

**MBA (LOGISTICS AND SHIPPING MANAGEMENT) – REGULATIONS2021**

**SEMESTER I**

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

**SEMESTER II**

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL21	Global Environment of Business	4	0	0	4	40	60	100
21CMBL22	Marketing Management	4	0	0	4	40	60	100
21CMBL23	Fundamentals of Logistics & Supply Chain Management	4	0	0	4	40	60	100
21CMBL24	Maritime Business	4	0	0	4	40	60	100
21CMBL25	Maritime Economics	4	0	0	4	40	60	100
21CMBL26	Transportation & Distribution Management	4	0	0	4	40	60	100
21EMBL....	Elective I	3	0	0	3	40	60	100
21IMBL21	Internship	0	0	12	6	40	60	100
		<b>27</b>	<b>0</b>	<b>12</b>	<b>33</b>			

**SEMESTER III**

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBL31	Business Analytics	3	0	0	3	40	60	100

21EMBL....	Elective II	3	0	0	3	40	60	100
21EMBL....	Elective III	3	0	0	3	40	60	100
21EMBL....	Elective IV	3	0	0	3	40	60	100
21EMBL....	Elective V	3	0	0	3	40	60	100
21EMBL....	Elective VI	3	0	0	3	40	60	100
21EMBL....	Elective VII	3	0	0	3	40	60	100
21EMBL....	Elective VIII	3	0	0	3	40	60	100
		24	0	0	24			

**SEMESTER IV**

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

**TOTAL CREDITS: 102**

**LIST OF COURSES****CORE COURSES**

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

**ELECTIVECOURSES**

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

### ELECTIVE COURSES – II SEMESTER

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

### ELECTIVE COURSES – III SEMESTER

FUNCTIONAL AREA	CODE	COURSES
Logistics & Shipping	21EMBL31	Commercial Geography
	21EMBL32	Air Cargo Management
	21EMBL33	Dry Cargo Chartering and Port Agency
	21EMBL34	Liner Trade and Freight Forwarding
	21EMBL35	Shipping Law and Marine Insurance
	21EMBL36	Customs Laws and procedures
	21EMBL37	Container Management
	21EMBL38	Inland Transport Management
	21EMBL39	Delivery Management
	21EMBL40	International Transport Law
	21EMBL41	Export-Import Documentation
	21EMBL42	Logistics Site Safety Management
	21EMBL43	Logistics Services Business Development
Supply Chain	21EMBL44	Warehousing and Inventory Management
	21EMBL45	Global Procurement Management
	21EMBL46	Green Supply Chain Management
	21EMBL47	Supply Chain Analytics
	21EMBL48	Vendor Managed Inventory
	21EMBL49	Global SCM
	21EMBL50	Sourcing Management
Operations	21EMBL51	Lean Six Sigma
	21EMBL52	Project Management
	21EMBL53	Operations Research Applications
	21EMBL54	Total Quality Management
	21EMBL55	World Class Manufacturing
	21EMBL56	Behavioural Operations Management
	21EMBL57	Management of Manufacturing Systems
	21EMBL58	Operations Strategy
	21EMBL59	Services Operations Management
	21EMBL60	Environmental Studies
	21EMBL61	Indian Ethos and Business Ethics

<b>FUNCTIONAL AREA</b>	<b>CODE</b>	<b>COURSES</b>
Entrepreneurship	21EMBL62	Business Policy & Strategy
	21EMBL63	E-Business

### **PRACTICAL COURSES**

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

# **SEMESTER I**



**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter, Management, Pearson, 11th Edition, 2011.
2. Koontz & Weirich, Essentials of Management, Tata McGraw Hill Publishing Company, New Delhi. Stoner, Freeman & Gilbert, Management, PHI, 6th Edition.
3. Robbins.S.P. Fundamentals of Management, Pearson, 2003. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.

**WEB SOURCES:**

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





2. Sankar P. Iyer, Operations Research, Tata McGraw-Hill Education, 2008

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**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.

**UNIT I INTRODUCTION 12**

Introduction to Managerial Economics – Nature and scope of macroeconomics -Incremental principle – equimarginal principle – some decision rules – The risk and uncertainty theory –optimization techniques – Baumol’s sales maximization – least-cost combination.

**UNIT II DEMAND DECISIONS 12**

Demand Decisions – Demand analysis – elasticity of demand – demand forecasting – types & methods of demand forecasting – trend projection method – least square method of demand forecasting limitations & uses

**UNIT III OUTPUT DECISIONS 12**

Input-Output Decisions - Production function – Cost and managerial decision making – Cobb-Douglas production functions – Law of variable proportion – short run cost output – long run cost output – economies and dimensions of scale of production.

**UNIT IV PRICE-OUTPUT DECISIONS 12**

Price-Output Decisions - Market Environment of Price Output Decisions by the Firm and the Industry – Pricing under perfect competition – digopoly pricing strategies and tactics – pricing – pricing in life-cycle of a product -Profit-Maximization & Competitive Markets-Price-Searchers, Cartels, Oligopoly-Advanced Pricing and Auctions.

**UNIT V ECONOMIC THEORY 12**

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

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 12**

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

**UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12**

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

**UNIT III FUNDS FLOW AND CASH FLOW ANALYSIS 12**

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

**UNIT IV CAPITAL BUDGETING AND MARGINAL COSTING 12**

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

**UNIT V BUDGETING AND FINANCIAL REPORTING 12**

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

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

**TOTAL: 60 HOURS****COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**21CMBL15**

**LEGAL & BUSINESS ENVIRONMENT**

**4 0 0 4**

**COURSE OBJECTIVE:**

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

- To identify the rights related to copyrights and patents.

**UNIT I INTRODUCTION 12**

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

**UNIT II LEGAL ASPECTS 12**

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

**UNIT III CONTRACT MANAGEMENT 12**

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

**UNIT IV TRANSFER OF OWNERSHIP& PROPERTY 12**

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

**UNIT V COPYRIGHTS & TRADEMARKS 12**

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

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. N.D.Kapoor, Elements of Mercantile Law, S.Chand& Sons, 2013
2. P.P.S.Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
3. Dr. Vinod, K. Singhania, Direct Taxes Planning and Management, 2008.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.

