EVA).
CO – 9 : Identify the basic tools of quality control.
CO – 10 : Evaluate the quality using Pareto Analysis.

UNIT I  INTRODUCTION


UNIT II  INTEGRATION & SCOPE MANAGEMENT


UNIT III  TIME MANAGEMENT
Henry Clay Frick Hall

July 17 - July 20, 2018

Duration: 15 weeks

Module 1: Project Time Management

Project Time Management – Process of Project Time Management – Project Planning: Precedence Diagramming Method (PDM) – Project Scheduling: Critical Path Method (CPM), Program Evaluation and Review Technique (PERT), Gantt Chart

UNIT IV COST MANAGEMENT


UNIT V QUALITY MANAGEMENT


TOTAL: 45 HOURS

TEXT BOOKS:

REFERENCE BOOKS:
18EMBL51 OPERATIONS RESEARCH APPLICATIONS 3 0 0 3

COURSE OBJECTIVE:

- To acquaint the student with the applications of Operations Research to business and industry
- To help them to grasp the significance of analytical techniques in decision making.
- To test on the application of Operations Research to business related problems.

COURSE OUTCOMES:

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

CO – 1 : Evaluate Dynamic programming.
CO – 2 : Analyze the applications of Dynamic programming.
CO – 3 : Evaluate Flow shop in Two Machines.
CO – 4 : Evaluate Job shop in Two Machines.
CO – 5 : Analyze the applications of Project scheduling by PERT
CO – 6 : Analyze the applications of Project scheduling by CPM.
CO – 7 : Evaluate the Queuing System.
CO – 8 : Explain the Simulation models.
CO – 9 : Explain the Branch and bound method.
CO – 10 : Explain the Vehicle Routing Problems.

UNIT I DYNAMIC PROGRAMMING

Dynamic programming – Type – Forward and Backward Recursion – Application: Shortest-Route Problem, Knapsack Model, Work-Force size problem

UNIT II SCHEDULING SYSTEMS

Flow shop: Johnson ’s Method – Two Machines, Three Machines, More than three Machines
Graphical Method – Only Two Jobs – Job shop

UNIT III PROJECT SCHEDULING

PERT & CPM – Project scheduling by PERT/CPM – Cost considerations in PERT/CPM

UNIT IV QUEUING & SIMULATION

Queuing System – Four elements – Kendall’s Notation – Queuing models – Birth and Death Model – Simulation – Type: Discrete and Continuous simulation – Simulation models

UNIT V ADVANCED

TOTAL: 45 HOURS

TEXT BOOKS:
2. Singh & Kumar, Operation Research, UDH Publisher, 2013.

REFERENCE BOOKS:
COURSE OBJECTIVE:

- To explain the Quality concept, principles and its various tools.
- To explain the statistical process control for the implementation of quality management.
- To create an awareness about the ISO certification process and its need for the industries.

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 : Record knowledge of the standards of ISO.
CO – 4 : Explain the ISO system based on the implementation.
CO – 5 : Explain the implementation of SPC tools.
CO – 6 : Calculate the Process Capability.
CO – 7 : Record knowledge on the various techniques of quality management.
CO – 8 : Explain the implementation of PDCA cycle based on the problem solving method.
CO – 9 : Explain the Six Sigma methodologies based on the implementation and tools.
CO – 10 : Explain the implementation of SPC tools using Six Sigma methodologies.

UNIT I  INTRODUCTION

Evolution of Quality – Quality Definition and Contributions by Deming, Juran, Crosby, Feiganbaum, Ishikawa and Taguchi – Definition of quality management – Quality management Framework – Barriers or Obstacles for implementation of quality management – Cost of Quality

UNIT II  QUALITY MANAGEMENT SYSTEMS


UNIT III  STATISTICAL PROCESS CONTROL

Introduction – Pareto Analysis – Cause and Effect Diagram – Checklist or Checksheet – Process Flow Chart – His gram – Scatter Diagram – Statistical Fundamentals such as Mean and Standard deviation – Chance and Assignable Causes – Control Charts for Variables – Process Capability Analysis such as \( \text{C}_p \) and \( \text{C}_{pk} \) – Control Charts for Attributes.
UNIT IV       TOOLS AND TECHNIQUES

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

UNIT V       SIX SIGMA

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

TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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.

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 : Identify the layout based on the Strategic decisions and Choice of technology
CO – 3 : Explain the principle and wastages of JIT
CO – 4 : Explain the Kanban system.
CO – 5 : Describe on the concepts of quality definition based on the TQM and ISO system.
CO – 6 : Explain the implementation of quality tools.
CO – 7 : Analyze the failure for maintenance using reliability.
CO – 8 : Explain the various principles of Total productive Maintenance (TPM).
CO – 9 : Describe on the Flexible Manufacturing System (FMS) and Group Technology (GT).
CO – 10 : Evaluate the layout based on cellular manufacturing.

