

# ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle,  
Graded as Category-I University and granted autonomy by MHRD-UGC)

## DIRECTORATE OF COLLABORATIVE PROGRAMMES



## M.B.A Shipping and Logistics Management

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM



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# MBA- SHIPPING & LOGISTICS MANAGEMENT

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848



AUGUST 25, 2023  
BOARD 20

## GENERAL INSTRUCTIONS AND REGULATIONS

**MBA (Shipping & Logistics Management)** conducted by Alagappa University, Karaikudi, Tamil Nadu through its Collaborative Institution .

Applicable to all the candidates admitted from the academic year **2023** onwards.

**1. Eligibility:**

A pass in UG with any discipline National/ International or Equivalent, or an examination accepted as equivalent thereto by the Syndicate for admission to **MBA (Shipping & Logistics Management)**

**2. For the Degree:**

The candidates shall have subsequently undergone the prescribed programme of study in a institute for not less than three academic years, passed the examinations prescribed and fulfill such conditions as have been prescribed therefore.

**3. Duration of the course:**

The course shall extend over a period of **Two years** under Semester pattern.

**4. Standard of Passing and Award of Division:**

a. Students shall have a minimum of 50% of total marks of the University examinations in each subject. The overall passing minimum is 50% both in aggregate of Continuous Internal Assessment and external in each subject.

b. The minimum marks for passing in each theory / Lab course shall be 50% of the marks prescribed for the paper / lab.

c. A candidate who secures 50% or more marks but less than 60% of the aggregate marks, shall be awarded **SECOND CLASS**.

d. A candidate who secures 60% or more of the aggregate marks, shall be awarded **FIRST CLASS**.

e. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

**5. Continuous internal Assessment:**

a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars

b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.

c. One Internal Tests of 2 hours duration may be conducted during the semester for each course / subject and the best marks may be considered and one Model Examination will be conducted at the end of the semester prior to University examination. Students may be asked to submit at least five assignments in each subject. They should also participate in Seminars conducted for each subject and marks allocated accordingly.

d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.

e. The continuous internal assessment marks are to be submitted to the University at the end of every year.

f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.

g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

## 6. Attendance:

Students must have earned 75% of attendance in each course for appearing for the examination.

Students who have earned 74% to 70% of attendance to be applied for condonation in the prescribed form with the prescribed fee.

Students who have earned 69% to 60% of attendance to be applied for condonation in the prescribed form with the prescribed fee along with the medical certificate.

Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

## 7. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **University may send the representatives as the observer during examinations.** University Examination will be held at the end of the each semester for duration of 3 hours for each subject. Certificate will be issued as per the AU regulations. **Hall ticket will be issued to the 1<sup>st</sup> year candidates and upon submission of the list of enrolled students along with the prescribed course fee subsequent 2<sup>nd</sup> and 3<sup>rd</sup> year hall tickets will be issued.**

## 8. Question Paper pattern:

Maximum: 75 Marks	Duration: 3Hours
Part A - Short answer questions with no choice	: 10 x 02=20
Part B - Brief answer with either or type	: 05 x 05=25
Part C- Essay - type questions of either or type	: 03 x 10=30

## 9. Miscellaneous

- Each student possess the prescribed text books for the subject and the workshop tools as required for theory and practical classes.
- Each student is issued with an identity card by the University to identify his / her admission to the course
- Students are provided library and internet facilities for development of their studies.
- Students are to maintain the record of practical's conducted in the respective laboratory in a separate Practical Record Book and the same will have to be presented for review by the University examiner.
- Students who successful complete the course within the stipulated period will be awarded the degree by the University.
- The Internship / Project (any other viva-voce) where external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

## 10. Fee structure

Course fee shall be as prescribed by the University and 50% of the course fee should be disbursed to University. Special fees and other fees shall be as prescribed by the Institution and the fees structure must intimated to the University. Course fees should be only by Demand draft / NEFT and AU has right to revise the fees accordingly.

**Semester Pattern**

Pattern	Course Fee payment deadline
Semester	Fee must be paid before 10 <sup>th</sup> September of the academic year

**11. Other Regulations:**

Besides the above, the common regulation of the University shall also be applicable to this programme.

### M.B.A Shipping and Logistics Management

Sem	Course Code	Courses	Subject	T/P	Credits	Hours/week	Marks		
							Int.	Ext.	Total
I	84811	Core	Principles of Management	T	4	4	25	75	100
	84812	Core	Fundamentals of Logistics	T	4	4	25	75	100
	84813	Core	Introduction To Shipping	T	4	4	25	75	100
	84814	Core	Industrial Visit - Practical	P	2	4	25	75	100
	84815	Elective	Financial Management	T	4	4	25	75	100
	84816	Elective	Organizational Behaviour	T	4	4	25	75	100
	84817	Elective	Business Communication	T	4	4	25	75	100
				Library/GD			2		
			<b>Total</b>		<b>26</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>
II	84821	Core	Customs Law	T	4	4	25	75	100
	84822	Core	Transportation and Distribution Management	T	4	4	25	75	100
	84823	Core	Warehousing and Inventory Management	T	4	4	25	75	100
	84824	Core	Port Management	T	4	4	25	75	100
	84825	Core	Internship	I	6	--	25	75	100
	84826	Elective	International Business Management	T	4	4	25	75	100
	84827	Elective	Liner Trade	T	4	4	25	75	100
				Library/GD			6		
			<b>Total</b>		<b>30</b>	<b>30</b>	<b>175</b>	<b>525</b>	<b>700</b>
III	84831	Core	Port Agency	T	4	5	25	75	100
	84832	Core	Dry Cargo Chartering	T	4	5	25	75	100
	84833	Elective	Marketing Management	T	4	5	25	75	100
	84834	Elective	Management information systems	T	4	5	25	75	100
	84835	Elective	Human Resource Management	T	4	5	25	75	100
	84836	Elective	Research Methodology	T	4	5	25	75	100
				<b>Total</b>		<b>24</b>	<b>30</b>	<b>150</b>	<b>450</b>
IV	84841	Core	Multimodal Transportation Organization Management	T	4	6	25	75	100
	84842	Core	Legal Principles in Shipping Business	T	4	6	25	75	100
	84843	Elective	Operations Management	T	4	6	25	75	100
	84844	Elective	Marine Insurance	T	4	6	25	75	100
	84845	Core	Project work	PR	12	--	50	150	200
				Library/GD			6		
			<b>Total</b>		<b>28</b>	<b>30</b>	<b>150</b>	<b>450</b>	<b>600</b>
			<b>Grand Total</b>		<b>108</b>	<b>120</b>	<b>650</b>	<b>1950</b>	<b>2600</b>

<b>Part No.</b>	<b>Subject</b>	<b>Credits</b>
Part III	Core Course	<b>52</b>
Part III	Electives	<b>44</b>
Part III	Project Work	<b>12</b>
	Total	<b>108</b>

I – Semester					
Core	Course Code: 84811	Principles of Management	T	Credits: 4	Hours: 4
Pre – requisite	To strengthen the learners knowledge in aspects of Management Principles		Syllabus revised	2023 - 24	
Course Objectives	1. The nature and types of business organizations 2. Principles & functions of Management 3. Process of decision making 4. Modern trends in management process				
Unit – I	Introduction To Management- Characteristics of Management-Concepts of Management By Objectives-Fayol’s 14 Principles of Management. Evolution of Management Contribution of Management Thinkers-Management Theories-Management Theory Jungle Approaches to Management				
Unit - II	Social & Ethical Responsibilities of Management & Social Audit-Criteria for Social Responsibilities 10 Commandments of Corporate Social Responsibilities-Ethics of Managers-Social Audit. Planning-Importance of Planning-Advantages of Planning-Disadvantages of Planning-Principles of Planning-Steps in Planning-Planning and Forecasting				
Unit – III	Decision Making Methods of Decision Making-Decision Making Process-Decision Support Systems-Evaluation of Decisions & Group Decision Making Organizing & Organizational Structure-Principles of Organization-Formal & Informal Organizations-Delegation of Authority-Centralization & Decentralization-Span of Management-Line & Staff-Manpower Planning-Recruitment & Selection-Steps in Selection Procedure-Management Development.				
Unit – IV	Leadership-Elements of Leading-Characteristics of Leading-Principles of Leading-Leadership Theories-Leadership Styles-Manager and Leader Motivation-Importance of Motivation-Theories of Motivation.				
Unit - V	Controlling-Elements of Control-Essential of a Good Control System-Functions of a Controller Techniques of Control-Characteristics of an Effective Control System-Management Information Systems. International Management-Role of Global Managers.				
<b>References:</b>					
1. Koontz & Weirich, Essentials of Management, Tata McGraw Hill. 2. VSP Rao, V Hari Krishna – Management: Text and Cases, Excel Books, I Edition, 2004 3. Stoner & Wankai, Management, PHI. 4. Robert Krcitner, Management, ATTBS 5. Weirich & Koontz, Management - A Global perspective, McGraw Hill 6. Helliregarl, Management, Thomson Learning, 2002. 7. Robbins.S.P., Fundamentals of Management, Pearson, 2003					
<b>Related Online Content :</b>					
<a href="https://in.indeed.com/career-advice/career-development/principles-of-management">https://in.indeed.com/career-advice/career-development/principles-of-management</a> <a href="https://www.managementstudyguide.com/management_principles.htm">https://www.managementstudyguide.com/management_principles.htm</a>					
Course Outcomes				Knowledge Level	
CO – 1	Understand the basic concepts of Management Principles			K2	
CO – 2	Discuss ethics & principles			K4	
CO – 3	Analyze the recent trends			K4	
CO – 4	Acquire knowledge of Principles			K2	
CO – 5	Evaluate the recent trends in Principles of Management			K5	



