



VELS



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

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

MBA (LOGISTICS AND SHIPPING MANAGEMENT)

Curriculum and Syllabus Regulations 2021

(Based on Choice Based Credit System (CBCS))

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

Department of MBA

School of Management Studies & Commerce

Vision and Mission of the Department

Vision

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

Mission

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

Program Educational Objectives (PEOs)

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

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

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

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

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

Program Outcomes (POs)

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

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

PO 3: Ability to develop Value based Leadership ability.

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

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

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

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

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

Program Specific Outcomes (PSOs)

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

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

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

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

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

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

CHOICE BASED CREDIT SYSTEM (CBCS)

MBA (LOGISTICS AND SHIPPINGMANAGEMENT)– REGULATIONS2021

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

1. DURATION OF THE PROGRAMME

1.1. Two years (Four semesters)

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

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

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

Passed Bachelor Degree of minimum 3 years duration.

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

3. MEDIUM OF INSTRUCTION

The medium of instruction for all PG programme is English.

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

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

5. COURSE

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

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist of:

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

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

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

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

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

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

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

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

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

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

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

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

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

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

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

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

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

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

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

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

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

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

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

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

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

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

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

9.Question Paper Pattern for End Semester Examination

Duration: 3 Hours Max. Marks: 100

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

Total Marks for each subject 100 Marks

University Exam 60 Marks

Internal Assessment 40 Mark

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

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

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

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

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

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

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

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

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

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

Successful Students passing the Examinations and securing the marks

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

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

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

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

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

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

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

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: = $\sum_n \sum_i C_{ni} G_{ni} \div \sum_n \sum_i C_{ni}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

14.2. Letter Grade and Class CGPA

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

15. RANKING

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

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

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

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

17. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

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

Overall credit distribution / Course Components with credits

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

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

MBA (LOGISTICS AND SHIPPING MANAGEMENT) – REGULATIONS2021

SEMESTER I

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

SEMESTER II

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

SEMESTER III

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

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

SEMESTER IV

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

TOTAL CREDITS: 102

LIST OF COURSES

CORE COURSES

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

ELECTIVECOURSES

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

ELECTIVE COURSES – II SEMESTER

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

ELECTIVE COURSES – III SEMESTER

FUNCTIONAL AREA	CODE	COURSES
Logistics & Shipping	21EMBL31	Commercial Geography
	21EMBL32	Air Cargo Management
	21EMBL33	Dry Cargo Chartering and Port Agency
	21EMBL34	Liner Trade and Freight Forwarding
	21EMBL35	Shipping Law and Marine Insurance
	21EMBL36	Customs Laws and procedures
	21EMBL37	Container Management
	21EMBL38	Inland Transport Management
	21EMBL39	Delivery Management
	21EMBL40	International Transport Law
	21EMBL41	Export-Import Documentation
	21EMBL42	Logistics Site Safety Management
	21EMBL43	Logistics Services Business Development
Supply Chain	21EMBL44	Warehousing and Inventory Management
	21EMBL45	Global Procurement Management
	21EMBL46	Green Supply Chain Management
	21EMBL47	Supply Chain Analytics
	21EMBL48	Vendor Managed Inventory
	21EMBL49	Global SCM
	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

FUNCTIONAL AREA	CODE	COURSES
Entrepreneurship	21EMBL62	Business Policy & Strategy
	21EMBL63	E-Business

PRACTICAL COURSES

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

SEMESTER I

COURSE OBJECTIVE: (Employability)

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

UNIT I INTRODUCTION TO MANAGEMENT 12

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

UNIT II INDIVIDUAL PROCESS IN ORGANIZATIONS 12

Individual Processes in Organizations: Foundations for Individual Behavior – Learning - Attitudes and Job satisfaction – Personality and values – Perception - Motivation and Organizational performance. Contemporary theories of motivation.