UNIT I INTRODUCTION

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


UNIT III TQM

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

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

**UNIT V  FMS AND GT**

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

**TOTAL: 45 HOURS**

**TEXT BOOKS:**


**REFERENCE BOOKS:**


2. R.P. Mohanty & S.G. Deshmukh, Advanced operations management, Pearson education (Singapore) P.Ltd
COURSE OBJECTIVE:

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

COURSE OUTCOMES:

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

CO – 1 : Explain about the fundamental production in Behavioural concepts.

CO – 2 : Explain the Behavioural Operations

CO – 3 : Explain the Process Constraints and Variability

CO – 4 : Explain the Process and Perception.

CO – 5 : Explain the Group Behavior.

CO – 6 : Explain the Designed to Game.

CO – 7 : Explain the implementation of Supply Chain.

CO – 8 : Explain the various risk of Supply Chain.

CO – 9 : Evaluate the Dynamic Pricing.

CO – 10 : Evaluate the Impulsiveness and Emotions.

UNIT I INTRODUCTION


UNIT II PRODUCTION AND SERVICE CONTEXTS – I

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

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

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
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

TEXT BOOKS:


REFERENCE BOOKS:

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.

COURSE OUTCOMES:

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

- CO – 1: Describe the types of Manufacturing system.
- CO – 2: Identify the Various methodologies
- CO – 3: Describe the Group Technology (GT).
- CO – 4: Explain the layout based on cellular manufacturing.
- CO – 5: Explain the principle and wastages of JIT.
- CO – 6: Explain the Kanban system.
- CO – 7: Explain the Theory of Constraints.
- CO – 8: Explain the various principles of Synchronous Manufacturing.
- CO – 9: Describe the Flexible Manufacturing System (FMS).
- CO – 10: Describe the Flexibility.

UNIT I INTRODUCTION


UNIT II CELLULAR MANUFACTURING SYSTEMS

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

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

UNIT IV SYNCHRONOUS MANUFACTURING

UNIT V FLEXIBLE MANUFACTURING SYSTEMS (FMS)

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

TEXT BOOKS:

REFERENCE BOOKS:
2. R.P. Mohanty & S.G. Deshmukh, Advanced operations management, Pearson education (Singapore) P.Ltd
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

COURSE OUTCOMES:

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

CO – 1 : Explain the fundamental concepts of strategy.
CO – 2 : Understand the process of operations strategy.
CO – 3 : Explain the fundamental concepts of Performance Objectives.
CO – 4 : Understand the Product/Service Life Cycle on Performance Objectives.
CO – 5 : Explain how the Total Quality Management (TQM) fit into Operations Strategy.
CO – 6 : Explain how the lean manufacturing fit into Operations Strategy.
CO – 7 : Explain the decision areas of Capacity Strategy.
CO – 8 : Explain the decision areas of Purchasing and Supply Strategy.
CO – 9 : Explain the decision areas of Process Technology.
CO – 10 : Explain the decision areas of Improvement Strategy.

UNIT I INTRODUCTION


UNIT II PERFORMANCE OBJECTIVES


UNIT III NEW APPROACHES


UNIT IV DECISION AREAS – I
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

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

TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

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

COURSE OUTCOMES:

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

CO – 1 : Explain the fundamental concepts of services operations management.
CO – 2 : Understand the Classification of services.
CO – 3 : Explain the Design elements of services.
CO – 5 : Explain how the Total Quality Management (TQM) fit into service management.
CO – 6 : Understand the Service Quality.
CO – 7 : Explain the Process Analysis of Service Facility.
CO – 8 : Explain the Techniques of Facility Location.
CO – 9 : Explain the Techniques of Forecasting Demand.
CO – 10 : Explain the Service Inventory Management.

UNIT I INTRODUCTION


UNIT II SERVICE DESIGN


UNIT III SERVICE QUALITY


UNIT IV SERVICE FACILITY
UNIT V MANAGING DEMAND AND CAPACITY

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

TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

ELECTIVE COURSES – ENTREPRENEURSHIP

18EMBL58  ENVIRONMENTAL STUDIES  3003

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

COURSE OUTCOMES:
At the end of the course, the students will be able to:
CO – 1  : Explain the natural environment and its relationships with human activities.
CO – 2  : Analyze the renewable and non-renewable sources.
CO – 3  : Evaluate strategies, technologies, and methods for sustainable of environmental systems.
CO – 4  : Describe and analyze human impacts on the environment and conservation.
CO – 5  : Demonstrate an awareness, knowledge, and appreciation of ecological processes.
CO – 6  : Recall core concepts and methods from ecological and physical sciences.
CO – 7  : Explain the effects of pollution and its prevention.
CO – 8  : Determine a general explaining of the disaster management.
CO – 9  : Explain the human rights, human health and current environmental challenges.
CO – 10 : Analyze the role of Information Technology in Environment.