<b>I – Semester</b>					
<b>Core</b>	<b>Course Code: 84812</b>	<b>Fundamentals of Logistics</b>	<b>T</b>	<b>Credits:4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	Basic Knowledge of Logistics		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. The aim of this course is to introduce to Logistics role in Economy / organizations in terms of effective logistics service to the customers</p> <p>2. To offer wide knowledge on the fundamentals of logistics business</p> <p>3. The student is expected to understand the overall logistics services and during this process, he learns to plan / implement / control / cost effectiveness and storage. Thus fulfilling the objectives of Logistics</p>				
<b>Unit – I</b>	Logistics Role in the Economy/Organization - Definition of Logistics Objectives of Logistics-Functions of Logistics- Logistics and Customer Service - Definition of Customer Service-Elements of Customer Service-Phases in Customer Service-Customer Retention Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing				
<b>Unit - II</b>	Inventory Role and Importance of Inventory - Introduction-Role of Inventory Importance of Inventory-Functions of Inventory-Costs for holding Inventory-Reasons for Carrying Inventories-Inventory Levels-Need for Inventory Control Inventory Management - Characteristics of Inventory-Need for Inventory and its Control Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management Materials Management - Objectives of materials management-Materials Planning-Purchasing-Basic Materials of Material Handling Types of Material Handling Equipment's-LASH				
<b>Unit – III</b>	Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-Service-Warehousing Alternatives-Warehouse Site Selection-Factors while initiating Warehouse Operations-Warehouse Management Systems Packing and Materials Handling_ Functions of Packaging-Communication-Packaging Cost -Types of Packaging Material-Unitization-Containerization-Designing a Package-Factors affecting choice of Packaging Materials				
<b>Unit – IV</b>	Global Logistics _Global Supply Chain-Organizing for Global Logistics-Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global Logistics-Barriers to Global Logistics-Markets and Competition_ Logistics Strategy _ Requirements for an Effective Logistics Strategy-Strategic Logistics Planning-Implementation of Strategy Logistics Information Systems - Functions of Logistics Information System(LIS)-LIS Flow-RFID-Principles of Logistics Information				
<b>Unit - V</b>	Organization for Effective Logistics Performance - Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization ,Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis Integrated Logistics - Need for Integration-Activity Centres in Integrated Logistics Role of 3PL&4PL - Principles of LIS				

**References:**

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.

Logistics Management for International Business: Text and Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning

Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

**Related Online Content :**

[https://www.academia.edu/28439603/FUNDAMENTALS\\_OF\\_LOGISTICS](https://www.academia.edu/28439603/FUNDAMENTALS_OF_LOGISTICS)

<https://docplayer.net/17885150-Fundamentals-of-logistics.html>

**Course Outcomes****Knowledge Level**

CO – 1	Understand the fundamental concepts of logistics	K2
CO – 2	Discuss logistics and types	K4
CO – 3	Analyze the recent trends	K4
CO – 4	Acquire knowledge of logistics performance	K2
CO – 5	Evaluate the recent trends in logistics & shipping	K5

**I – Semester**

<b>Core</b>	<b>Course Code: 84813</b>	<b>Introduction to Shipping</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To get knowledge in Shipping Markets and its legal aspects		<b>Syllabus revised</b>	<b>2023 - 24</b>	
<b>Course Objectives</b>	1. This course is designed as an introduction to the world of shipping 2. Students will learn : (a) Dealing with ships themselves (b) Shipping markets (c) Will explore the geography of maritime and commercial world (d) Legal aspects of shipping business (e) Commerce concerned with money (f) Basic accounting & corporate structures				
<b>Unit – I</b>	The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades – Conclusion -The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification				
<b>Unit - II</b>	The Ship – History of ships , why to operate ships , ship registration Tonnage & Load lines – description of various tonnage and types of Ships, cargo gears , crude oil and product tankers ,The Dry Cargo Chartering market – Introduction – Chartering – various charter parties and description of charter parties.				
<b>Unit – III</b>	Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter, Brief History of Containerisation – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions				
<b>Unit – IV</b>	The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management, Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade				
<b>Unit - V</b>	Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types if Companies- Exchange Rates- Company accounts, Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations				

**References:**

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick,- Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.
3. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller

**Related Online Content:**

<https://slideplayer.com/slide/6359103>  
<https://www.studocu.com/row/document/university-of-kyrenia-girne-universitesi/maritime-management/introduction-to-shipping>

<b>Course Outcomes</b>	<b>Knowledge Level</b>	
CO – 1	Understand the basic concepts of Shipping	K2
CO – 2	Discuss various types of Ships	K4
CO – 3	Analyze the recent trends	K4
CO – 4	Acquire knowledge of Ships	K2
CO – 5	Evaluate the recent trends in Shipping	K5

<b>I – Semester</b>					
<b>Core</b>	<b>Course Code: 84814</b>	<b>Industrial Visit Practical</b>	<b>P</b>	<b>Credits: 2</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>				<b>Syllabus revised</b>	<b>2023 - 24</b>
<b>Course Objectives</b>	1.The aim of this course is to understand various infrastructure / facilities / operations / costings that are involved in the logistics industry.				
<p><b>The following are areas of practical visits conducted:-</b></p> <p>Ports and terminals / Port operations / Container Freight Stations, Warehouses / Domestic warehouse / Bonded warehouse / Godowns/ Inland container depots / Empty container plots/Toll gates / Air cargo complex</p> <p><b>STUDENT ASSESSMENT</b></p> <ol style="list-style-type: none"> <li>1. The students are to prepare a practical visit report and record of the same to be maintained.</li> <li>2. The students shall be assessed in any of the attended practical visits.</li> </ol>					

<b>I – Semester</b>					
<b>Elective</b>	<b>Course Code: 84815</b>	<b>Financial Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	Basics of Financial and Management Accounting		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. Financial Management emphasizes the functions of financial management explaining the Investment, finance, dividend and working capital function along with the practical Management problems</p> <p>2. To enable the students to learn the basic functions, principles and concepts of finance in Management.</p>				
<b>Unit – I</b>	The role of Accounting in Business, An information system for internal reporting to management, An External systems for reporting to shareholders, Comparison between management financial accounting, The main financial accounting data and the needs of its user . Accounting Terminology, Accounting concepts, Other conventions, Glossary of Accounting Terms.				
<b>Unit - II</b>	Background to book - keeping, Computerized accounts - The sales day book or sales journal and the debtors' or sales ledger - The purchase day book of purchase journal and the purchase of bought creditors' Ledger. Preparation of the final accounts of a business: Requirement of the companies acts - Steps in preparing the final accounting - The profit and Loss account calculating gross profit - The profit and loss account calculating operating profit - Profit and loss appropriate account - The Balance Sheet - Cash Flow Statement.				
<b>Unit – III</b>	Interpreting the accounts: Interpretation of the Financial Accounts of a Business - Accounting Ratios - Types of Ratio. Managing Working Capital: Cash Flow Management - Cash Management - the Cash Budget - The working capital circle - Cash Budgeting - The steps - Debtor Days - Granting Discounts - Debtors age analysis profile - Applying fir Formatting - Credit Limits.				
<b>Unit – IV</b>	Planning and Control: Budgets and Forecasting Introduction - Preparing a Budget- Assumption - The Budget Committee or Budget Co-ordination - The Budget time table - The objectives of Budgeting - Master Budget - Constraining Factor Analysis - The Over Budget-expenses Budget - Capital Expenditure Budget Programme - Cash Flow Statement - Control of stocks, debtor periods - Cost Patterns - Budget-What are they? - Controllable and Non controllable factors - Costing and Pricing Policy - Fixed and Variable Costs - Computerized budgeting system.				
<b>Unit - V</b>	Appraising an investment: Investment Analysis - Identifying the Project Costs - Capital and Revenue Costs - Net present value as a means of project comparison - Internal Rate of Return Method - The accounting Rate of Return - Depreciation - Methods of Depreciation - Appreciation - Return on Capital Employed. Provision of Finance - Financing the Business - Short term Financing - Medium Term Financing - Long term Finance Accounting for Shipping - Port Disbursement Accounts - On/Off-Hire Statements - Voyage Estimating - Foreign currency transactions- Computers in accountancy - Choosing Computer System.				
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Richard A.Brealey, StevartC.Myers, “Principles of Corporate Finance” McGraw Hill, New York.</li> <li>2. James C.Van Horns, “Financial Management &amp; Policy” Prentice Hall of India (P) Ltd., New Delhi.</li> <li>3. John J.Hampton, “Financial Decision Making – Concepts, Problems and Cases” Prentice Hall of India (P) Ltd., New Delhi (1994)</li> </ol>					