**REFERENCE BOOKS:**

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 20

2. Daniel Albuquerque, Legal Aspect of Business, Oxford, 20
3. Ravinder Kumar– Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

**WEB SOURCES:**

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

**21CMBL16**

**BUSINESS COMMUNICATION & SOFT SKILLS**

**4 0 0 4**

**COURSE OBJECTIVE:**

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

**UNIT I**

**INTRODUCTION**

**12**



Fundamentals of Communication, Business Communication, The Communication Model, Communicating in teams, Overcoming the Barriers to Communication. Non-verbal communication, Introducing the 7 Cs of business writing – Candid, Clarity, Complete, Concise, Concrete, Correct and Courteous, writing business messages, The Stages in writing, Pre writing, Writing and Post writing.

**UNIT II REVISING AND CHECKING MESSAGES 12**

Revising to improve the content and sentence structure, Avoiding redundant phrases and words, Proof-reading to correct grammar, spelling, punctuation, format, and mechanics, Evaluating whether the message achieves its purpose. The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E Mail – The 3 T’s – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off. Business reports and Proposals, Format, visual aids and contents, Oral Business presentations

**UNIT III ETIQUETTE AND INTERVIEW 12**

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

**UNIT IV MEETING AND LETTERS 12**

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

**UNIT V SOFT SKILLS 12**

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

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

- 1. <https://www.softskillsusa.com/what-is-meaning-of-business-communication-skills.php>
- 2. [https://www.atctraining.com/soft\\_skills\\_definition\\_of\\_communication.htm](https://www.atctraining.com/soft_skills_definition_of_communication.htm)
- 3. <https://www.jobwise.co.uk/the-importance-of-soft-skills-in-business/>

**21CMBL17**

**COMPUTER APPLICATIONS FOR BUSINESS**

**4 0 0 4**

**COURSE OBJECTIVE:**

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

**UNIT I**

**INTRODUCTION**

**12**



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

#### **WEB SOURCES:**

1. <https://mcc.iavalley.edu/academic/computer-science-information-technologies/computer-applications-business/>
2. [https://www.oakton.edu/academics/academic\\_departments/computer\\_app\\_business/index.php](https://www.oakton.edu/academics/academic_departments/computer_app_business/index.php)
3. <https://visionarybusinessperson.com/computer-application-in-business/>

**21PMBL11**

**MOOC**

**0 0 2 1**

The objective of this course is to take the best teaching learning resources to all to create a levelled platform.

To make use of the Indian massive online to the aspiring youth of India

- The students will select a MOOC course from the Swayam platform.
- They will spend 2 hours per week undergoing this practical MOOC course under the guidance of a faculty.

- Every course will have a minimum of 8 to a maximum of 12 assignments depending on the duration of the course.
- Assignments will be submitted as per the requirements of the course.
- The marks scored in the assignments will be taken for internal assessment marks.
- The students will appear for a final practical exam conducted by VISTAS.

**COURSE OUTCOMES:**

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

# SEMESTER II

**21CMBL21**

**GLOBAL ENVIRONMENT OF BUSINESS**

**4 0 0 4**

**COURSE OBJECTIVE:**

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

**UNIT I**

**FOREIGN TRADE**

**12**



2. Michael R. Zinkota, Ilkka A Ronkainen, Michael H. Moffet, “International Business Thomson”, Southwestern,10th Edition,2002.
3. JohnD.Daniels&LeeH.Radebaugh,“InternationalBusiness”,PearsonEducation-3th Edition, 2006.

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

- To understand the basics of market, marketing, marketing environment and business environment and its domain knowledge.



- To understand the core concepts in marketing concepts, critical thinking, problem solving and analysis

**UNIT I INTRODUCTION 12**

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

**UNIT II CONSUMER MARKETS 12**

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets -Characteristics, Industrial Buyer Behavior, Service Marketing-Characteristics-Marketing Strategy.

**UNIT III MARKET SEGMENTATION 12**

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

**UNIT IV MARKETING PROGRAMME 12**

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

**UNIT V MARKETING RESEARCH 12**

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

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

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

CO – 1 : Relate the corporate function of marketing.

CO – 2 : Outline the macro and micro environment in the company’s marketing function.

CO – 3 : Differentiate the consumer and institutional buyer behaviour.

CO – 4 : Compare and contrast goods and services.

CO – 5 : Define the target segments for the products

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

- 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

**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.- Logistics Service Provides (LSP)-Role of 2 PL, 3 PL and 4 PL -Reverse Logistics management.

**UNIT II SUPPLY CHAIN MANAGEMENT 12**

Introduction to Supply chain management - Definition, objectives -functions of Supply chain and drivers – Drivers of supply chain performance –Material flow-financial flow- information flow-- Lack of supply chain coordination and the Bullwhip effect—obstacles to coordination in supply chain management- - Agile Supply Chains- supply chain digitalization

**UNIT III INVENTORY AND WAREHOUSING 12**

Demand forecasting – Role of IT in demand forecasting-Strategic sourcing --Inventory management-Concept and Types of Inventory, Functions of Inventory -Elements of Inventory Costs – Continuous replenishment and Vendor managed inventories- Role of IT in inventory Management - Warehouse - Warehousing Functions – Types – Site Selection – Layout Design.

**UNIT IV PERFORMANCE MEASUREMENT 12**

Order management -. Supply chain cost -Logistics cost-Measuring Supply chain & Logistic performance – Metrics – Quantitative and qualitative metrics- Supply Chain Operations Reference model,( SCOR)- Enhancing supply chain visibility-. Supplier relationship management. Customer relationship management.

**UNIT V Supply Chain Management and Logistics in Industry 4.0 12**

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

**TOTAL: 60 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. Douglas W Lambert, “Fundamentals of Logistics Management, 10<sup>th</sup>Edition.2003

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION TO MARITIME BUSINESS 12**

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

**UNIT II LINERS 12**

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

**UNIT III CONTAINERISATION 12**

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

**UNIT IV CHARTER PARTY 12**

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

**UNIT V MARITIME GEOGRAPHY 12**

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

**TOTAL: 60 HOURS****COURSE OUTCOMES:**

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

CO – 1 : Discuss the basics of maritime business.

