

BHARATHIAR UNIVERSITY COIMBATORE - 641 046

MBA LOGISTICS AND SUPPLY CHAIN MANAGEMENT

(For the CPOP students admitted during the academic year 2012-2013 & Onwards)

Scheme of Examinations – CBCS Pattern

Course title	Ins. Hrs/week	Examinations				
		Duration. Hrs	CIA	Marks	Total	Credits
SEMESTER – I						
1. MBALS01 Management Principles & Practices	5	3	25	75	100	4
2. MBALS02 Marketing Management in Logistics	5	3	25	75	100	4
3. MBALS03 Financial Management in Logistics	5	3	25	75	100	4
4. MBALS04 Material Handling in Logistics	5	3	25	75	100	4
5. MBALS05 Corporate Communication	5	3	25	75	100	4
6. MBALS06 Logistics & Supply Chain Mgt.	5	3	25	75	100	4
7. MBALS07 Business Application Software Lab	5	3	25	75	100	4
SEMESTER – II						
8. MBALS08 International Business Management	5	3	25	75	100	4
9. MBALS09 International Marketing for Logistics and SCM	5	3	25	75	100	4
10.MBALS10 Shipping & Port Management	5	3	25	75	100	4
11.MBALS11 Warehouse Management	5	3	25	75	100	4
12.MBALS12 Soft Skill development	5	3	25	75	100	4
13.MBALS13 Operations Research Techniques	5	3	25	75	100	4
14.MBALS14 Research Methodology	5	3	25	75	100	4
SEMESTER – III						
15.MBALS15 Liner Trade and Intermodal Transportation	5	3	25	75	100	4
16.MBALS16 Transport Regulation laws	5	3	25	75	100	4
17.MBALS17 Logistical operations integration	5	3	25	75	100	4
18.MBALS18 Dry Cargo Chartering	5	3	25	75	100	4
19.MBALS19 Global Supply chain Integration and International Sourcing	5	3	25	75	100	4
20. MBALS20 E – Logistics	5	3	25	75	100	4

21.MBALS21 Summer Placement Project Report & Viva-Voce	-	-	20	80	100	4
SEMESTER – IV						
22.MBALS22 Retail Supply chain Management	7	3	25	75	100	4
23.MBALS23 Performance Measurement and Reporting	7	3	25	75	100	4
24.MBALS22 Exim Procedures and Documentation	7	3	25	75	100	4
25.MBALS25 Project work and viva	-	-	20	80	100	4
TOTAL	-	-	-	-	2500	100

MBA LS 01 MANAGEMENT PRINCIPLES AND PRACTICES**Unit - I**

Management: Science, Theory and Practice – The Evolution of Management Thought and the Patterns of Management Analysis – Management and Society: The External Environment – Social Responsibility and Ethics – Global and Comparative Management – The Basis of Global Management.

Unit - II

The Nature and Purpose of Planning: Objectives – Strategies – Policies and Planning Premises – Decision Making – Global Planning.

Unit - III

The Nature of Organizing and Entrepreneurship – Organizational Structure: Departmentation – Line/Staff Authority and Decentralization – Effective Organizing and Organizational Culture – Global Organizing.

Unit - IV

Co-ordination Functions in Organisation – Human Factors and Motivation – Leadership – Committees and Group Decision Making – Communication – Global Leading.

Unit - V

The System and Process of Controlling – Control Techniques and Information Technology – Productivity and Operations Management – Overall Control and toward the Future through Preventive Control – Global Controlling and Global Challenges.

References:

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.

MBA LS 02 MARKETING MANAGEMENT IN LOGISTICS

Unit - I

Marketing concepts and tasks - customer value and satisfaction – changing marketing practices – strategic marketing planning and organization - Myths about Services – Concept of Service Marketing Triangle – Service Marketing Mix – GAP Models of Service Quality

Unit - II

Consumer Behavior in Services : Search, Experience and Credence Property, Customer Expectation of Services, Two Levels of Expectation, Customer Perception of Services- Service Encounters - Customer Satisfaction - Service Quality.

Unit - III

Marketing Research to understand Customer Expectation - Building Customer Relationship through Retention Strategies - Market Segmentation – Process & Targeting in Services, Retention Strategies – Monitoring Relationship.