**Related Online Content :**

<https://www.mooc-list.com/tags/financial-management>

<https://www.classcentral.com/course/swayam-financial-management>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the basic concepts of Financial Management	K2
CO – 2	Discuss various methods of Finance	K4
CO – 3	Analyze the recent trends	K4
CO – 4	Acquire knowledge of Budget and working capital	K2
CO – 5	Evaluate the recent trends Market	K5

**I – Semester**

<b>Elective</b>	<b>Course Code: 84816</b>	<b>Organizational behaviour</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	Basic knowledge of activities of an organisation		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. Organization behavior emphasizes the functions explaining the functions, challenges concepts relevant to Organization behavior. 2. To enable the students to learn the basic functions, principles and concepts in Organization Behavior				
<b>Unit – I</b>	Organizational Behavior-Key Elements in OB-Genesis and Concept of OB-Nature & Scope of OBOB is Interdisciplinary. Individual Behavior-Biological Characteristics-Theories on Personality Factors Influencing Perception-Process of Learning.				
<b>Unit - II</b>	Group Behavior-Classification of Groups-Group Development-Functions of Group-Size of Group-Group Structure-Characteristics of Effective Groups Communication-Process of Communication Features of Essential Communication-Functions of Communication-Principles of Communication-Patterns of Communication-Barriers in Communication.				
<b>Unit – III</b>	Leadership-Role of Leaders-Characteristics of Leadership-Attributes of Leadership-Leadership Styles-Hersey-Blanchard’s Situational Theory. Conflict-Genesis of Conflict-Stages of Conflict Conflict Process-Symptoms among Conflicting Persons-Managing Conflict.				
<b>Unit – IV</b>	Work Stress-Sources of Stress-Coping Strategies for Stress-Organizational Strategies, organization development values, organization politics, political behavior in the organization Impression management – self monitoring – organization culture.				
<b>Unit - V</b>	Nature of Organisational Effectiveness-Approaches to Effectiveness-Managerial Implication. International Organisational Behaviour-Growth of International Business-Trends in International Business-Cultural Differences and Similarities-Culture Stock-Motivation Across Cultures Organization Structures Across Cultures				

**References:**

- Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.
- Hellinegal Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning.
- Umasekaran, Organisational Behaviour, Tata McGraw Hill.
- Robbins S.P., Concepts contrivances and applications, Prentice Hall.
- Umasekaran, Organisational Behaviour.
- Helliregal.et.al, Organisational Behaviour, Thomson Learning.
- McShane &Glinow, Organisational Behaviour, Tata McGraw Hill.
- Harris & Hartman, Organisational Behaviour, Jaico, 2003.

**Related Online Content :**

- <https://www.mooc-list.com/tags/organizational-behavior>
- <https://www.my-mooc.com/en/mooc/international-leadership-and-organizational-behavior>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the basic concepts of individual and group behaviour	K2
CO – 2	Discuss various methods of key elements in OB	K4
CO – 3	Analyze the recent trends	K4
CO – 4	Acquire knowledge of OB in business Management	K2
CO – 5	Evaluate the recent trends for better work performance	K5

**I – Semester**

<b>Elective</b>	<b>Course Code: 84817</b>	<b>Business Communication</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To have a good exposure about the concepts in Business communication		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. This course is intended to offer a good understanding of nature of Business Communication 2. To understand the methods of communications, technology and terminology used in Business Communication				
<b>Unit – I</b>	Fundamentals of Communication, Business Communication – Pre-Course Self-Assessment - The Paradox of Communication – Key To Good Communication Skills				
<b>Unit - II</b>	Communication in Teams – Introduction – Key Areas of Business Communication – Principles In Use of Audio – Video In Communication, Non Verbal Communication – Introduction – Categories – Function – Conclusion				
<b>Unit – III</b>	Writing Business Messages – Introduction – Key Ingredient in Composing A Message, Revising Messages – Introduction – Simple Revision - Fog Index – Words That Communicate - Finalizing the Editing Exercise				
<b>Unit – IV</b>	Reports & Proposals – Introduction – Developing and Preparing Business Reports – Planning & Researching Reports & Proposals – Developing a Statement Of Purpose – Prepare Work Plan, Developing And Preparing Business Reports – Presenting Format of A Report – What & How To Conclude				
<b>Unit - V</b>	Developing And Preparing Business Reports – Presenting Format Of A Report – What & How To Conclude , Format, Visual Aids & Contents - Introduction – Using Visual Aid – Process – Design				
<b>References:</b>					
1. Business communication by Urmila R. 2. Business communication Introduction by SM Rai. 3. Business communication – Indian Institute of Logistics communication manual					
<b>Related Online Content :</b>					
<a href="https://examupdates.in/mba-business-communication/#mba-business-communication-lecture-notes-pdf">https://examupdates.in/mba-business-communication/#mba-business-communication-lecture-notes-pdf</a> <a href="https://www.ncertbooks.guru/mba-business-communication-lecture-notes/">https://www.ncertbooks.guru/mba-business-communication-lecture-notes/</a>					
<b>Course Outcomes</b>					<b>Knowledge Level</b>
CO – 1	Understand the basic concepts of communication				K2
CO – 2	Discuss various methods of communication adopted in organizations				K4
CO – 3	Analyze the recent trends in business				K4
CO – 4	Acquire knowledge in presenting any business idea				K2
CO – 5	Evaluate the recent trends for better work performance				K5



**II – Semester**

<b>Core</b>	<b>Course Code: 84821</b>	<b>Customs Law</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To gain an in-depth knowledge about various customs procedures pertaining to imports and exports		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. In the course of Foreign Trade the role being played by Customs is vital under specialized and mandatory circumstances and within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods as per their recognized customs procedures.</p> <p>2. The course gives an excellent opportunity for the student, to learn the subject namely customs laws objectively. Import / Export is totally under the roles of law and in the learning process</p> <p>3. Students come to learn what, when, where, why, who, and how to comply with EXIM trade and laws as followed by the Indian Customs Act.</p>				
<b>Unit – I</b>	Preliminary- Definitions, Officers of Customs-Classes-Appointments-Powers of Officers of Customs- Entrustments of Functions of Board, Appointment of Customs Ports, Airports etc-Power to approve landing places and specify limits of customs area- Appointment of boarding stations, Prohibitions on Importation and Exportation of Goods- Detection of Illegally Imported goods and prevention of the disposal thereof-Prevention or Detection of Illegal Export of Goods- Power to exempt, Levy of and exemption From Customs Duties-Dutiable goods-Duty on Pilfered goods.[Section 1 to 13]				
<b>Unit - II</b>	Valuation of Goods - Assessment of Duty- Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases, Indicating Amount of Duty in Price of Goods,Etc., For purpose of Refund-Price of goods to indicate the amount of duty paid thereon. Administration of Rules of Origin under Trade Agreement. [Section 14 to 28DA]				
<b>Unit – III</b>	Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling- Powers of Authority-Procedure of Authority,Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India to board Conveyances-Delivery of export manifest or export report- No Conveyance to leave without written order. [Section 28E to 43]				
<b>Unit – IV</b>	Clearance of Imported Goods and Export Goods - Clearance of goods for home consumption - Clearance of Exported Goods, Payments through Electronic Cash Ledger and Electronic Duty Credit Ledger, Goods in Transit-Transit and Transhipment of certain goods without Payment-Liability of duty on goods transited or transhipped. [Section 44 to 56]				
<b>Unit - V</b>	Warehousing-Licensing of Public, Private, Special 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, Special provisions regarding Baggage, Goods Imported or Exported by Post, Courier and Stores, Provisions relating to Coastal goods and Vessels carrying Coastal goods.[Section 57 to 100]				

**References:**

1. Guide to Customs Procedures 2009:10, GururajBn, Centax Publications Pvt Ltd
2. Customs Law Practice and Procedures, V. S. Datey, Taxman Allied Services Pvt. Ltd., 7th Edition 2010.
3. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009
4. Customs Manual, 2023

**Related Online Content :**

<https://trade.ec.europa.eu/access-to-markets/en/content/customs-clearance-documents-and-procedures>

<https://www.freightmango.com/blog/what-import-custom-clearance-procedure-india>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the basic concepts of Customs act	K2
CO – 2	Discuss various rules and regulations	K4
CO – 3	Analyze the recent trends in customs duties	K4
CO – 4	Acquire knowledge of customs act	K2
CO – 5	Evaluate the recent trends transit of goods	K5

**II – Semester**

<b>Core</b>	<b>Course Code: 84822</b>	<b>Transportation and Distribution Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To get knowledge in transportation and distribution management		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1.The main aim of this course is to understand role of distributors – designing various distribution channels – networking the role of transportation 2.Will effectively be able to manage transportations – inventory warehousing – various Distribution channels – costs and value measures.				
<b>Unit – I</b>	Introduction - role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs Advantages of distribution models – disadvantages of distribution models – pre- requisites Of distribution – comparing distribution networks.				
<b>Unit - II</b>	Distribution network planning – various factors in distribution - delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation				
<b>Unit – III</b>	Transportation modes – performance characteristics and selection – various modes of transportation (multimodal) – merits of each all modes of transportation – transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation				
<b>Unit – IV</b>	Transportation routing decisions – transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – application of information technology in transportation – E commerce Intelligent transport management systems.				
<b>Unit - V</b>	Transit operation software – geographic information systems – advanced fleet management systems – intermodal freight technology – transportation security initiatives And role of technology – various inspection systems.				