CO – 2 : Illustrate why sea transport is used.

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

CO – 4 : Develop ethics in maritime business

CO – 5 : Analyze different types of ocean liners.

**TEXT BOOKS:**

1. Williams, “The World of Shipping”, Ashgate, 5<sup>th</sup>Edition, 2015.

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I                      FUNDAMENTAL CONCEPTS                      12**

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

**UNIT II                      SUPPLY ANALYSIS                      12**

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

**UNIT III                      STRUCTURE OF SHIPPING INDUSTRY                      12**

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

**UNIT IV                      SUPPLY OF SHIPPING                      12**

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

**UNIT V                      PRICING OF SHIPPING SERVICES                      12**

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

**TOTAL: 60 HOURS****COURSE OUTCOMES:**

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

- CO – 1 : Review the fundamental concepts of managerial economics.
- CO – 2 : Compare and contrast demand and supply analysis.
- CO – 3 : Examine the structure of the shipping industry

CO – 4 : Appraise the shipping market structure.

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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





3. Raghuram and N. Rangaraj, Logistics and Supply chain Management - Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

## ELECTIVE COURSES – LOGISTICS

**21EMBL21                      MULTIMODAL TRANSPORTATION MANAGEMENT                      3 0 0 3**

### **COURSE OBJECTIVE:**

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

### **UNIT I                      MULTI MODAL TRANSPORTATION                      9**

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

### **UNIT II                      MULTIMODAL TRADE ROUTES                      9**

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

### **UNIT III                      CORPORATE STRUCTURES AND PRICING                      9**

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

### **UNIT IV                      RAIL AND AIR                      9**

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

### **UNIT V                      CONTRACT                      9**

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

**TOTAL: 45 HOURS**

### **COURSE OUTCOMES:**

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

CO – 1        : Describe the various issues in multimodal transportation.

CO – 2        : Rephrasing about the multimodal and intermodal transportation.

CO – 3        : Using the freight costing and pricing.

CO – 4 : Monitoring the air transport and IATA.

CO – 5 : Constructing the various aspects air cargo transport.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION LOGISTICS 9**

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

**UNIT II LOGISTICS SYSTEM DESIGN 9**

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

**UNIT III LOGISTICS STRATEGY AND PLANNING 9**

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

**UNIT IV INVENTORY AND PURCHASING 9**

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

**UNIT V LOCATION DECISIONS 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

CO – 1 : Predict the scope of logistics and supply chain management

CO – 2 : Identifying core and support activities in logistics.

CO – 3 : Representing the various issues in logistics integration.

CO – 4 : Testing the logistics channel participants and supply chain relationships.

CO – 5 : Constructing the logistics re-engineering.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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



CO – 4 : Analyze the loading and weight distribution.

CO – 5 :Evaluate the Cost benefit analysis using inland waterways.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. [https://www.unescap.org/sites/default/d8files/pub\\_1836\\_fulltext.pdf](https://www.unescap.org/sites/default/d8files/pub_1836_fulltext.pdf)
2. <https://www.interreg-central.eu/Content.Node/D.T3.1.5-Assessment-of-inland-waterways-system.pdf>
3. <https://www.routledge.com/Inland-Waterway-Transportation-Studies-in-Public-and-Private-Management/Howe-Carroll-Hurter-Jr-Leininger-Ramsey-Schwartz-Silberberg-Steinberg/p/book/9781138955264>
4. <https://ncert.nic.in/textbook/pdf/legy210.pdf>
5. <https://www.gmpplus.org/media/fulpmnkq/ts-3-3-short-sea-shipping-and-inland-waterways.pdf>



## **COURSE OBJECTIVE:**

The internship module aims to provide the student with:

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

## **COURSE OUTCOMES:**

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

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

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

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

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

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

# **SEMESTER III**

**COURSE OBJECTIVE:**

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

**UNIT I BUSINESS ANALYTICS 9**

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

**UNIT II DESCRIPTIVE ANALYTICS 9**

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

**UNIT III PREDICTIVE ANALYTICS 9**

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

**UNIT IV PRESCRIPTIVE ANALYTICS 9**

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

**UNIT V SOFTWARE 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. S. Christian Albright and Wayne L. Winston, Business Analytics: Data Analysis and

Decision Making, Cengage Learning Publication, 5th Edition, 2011

2. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
3. Ramesh Sharda, Dursun Delen, Efraim Turban, Business Intelligence and Analytics – Systems for Decision Support, Pearson, 10th Edition, 2014.

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE 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

**UNIT I COMMERCIAL GEOGRAPHY 9**

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 9**

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 9**

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 9**

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 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

- CO – 1 : Explain the basics of commercial geography.
- CO – 2 : Summarize the various natural resources in the world
- CO – 3 : Indicate the geographical environment and commerce.
- CO – 4 : Clarify the various classification of resources
- CO – 5 : Estimate the geographical factors that affect international trade.

**TEXT BOOKS:**

1. H. Robinson, "Economic Geography", The M & E hand book series, Macdonald & Evans, 1968.
2. Stamp, Sir L. Dudley, "Commercial Geography", Prentice Hall Press, 9<sup>th</sup> Edition, 1973.
3. William P. Anderson, "Economic Geography", Routledge, 1<sup>st</sup> Edition, 2012

**REFERENCE BOOKS:**

1. Shyam Prakash, "Fundamentals of Economic Geography", Pragun Publication, 1<sup>st</sup> Edition 2012.
2. Dikshit, R. D., Geographical Thought – A Contextual History of Ideas, Prentice Hall of India, New Delhi, 1997.