Unit - IV

“Hard” & “Soft” Standards – Process for Developing Customer Defined Standards – Creation of Service Vision and Implementation – Service Quality as Profit Strategy – New Service Development – Service Blue Printing – Positioning on the Five Dimensions of Service Quality.

Unit - V

Emotional Labour Productivity trade off –Importance of Customer & Customers Role in Service delivery – Intermediary Control Strategies – Managing Demand and Capacity – Lack of Inventory Capability – Methodology to Exceed Customer Expectation Pricing of Services – Role of Price and Value in Provider GAP 4.

References:

1. Marketing management – Rajan Saxena – Tata McGraw Hill, 2002.
2. Hoffman & Bateson, Services Marketing, Thomson, 2007.
3. Peter Mudie and Angela Pirrie, Services Marketing, 3/e, Elsevier, 2006.
4. C Bhattacharjee, Services Marketing, Excel, 2006.

MBA LS 03 FINANCIAL MANAGEMENT IN LOGISTICS

Unit – I

Introduction to Financial Accounting – Meaning, Scope, Principles – Preparation of Financial Statement – Types of Financial Statement – Trial Balance – Trading Account – Profit and Loss Account – Preparation of Final Accounts – Balance Sheet – Ratio Analysis – Fund Flow and Cash Flow Analysis – Problems and Solutions

Unit – II

Financial Management – Meaning and importance of Finance – Objectives – Functions of Financial Management – Scope of Finance – Financial Manager's Role – Financial Goals – Profit Maximization – Wealth Maximization – Organization of Finance Functions

Unit – III

Capital Budgeting – Meaning – Definition – Capital Expenditure Evaluations – Concepts – Importance of Capital Budgeting – Payback Period – Net Present Value (NPV) – Internal Rate of Return (IRR) – Discount Cash Flow (DCF) Method – Break Even Analysis – Fixed Cost – Variable Cost – Marginal Costs – Contribution – Profit

Unit – IV

Cost of Capital – Meaning – Importance – Determination – Leverages – Types of Leverage – Capital Structure – Meaning – Definition – Theories of Capital Structure – Determination of Capital Structure – EBIT – EPS – Problems and Solutions

Unit – V

Working Capital Management – Types of Capital – Nature of Working Capital - Operating Cycle – Factors Influencing Working Capital – Receivables Management – Cash Management – Working Capital Finance – Advantages and Disadvantages of Working Capital – Problems and Solutions

References:

1. Dr. V. R. Palanivelu, Financial Management, S. Chand & Company Ltd.
2. Maheswari. S. N., Financial Management – Principles & Practices, Sultan Chand & Sons.
3. Panday I. M., Financial Management, Vikas Publishing House.
4. S. N. Maheswari, Management Accounting.
5. R. L. Gupta & Radhaswamy, Advanced Accountancy.

MBA LS 04 MATERIAL HANDLING IN LOGISTICS**Unit – I**

History of Materials Handling – Need of Materials Handling – Importance of Materials Handling – Advantages of Materials Handling – Dis- advantages of Materials Handling – Functions involved in Material Handling – Types of Layout & Performance of Layout

Unit – II

Principles and their Uses – Preliminary Considerations – Principles of Material Handling Equipments – Factors in Selection of Material Handling Equipments – Materials Handling and Role of Management

Unit – III

Selection of Materials Handling Equipments – Economics of Material Handling Equipments – Cost Considerations – Cost Analysis – Cost Account and Material Handling – Cost Indices

Unit – IV

Hoisting Machineries – Elevating Equipments – Cranes – Important Parts of cranes – Types of cranes – Rotatory or Revolving Cranes – Bridge & Mobile Cranes.

Unit – V

Conveying Equipments – Traction Type Conveyers – Tractionless Type Conveyers – Surface Tension Equipments – Narrow gauge equipments – Cross Holding Equipments – ODC Material Handling

References:

- 1) R.B.Choudary & G.R.N.Tagore, Plant Layout and Material Handling, Khanna Publishers.
- 2) Jacob Fruchtbaum, Bulk Materials Handling Hand Book, CBS Publishers & Distributers.
- 3) Dr.K.C.Arora, Vikas V.Shinde, Aspects of Material Handling, Laxmi Publications (p) Ltd.