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

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

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

UNIT IV ENVIRONMENTAL POLLUTION

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

UNIT V HUMAN POPULATION AND THE ENVIRONMENT


TOTAL: 45 HOURS

TEXT BOOKS:

1. Mahua Basu and Xavier Savarimuthu SJ, Fundamentals of Environmental Studies, 8 Nov 2017

REFERENCE BOOKS:

18EMBL59  INDIAN ETHOS AND BUSINESS ETHICS  3003

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

COURSE OUTCOMES:

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

CO – 1  : Discuss about the need for holistic and ethical approach to management.
CO – 2  : Analyze the ‘Qualitative sincerity’ which is considered as the guiding motto.
CO – 3  : Analyze the moral obligations of individuals and groups in organizations.
CO – 4  : Understand the individual development as the most relevant work-philosophy.
CO – 5  : Analyze the teams and organizations, evaluating ethical approach.
CO – 6  : Compare and contrast power and influence of leadership.
CO – 7  : Assess the knowledge about the organization structure and its types.
CO – 8  : Describe about the line and staff authority.
CO – 9  : Demonstrate the dynamics of organizational change.
CO – 10 : Identify the major issues in business ethics and corporate social responsibility.

UNIT I  INTRODUCTION

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

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
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

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

UNIT V HOLISTIC MANAGEMENT SYSTEM

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

TEXT BOOKS:

REFERENCE BOOKS:
  3. Philip Kotler and Nancy Lee, Corporate social responsibility: doing the most good for company and your cause, Wiley, 2005.
COURSE OBJECTIVE:

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

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 : Recognize the different stages of industry evolution and recommend strategies.
CO – 3 : Appraise the resources and capabilities of the firm in terms of their ability.
CO – 4 : Demonstrate explaining of the concept of competitive advantage and its sources.
CO – 5 : Distinguish the two primary types of competitive advantage.
CO – 6 : Analyze dynamics in competitive rivalry, including competitive action.
CO – 7 : Formulate strategies for exploiting international business opportunities.
CO – 8 : Explain how to formulate strategies that leverage a firm’s core competencies.
CO – 9 : Demonstrate the ability to think critically in relation to a particular problem.
CO – 10 : Recognize strategic decisions that present ethical challenges.

UNIT I STRATEGY AND POLICY


UNIT II COMPETITIVE ADVANTAGE

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

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

TEXT BOOKS:
4. Senthilkumar S./ Durai, Marutha M./ Sharmila A. & Poornima J., Business Policy and

REFERENCE BOOKS:
1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and
2. Charles W.L.Hill& Gareth R.Jones, Strategic Management Theory, An Integrated approach,
Biztantra, Wiley India, 2007.
2008.
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.

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 : Recognize the fundamental principles of e-Business and e-Commerce.
CO – 3 : Distinguish the role of Management in the context of e-Business and e-Commerce
CO – 4 : Explain the added value, risks and barriers in the adoption of e-Business.
CO – 5 : Examine applications of e-Commerce in relation to the applied strategic.
CO – 6 : Employ tools and services of the internet in the development of a virtual e-commerce.
CO – 7 : Describe the various characteristics of electronic payment systems.
CO – 8 : Explain the security protocols and the issues in internet security.
CO – 9 : Discuss various legal and ethical issues specific to E-Business.
CO – 10 : Explain the privacy issues specific to e-business.

UNIT I  INTRODUCTION TO E-BUSINESS

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

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

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

UNIT V LEGAL AND PRIVACY ISSUES

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

TOTAL: 45 HOURS

TEXT BOOKS:


REFERENCE BOOKS:

SEMESTER IV
PROJECT OUTCOMES:

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

CO – 1 : Relate in-depth understanding of the business/management environment
CO – 2 : Create and develop deep understanding of the interaction.
CO – 3 : Analyze and solve problems on an executive level and demonstrating critical.
CO – 4 : Design the general (core) management skills in the chosen area of specialisation.
CO – 5 : Match in-depth knowledge of the management issues characteristic of the area.
CO – 7 : Design strategies to solve business problems and pursue opportunities.
CO – 8 : Relate the ability to communicate formulated strategies in a clear and concise manner.
CO – 9 : Conclude the knowledge and skills acquired in the classroom to a professional context.
CO – 10 : Interpret a variety of ways to engage in experiential learning.