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I AIR PORTS AND SHIPMENT 9**

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

**UNIT II AIR CARGO 9**

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

**UNIT III AIRWAY BILLS 9**

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

**UNIT IV CARGO VILLAGE 9**

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

**UNIT V DG CARGO 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

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

### **TEXT BOOKS:**

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

### **REFERENCE BOOKS:**

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

### **WEB SOURCES:**

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



**COURSE OBJECTIVE:**

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

**UNIT I****DRY CARGO SHIPS****9**

Introduction-DryCargoShips-TypesOfShips,SafeWorkingLoad,Self-Trimming,Tweendeckers, Cargo Stowage, Cargo Gear, Air Draft, Lash - Dry Cargo Ship Tonnages, Load Lines, Dimensions And Cargoes - Tonnage-Displacement Tonnage-Deadweight-Dwat-Dwcc, Plimsoll - Lines-Grain Capacity-Bale Capacity, And Types Of Cargoes - Freight Markets And Market Practice, Baltic Exchange, Charterer, Ship Owners, Flag Of Convenience, Agency Agreement-Operators-Ship Brokers,Trading-LetterOfCredit-MarketReporting-MethodsOfShipEmployment-FirmOffer,

Chartering Contracts - List Of Voyage Charter Party Clauses, Elements Of Voyage Charter Party, List Of Time Charter Party Clauses, Bareboat Charter - Factors In Selecting Ships, Cargoes And Chartering Alternatives

**UNIT II****FINANCIAL ELEMENTS OF CHARTER PARTIES****9**

The Market Functioning, Market Indices, Role Of Brokers, Market Reports And Agreements - Dry Bulk Market Factors: Trade, Vessel Demand, Vessel Supply, Earnings, And Vessel Prices Financial Elements Of Charter Parties, Dead Freight - Bill Of Lading-Bunkers, Laytime – Laytime Definition For Charter Parties 2013, Calculation Of Laytime, - List Of Very Important Decisions - Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Demurrage Trades, Despatch Trades, Port Charges,BillOfLadingAndCargoClaims,FunctionsOfB/L,ElementsOfB/L,TypesOfB/L,B/L AtLoadingPort-B/LAtDischargingPort,HagueRules,Hague-VisbyRules,HamburgRules, Rotterdam Rules, Carriage Of Goods By Sea- Seaworthiness - Himalaya Clause

**UNIT III SAFETY CERTIFICATES AND SURVEYS 9**

Waybills-Insurance-Cargo Damage, Safety Certificates - Loadline Certificates/Cargo Gear Certificate-Maritime Declaration Of Health Certificate -Surveys And Inspections, Charter Parties, Time Charter, Delivery Owner's Agent-Agent's Influence Upon Charter, Port Agent's Role In Charter Party Negotiations/Implementation.Time Counting, Importance Of Time-Notice Of Readiness, Demurrage & Dispatch, Statements Of Facts & Timesheets-Stoppages, Operations - Arrangement And Supplying Of Services On Behalf Of Principal, Cargo-Ship- Crew Repatriation, Desertion, Mail.Charter Party And Cargo Claims, Charterer's Duties, Rights, Jurisdiction.

**UNIT IV CARGO DOCUMENTATION 9**

LetterOfIndemnity,CollectingFreight,DischargingPortAgent,LegalPrinciplesOfCharterParties & Bills Of Lading Ng-Functions Of Bill Of Lading, Mate's Receipt, Manifest. Port Community System (Pcs) And Ice Gate. List Of Documents And Certificates Be On Board, Statement Of Facts And Time Sheets , Port Agents And Law – Introduction, Practical Duties And Obligations, Noting Protest, P&I Associations, General Average, Relationships With Principals –Disbursement Accounting,DivisionOfCosts,FinalDisbursementInvoice,OperationalAccounting,Office Organization.

**UNIT V GEOGRAPHY OF WORLD TRADE 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://www.shipbrokers.org>
2. <https://shippingbooks.com/product/dry-cargo-charterin>
3. [https://www.researchgate.net/publication/308313470\\_What\\_Agents\\_need\\_to\\_know\\_about\\_Chartering\\_e-book](https://www.researchgate.net/publication/308313470_What_Agents_need_to_know_about_Chartering_e-book)

**COURSE OBJECTIVE:**

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

**UNIT I BACKGROUND AND DEVELOPMENT LINER TRADE 9**

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

**UNIT II CARGOES, LINER CARGOES 9**

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

**UNIT III FREIGHT FORWARDING, NVOCCs 9**

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

**UNITIV                      LAW OF CARRIAGE OF GOODS & DOCUMENT                      9**

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

**UNITV                      THE EXCHANGE OF GOODS TRANSFER & LAW                      9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Describe the characteristics of liner services and their differences from tramp services.
- CO – 2 : Locate the main liner trade routes in the world
- CO – 3 : Classify of the basic differences between east/west and north/south trades.
- CO – 4 : Explain the different service options including round the world (RTW).
- CO – 5 : Distinguish the different types of businesses involved in the liner trades

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://www.springer.com/gp/book/9789401079143>
2. [https://www.researchgate.net/publication/255587307\\_STRUCTURE\\_AND\\_OPERATIONS\\_IN\\_THE\\_LINER\\_SHIPPING\\_INDUSTRY](https://www.researchgate.net/publication/255587307_STRUCTURE_AND_OPERATIONS_IN_THE_LINER_SHIPPING_INDUSTRY)

**COURSE OBJECTIVE:**

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

**UNIT I SHIPPING LAWS 9**

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

**UNIT II VARIOUS TYPES OF CONTRACTS 9**

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

**UNIT III LAW RELATING SHIPS 9**

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

**UNIT IV INTRODUCTION MARINE INSURANCE 9**

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

**UNIT V MARINE INSURANCE POLICY. 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

CO – 1 : Define the development of marine insurance and the shipping industry

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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



**COURSE OBJECTIVE:**

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

**UNIT I OFFICERS OF CUSTOMS AND THEIR ROLES 9**

History of Customs – World Customs Organization - Role of Central Board of Excise and Customs – Directorate General of Foreign Trade - Directorate General of Commercial Intelligence and Statistics (DGCI&S) - Customs Brokers Licensing Regulations - Preliminary - Definitions - Officers of Customs - Classes - Appointments - Powers of Officers - Entrustments of Functions of Board - Appointment of Customs Ports, Airports, Warehousing Stations - Power declare places be Warehousing Stations. Prohibitions on Importation and Exportation of Goods - Power Prohibit - Power of Central Government to notify goods - Precautions taken by persons acquiring notified Goods - Prevention or Detection of Illegal Export of Goods - Power of Central Government specify goods

**UNIT II CUSTOMS DUTIES 9**

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

**UNIT III CLEARANCE AND PAYMENT OF DUTY 9**

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

**UNIT IV WAREHOUSING AND DRAWBACK 9**

Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation-Cancellation and return of Warehousing bond - Drawback-Interest on drawback-Prohibition and regulation of drawback.