MBA LS 05 CORPORATE COMMUNICATION

Unit - I

Communication basics – Business Communication – components – types – formal communication network – work team communication – variables – goal – conflict resolution – non – verbal communication – cross cultural communication – business meetings – business etiquette.

Unit - II

Understanding corporate communication – employee communication – managing government relations – writing for media and media relations

Unit - III

Corporate communication in brand promotion – financial communication – crises communication.

Unit - IV

Report writing: characterizing & business reports – types and forms & reports – project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

Unit - V

Business presentation: Written and oral presentation – work – team presentation – delivering the business presentation visual aids – slides – electronic presentation – hand – outs – delivering the presentation – career planning – preparing resume – job applications – preparation for a job interview – employment interviews – follow – up.

References:

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Lesiler & Flat lay, Basic Business communication. Tata Mc Graw Hill.

MBA LS 06 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Unit - I

Overview of Logistics : Nature and concepts – Evolution of the Logistics Concept – Logistical Mission and Strategic Issues – Logistics in India – Growing Importance of Logistics Management – Logistical Competitive Advantage – Strategic Logistics Planning Process – Components of Logistics Management – Functions of Logistics Management

Unit - II

Supply Chain Management: Introduction – Value Chain – Functions and Contributions – Supply Chain Effectiveness and Indian Infrastructure – Framework for Supply Chain Solution – Outsourcing and 3PLs – Fourth-party Logistics (4PLs) –Supply Chain Relationships – Conflict Resolution Strategies for Harmonious Relationships.

Unit - III

Elements of Logistics & Supply Chain Management: Introduction – Positioning of Information in Logistics and Supply Chain Management – Logistics Information System (LIS) – Operational Logistical Information System –Emerging Technologies in Logistics and Supply Chain Management.

Unit - IV

Warehousing and Distribution Centres : Introduction– Concepts of Warehousing– Types of Warehouse– Functions of Warehousing– Warehousing Strategy– Warehouse Design– Operational Mechanism of Warehouse.

Unit - V

Logistics Administration: Introduction– Evolutionary Trends of Logistics and Supply Chain Organization– Basic Organization Principles– Factors Influencing Organizational Structure.

References:

1. Douglas M.Lambert, James S. Stock and Lisa M. Ellram (1998), Fundamentals of Logistics Management, The McGraw Hill Companies, New York.
2. Gaurdin, Kent N., Global Logistics Management (2001), Blackwell Publishers Ltd., Oxford.
3. Martin Christopher, Logistics and Supply Chain Management (2000), Financial Times Management, Pitman Publishing, London.

MBA LS 07 BUSINESS APPLICATION SOFTWARE LAB**Unit – I**

MS office: Introduction to WORD – POWERPOINT and EXCEL.

Unit – II

Word : Creating a New Document with Templates & Wizard – Creating Own Document – Opening/Modifying a Saved Document - Converting Files to and from other Document Formats – Using Keyboard Short-Cuts & Mouse – Adding Symbols & Pictures to Documents – Headers and Footers – Finding and Replacing Text – Spell Check and Grammar Check – Formatting Text – Paragraph formats – Tables – Working within Tables.

Unit – III

Excel : Working with Worksheets – Cells - Working with Multiple Worksheets – Using Formulas for Quick Calculations – Working & Entering a Formula – Formatting a Worksheet – Creating and Editing Charts – Elements of an EXCEL Chart – Selecting Data to a Chart – Types of Chart – Chart Wizard – Formatting Chart Elements – Editing a Chart – Printing Charts.

Unit – IV

Powerpoint : Creating New Presentations – Auto Content Wizard – Using Template – Blank Presentation – Opening Existing Presentations –Presentations – Applying New Design – Adding Graphics – Using Headers and Footers – Animating Text – Special Effects to Create Transition Slides – Controlling the Transition Speed – Adding Sounds to Slides – Using Action Buttons.