**References:**

Management of Modern City Transportation System, M Mustafa K KDewan, Deep & Deep Sunil chopra and P Meindl, supply chain management strategy.  
 Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICAI University Press, 2007.  
 Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co., 1986.  
 Management of Transportation, Bardi Edward J., Cengage Learning (Thompson), 6<sup>th</sup> Edition 2006 [International Edition],

**Related Online Content :**

<https://slideplayer.com/slide/4695957>

<https://www.coursehero.com/file/102591988/Transportation-and-Logistics-Management-Notesdocx>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of transportation	K2
CO – 2	Discuss modes of distribution	K4
CO – 3	Analyze the recent trends transports	K4
CO – 4	Acquire knowledge of distribution network planning	K2
CO – 5	Evaluate the recent trends in transit operation software	K5

II – Semester					
Core	Course Code: 84823	Warehousing And Inventory Management	T	Credits: 4	Hours: 4
Pre – requisite	To get knowledge in warehousing and inventory management		Syllabus revised	2023 - 24	
Course Objectives	1. To understand various storage options available and procedures of managing the inventory in a systematic and orderly manner 2. To understand the different warehouses and operations involved and thus bridging the time gap between production and consumption of goods.				
Unit – I	Introduction to warehousing – concepts – decision making – operations – need for warehousing – issues affecting warehousing – various warehousing facilities – different types of ware houses – characteristics of ideal ware houses.				
Unit - II	Introduction to inventory management – role in supply chain – role in competitive strategy Role of inventory – functions of inventory - types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories - need to hold inventory				
Unit – III	Warehouse management systems – Introduction – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning.				
Unit – IV	ABC inventory control – managing inventories by ABC – multi – echelon inventory systems Managing inventory in multi echelon networks – managing inventory in single echelon networks. Various approaches – distribution approaches – the true multi echelon approach.				
Unit - V	The principles and performance measures of material handling systems – Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.				
<b>References:</b>					
Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003. Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.					
<b>Related Online Content :</b>					
<a href="https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf">https://iimm.org/wp-content/uploads/2019/12/Logistics-and-Warehousing-Management.pdf</a> <a href="https://vpmpmcoe.org/naac/ICT%20TOOLS/pdf-Mech/(Mr.P.V.Bapat)731%20scm%20warehouse%20management-converted-compressed.pdf">https://vpmpmcoe.org/naac/ICT%20TOOLS/pdf-Mech/(Mr.P.V.Bapat)731%20scm%20warehouse%20management-converted-compressed.pdf</a>					
Course Outcomes				Knowledge Level	
CO – 1	Understand the fundamental concepts of inventory Management			K2	
CO – 2	Discuss various methods of inventory handling systems			K4	
CO – 3	Analyze the recent trends in warehousing			K4	
CO – 4	Acquire knowledge of inventory control			K2	
CO – 5	Evaluate the recent trends in warehousing operations			K5	

<b>II – Semester</b>					
<b>Core</b>	<b>Course Code: 84824</b>	<b>Port Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To have a better insight in the intermediary operations in logistics management		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. It covers Internal Distribution of goods through Multimodal Transportation 2. Various methods and procedures used while loading and discharging cargoes 3. Code of safe practices while handling lifting gears and cargoes. 4. The student should be able to understand the role of Logistics through Multi Modal Transportation				
<b>Unit – I</b>	Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt-Bill of Lading Care of Cargoes - Precautions before loading/When Carrying Cargo-Sweat and Ventilation-Dew Point-Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing-Ballasting or De ballasting-Damage-Stability Lifting Gear - Safe Working Load-Breaking Stress-Factor of Safety-Simple Derrick-Union Purchase System-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts- Stoecklein Derricks-Cranes.				
<b>Unit - II</b>	Code of Safe Practice for Solid Bulk Cargoes Aim of Code-Solid Bulk Cargoes-Angle of Repose-Concentrates-Moisture Migration-Moisture Content-Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-Trimming Requirements-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes – Hazards-Precautions -Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, IMDG Code				
<b>Unit – III</b>	Aim-Application-Classification-Packing-Marking/Labelling/Placarding-DocumentsStowage Requirements-Explosives in Passenger Ships-Segregation-Types of Segregation-Precautions for Loading Dangerous Goods, Unit Loads and Containers - Forms of Unitization- Pre-slung Cargo- Palletisation- Containers-Physical Characteristics of Containers-Types of Containers-Stowage and Securing-Stability-Lifting a Container-LASH&RO-RO Ships- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operations Flammability-Methods of Gas Freeing Tanks-Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing-Pollution-Cargo Calculations				
<b>Unit – IV</b>	Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes-Dock Labourers Act,1934 Inspectors-Powers of Inspectors-Obligations of Dock Workers				
<b>Unit - V</b>	Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures De stuffing formalities – channelization of return / empty containers – reverse process.				

**References:**

Multimodal Transport Rules, Hugh M. Kindred, H. M. Kindred, M. R. Brooks, Kluwer Law International Publisher, 1st Edition, 1997.

Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers

Laws of Carriage of Goods by Sea and Multimodal Transport In India, Dr. K. V. Hariharan, Shroff Pub & Dist. Pvt. Ltd, First Edition, 2006

**Related Online Content :**

<https://www.freightforwarderquoteonline.com/news/cargo-clearing-forwarding-procedure>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of inventory Management	K2
CO – 2	Discuss various methods of inventory handling systems	K4
CO – 3	Analyze the recent trends in warehousing	K4
CO – 4	Acquire knowledge of inventory control	K2
CO – 5	Evaluate the recent trends in warehousing operations	K5

II – Semester					
<b>Core</b>	<b>Course Code: 84825</b>	<b>Internship</b>	<b>I</b>	<b>Credits: 6</b>	
<b>Pre – requisite</b>				<b>Syllabus revised</b>	<b>2023 - 24</b>
<b>Course Objectives</b>	1. Broaden the student’s awareness of workplace practice. 2. Provide the student with relevant practical experience 3. Establish and maintain contacts between INSTITUTE and people in key positions in the private and public sectors 4. Maintain strong links with employers. 5. Monitor employers’ requirements and adjust services and programs accordingly 6. Promote INSTITUTE services and activities with industry 7. Satisfy awarding body requirements				

**STUDENT ASSESSMENT:**

Assessment integrity is maintained by a commitment to the following principles:

1. Assessment is based on internationally recognized vocational standards.
2. Assessment of competence is based on performance criteria.
3. Continuous assessment is conducted in both education and work environments.
4. Assessment is conducted by qualified assessors.
5. Feedback from students provides a basis for the evolving learning and assessment strategies

**PROGRAMME EVALUATION:**

It is the practice at INSTITUTE to have its program evaluated by both students and employers. Results of these program evaluations, which are ode rated by professional external evaluators, show consistently high levels of satisfaction. INSTITUTE is firmly client-oriented. Programs are developed to meet the needs of clients, particularly the employers and students. This approach has enabled to develop high quality education program to meet the needs of a variety of clients from a wide range of organizations.

<b>II – Semester</b>					
<b>Elective</b>	<b>Course Code: 84826</b>	<b>International Business Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	Learners will know the impact of International Business in nation's economy		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. The aim of this course is to introduce to Introduction to International Business / organizations in terms of effective logistics service to the customers through International trade.</p> <p>2. To offer wide knowledge on the fundamentals of International business</p> <p>3. The student is expected to understand the overall concepts in International Business. Thus fulfilling the objectives of understanding concepts and applying in International Business</p>				
<b>Unit – I</b>	<p>Merchandise trade; trade in services; global sourcing; counter trade; global trade and developing countries theories of international trade - Mercantilism; absolute cost theory; comparative cost theory; opportunity cost theory; factor endowment theory; complementary trade theories-Stapler-samuelson theorem; intra-industry trade; economies of scale; different tastes; technological gaps and product life cycles; availability and non-availability ; trade in intermediate goods; Dutch disease; Transportation cost and international trade – competitive advantage of nations- GAINS FROM TRADE AND TERMS OF TRADE - Gains from trade: terms</p>				
<b>Unit - II</b>	<p>Arguments for free trade; arguments for protection; demerits of protection; trade barriers; non-tariff barriers; REGIONAL ECONOMICS INTEGRATION (TRADE BLOCS) AND CO-OPERATION - Types of integration; European Union; EU trade; other regional groupings; economics integration of developing countries ; south-south co-operation ; SAARC;SAPTA; Indo Lanka Free Trade agreement; INTERNATIONAL COMMODITY AGREEMENTS, CARTEL AND STATE TRADING - Commodity agreements-quota agreements; buffer stock agreements –cartels; states trading; bilateral/multilateral contracts BALANCE OF PAYMENTS - Components of balance of payments; balance of disequilibrium; correction of balance of payments disequilibrium; financing of BOP deficit INTERNATIONAL MONETARY SYSTEM - Pre-Bretton Woods Periods; Bretton Woods system; managed floating;</p>				
<b>Unit – III</b>	<p>EMS, ECU and Euro. FOREIGN EXCHANGE MARKET - Meaning nature &amp; functions; determination of exchange rates; purchasing power parity theory; balance of payments theory ;exchange control; exchange rate systems; exchange rate classification ; convertibility of rupee; devaluation ; currency exchange risks and their management ;foreign Exchange Management Act (FEMA). EURO CURRENCY MARKET - Meaning and scope; important features of the market; origin and growth; factors that contributed to the growth; supply and demands; an evaluation of the Eurocurrency market. INTERNATIONAL FINANCIAL AND DEVELOPMENT INSTITUTIONS - International Monetary Fund; Special Drawing Rights (SDRs); IMF and international liquidity; World Bank; International Development Association</p>				
<b>Unit – IV</b>	<p>World Bank; International Finance Corporation; Asian Development Bank; UNCTAD; UNIDO; International Trade Centre; WORLD TRADE ORGANIZATION (WTO) - GATT; the Uruguay Round; World Trade Organization; salient features of UR agreement; GATS; TRMs; TRIPs; patents; dispute settlement; anti – dumping measures; an evaluation of UR agreement; UR agreement and development countries; UR agreement and India. International Investments - Types of foreign Investment; significance of foreign investment; limitations and dangers of foreign capital; factors affecting international investment; growth of FDI; dispersion of foreign investment; portfolio investment; cross- border M &amp; As; foreign investment in India; the New</p>				