**UNITV                      COASTAL GOODS & COASTAL VESSELS                      9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Define the basics of customs clearance.
- CO – 2 : Describe about the various customs laws and prohibitions of goods in the customs laws
- CO – 3 : Explain about the customs duties.
- CO – 4 : Clarify the duties on various types of goods.
- CO – 5 : Express about customs clearance and payment of duty.

**TEXT BOOKS:**

- 1. V. Datey, “Customs Law Practice and Procedure”, Taxman, 6<sup>th</sup>Edition, 2015.

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

- To provide professional study of the container transport Management of liner shipping with respect to the international maritime business environment.
- To understanding of current developments in the liner shipping, and to enable them
- To understand the application of quantitative techniques in container transport management decisionmaking.

**UNIT I                      MULTIMODAL TRANSPORT                      9**

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

**UNIT II                      CONTAINERISATION                      9**

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

**UNIT III                      CONTAINER TERMINOLOGY                      9**

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

**UNIT IV                      INFRASTRUCTURE AND LAYOUT                      9**

Infrastructure and layout of container terminals - Berth and quay characteristics- Apron width, Quay crane rails - Container yard size, layout and markings - Container Freight Station (CFS) - Gates, offices, maintenance facilities, fencing and traffic control. Types and purpose of Equipment used in container terminals- 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                      9**

Container Terminal Operations - Ship and quay operations - Discharge and load procedures - Crane numbers and productivity. Yard operations- Performance and planning- Yard Management- Storage and delivery. Gate operations - Layout and traffic flows - Security and inspections.CFS operations - Outturns and customs inspections - Repacking and value adding. Container terminal resourcing- Managing staff numbers- Managing equipment matrix. Use of IT in container terminal operations - TerminalOperatingSystems(TOS)-ElectronicDataInterchange(EDI).KeyPerformanceIndicators (KPIs) for terminal operations- Management and environment metrics

**TOTAL: 45 HOURS**

### **COURSE OUTCOMES:**

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

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

### **TEXT BOOKS:**

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

### **REFERENCE BOOKS:**

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

### **WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION TO INLAND TRANSPORT 9**

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

**UNIT II INSTALLATION AND PROCEDURE OF CFS/ICD 9**

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

**UNIT III INTRODUCTION TO CONTAINER TERMINOLOGY 9**

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

**UNIT IV LICENSING, DOCUMENTATION 9**

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

**UNIT V WAREHOUSING ,GENERAL CONSIDERATION,ASRS 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Demonstrate the inland transportation based on the globalization
- CO – 2 : Define the fundamental concepts of Container Freight Station (CFS) and Inland Container Depots (ICD)
- CO – 3 : Explain the implementation of Inland Container Depots (ICD)
- CO – 4 : Emphasize the implementation of Container Freight Station (CFS)
- CO – 5 : Acquaint on on the concepts of Containerization.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://www.scribd.com/book/401856728/Management-of-Road-Freight-Transport>
2. [https://www.researchgate.net/publication/271213655\\_IT\\_Support\\_in\\_Management\\_of\\_Road\\_Transport\\_Business](https://www.researchgate.net/publication/271213655_IT_Support_in_Management_of_Road_Transport_Business)
3. <https://morth.nic.in/e-books>

**COURSE OBJECTIVE:**

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

**UNIT I FACILITY LOCATION 9**

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

**UNIT II DISTRIBUTION 9**

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

**UNIT III DISTRIBUTION NETWORKS 9**

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

**UNIT IV DISTRIBUTION NETWORK STRATEGIES 9**

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

**UNIT V E-BUSINESS 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

- CO – 1 : Deal with some of the common challenges facing delivery managers.
- CO – 2 : Enumerate the key elements and stages in building a delivery plan.
- CO – 3 : Encapsulate the concepts and contribute to the delivery management process.
- CO – 4 : Evaluate your product/service range and suggest alternatives for performance.
- CO – 5 : Develop appropriate delivery strategies based on an analysis of the lifecycles

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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





**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I EXPORT 9**

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

**UNIT II DOCUMENTATION 9**

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

**UNIT III EXPORT CONTRACT 9**

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

**UNIT IV PRE-IMPORT PROCEDURE 9**

Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence. Recent Amendments.

**UNIT V FOREIGN TRADE POLICY 9**

Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports – ASIDE – MAI & MDA – Star Export Houses – EPCG Scheme – Incentives for Exporters – Export Promotion Councils – Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank. – India New Foreign Trade Policy 2015 – 2020

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Identify and select export product
- CO – 2 : List methods of marketing
- CO – 3 : Explain the process for obtaining quality certification
- CO – 4 : Enumerate the types of marine insurance policies
- CO – 5 : State the export and import procedure.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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



**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://www.sap-press.com/logistics/>
2. <https://www.learnaboutlogistics.com/downloads/>
3. <http://www.scmdojo.com/7-best-logistics-management-books-read/>
4. [https://www.researchgate.net/publication/221251961\\_Safety\\_and\\_Health\\_Management\\_in\\_Logistics\\_-\\_Literature\\_Review\\_and\\_Future\\_Research](https://www.researchgate.net/publication/221251961_Safety_and_Health_Management_in_Logistics_-_Literature_Review_and_Future_Research)