Unit – V

Tally : Introduction and Installation – Required Hardware – Preparation for installation of Tally software – Installation – Working in Tally : Opening New Company – Safety of Accounts or Password –Making Ledger Accounts – Writing Voucher –Correcting Sundry Debtors and Sundry Creditors Accounts – Preparation of Trial Balance – Books of Accounts – Cash Book – Bank Books – Ledger Accounts – Group Summary – Sales Register and Purchase Register – Journal Register – Statement of Accounts & Balance Sheet.

References:

1. OFFICE 2000 complete - BPB
2. Windows 98 complete – BPB
3. Jane Calabria and Dorothy Burke, Windows 98 6in1- PHI

MBA LS 08 INTERNATIONAL BUSINESS MANAGEMENT**Unit – I**

Introduction and Overview: Introduction - The Globalization of the World Economy – The Changing Nature of International Business - Differences in International Business.

Unit – II

Country Factors : National Differences in Political Economy - Political Systems - Economic Systems - Legal Systems - The Determinants of Economic Development - Differences in Culture - Social Structure - Religion - Language - Education - Culture and the Workplace - Culture and Competitive Advantage.

Unit – III

The Global Trade and Investment Environment - Introduction - An Overview of Trade Theory - Mercantilism - The New Trade Theory - National Competitive Advantage - Porter's Diamond - The Revised Case for Free Trade - Development of the World - Trading System - Regional grouping of countries and its impact.

Unit – IV

Foreign Direct Investment: Introduction - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries - The Global Monetary System - The Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market.

Unit – V

The Strategy of International Business : Introduction - Strategy and the Firm - Profiting from Global Expansion - Strategic Choice : Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work : Exporting, Importing and Counter trade : Introduction - Improving Export Performance - Export and Import Financing– Counter trade.

References:

1. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw Hill, 1999.
2. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
3. Shivaramu, International Business, Macmillan India.
4. Francis Cherunilam, International Business, Wheeler Publications.
5. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998.

MBA LS 09 INTERNATIONAL MARKETING FOR LOGISTICS AND SCM**Unit – I**

International Marketing: Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting, Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

Unit – II

International Product and Pricing Strategies: Product Designing – Product Standardization Vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

Unit – III

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

Unit – IV

India's Foreign Trade Policy – Direction and Composition of India's foreign trade – Export – Import Policy of Current Year – Export procedures and documentation – Export import procedures – Certificate related to shipments – Documents related to payment – Documents related to Inspection – Documents related to excisable goods

Unit – V

Emerging Trends in International Marketing: Regionalism v/s Multilateralism – Trade Blocks – Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.

Reference(s):

1. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education, New Delhi.
2. Kotabe Masaaki and Helsen Kristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
3. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall.

MBA LS 10 SHIPPING & PORT MANAGEMENT

Unit – I

International Trade – General Introduction to International Trade – Overall Perspective of Shipping as a Function – Principles and Practices of Shipping – Roles and Functions of Intermediaries – Inco Terms – The Markets of Maritime Transport – Ship Types.

Unit – II

Cargo & Trade Routes – International Seaborne Trade – Containerization, Port – Terminal Management – Economic Impact of Ports – Economic Impact of Ports on Regional Economy – Location Characteristics – Organization Structure in Ports

Unit – III

Interface of Rail & Road Infrastructure – Inter Modal Connections – Port Operations – Services rendered by Ports – Performance Indicators – Terminal Operations – Factors affecting Terminal Productivity – Cargo & Container Handling Equipments.

Unit – IV

Marketing of Port Services – Identifying Stakeholder – Concept of Hinterland – Identifying Customer Needs Handling Competition & adding values – Port Development to tap the potential of Coastal Shipping Cabotage Law & Practices affecting coastal movement of cargo.

Unit – V

I.T Infrastructure in Ports & Terminal – Comparative Analysis Coastal Shipping Vs inland Movement, Environmental issues connected with ports & terminals health and safety issues, port security issues, International Ships and port Facility code.

References:

1. Patrick Alderton Port Management and Operations.
2. Kenneth Christopher, Ports Security Management, Auerbach Publications.
3. David Pinder and Brian Slack, Shipping and Ports in the Twenty First Century, Routledge Taylor & Francis Group.
4. Dong-Wook Song, Photis Panayides, Maritime Logistics, Koganpage Publications.