	policy;
<b>Unit - V</b>	Foreign investment by Indian Companies MULTINATIONAL CORPORATIONS (MNCs) - Definition and meaning; importance and dominance of MNCs; code of conduct; multinationals in India- GLOBALISATION - Meaning and dimensions; stages of globalization; essential conditions of globalization implications & impact of globalization; globalization of Indian business. FOREIGN TRADE POLICY AND REGULATION - Foreign trade policy ,2004-09;regulation and development of foreign trade; foreign trade (Development and Regulation) Act; export promotion; EOUs,EPEs and SEZs; International trade financing ;payment terms ;institutional finance for exports ;Exim Bank; export credit risk insurance. - TRADE AND BOP OF INDIA - Highlights of India's Trade performance; determinants of export ;determinants of imports; major exports ;export product- country matrix; major imports; direction of trade ; trends in invisibles and current accounts ;balance of payments ;major problems of India's exports sector.

**References:**

Francis Cherunilam - International business management  
Hill. C.W International business: competing in global market place.  
Philip R .Cateora International marketing.  
Charles W.L. Hill – International Business.

**Related Online Content :**

<https://examupdates.in/international-business-notes/>  
<https://www.easymanagementnotes.com/overview-of-international-business/>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of international trade	K2
CO – 2	Discuss various methods of trading	K4
CO – 3	Analyze the recent trends in foreign exchange market	K4
CO – 4	Acquire knowledge of world bank	K2
CO – 5	Evaluate the recent trends in foreign investment	K5

<b>II – Semester</b>					
<b>Elective</b>	<b>Course Code: 84827</b>	<b>Liner Trade</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 4</b>
<b>Pre – requisite</b>	To have a better understanding about the various documentation procedures in liner trade		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure &amp; organization specially related to the container trade.</p> <p>2. To understand the methods of operations, technology and terminology used. Changes in the liner shipping in the last quarter of the 20th century – containerization and development of liner trade routes</p>				
<b>Unit – I</b>	<p>Definitions of liner trades, History of liners, liner trades and tramp trades, containerization, Liner trades _ Their Evolution and development, The Dev. Of Unitization and containerization , concepts of liner trades, liner operations, port organization – Vessel loading and discharging , liner trade routes, The major ports, liner service options - Liner trade – ship types - Tonnages, pseudo tonnages, cargo measurements &amp; capacities basic ship layout, container ships, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment, Ro-Ro Access equipment.</p>				
<b>Unit - II</b>	<p>Cargoes &amp; cargo equipment – Liner cargo ( general cargo) - Dangerous goods IMO special goods , cargo handlings other methods of lifting cargo port handling equipment , port terminals, cargo storage, storage factors port management and organization, terminal management , The role of ships officers, The ships agent.Liner Shipping operations - Management and policy, ship management and operations services crewing department, marine and engineering superintended, storing, operations , independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties conflict of Interest, the agent in the port , the marketing and sales function liner operation liner documentation general agency accounting principles duties remuneration duration.</p>				
<b>Unit – III</b>	<p>Containerization unitization and inter-modalism - Growth in world trade unitization, inter- modalism world container other growth container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS &amp; ICDS , legal &amp; insurance implications in the container trade.Conferences consortia, Alliances &amp; Independent The conference system, monopoly investigations development to the conference system, conference and competition law, FMC, TACA, mergers, takeovers and container consortia, alliance around the world.</p>				
<b>Unit – IV</b>	<p>The Bill of Lading and other Documentation -The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading</p>				
<b>Unit - V</b>	<p>The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades - The carrier insurance the carrier’s liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code</p>				

**References:**

1. Ship Operation Research and Development; A Program for Industry, J. Haskell, General Books Publisher, 2009.
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.

**Related Online Content :**

<https://www.studocu.com/row/document/east-africa-institute-of-certified-studies/project-management/liner-shipping-please-help-notes>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of liners	K2
CO – 2	Discuss various methods exchange of goods	K4
CO – 3	Analyze the recent trends in cargo handling	K4
CO – 4	Acquire knowledge of world bank	K2
CO – 5	Evaluate the recent trends in foreign investment	K5

III – Semester					
Core	Course Code: 84831	Port Agency	T	Credits: 4	Hours: 5
<b>Pre – requisite</b>	To have a good exposure about the Port Operations concepts in International Shipping industry			<b>Syllabus revised</b>	<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. This course is intended to offer a good understanding of nature of worldwide line shipping trade including its structure &amp; organization specially related to the container trade</p> <p>2. To understand the methods of port operations, technology and terminology used. Changes in the liner shipping in the last quarter of the 20th century – Containerization and development of liner trade routes</p>				
<b>Unit – I</b>	Ship Introduction- Sizes-Bulk Carrier-Tweendeckers-Tankers-Chemical & Parcel Tankers-Gas Carriers-Specialized Dry Cargo Ships Registration & Classification Flags of Convenience-Offshore Flags-Port State Control-Classification				
<b>Unit - II</b>	Safety Certificates and Surveys - Safety Certificates-Load line 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				
<b>Unit – III</b>	Time Counting - Importance of Time-Notice of Readiness-Demurrage and Despatch-Statements of Facts & Timesheets-Stoppages, Operations - Arrangement and Supplying of Services Upon Behalf of Principal-Cargo-Ship-Crew Repatriation -Desertion-Mail				
<b>Unit – IV</b>	Cargo Documentation- Introduction-Letter of Indemnity-Collecting Freight-Discharging Port Agent and Bill of Lading-Functions of Bill of Lading-Mate’s Receipt-Manifest, Geography of Trade - Introduction-Political Factors-Labour - Port-Places of Source-Economic Factors-Environmental Issues.				
<b>Unit - V</b>	Port Agents and Law - Introduction-Practical Duties and Obligations-Noting Protest-P&I Associations-General Average-Sensible Precautions taken by Prudent Port Agent, Relationships with Principals - Introduction-Disbursement Accounting-Division of Costs-Final Disbursement Invoice-Operational Accounting-Office Organization				
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Introduction to shipping, institute of chartered ship brokers</li> <li>2. Witherby seamanship international limited - second edition</li> <li>3. Lambert M surhone , Miriam T.Timpledon – Port agency</li> </ol>					
<b>Related Online Content :</b>					
<a href="https://www.academia.edu/9915522/PORT_AGENCY_TERMS_AND_CONDITIONS">https://www.academia.edu/9915522/PORT_AGENCY_TERMS_AND_CONDITIONS</a>					
<a href="https://www.scribd.com/document/276669200/Port-Agents">https://www.scribd.com/document/276669200/Port-Agents</a>					
<b>Course Outcomes</b>					<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of Port Agents				K2
CO – 2	Discuss various methods of safety measures of ship				K4
CO – 3	Analyze the recent trends incargo documentation				K4
CO – 4	Acquire knowledge ofships				K2
CO – 5	Evaluate the recent trends in Port Agents and Law				K5

**III – Semester**

<b>Core</b>	<b>Course Code: 84832</b>	<b>Dry Cargo Chartering</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Pre – requisite</b>	To have a good exposure about the concepts in Dry Cargo chartering		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. This course is intended to offer a good understanding of nature of worldwide Dry Cargo Chartering and including its structure & organization specially related to the container trade. 2. To understand the methods of operations, technology and terminology used in Dry Cargo				
<b>Unit – I</b>	Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers - Cargo Stowage - Cargo Gear - Air Draft – LASH; Dry Cargo Ship – various Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC-Plimsoll Lines-Grain Capacity-Bale Capacity-Types of Cargoes.				
<b>Unit - II</b>	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				
<b>Unit – III</b>	Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight-Bill of Lading-Bunkers / lay time formats – lay time importance - Lay time - Calculation of Lay time- List of Very Important Decisions all port related delays , clauses for calculating lay time and exemptions in charter party for calculating lay time				
<b>Unit – IV</b>	Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-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 Loading port-B/L at Discharging Port Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea-Seaworthiness-Himalaya Clause.				
<b>Unit - V</b>	World Trades Ships for Cargoes- various dry cargo tramp trades- Various cargoes for ships size wise - Handy size-Trading Restrictions-Port Restrictions - Navigation restrictions – political restrictions - appointment of cargo claims - Disputes and Professional Indemnity P&I Clubs-English Maritime Arbitration application /interpretation of the charter party clauses				