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II LOGISTICS SERVICES 9**

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

**UNIT III INVENTORY PLANNING AND MANAGEMENT 9**

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

**UNIT IV FORECASTING AND BUSINESS DEVELOPMENT 9**

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

**UNIT V LOGISTICS BUSINESS STRATEGY 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. [https://www.researchgate.net/publication/327238470\\_A\\_model\\_of\\_a\\_Business\\_Logistics\\_Plan](https://www.researchgate.net/publication/327238470_A_model_of_a_Business_Logistics_Plan)
2. [https://www.researchgate.net/publication/346785640\\_Digital\\_business\\_models\\_in\\_the\\_logistics\\_services](https://www.researchgate.net/publication/346785640_Digital_business_models_in_the_logistics_services)



## **ELECTIVE COURSES – SUPPLY CHAIN**

**21EMBL44                      WAREHOUSING & INVENTORY MANAGEMENT                      3 0 0 3**

**COURSE OBJECTIVE:**

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

**UNIT I                      INTRODUCTION TO WAREHOUSING                      9**

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

**UNIT II                      WAREHOUSE OPERATION                      9**

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

**UNIT III                      ROLE OF INVENTORY MANAGEMENT                      9**

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

**UNIT IV                      MATERIAL REQUIREMENT PLANNING                      9**

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

**UNIT V                      INVENTORY                      9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Explain the basics of warehousing.
- CO – 2 : Demonstrate the various warehouse operations.

CO – 3 : Analyze the various warehousing decisions.

CO – 4 : Outline the various types of warehouses.

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE 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.

**UNIT I                      PROCUREMENT MANAGEMENT                      9**

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

**UNIT II                      FORECASTING                      9**

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

**UNIT III                      CUSTOMS ACT                      9**

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                      9**

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                      9**

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

**TOTAL: 45 HOURS**

## **COURSE OUTCOMES:**

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

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

## **TEXT BOOKS:**

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

## **REFERENCE BOOKS:**

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

## **WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II ECO-DESIGN 9**

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

**UNIT III GREEN PURCHASING 9**

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

**UNIT IV GREEN MANUFACTURING 9**

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

**UNIT V GREEN LOGISTICS AND TRANSPORTATION 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

CO – 1 : Understand the Closed-loop Supply Chain.

CO – 2 : Understand the various tools of Product Eco-Design.

CO – 3 : Identify the Green Supplier Development.

CO – 4 : Illustrate the 4Re's.

CO – 5 : Illustrate the Closing the Loop: Reverse Logistics.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II DESCRIPTIVE ANALYTICS 9**

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

**UNIT III PREDICTIVE ANALYTICS 9**

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

**UNIT IV PRESCRIPTIVE ANALYTICS – I 9**

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

**UNIT V PRESCRIPTIVE ANALYTICS – II 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

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

CO – 5 :Design the analytics using Simulation for supply chain.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

1. <https://scg-lm.s3.amazonaws.com/pdfs/opentext-wp-dummies-guide-to-sca-100318.pdf>
2. <https://www.perlego.com/book/2011683/supply-chain-analytics-using-data-to-optimise-supply-chain-processes-pdf>
3. <https://www.routledge.com/Supply-Chain-Analytics-Using-Data-to-Optimise-Supply-Chain-Processes/Robertson/p/book/9780367540067>
4. [https://www.researchgate.net/publication/340169982\\_Big\\_Data\\_Analytics\\_and\\_Its\\_Applications\\_in\\_Supply\\_Chain\\_Management](https://www.researchgate.net/publication/340169982_Big_Data_Analytics_and_Its_Applications_in_Supply_Chain_Management)





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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://www.diva-portal.org/smash/get/diva2:998528/FULLTEXT01.pdf>
2. <https://www.thebalancesmb.com/vendor-managed-inventory-vmi-2221270>
3. [https://www.tutorialspoint.com/supply\\_chain\\_management/supply\\_chain\\_management\\_tutorial.pdf](https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf)

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GLOBAL SCM

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**COURSE OBJECTIVE:**



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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II GLOBAL SOURCING 9**

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

**UNIT III SUPPLY CHAIN 9**

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

**UNIT IV ANALYTICAL TOOLS 9**

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

**UNIT V RISKS & TRENDS 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : List out the fundamental Sourcing concepts.
- CO – 2 : Summarize the various Performance Measurement and Evaluation.
- CO – 3 : Provide the Components of Sourcing.
- CO – 4 : Use of Analytical Tools in Sourcing.

CO – 5 : Generate the new trends.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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

**ELECTIVE COURSES – OPERATIONS**

**COURSE OBJECTIVE:**

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

**UNIT I LEAN MANUFACTURING: PRINCIPLE AND TOOLS 9**

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

**UNIT II TECHNIQUE: VALUE STREAM MAPPING 9**

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

**UNIT III SIX SIGMA 9**

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

**UNIT IV DMAIC: TOOLS AND TECHNIQUES 9**

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

**UNIT V LEAN SIX SIGMA 9**

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

**TOTAL: 45 HOURS****COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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



## **COURSE OBJECTIVE:**

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

### **UNIT I INTRODUCTION 9**

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

### **UNIT II INTEGRATION & SCOPE MANAGEMENT 9**

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

### **UNIT III SCHEDULE MANAGEMENT 9**

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

### **UNIT IV COST MANAGEMENT 9**

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

### **UNIT V QUALITY MANAGEMENT 9**

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

**TOTAL: 45 HOURS**

## **COURSE OUTCOMES:**

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

- CO – 1 : Identify the project parameters based on the Project Management Process.
- CO – 2 : Construct the project charter.
- CO – 3 : Formulate the Work Breakdown Structure (WBS).
- CO – 4 : Identify the Network technique for Project Management.

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

1. <https://projektkvalitet.dk/wp-content/uploads/the-practical-guide-to-project-management.pdf>
2. <https://blog.ganttpro.com/en/7-free-project-management-books-for-your-christmas-holidays/>
3. [http://www.opentextbooks.org.hk/system/files/export/15/15694/pdf/Project\\_Management\\_15694.pdf](http://www.opentextbooks.org.hk/system/files/export/15/15694/pdf/Project_Management_15694.pdf)
4. <https://www.projectsart.co.uk/ebooks.php>

**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.

**UNIT I DYNAMIC PROGRAMMING 9**

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

**UNIT II SCHEDULING SYSTEMS 9**

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

**UNIT III PROJECT SCHEDULING 9**

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

**UNIT IV QUEUING & SIMULATION 9**

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

**UNIT V ADVANCED 9**

Branch and bound method – Vehicle Routing Problems – Quadratic Programming – Staff transfer problem – Two-stage supply chain distribution problem

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. Hamdy A. Taha, Operation Research, Pearson Prentice Hall, 2003.
2. Singh & Kumar, Operation Research, UDH Publisher, 2013.