MBA LS 11 WAREHOUSE MANAGEMENT

Unit – I

Introduction to Warehousing - Position of Warehouse - Organization Structure of Stores Division - Organization matters for efficient working of stores division - Need for requisitioning the material - Replenishment of stock items - Requisition for new and out of stock items - Preparation of material requisition for purchase.

Unit – II

Receipt of materials - Inspection - Control samples - Documentation of accepted materials - Issues of materials - Stocking - Need for stocking - Reporting of shortage/excess - Discrepancies and their resolution - Reasons for discrepancies - Delays in inspection - Preparation and distribution of DR

Unit – III

Control of tools - Surplus materials - Scrap materials - Storage of conveyor belts - Storage of belt, splicing materials, V belts, Tires & Tubes, etc. - Handling of bearings - Criticism of stores division – Performance evaluation – Performance indicators – Parameters to be evaluated – How is performance evaluation carried out

Unit – IV

Computerization of warehouse activities – Tasks for computerization in ware house activities – Benefits of computerization – Appropriate software for store keeping and Inventory control – Creating a Database for Transactional tasks – Setting up user's own inventory control Database system – Internal communication – Leading Store keeping and Inventory control packages.

Unit – V

ISO Standards - Need for ISO Standards – Registration for ISO Certification – ware house activities and quality assurance – Stores division activities in conformance to ISO 9001- Warehouse location, layout & Facilities planning – warehouse security, safety & Maintenance

References:

1. J P Saxena, Warehouse Management, Vikas publication – 2009.

MBA LS 12 SOFT SKILL DEVELOPMENT

UNIT – I

Self Development and Assessment: Attitude - Emotional Intelligence – Interpersonal Skills – Self Development – Motivation – Self-Analysis through SWOT – Enhancing Knowledge through Reading

UNIT – II

Communication Skills: Process of Communication - Listening Skills – Reading Skills – Writing Skills – Speaking Skills – Presentation Skills – Professional Writing Strategies.

UNIT – III

Employability Skills: Interview Skills - Preparing For Face-to-Face Interview - Group Discussion – Body Language – Team Building and Team Work.

UNIT – IV

Corporate Skills: Leadership Qualities – Negotiation Skills - Stress Management – Time Management – Stress And Stroke.

UNIT – V

Other Skills: Meditation -Improving Perception – Etiquette And Manners - Career Planning - Notes Taking - Complex Problem Solving - Creativity Preparing Cv/ Resume

References:

1. "Soft Skills", Dr.k. Alex, S.Chand & company ltd, 2011
- 2."Soft Skills", S.Hariharan, N.Sundarajan, MJP Publishers, 2010
3. "Success Through Soft Skills", G. Ravindran, S.P. Benjamin Elango and L. Arockiam, ICT, 2007
4. "Communication Soft Skills for Professional Excellence", F Thamburaj, Grace Publisher, First Edition, 2009.

MBA LS 13 OPERATIONS RESEARCH TECHNIQUES**Unit – I**

Operations research, linear programme, and graphical method – definition – necessity of operations research in industry – scope – limitations – linear programming problems – graphical method – introduction – optimal solution – problems and solutions

Unit – II

Transportation model and assignment model – introduction – definition – methods – Uses of Transportation problem – Assignment problem – introduction – algorithm – Difference between the Transportation Model and Assignment Problem – problems and solutions

Unit – III

Sequencing models – introduction – definition – processing n jobs through 2 machines – processing n jobs through 3 machines – processing 2 jobs through m machines – processing n jobs through m machines – travelling salesman problem – problems and solutions

Unit – IV

Inventory models – introduction – deterministic inventory models – buffer stock – demand forecasting methods – inventory models with probabilistic demand – problems and solutions

Unit – V

PERT and CPM - Introduction – Planning – Scheduling – Control – Rules for Constructing a Project Network – Ford and Fulkerson's Rule – Critical Path – PERT Procedure – Basic Differences between PERT and CPM – Rules of Network Construction – Project – Network – Activity – Time cost Optimization Procedure – problems and solutions

References:

1. R. Panneerselvam, "Operations Research", Prentice Hall of India Private Limited, New Delhi 1 – 2005
2. P.K. Guptha and Man-Mohan, Problems in Operations Research – Sultan chand & Sons, 1994
3. Ravindran, Philips and Solberg, Operations Research Principles and Practice, John Wiley & Sons, Singapore, 1992
4. J.K.Sharma, Operations Research – Theory and Applications – Macmillan India Ltd., 1997

MBA LS 14 RESEARCH METHODOLOGY

Unit I

Research methodology – meaning of research - model of scientific research – types of research – research process – steps involved in research problem – research problem – formulation of research problem – research design – components of research design – hypothesis – types of hypothesis – advantages of hypothesis.