**References:**

Dry cargo chartering by institute of chartered ship brokers  
 Witherby seamanship international limited - second edition  
 Lambert M surhone , Miriam T.Timpledon – Port agency /charterer  
 Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994

**Related Online Content :**

<https://www.slideshare.net/cmmindia2017/1-dry-cargo-chartering>

<b>Course Outcomes</b>	<b>Knowledge Level</b>	
CO – 1	Understand the fundamental concepts of Port Agents	K2
CO – 2	Discuss various methods of safety measures of ship	K4
CO – 3	Analyze the recent trends in cargo documentation	K4
CO – 4	Acquire knowledge of ships	K2
CO – 5	Evaluate the recent trends in Port Agents and Law	K5

<b>III – Semester</b>					
<b>Elective</b>	<b>Course Code: 84833</b>	<b>Marketing Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Pre – requisite</b>	Basic idea of Business Management			<b>Syllabus revised</b>	<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. Marketing Management emphasizes the functions explaining the functions of marketing along with the practical marketing Management challenges</p> <p>2. To enable the students to learn the basic functions, principles and concepts in marketing management.</p>				
<b>Unit – I</b>	Marketing in a Changing World Satisfying Human Need-Nature of Marketing-Developing Marketing Strategy-Marketing Research and Information Systems-Human Environment-Human Needs and Need Satisfaction Processes. Marketing and Society: Social Responsibility and Marketing Ethic-Societal Marketing Concept-Business Ethics-Marketing Ethics-An Economic and Social Perspective. Marketing Environment-Micro Environment-Macro Environment-Market Analysis				
<b>Unit - II</b>	Marketing Mix-Product Mix and Product Portfolio-Mapping Market Attractiveness. Product Concepts-Product Management Strategies-Concept of Core and Peripheral Services-Costs of information related to product. Product Life Cycle-Phases in PLC-PLC Analysis Role of Pricing -Pricing Strategies-Elements of Price-Value Pricing-Flexible Pricing Strategies-Competition based Pricing.				
<b>Unit – III</b>	Managing Distribution Channels-Distribution Objectives-Distribution Opportunities-Electronic Commerce Promotion Strategy-Its role in Marketing-Consumer Sales Promotion TechniquesPromotion Planning Fundamentals of Advertising-Planning the Advertisement-Targeting the Audience-Some Analytical Frameworks.				
<b>Unit – IV</b>	Brand Management – Introduction –Brand Mgmt – Steps in Branding – Measuring Brand Value Understanding Consumer Behaviour – Introduction – Understanding Buyer Choice Behaviour – Buying Process – Problem Solver Market Segmentation – Introduction – Basic Objectives – Steps in Market Segmentation – Market targeting - What is Market Programming- how to work with Segmentation analysis.				
<b>Unit - V</b>	Positioning Strategy- Introduction - Growth opportunity analysis Demand , Building & managing Customer relationships – CRM – Introduction – Operationise CRM – C- in CRM – Value in Customer knowledge – CRM Checklist Creating competitive advantages – Monopolistic completion – conditions- Dynamics of Competition – Strategies – Limitation, : B2B and B2C Marketing Strategies – Introduction – what is B2B Marketing - Benefits – B2c marketing – How its done – Conclusion.				
<b>References:</b>					
<ol style="list-style-type: none"> <li>1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.</li> <li>2. Marketing Management - RajanSaxena - Tata McGraw Hill, 2002</li> <li>3. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002</li> <li>4. Case and Simulations in Marketing - Ramphal and Gupta - Golgatia, Delhi</li> <li>5. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy&amp; S. Namakumari - Macmilan India, 2007</li> </ol>					

**Related Online Content:**

[https://swayam.gov.in/nd1\\_noc20\\_mg04/preview](https://swayam.gov.in/nd1_noc20_mg04/preview)

<https://www.my-mooc.com/en/categorie/marketing>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the fundamental core aspects of marketing	K2
CO – 2	Discuss various methods of branding	K4
CO – 3	Analyze the recent trends in market segmentation and targeting to build knowledge	K4
CO – 4	Acquire knowledge on consumer behaviour	K2
CO – 5	Evaluate the recent trends in marketing control and modern trends	K5

### III – Semester

<b>Elective</b>	<b>Course Code: 84834</b>	<b>Management Information Systems</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Pre – requisite</b>	Basic knowledge of Business Management and Information Systems		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. To help students understand how MIS is developed and implemented for various levels in an Organization, 2. The phases involved in the development of a system, the factors determining their success 3. Relationship of MIS with various functional areas of organization				
<b>Unit – I</b>	Foundations of Information Systems: A framework for business users - Roles of Information systems -System concepts - Organization as a system - Components of Information Systems - IS Activities -Types of IS				
<b>Unit – II</b>	IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction Processing Systems- Information Reporting System -Information for Strategic Advantage				
<b>Unit – III</b>	DSS and AI: DSS models and software: The decision making process - Structured, Semi Structured and Unstructured problems; what if analysis, Sensitivity analysis, Goal-seeking Analysis and Optimizing Analysis. Overview of AI, Neural Networks, Fuzzy Logic Systems, Genetic Algorithms -Expert Systems.				
<b>Unit – IV</b>	Managing Information Technology: Managing Information Resources and technologies – IS Architecture and management - Centralized, Decentralized and Distributed - EDI, Supply chain Management & Global Information technology Management				
<b>Unit – V</b>	Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online Operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.				

#### References:

James A O'Brien, "Management Information Systems", Tata McGraw Hill, Fourth Edition, 1999  
 Effy Oz, "Management Information Systems", Vikas Publishing House, Third Edition, 2002  
 Kenneth C Laudon and Jane P Laudon, —Management Information System, 9th Edition, PHI, New Delhi, 2006  
 R.Srinivasan, —Strategic Management, 11nd edition, Prentice Hall of India, New Delhi  
 M.Senthil, —Management Information System, 2003

#### Related Online Content :

[https://www.swayam.gov.in/ndl\\_noc20\\_mg60/preview](https://www.swayam.gov.in/ndl_noc20_mg60/preview)  
<https://www.nptel.ac.in/courses/110/105/110105148/>  
<https://www.nptel.ac.in/courses/122/105/122105022/>

Course Outcomes	Knowledge Level	
CO – 1	Understand the fundamental concepts of MIS	K2
CO – 2	Discuss various functional information systems	K4
CO – 3	Analyze the recent trends in technologies for developing	K4
CO – 4	Acquire knowledge of DSS models, AI, Expert Systems in decision making process	K2
CO – 5	Evaluate the various security challenges for a secured information system	K5



**III – Semester**

<b>Elective</b>	<b>Course Code: 84835</b>	<b>Human Resource Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Pre – requisite</b>	Basics of Business management		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. HumanResource Management emphasizes the functions explaining the functions, challenges concepts relevant to HR.</p> <p>2. To enable the students to learn the basic functions, principles and concepts in HRM</p>				
<b>Unit – I</b>	Introduction To HRM-Functions of HR Management-Qualities of HR Manager-Role of HR Executives International Human Resource Management-Concepts of IHRM Approaches to IHRMFeatures of IHRM-Importance of IHRM-Factors affecting IHRM				
<b>Unit – II</b>	Human Resource Planning-Objectives of HR Planning-HR Planning at different Planning LevelsProcess of HR Planning Job Analysis and Design: Job Analysis Information-Uses of Job AnalysisProcess of Job Analysis-Methods of collecting Job Analysis Data-Job Description. Recruitment and Selection-Recruitment Policy-Objectives of Recruitment-Selection Procedure-Essentials of Selection Procedure-Steps in Selection Procedure.				
<b>Unit – III</b>	Promotion, Transfer, Job Rotation & Career Planning, Career Development-Need for Career Planning-Career Development-Suggestions for Effective Career Development. Performance Appraisal-Evaluation Process-Performance Appraisal Methods-Management by Objectives Behaviorally Anchored Rating Scale-Pitfalls in Performance Appraisal-Use of Performance Appraisal				
<b>Unit – IV</b>	Employee Training and Development-Steps in Training Programmes-Training Evaluation-Areas of Training-Importance of Learning-Employee Training Methods-Evaluating Management Development Program Compensation Management-Process of Job Evaluation-Techniques of Job Evaluation-Advantages of Job Evaluation-Types of Incentive Plans-Employee Benefits-Objectives of Employee Benefits.				
<b>Unit – V</b>	Occupational Safety and Health-Causes of Safety and Health problems at the work PlaceProvisions to prevent Accidents in the work place-Stress and Consequences on Employee Performance. Grievance Handling-Concept of Grievance-Causes of Grievance-Effective Grievance Redressal-Steps in Grievance Redressal Procedures. Discipline Action-Aims and Objectives of Discipline-Forms and Types of Discipline-Principles of Maintaining Discipline - Disciplinary Procedure-Types of Disciplinary Actions-Dismissal.				