UNIT III INTERPERSONAL PROCESS IN ORGANIZATIONS 12

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

UNIT IV ORGANISATIONAL PROCESS 12

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

UNIT V ORGANIZATIONAL DEVELOPMENT 12

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

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

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: (Employability)

- 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: (Employability)

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

UNIT I INTRODUCTION 12

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

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12

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

UNIT III FUNDS FLOW AND CASH FLOW ANALYSIS 12

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

UNIT IV CAPITAL BUDGETING AND MARGINAL COSTING 12

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

UNIT V BUDGETING AND FINANCIAL REPORTING 12

Budgeting – Different types of budgeting – Cash budget – Flexible budget. Financial reporting – Concepts – users, Objectives of financial reporting – Qualitative characteristics of information in financial reporting – basic problems of disclosure – Role of SEBI in IFRS – Statutory disclosures in IFRS – Corporate reporting practices in India- Challenges in financial reporting

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

- To create the knowledge of **Legal perspective and its practices** to improve 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>

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COURSE OBJECTIVE: (Skill Development)

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

UNIT I INTRODUCTION 12

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

UNIT II REVISING AND CHECKING MESSAGES 12

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

UNIT III ETIQUETTE AND INTERVIEW 12

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

UNIT IV MEETING AND LETTERS 12

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

UNIT V SOFT SKILLS 12

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

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

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Skill Development)

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

UNIT I INTRODUCTION 12

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

UNIT II HARDWARE&SOFTWARE 12

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

UNIT III MICROSOFT WORD 12

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

UNIT IV MICROSOFT EXCEL 12

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

UNIT V MICROSOFT POWERPOINT 12

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

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

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

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

COURSE OUTCOMES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I FOREIGN TRADE 12

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

UNIT II RISK MANAGEMENT 12

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

UNIT III EXPORT POLICY 12

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

UNIT IV ECONOMIC ENVIRONMENT 12

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

UNIT V GLOBALIZATION 12

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

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Explain the concept of International Trade and mode of payment.
- CO – 2 : Discuss important opportunities and challenges in the international environment.
- CO – 3 : Identify the risk involved in the International Trade.
- CO – 4 : Summarize various terminologies related to INCO terms.

CO – 5 : Assess the issues involved in developing economies.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I INTRODUCTION 12

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

UNIT II CONSUMER MARKETS 12

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

UNIT III MARKET SEGMENTATION 12

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

UNIT IV MARKETING PROGRAMME 12

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

UNIT V MARKETING RESEARCH 12

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

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

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

- 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, 10thEdition.2003

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I INTRODUCTION TO MARITIME BUSINESS 12

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

UNIT II LINERS 12

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

UNIT III CONTAINERISATION 12

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

UNIT IV CHARTER PARTY 12

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

UNIT V MARITIME GEOGRAPHY 12

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

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Discuss the basics of maritime business.
- CO – 2 : Illustrate why sea transport is used.
- CO – 3 : Describe about the various measurements based on stowage, volume of ships.
- CO – 4 : Develop ethics in maritime business
- CO – 5 : Analyze different types of ocean liners.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I FUNDAMENTAL CONCEPTS 12

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

UNIT II SUPPLY ANALYSIS 12

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

UNIT III STRUCTURE OF SHIPPING INDUSTRY 12

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

UNIT IV SUPPLY OF SHIPPING 12

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

UNIT V PRICING OF SHIPPING SERVICES 12

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

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

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

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

CO – 3 : Examine the structure of the shipping industry

CO – 4 : Appraise the shipping market structure.

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

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/>

COURSE OBJECTIVE: (Employability)

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

UNIT I BUSINESS ANALYTICS 9

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

UNIT II DESCRIPTIVE ANALYTICS 9

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

UNIT III PREDICTIVE ANALYTICS 9

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

UNIT IV PRESCRIPTIVE ANALYTICS 9

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

UNIT V SOFTWARE 9

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

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I AIR PORTS AND SHIPMENT 9

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

UNIT II AIR CARGO 9

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

UNIT III AIRWAY BILLS 9

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

UNIT IV CARGO VILLAGE 9

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

UNIT V DG CARGO 9

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

TOTAL: 45 HOURS**COURSE OUTCOMES:**

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: Employability)