Unit II

Methods of data collection – techniques of data collection – questionnaire method – interview – types of interview – selection and training of interviews – observation – types of observation – survey method – purpose of survey – types of survey – merits of survey method - limitations of survey method – pilot surveys

Unit III

Sample design – steps in the sampling process – methods of sampling – the sampling process – sampling errors and non – sampling errors – simple random sampling – systematic random sampling – stratified random sampling – cluster sampling – purposive sampling – quota sampling – sampling plan – selection of the sample

Unit IV

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing -Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test

Unit V

Correlation analysis – types of correlation – method of studying correlation – direct method without taking deviation from mean – correlation coefficient from assumed mean – regression – correlation and regression analysis – regression coefficient – limitations of regression analysis – chi – square test – analysis of variance (ANOVA).

Reference books:

1. Research Methodology by P. C. Tripathi.
2. Research methodology methods and techniques by C. R. Kothari.
3. Research methodology by Ranjit Kumar.
4. Research methodology by R. Panneerselvam.
5. Research methodology by V. V. Khanzode.
6. Naresh K Malhotra, “Marketing Research: An Applied Orientation”, Pearson Education” 4th Edition, 2004

MBA LS 15 LINER TRADE & INTERMODAL TRANSPORTATION**Unit - 1**

Definitions of liner trades - History of liners – Evolution and development of Liner Trades – Concepts of Liner Trades – Liner Operations – Port Organization – Vessel loading and discharging - Liner Service Options – Ship Types – Container Ships – Economy of Scale – Shipboard Handling Equipment – Ro-Ro Access equipment.

Unit - 2

Cargoes & Cargo Equipment – Liner Cargo - Dangerous Goods IMO Special Goods – Cargo Handlings – Port Handling Equipment – Port Terminals – Cargo Storage – Terminal Management – The role of Ships Officers – The ships agent – Liner Shipping operations - Management and Policy – Insurance – Trade of Commercial Department – Liner Operation – Liner Documentation.

Unit - 3

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 – Bill of Lading Documentary Credits – Bill of Lading Clauses – The Evidence of the Contract, Other forms of Bill of Lading – Other Liner Documents – Legal Aspects of the Bill of Lading.

Unit - 4

Containerization Unitization and Intermodalism - Growth in World Trade Unitization – Benefits & Drawbacks of Intermodal Transportation – Characteristics of Intermodal Freight Transportation – Container Dimensions – Container Inventory – Owning – Leasing –Tracking the container fleet – Container Control – Legal & Insurance Implications in the Container Trade.

Unit - 5

Container Freight Station (CFS) - Inland Container Depot (ICD) – Difference b/w CFS & ICD – Functions of ICDs & CFSs – Operations of ICDs & CFSs – Benefits of ICDs & CFSs – Customs procedures and functioning at Ports & CFSs – Intermodal Terminals.

Reference:

1. “Intermodal Marine Container Transportation”, Transportation Research Board, National Research council.
2. J. W. Konings, Hugo Priemus, Peter Nijkamp , “The Future of Intermodal Freight Transport”, Edward Elgar Publishing.

MBA LS 16 TRANSPORT REGULATION LAWS

Unit I

Motor vehicle Act 1988, Statement of objects and Reasons, Corresponding Law, Definitions , licensing of drivers of motor vehicles, Registration of motor vehicles, Control of transport vehicles, Offences, Penalties and Procedures, control of traffic, Insurance of motor vehicles against third party risks

Unit II

Central Motor vehicles rules 1989 and Tamilnadu motor vehicles rules, Definitions, Licensing of Drivers of motor vehicles, Registration of motor vehicles, control of transport vehicles, Construction, Equipment and Maintenance of motor vehicles, Special rules applicable to all public service vehicles, Special rules applicable to trailers,.