**References:**

- Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
- H.JohnBernardin&JoyeeE.A.Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
- Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005
- Dr.R.Venkatapathy&AssissiMenacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001
- VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi - 2000

**Related Online Content :**

[http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view\\_module\\_ug.php/240](http://ugcmoocs.inflibnet.ac.in/ugcmoocs/view_module_ug.php/240)

<https://www.my-mooc.com/en/categorie/human-resources>

<b>Course Outcomes</b>		<b>Knowledge Level</b>
CO – 1	Understand the basic functions, principles and concepts of HRM	K2
CO – 2	Discuss various process	K4
CO – 3	Analyze the recent trends in HR Planning	K4
CO – 4	Acquire knowledge of HRM concepts in business	K2
CO – 5	Evaluate the recent trends in HRM tools to achieve specific objectives	K5

### III – Semester

<b>Elective</b>	<b>Course Code: 84836</b>	<b>Research Methodology</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 5</b>
<b>Pre – requisite</b>	Basic knowledge of Research Methodology		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	<p>1. Students should understand a general definition of research design</p> <p>2. Students should be able to distinguish a purpose statement, a research question or hypothesis and a research objective.</p> <p>3. Students should be able to distinguish between a population and a sample. Students should be familiar with current uses of the terms reliability and validity in educational research.</p> <p>4. Students should know the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis.</p>				
<b>Unit – I</b>	Research Definition: Nature of Social Services Research: Research Design: Components and significance: Types of Research Design for various methods of research explanatory. Descriptive, Experimental, Case study: Marketing research.				
<b>Unit - II</b>	Formulation of research problem: Literature review: Hypothesis: Significance: Qualities of good hypothesis: Sources: Tools and Techniques questionnaire: Interview, Schedule, Observation, Interviews, Qualitative Research				
<b>Unit – III</b>	Sampling Sampling methods: Random sampling and Non-Random sampling. Choice of Sample, Sample size, Sample Error: Analysis and Interpretation of Data: Checking, Coding, Editing, Transcription and Tabulation				
<b>Unit – IV</b>	Types of data: Tools of data collections: Difference between questionnaire and interview schedule: Processing of data: Meaning of editing, coding, classifications and tabulations: Types of tables.				
<b>Unit - V</b>	Report writing: Scheme of presentations: Contents, list of tables and preface: Certificate: Footnotes and Bibliography: Induce: Diagrammatic presentation of data: Various kinds of figures and diagrams.				
<b>References:</b>					
Kothari, C.R., Research Methodology”, Methods and Techniques, New Age International, 6th Edition, 2010 Panneerselvam, R., “Research Methodology”, Prentice-Hall of India, New Delhi, 7Th Edition, 2004 Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata McGraw Hill, New Delhi, 20					
<b>Related Online Content :</b>					
<a href="https://research-methodology.net/research-methodology/research-types/">https://research-methodology.net/research-methodology/research-types/</a> <a href="https://www.intechopen.com/books/cyberspace/research-design-and- methodology">https://www.intechopen.com/books/cyberspace/research-design-and- methodology</a>					
<b>Course Outcomes</b>					<b>Knowledge Level</b>
CO – 1	Understand the basic concepts of research approaches, techniques and strategies				K2
CO – 2	Discuss varioustypes of data				K4
CO – 3	Analyze the recent trends in different research approaches utilized in the service industries				K4
CO – 4	Acquire knowledge of meaning of a variable, and identify independent, dependent, and mediating variables.				K2
CO – 5	Evaluate the recent trends in data analysis and interpretation in relation to the research process.				K5

**IV – Semester**

<b>Core</b>	<b>Course Code: 84841</b>	<b>Multimodal Transportation Organization Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Pre – requisite</b>	To explore the impact of effective multi modal transportation in the countries economic growth.			<b>Syllabus revised</b>	<b>2023 - 24</b>
<b>Course Objectives</b>	1. The aim of the course is to understand introduction to MTO operations 2. The various distribution models to be discussed in detail 3. Through understanding of various tariffs applicable in sea/air/rail/road/pipeline transportation				
<b>Unit – I</b>	International Distribution and Role of Logistics-Unitisation-Containerisation-Multimodalism Airfreight-Evolution of Global Economy-Multimodal Trade Routes-Basic Intermodal Systems-Modal Interfaces. Physical Multimodal Operations- Seatransport Vessels and Equipments-Ship Sizes-Tonnages-Economy of Scale-Road Transport Vehicles and Equipments-Air Transport-Ports, Terminals and Depots-Full Container Loads-Less than Container Loads-Inland Container Depots. Interrelationship of Transport mode, Trade Routes and Cargoes-General Cargo-Dangerous Goods-Special Goods-LCL & Breakbulk Cargo-Multi-modal Trade Routes Trade Growth-Factors affecting Mode and Route Choices-Hypermarkets-Supermarkets and Departmental Stores. Operators of Multimodal Transport and Logistics Services-Vessel Operators-Airlines-Road Transport-Outsourcing Logistics Management-Inhouse Logistics Management.				
<b>Unit - II</b>	Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tarrifs and Pricing Creating through Transport Prices. Inventory Management and the Supply Chain-Inventory-Just In Time-Integrated Supply Chain Inventory Management- Fleet Size-Owning versus Leasing-Meeting the Demand for Containers. Operators of Multi-modal Transport and Logistics Services-Vessel Operators-Airlines- -Inhouse Logistics Management-Corporate tructures in Multi-modal Transport-Computer Applications in Multimodal Transport.				
<b>Unit – III</b>	Through Transport Pricing-Tariffs and Freight Rates-Modern Freight Tarrifs and Pricing Creating through Transport Prices. Inventory Management and the Supply Chain-Inventory Just In Time-Integrated Supply Chain Inventory Management-Equipment Inventory Determining Fleet Size-Owning versus Leasing-Meeting the Demand for Containers				
<b>Unit – IV</b>	Sale Contracts and Documentation-Sale Contract-Incotermis-Bill of Lading-Bill of Lading Clauses-Waybills-Liability and Insurance-Paperless Trading . Conventions Relating to multimodal Transport-Cargo Liability Conventions-Customs Conventions.				
<b>Unit - V</b>	Statutory Regulations and Restrictions-National and International Restrictions on the movement of Goods. Multi modal transport act of India customs duties and free trade areas various service contracts applicable and related exemptions. IATA and international ship owning organizations –road transport organizations- anti terrorist and illegal immigrant legislation compliance of ISPS code.				
<b>Unit – VI</b>	Air Cargo - Airways and Logistics, Management of Cargo, Techniques for Air Cargo management, Air Cargo rates				
<b>References:</b>					
Multimodal containerized transport for export and import by N.Rengaraj/N.Viswanath Multimodal transport rules by Hugh M kindread., M.R.Brooks Multimodal transportation of goods act-1993 by professional book publishers Laws of carriage of goods by sea and multi modal transport in India by DR.K.V.Hariharan					
<b>Related Online Content :</b>					
<a href="http://www.aitd.net.in/pdf/3/12.%20Multimodal%20Transportation.pdf">http://www.aitd.net.in/pdf/3/12.%20Multimodal%20Transportation.pdf</a>					
<b>Course Outcomes</b>				<b>Knowledge Level</b>	

CO – 1	Understand the fundamental concepts of MTO operations	
CO – 2	Discuss transport prices & tariffs	
CO – 3	Analyze various tariffs in different transportation	
CO – 4	Acquire knowledge on Statutory Regulations and Restrictions- National & international	
CO – 5	Evaluate the recent trends in Air Cargo	

IV – Semester					
Core	Course Code: 84842	Legal Principles in Shipping Business	T	Credits: 4	Hours: 6
Pre – requisite	To have a good exposure about the concepts in legal principles		Syllabus revised	2023 - 24	
Course Objectives	1.This course is intended to offer a good understanding of nature of legal principles in business. 2. To understand various legal terminologies used in the industry				
Unit – I	Basic Principles of English Law-Types of Law-Sources of Law-Maritime Conventions Act 1911-Arbitration- Basic Principles of Contract Law-Formation of Contract-Promissory Extoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.				
Unit - II	Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations- Misrepresentation-Remedies in Tort-Vicarious Liability-Defamation-Libel-Slander. Main Principles of Law relating to Agency-Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.				
Unit – III	Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties-Voyage-Time- Demise-Implied Terms in Charterparties-Standard Charterparty Forms				
Unit – IV	Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate’s Receipt				
Unit - V	Carriage of Goods by Sea Acts-Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage				
<b>References:</b> Legal principles in shipping business by Institute of chartered ship brokers Maritime law desk book by Charles M .Davis Maritime law journal – Articles by Capt.A.K.bansal( faculty Indian institute of Logistics) Admiralty and maritime law by Robert Force Maritime law by Christopher Hill					
<b>Related Online Content :</b> <a href="https://www.studocu.com/in/document/bangalore-university/ballb/principles-and-practice-of-management">https://www.studocu.com/in/document/bangalore-university/ballb/principles-and-practice-of- management</a>					
<b>Course Outcomes</b>				<b>Knowledge Level</b>	
CO – 1	Understand the fundamental concepts of legal principles in shipping				
CO – 2	Discuss different shipping principles				
CO – 3	Analyze various laws related to Carriage Goods				
CO – 4	Acquire knowledge on Charter parties				
CO – 5	Evaluate the recent trends in carriage of Goods by Sea Acts				