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

UNIT I DRY CARGO SHIPS**9**

Introduction - Dry Cargo Ships – Types Of Ships , Safe Working Load ,Self-Trimming, Tween deckers, Cargo Stowage, Cargo Gear, Air Draft, Lash - Dry Cargo Ship Tonnages, Load Lines, Dimensions And Cargoes – Tonnage -Displacement Tonnage –Dead weight –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 – Letter Of Credit – Market Reporting –Methods Of Ship Employment – Firm Offer, Chartering Contracts - List Of Voyage Charter Party Clauses, Elements Of Voyage Charter Party, List Of Time Charter Party Clauses, Bareboat Charter - Factors In Selecting Ships, Cargoes And Chartering Alternatives

UNIT II FINANCIAL ELEMENTS OF CHARTER PARTIES**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, Bill Of Lading And Cargo Claims, Functions Of B/L, Elements Of B/L,Types Of B/L, B/L At LoadingPort- B/L At Discharging Port, Hague Rules, Hague-Vis by Rules,Hamburg Rules, 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

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

UNIT V GEOGRAPHY OF WORLD TRADE 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

- 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 containerships, 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, Cargos to wage-stowage factors, unitization/ multi-modalism /Containers, Container dimensions, Types of container and other container terminologies, Container inventory, Owning/Leasing, Meeting the demand for containers, Tracking the container fleet, Container control, FCLS, LCLS & ICDS, Container Freight Stations, Role of Ship's Officers & Ship's Agent, Liner Shipping operations - Accounting/ Budgeting/ Freight collection, Port disbursements.

UNIT III FREIGHT FORWARDING, NVOCCs 9

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

UNIT IV LAW OF CARRIAGE OF GOODS & DOCUMENT 9

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

UNIT V THE EXCHANGE OF GOODS TRANSFER & LAW 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

- To describe the law of agency, law of torts, ownership
- 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 Or Tors – General Principle Of Law Of Torts – Types Of Torts And Remedies In Tort - Law Of Agency – Principal Agent Relationship – Indian Contract Act 1872 Important Provisions - Contract Of Indemnity – Contract Of Guarantee – Doctrine Of Frustration.

UNIT III LAW RELATING SHIPS 9

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

UNIT IV INTRODUCTION MARINE INSURANCE 9

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

UNIT V MARINE INSURANCE POLICY. 9

Principle of Utmost Good Faith – Time & Voyage Insurances - Statutory Exclusions-Injury, Marine Insurance Policy-Insured Values-Franchises, Excesses & Deductibles, Measure of Indemnity- Total/Partial loss of Ship/Goods – Salvage & Salvage Charges, Subrogation-Letter of Subrogation- 3rd party Liability-General Averages, Institute Cargo clauses-Institute War clauses- International Hu 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, express warranties
- CO – 5 : Discuss the marine insurance claims processing

TEXT BOOKS:

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

REFERENCE BOOKS:

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

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: (Employability)

- 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 notify goods- Precautions be 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 there on-Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

UNIT III CLEARANCE AND PAYMENT OF DUTY 9

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

UNIT IV WAREHOUSING AND DRAWBACK 9

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

UNIT V COASTAL GOODS & COASTAL VESSELS 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

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

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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

COURSE OBJECTIVE: (Employability)

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

UNIT I INTRODUCTION TO WAREHOUSING 9

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

UNIT II WAREHOUSE OPERATION 9

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

UNIT III ROLE OF INVENTORY MANAGEMENT 9

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

UNIT IV MATERIAL REQUIREMENT PLANNING 9

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

UNIT V INVENTORY 9

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

TOTAL: 45 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Explain the basics of warehousing.
- CO – 2 : Demonstrate the various warehouse operations.
- CO – 3 : Analyze the various warehousing decisions.
- CO – 4 : Outline the various types of warehouses.
- CO – 5 : Apply the various costs involved in a warehouse.

TEXT BOOKS:

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

REFERENCE BOOKS:

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

WEB SOURCES:

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