Unit III

Multimodal transportation of goods act 1993, Statement of objects & Reasons on the multimodal transportation of goods act 1993, Proposed amendments to the multimodal transportation goods act 1993, Powers and Functions of the Competent Authority, Liability of the MTO, Justification

Unit IV

Customs Act 1962, Short title, Extent and commencement, Definitions, Officers of customs, Appointment of customs ports, Airports, Warehousing stations, etc, Prohibitions on importation and exportation of goods, Prevention and detection of illegal export of goods, Power to exempt from the provisions of chapters iv-a and iv-b, levy of and exemption from

Unit V

Customs duties, Indicating amount of duty in price of goods, etc., For purpose of re-fund, Advance rulings, Provisions relating to conveyances carrying imported or exported goods, Clearance of imported goods and export goods, Goods in transit, Confiscation of goods and conveyances and imposition of penalties, Settlement of cases, appeals and revision, Offences and prosecutions, Miscellaneous

References:

- 1) M.Ajmal Khan, M.Ghana Gurunathan, A.P.Ramasamy, ATC Radhakrishnan, Tamilnadu Motor vehicle rules 1989, Account Test centre.
- 2) S.Pattabhiraman, The Motor vehicles Act, Vidya law house.
- 3) R.A.Garg, The Customs Act, 1962, Commercial law publishers

MBA LS 17 LOGISTICAL OPERATIONS INTEGRATION**Unit - I**

The work of logistics – Network Design - Information – Transportation – Inventory – Warehousing – Material Handling – Packing – Operational Objectives of Logistics

Unit - II

Integrated logistics – Inventory flow – Physical distribution – Manufacturing support – Procurement – Information flow – Planning and Coordination flows – Operational flows – Operational requirements

Unit - III

Operational objectives – Rapid response – Minimum variance – Minimum inventory – Movement consolidation – Quality – Life cycle support.

Unit - IV

Barriers of Internal Integration – Organization structure – Measurement systems – Inventory ownership – Information technology – Knowledge transfer capacity.

Unit - V

Logistical performance cycle – Physical distribution performance cycle – Manufacturing support performance cycles – Procurement performance cycle – Managing operational uncertainty.

References:

- 1) Donald J. Bowersox, David J. Closs, M. Bixby Cooper, supply chain logistics management, published by McGraw-Hill publications
- 2) Chopra, Supply Chain Management, published by Pearson Education India.
- 3) Cecil C. Bozarth, Robert B. Handfield, Introduction To Operations And Supply Chain Management, published by Pearson Education India
- 4) D K Agrawal Textbook of logistics and supply chain management, Published by Macmillam Publications

MBA LS 18 DRY CARGO CHARTERING

Unit-I

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers – Cargo Stowage - Cargo Gear - Air Draft – LASH Dry Cargo Ship Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC - Plimsoll Lines-Grain Capacity-Bale Capacity - Types of Cargoes

Unit-II

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

Unit-III

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight - Bill of Lading-Bunkers Lay time - Calculation of Lay time - List of Very Important Decisions

Unit - IV

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades- Dispatch Trades-Port Charges Bill of Lading and Cargo Claims - Functions of B/L - Elements of B/L-Types of /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

Unit-V

World Trades Ships for Cargoes - Handy size-Trading Restrictions - Port Restrictions-Time-Salinity. Disputes and Professional Indemnity P&I Clubs - English Maritime Arbitration

References:

1. Institute of Chartered Shipbrokers, Dry Cargo Chartering, Witherby, 2005.

MBA LS 19 GLOBAL SUPPLY CHAIN INTEGRATION AND INTERNATIONAL SOURCING

Unit -I

Introduction : Global Sourcing and Supply Defined – Research Approaches – current state of Global Sourcing and Supply – Global reach supplier and procurement centre locations – Firm Performance requirements –Reasons to Source globally – Results Achieved from global sourcing – Implementation of requirements important to Global Sourcing Effectiveness.