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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

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

**UNIT I INTRODUCTION 9**

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

**UNIT II STATISTICAL PROCESS CONTROL 9**

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

**UNIT III MANAGEMENT TOOLS 9**

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

**UNIT IV TOOLS AND TECHNIQUES 9**

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

**UNIT V SIX SIGMA 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. Besterfield, et al., Total Quality Management, Pearson Education Asia, 3rd Edition, 2006.

2. Suganthi, L. and Samuel, A., Total Quality Management, Prentice Hall (India) Pvt. Ltd., 2006.

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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

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

**UNIT I INTRODUCTION 9**

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

**UNIT II JIT 9**

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

**UNIT III TQM 9**

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

**UNIT IV TPM 9**

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

**UNIT V FMS AND GT 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

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



**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION 9**

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

**UNIT II PRODUCTION AND SERVICE CONTEXTS – I 9**

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

**UNIT III PRODUCTION AND SERVICE CONTEXTS – II 9**

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

**UNIT IV SUPPLY CHAINS 9**

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

**UNIT V INTEGRATIVE/ENABLING TECHNOLOGY 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

1. [https://www.researchgate.net/publication/267270770\\_Handbook\\_of\\_Behavioral\\_Operations\\_Management\\_wwwombehaviorcom](https://www.researchgate.net/publication/267270770_Handbook_of_Behavioral_Operations_Management_wwwombehaviorcom)
2. [https://www.researchgate.net/publication/336158837\\_Behavioral\\_Operations\\_Management\\_A\\_Review\\_of\\_the\\_Field](https://www.researchgate.net/publication/336158837_Behavioral_Operations_Management_A_Review_of_the_Field)
3. <https://www.springer.com/gp/book/9781447148777>

## **COURSE OBJECTIVE:**

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

### **UNIT I INTRODUCTION 9**

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

### **UNIT II CELLULAR MANUFACTURING SYSTEMS 9**

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

### **UNIT III JUST-IN-TIME 9**

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

### **UNIT IV SYNCHRONOUS MANUFACTURING 9**

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

### **UNIT V FLEXIBLE MANUFACTURING SYSTEMS (FMS) 9**

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

**TOTAL: 45 HOURS**

## **COURSE OUTCOMES:**

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

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

CO – 5 : Describe the Flexibility.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

1. [http://www.mescenter.ru/images/abook\\_file/ManufacturingSystems.pdf](http://www.mescenter.ru/images/abook_file/ManufacturingSystems.pdf)
2. <https://www.springer.com/gp/book/9781475722130>

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

**UNIT I INTRODUCTION 9**

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

**UNIT II PERFORMANCE OBJECTIVES 9**

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

**UNIT III NEW APPROACHES 9**

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

**UNIT IV DECISION AREAS – I 9**

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

**UNIT V DECISION AREAS – II 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

CO – 5 : Constructing the decision areas of PSS, PT and Improvement Strategy.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

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

**UNIT I INTRODUCTION 9**

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

**UNIT II SERVICE DESIGN 9**

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

**UNIT III SERVICE QUALITY 9**

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

**UNIT IV SERVICE FACILITY 9**

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

**UNIT V MANAGING DEMAND AND CAPACITY 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCE:**

1. <https://www.freebookcentre.net/business-books-download/Services-Operations-Management.html>
2. [https://www.researchgate.net/publication/229667633\\_Service\\_Operations\\_and\\_Management](https://www.researchgate.net/publication/229667633_Service_Operations_and_Management)
3. [https://www.researchgate.net/publication/336320235\\_LATEST\\_BOOK\\_2020\\_Service\\_Operations\\_Management\\_A\\_Strategic\\_Perspective](https://www.researchgate.net/publication/336320235_LATEST_BOOK_2020_Service_Operations_Management_A_Strategic_Perspective)
4. [https://www.academia.edu/33788698/MANAGING\\_SERVICE\\_OPERATIONS\\_D\\_E\\_S\\_I\\_G\\_N\\_A\\_N\\_D\\_I\\_M\\_P\\_L\\_E\\_M\\_E\\_N\\_T\\_A\\_T\\_I\\_O\\_N](https://www.academia.edu/33788698/MANAGING_SERVICE_OPERATIONS_D_E_S_I_G_N_A_N_D_I_M_P_L_E_M_E_N_T_A_T_I_O_N)

**ELECTIVE COURSES – ENTREPRENEURSHIP**



**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.

**UNIT I                    MULTIDISCIPLINARY NATURE                    9**

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                    9**

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                    9**

Introduction – Definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels. Hot-spots of biodiversity. Threats 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                    9**

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                    9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

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

**21EMBL61**

**INDIAN ETHOS AND BUSINESS ETHICS**

**3 0 0 3**

**COURSE OBJECTIVE:**

- To create a mindset of value system among the students.
- To understand the concept of transformation from existing state to higher state.

- To understand the enterprise skills such as experience intuition and wisdom.
- To identify the strategies to tackle the problem when it comes to directing human resources

**UNIT I INTRODUCTION 9**

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

**UNIT II ETHOS & VALUES IN MODERN MANAGEMENT 9**

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

**UNIT III PROCESS OF ETHICAL DECISION-MAKING 9**

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

**UNIT IV ETHICS MANAGEMENT 9**

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

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

**UNIT V HOLISTIC MANAGEMENT SYSTEM 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

- CO – 1 : Analyze the ‘Qualitative sincerity’ which is considered as the guiding motto.  
 CO – 2 : Understand the individual development as the most relevant work-philosophy.

- CO – 3 : Compare and contrast power and influence of leadership.
- CO – 4 : Demonstrate the dynamics of organizational change.
- CO – 5 : Identify the major issues in business ethics and corporate social responsibility.