IV – Semester					
<b>Elective</b>	<b>Course Code:</b> <b>84843</b>	<b>Operations Management</b>	<b>T</b>	<b>Credits: 4</b>	<b>Hours: 6</b>
<b>Pre – requisite</b>	Basic knowledge of Production process		<b>Syllabus revised</b>	<b>2023 - 24</b>	
<b>Course Objectives</b>	1. The objective of this course is to understand systematic approach towards operations in the industry. 2. To understand concepts of costing finance and accountancy				
<b>Unit – I</b>	Systems Approach-Historical Development of OM,JIT,TQC&Automation-OperatingDecisionsWhy study OM Concepts of Costing, Finance and Accountancy in OM-Operations Costing Financial Management and Financial Analysis.				
<b>Unit - II</b>	Job Design-Principles of Job Design-Behavioral Approaches to Job Design-Benefits of Sound Job Design-Process for Job design-Key factors in Job Design Introduction to Work Study-Productivity Evolution and Development-Objectives of Work Study-Method Study-Application of Method Study-Performance Rating.				
<b>Unit – III</b>	Introduction to Production Planning &Control-Aggregate Production Planning-Documents used in PPC. Demand Forecasting for Production Planning-Forecasting Approaches-Linear Regression Analysis-Time Series Methods-Simple Moving Averages-Weighted Moving Averages-Exponential Smoothing Methods				
<b>Unit – IV</b>	Aggregate Planning-Three dimensions of Aggregation-Purpose of Aggregate Planning-Techniques for Aggregate Planning, Master Production Scheduling-Benefits of Good Scheduling Developing Master Production Schedules				
<b>Unit - V</b>	Detailed Scheduling Methods for Single Machine & Dispatching-Benefits of Good Scheduling Gantt Chart Line Balancing-Production Line-Steps in Line Balancing Procedure-Production Flow Control				
<b>References:</b>					
1. Productions and operations management by Everest E Adam abd Ebert 2. Operations management ( theory and problems) –Joseph G monks 3. Productions and operations management by S.N.Chary 4. Modern production and operations management by E.S .Buffa 5. Production and operations management by Hunawalla and Patil.					
<b>Related Online Content :</b>					
<a href="https://nptel.ac.in/courses/110/106/110106146/">https://nptel.ac.in/courses/110/106/110106146/</a>					
<a href="https://www.edx.org/course/product-management-fundamentals">https://www.edx.org/course/product-management-fundamentals</a>					
<b>Course Outcomes</b>					<b>Knowledge Level</b>
CO – 1	Understand the fundamental concepts of operations management				
CO – 2	Discuss Job design & work study				
CO – 3	Analyze Production Planning & Control Aggregate Production				
CO – 4	Acquire knowledge on different aggregate planning				
CO – 5	Evaluate the recent trends in scheduling methods				

IV – Semester					
Elective	Course Code: 84844	Marine Insurance	T	Credits: 4	Hours: 6
<b>Pre – requisite</b>	The learners will be benefitted in understanding various insurance markets and methods		<b>Syllabus revised</b>		<b>2023 - 24</b>
<b>Course Objectives</b>	1. This course is designed as an introduction to maritime insurance. 2. To understand an overview of marine insurance act 1906				
<b>Unit – I</b>	International Marine Insurance Market-Credit System-Lloyds-P&I Clubs-Salvage Association. Marine Insurance Act 1906-Original Slip-Policy Signing-Brokerage-Principle of Insurable Interest-Cargo Interests-Hull Interests-Contracts on Sale				
<b>Unit - II</b>	Principles Involved in Marine Insurance-Representation & Misrepresentation-Warranties-Time and Voyage Insurances-Change of Voyage-Statutory Exclusions-Inherent Vice. Particular Average-Total Loss-Marine Insurance Policy-Forms of Policy				
<b>Unit – III</b>	Measure of Indemnity-Partial Loss of Ship-Freight-Goods-Sue and Labour Charges-Salvage and Salvage Charges-Subrogation-Letter of Subrogation. General Average-Contributory Values Average Disbursements-Applications to Insurance.				
<b>Unit – IV</b>	General Average-Contributory Values-Average Disbursements-Applications to Insurance. Cargo Insurance-Long Term Cargo Contracts-Floating Policy-Open Cover-Cancellation Clause Certificate of Insurance.				
<b>Unit - V</b>	Cargo Clauses-Transit Clause-Change of Voyage Clause-General Average Clause. Time Clauses Principal Insuring Conditions-Additional Clauses				
<b>References:</b> Marine insurance By Institute of chartered ship brokers Marine insurance clauses by Hudson Marine Cargo insurance by DuntJhon Reference book of marine insurance by Whither by Publishers UK Collected papers on marine claims by Good Acre .J.K.					
<b>Related Online Content :</b> <a href="https://www.studocu.com/in/document/karnataka-state-law-university/insurance-law/notes-on-marine-insurance-important-questions">https://www.studocu.com/in/document/karnataka-state-law-university/insurance-law/notes-on-marine-insurance-important-questions</a>					
Course Outcomes					Knowledge Level
CO – 1	Understand the fundamental concepts of marine insurance				
CO – 2	Discuss principles involved in Marine Insurance				
CO – 3	Analyze the recent trends in measure of indemnity & disbursements				
CO – 4	Acquire knowledge of Cargo Insurance				
CO – 5	Evaluate the recent trends in cargo clauses				



<b>IV – Semester</b>					
<b>Core</b>	<b>Course Code: 84845</b>	<b>Project Work</b>	<b>PR</b>	<b>Credits: 12</b>	
<b>Pre – requisite</b>				<b>Syllabus revised</b>	<b>2023 - 24</b>

A requirement of this program is to complete the project work where the students are expected to write reports in their chosen field of interest within the various verticals of the logistics industry which will enable the student to gain more in depth knowledge of the chosen vertical .

The completed report which shall be done under the guidance of the respective project guides and shall include the current business practices and also suggest improvements to the existing processes which shall be submitted to the university for the conduct of a viva voce .

## PG Programme

### **19.1 Passing minimum**

- A candidate shall be declared to have passed each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous Assessment and End Semester Examinations marks together.
- The candidates not obtain 40% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed the Project/Dissertation/Internship if he/she gets not less than 40% in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate in each of the Project/Dissertation/Internship Report and Viva-Voce.
- A candidate who gets less than 50% in the Project/Dissertation/Internship Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted Project report.

### **19.2 Grading**

The following table gives the marks, Grade points, Letter Grades, and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper/  
Course)

<b>RANGE OF MARKS</b>	<b>GRADE POINTS</b>	<b>LETTER GRADE</b>	<b>DESCRIPTION</b>
90 - 100	<b>9.0 – 10.0</b>	<b>O</b>	<b>Outstanding</b>
80 - 89	<b>8.0 – 8.9</b>	<b>D+</b>	<b>Excellent</b>
75 - 79	<b>7.5 – 7.9</b>	<b>D</b>	<b>Distinction</b>
70 - 74	<b>7.0 – 7.4</b>	<b>A+</b>	<b>Very Good</b>
60 - 69	<b>6.0 – 6.9</b>	<b>A</b>	<b>Good</b>
50 - 59	<b>5.0 – 5.9</b>	<b>B</b>	<b>Average</b>
00 - 49	<b>0.0</b>	<b>U</b>	<b>Re-appear</b>
ABSENT	<b>0.0</b>	<b>AAA</b>	<b>ABSENT</b>

- a) Successful candidates passing the examinations and earning a GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning a GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning a GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning a GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning a GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning a GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have an Average (B).
- g) Candidates earning a GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance in a semester and continuous performance starting from the first semester are indicated

respectively as Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

### 19.3 Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0 9.0 and above but below 9.5	<b>O+</b> <b>O</b>	First Class – Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	<b>D++</b> <b>D+</b> <b>D</b>	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	<b>A++</b> <b>A+</b> <b>A</b>	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	<b>B+</b> <b>B</b>	Second Class
0.0 and above but below 5.0	<b>U</b>	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a) Successful candidates passing the examinations and earning a CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), and those who earned a CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary\*.
- b) Successful candidates passing the examinations and earning a CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned a CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned a CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction\*.
- c) Successful candidates passing the examinations and earning a CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned a CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned a CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d) Successful candidates passing the examinations and earning a CGPA between 5.0 and 5.4 shall be given a Letter Grade (B), and those who earned a CGPA between 5.5 and 5.9 shall be given a Letter Grade (B+) and declared to have passed in Second Class.
- i) Candidates who earned a CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- e) Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = Sum of the multiplication of Grade Points by the credits of the entire Programme

Sum of the credits of the courses for the entire Programme

Sum of Grade Points X credits of the entire Programme

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

**CGPA** (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: \* The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.