Unit -II

A Prescriptive Model for Global Sourcing and Supply – Five-level Model – Global Sourcing and Supply Process Models – Critical Success factors Impacting Global Sourcing and Supply Excellence – Global Sourcing Performance outcomes-Global Sourcing and Supply Critical Success Factors

Unit - III

Individual Features That Relate to Global Sourcing Excellence – Using Scenario Comparisons to Identify Global Sourcing Drivers – Key Performance Findings – Organization – Decision Making and Governance – Organizing for Integrated Global Sourcing – Global Strategy Development – Using Terms to Support Global Sourcing

Unit- IV

Cross-Enterprise Integration – Integration Across the Organization – Formal Improvement Process and information Sharing With Suppliers – Integration Through Communication Technology and information System – Human Resource Requirements for Integrated Global Sourcing –international Purchasing Offices and Sourcing In Emerging Markets – International Purchasing Offices.

Unit -V

Emerging Market/Lower –Cost Country Sourcing – China Sourcing – Global Sourcing and Supply Trends and Strategic directions - Competitive Challenges – Survey Respond Suggestion for improvement – Global Sourcing and Supply Strategy Trends.

ReferenceS:

- 1.) Fred Sollish, Strategic Global Sourcing Best Practice, Wiley Publications.
- 2.) Mort Harris, Integrated Supply And Analysis, Hillcrest Publications.
- 3.) Bhuvan Unhelkar, Global Integrated Supply Chain Systems, Idea group Publications

MBA LS 20 E-LOGISTICS

Unit I

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

Unit II

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

Unit III

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit IV

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

Unit V

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

ReferenceS:

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha publication.

MBA LS 21 SUMMER PLACEMENT PROJECT REPORT & VIVA-VOCE

MBA LS 22 RETAIL SUPPLY CHAIN MANAGEMENT**Unit – I**

Retail Supply chain: Definition – retail as a business – importance of customer segments – value chain – types or retail chain business – comparative advantages – CSR and retail industry.

Unit – II

Retail supply chain environment: drivers of retail supply chain change – globalization – nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics.

Unit – III

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements

Unit – IV

Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFDR – supply chain collaboration – core competency – demand driven supply chain: tools and techniques – product tracking: Bar coding, RFID.

Unit – V

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – opportunities in retail returns

References:

1. Swapana pradhan – Retailing Management
2. J. Lamba – The Art of Retailing
3. Barry Berman, Joel R Evans – Retail Management; A Strategic Approach
4. James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications
5. Dravid Gilbert – Retail Marketing.

MBA LS 23 PERFORMANCE MEASUREMENT AND REPORTING

Unit - I

Introduction – Dimensions of Performance Measurement – Objectives - Internal performance measurement – Cost – Customer service – Productivity measures - Quality – Productivity – logistics quality performance measures

Unit - II

External Performance Measures – Customer Perception Measurement – Best practice benchmarking – Customer performance measurement – Integrated supply chain metric framework – Competitive performance measurement.

Unit - III

Compressive supply chain measurement – customer satisfaction/quality – Time – Costs – Assets - Cost – Activity based costing (ABC) – Benefits of activity based costing

Unit - IV

Characteristics of an ideal measurement system – Cost/service reconciliation – Dynamic knowledge based reporting – Exception based reporting – Levels of measurement and information flow – Direction – Variation – Decision - Policy.

Unit - V

Impediments to improve performance – Failure to adopt customer expectation – Lack of requisite cost data – lack of comprehensive management skills – Failure to think as a system – Lack of transformation in corporate vision and culture – Lack of infrastructural facilities

References:

- 1) Sudalaimuthu & Anthony Raj, Logistics Management for International Business, PHI Learning Private limited
- 2) Sathish C. Ailawadi, Rakesh P.Singh, Logistics Management, PHI Learning Private Limited.
- 3) Donald J. Bowersox, David J. Closs, M. Bixby Cooper, supply chain logistics management, published by McGraw-Hill publications

MBA LS 24 EXIM PROCEDURES AND DOCUMENTATION**Unit I**

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

References:

1. Usha Kiran Rai, Export-Import and Logistics Management, ASOKE publication.
2. T E. Johnson, D L. Bade, Export/Import Procedures and Documentation, AMACOM publication.

MBA LS 25 PROJECT WORK AND VIVA