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://fddocuments.in/document/indian-ethos-and-business-ethics.html>
2. <https://www.scribd.com/document/272451856/Indian-Ethos-and-Business-Ethics>
3. [https://gurukpo.com/Content/MBA/Business\\_Ethics\\_and\\_Ethos.pdf](https://gurukpo.com/Content/MBA/Business_Ethics_and_Ethos.pdf)
4. <https://ddceutkal.ac.in/Syllabus/BECEG-MBA.pdf>

**21EMBL62**

**BUSINESS POLICY & STRATEGY**

**3 0 0 3**

**COURSE OBJECTIVE:**

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

**UNIT I STRATEGY AND POLICY 9**

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

**UNIT II COMPETITIVE ADVANTAGE 9**

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

**UNIT III STRATEGIES 9**

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy - Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (EP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

**UNIT IV STRATEGY IMPLEMENTATION & EVALUATION 9**

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

**UNIT V BUSINESS POLICY AND DECISION MAKING 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and Business policy, Pearson Education., 2006.
2. Charles W.L.Hill& Gareth R.Jones, Strategic Management Theory, An Integrated approach, Biztantra, Wiley India, 2007.
3. AzharKazmi, Strategic Management & Business Policy, Tata McGraw Hill, Third Edition, 2008.

**WEB SOURCES:**

1. [https://www.academia.edu/5535061/BUSINESS\\_POLICY\\_AND\\_STRATEGIC\\_MANAGEMENT](https://www.academia.edu/5535061/BUSINESS_POLICY_AND_STRATEGIC_MANAGEMENT)
2. [https://www.academia.edu/38756123/Business\\_Policy\\_and\\_Strategic\\_Management](https://www.academia.edu/38756123/Business_Policy_and_Strategic_Management)
3. [https://www.researchgate.net/publication/236694166\\_BUSINESS\\_POLICY\\_AND\\_CORPORATE\\_STRATEGY](https://www.researchgate.net/publication/236694166_BUSINESS_POLICY_AND_CORPORATE_STRATEGY)

**21EMBL63**

**E-BUSINESS**

**3 0 0 3**

**COURSE OBJECTIVE:**

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

**UNIT I INTRODUCTION TO E-BUSINESS 9**

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

**UNIT II TECHNOLOGY INFRASTRUCTURE 9**

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

**UNIT III BUSINESS APPLICATIONS 9**

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

**UNIT IV E-BUSINESS PAYMENTS AND SECURITY 9**

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

**UNIT V LEGAL AND PRIVACY ISSUES 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

1. Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, e-business and e-commerce for managers, Pearson, 2011
2. ParagKulkarni, SunitaJahirabadkao, PradeepChande, e business, Oxford University Press, 2012.

3. Hentry Chan & el , E-Commerce – fundamentals and Applications, Wiley India Pvt Ltd, 2007.

**REFERENCE BOOKS:**

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

**WEB SOURCES:**

1. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>
2. <https://examupdates.in/e-commerce-book/>
3. [https://ebooks.lpude.in/computer\\_application/msc\\_it/term\\_3/DCAP306\\_DCAP511\\_E-COMMERCE\\_AND\\_E-BUSINESS.pdf](https://ebooks.lpude.in/computer_application/msc_it/term_3/DCAP306_DCAP511_E-COMMERCE_AND_E-BUSINESS.pdf)
4. <http://kolegijfama.eu/materialet/Biblioteka%20Elektronike/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf>
5. [http://www.vssut.ac.in/lecture\\_notes/lecture1428551057.pdf](http://www.vssut.ac.in/lecture_notes/lecture1428551057.pdf)



# **SEMESTER IV**

**21CMBL41      UNIVERSAL HUMAN VALUES**

**30 0 3**

**COURSE OBJECTIVES:**

- To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
- To help students initiate a process of dialog within themselves to know what they ‘really want to be’ in their life and profession

- To help students understand the meaning of happiness and prosperity for a human being.
- To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
- To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

## **UNIT I**

**9**

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

## **UNIT II**

**9**

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

## **UNIT III**

**9**

Understanding harmony in the Family- the basic unit of human interaction , Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyavastha ) - from family to world family!.

**UNIT IV****9**

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

**UNIT V****9**

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

**TOTAL HOURS: 45****COURSE OUTCOME:**

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

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

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

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

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

**TEXT BOOKS:**

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA.

3. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.

#### **REFERENCE BOOKS:**

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

#### **WEB SOURCES:**

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

#### **WEBSITES:**

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

**21CMBL42**

**RESEARCH METHODOLOGY**

**3 0 0 3**

#### **COURSE OBJECTIVE:**

- To develop a research orientation among the students and acquaint them with fundamentals of research methods.
- To have a knowledge about research and how research is conducted.

- To understand the data collection methods the sampling methods and the data analysis method.
- To create awareness about the importance of research in all fields.

## **UNIT I INTRODUCTION 9**

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

## **UNIT II RESEARCH DESIGN AND MEASUREMENT 9**

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

## **UNIT III SAMPLING AND DATA COLLECTION 9**

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

## **UNIT IV DATA PROCESSING AND ANALYSIS THROUGH SPSS 9**

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

## **UNIT V REPORT DESIGN AND WRITING 9**

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

**TOTAL: 45 HOURS**

**COURSE OUTCOMES:**

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

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

**TEXT BOOKS:**

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

**REFERENCE BOOKS:**

1. Panneerselvam, R., “Research Methodology”, Prentice-Hall of India, New Delhi, 7<sup>Th</sup> Edition, 2004.
2. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods,11<sup>th</sup> Edition, Tata McGraw Hill, New Delhi, 20 .

**WEB SOURCES:**

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

**21RMBL41**

**PROJECT WORK**

**PROJECT OBJECTIVES**

- Its aim is to demonstrate the skills and knowledge that students have acquired in their studies

- The Aim of the final year project is to develop student's knowledge for solving societal problem.
- It enables students to develop problem solving, analysis, synthesis and evaluation skills.

**PROJECT OUTCOMES:**

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

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