

DEPARTMENT OF LOGISTICS MANAGEMENT

ALAGAPPA UNIVERSITY

(A State University Re-accredited with 'A' Grade by NAAC)

KARAIKUDI – 630 004.



MASTER OF BUSINESS ADMINISTRATION (LOGISTICS MANAGEMENT)

(Full-Time; Regular Programme)

Under Choice Based Credit System (CBCS)

REGULATIONS AND SYLLABI

(For candidates admitted from 2016 – 2017 onwards)

MBA **(LOGISTICS MANAGEMENT)**

REGULATIONS AND SYLLABI **(2016 – 2017 onwards)**

Programme : MBA (Logistics Management) is a Full-time Programme offered in the Regular mode.

Duration : The duration of the programme is Two Academic Years consisting of Four Semesters.

Eligibility : Any degree from a recognized university in the 10+2+3 pattern or equivalent.

Pattern : Semester pattern.

Medium of Instruction : English only.

Number of Courses : The total number of courses for the programme is 31 courses which includes Core, Elective, Interdepartmental, Executive Empowerment courses, Summer Training programme and Audit Course.

Programme Structure

FIRST YEAR: All students in the first year of the programme have to take all the core courses offered as listed in the Programme Structure.

SECOND YEAR: The participants are required to take-up the core and elective courses scheduled during the IIIrd and IVth Semesters of MBA(LM) programme besides a Summer Training Programme in the IIIrd Semester as given in the Programme Structure

Choice Based Credit System (CBCS)

Each student should take 93 credits to complete the programme.

Attendance

- ∑ Normally, the student must have earned 75% of attendance in each course for appearing for the examination.
- ∑ Students who have earned 70% to 74% of attendance have to apply for condonation in the prescribed form with the prescribed fee.
- ∑ Students who have earned 60% to 69% of attendance have to apply for condonation in the prescribed form with less the 75% the prescribed fee along with the Medical Certificate.
- ∑ Students who have secured below 60% attendance are not eligible to appear for the examination and they have to redo the courses.

Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on or before 5th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

No student will be permitted to repeat a course or reappear for a CIA test or an ESE **just for improvement of Grade Points**. A student who have failed in a CIA / ESE need take only the CIA / ESE in that course when it is offered next. Such students need to pay the prescribed fee.

Break of Study

- ∑ A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at least two semesters of study. For availing break of study, the students have to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed by enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee. Unauthorized break of study will not be permitted under any circumstances.
- ∑ Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

Assessment

Assessment of the students' assignment will be two-fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75 (as prescribed by the TANSICHE).

Continuous Internal Assessment (CIA)

The CIA marks shall be awarded based on the following:

Marks for the two CIA tests	15
Marks for the Seminar /Quiz/Assignments/Class works / Attendance / Unannounced tests etc.	10
Total	25

A minimum of 40% of the allotted 25 marks for the CIA in each course (that is, 10 marks per course) is a must for securing a pass. Students who score less than the minimum must reappear for the CIA in that course/courses in which the minimum marks are not scored, in the immediate next semester following the rules and regulations of the University prevailing from time to time.

End Semester Examination (ESE)

Except in the case of project-work and exclusive Audit Course: Employability Enhancement Practices, the ESE will consist of a written examination of three hours duration for a maximum score of 75. A minimum of 40% of the allotted 75 marks for the ESE in each course (that is 30 marks per course) is a must for securing a pass.

Pattern of Question Paper for End-Semester Examinations

Section	Number and Nature of Questions to be Asked			Questions to be Answered	Section-wise Marks per Question	Total Marks
	For Theory Courses	For Problem Oriented Courses				
		Theory Questions	Problem Questions			
I	5	2 or 3	3 or 2	5	3	15
II	5(Either Or)	2 or 3(Either Or Type)	3 or 2 (Either Or Type)	5	10	50
III	1 Case Study	1 Case Study [Preferably Problem Oriented]		1	10	10
Total	11	11		11	--	75

Classification of Candidates

A candidate who obtains not less than 50% of total marks in each paper shall be declared to have passed in that paper. A candidate who secures 50% or more but less than 60% of aggregate marks shall be placed in Second Class. A candidate who secures 60% and more of aggregate marks shall be placed in First Class.

Failed Candidates

A candidate who fail in any paper/ papers may appear again in that paper/ those papers as per the university rules in force from time to time.

Completion of the Programme

The students have to complete their programme within 3 years from the completion of the duration of programme, failing which their registration will stand automatically cancelled and they have to register afresh, if they want to pursue the programme.

Award of Degree

A student will be declared to be eligible for the award of a Degree if he/she has:

- i) Registered for and undergone all the courses under the different parts of the curriculum of his/her programme.
- ii) No dues to the University, Hostel, NSS, Library Clubs, Associations etc. and
- iii) No disciplinary action pending against him/her.

Other Regulations

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

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MBA (LOGISTICS MANAGEMENT)

QUESTION PAPER PATTERN FOR

ESE (From 2016 – 2017 onwards)

The question paper will have the following sections and scoring pattern:

Maximum Marks: **75**

Duration: **Three Hours**

Part A (5 X 3 = 15 Marks)

Answer All Questions from Q No: 1 to 5, each carrying 3 marks. One Question from Each Unit will have to be asked.

Part B (5 X 10 = 50 Marks)

Answer All Questions from Q. No: 6 to 10 with built-in choices a and b in either or type, each carrying 10 marks. Two questions from each Unit in the either or type need to be asked.

Part C (1 X 10 = 10 Marks)

Answer One Compulsory Question Q No: 11 carrying 10 marks. The Question has to be in the

DEPARTMENT OF LOGISTICS MANAGEMENT
MBA – LOGISTICS MANAGEMENT
PROGRAMME STRUCTURE (From 2016 – 2017 onwards)

Course Code	Credit	Course	Maximum Marks		
			Internal	External	Total

SEMESTER – I

643101	3	Management Concepts	25	75	100
643102	3	Business Environment	25	75	100
643103	4	Financial & Management Accounting	25	75	100
643104	4	Principles of Logistics	25	75	100
643105	3	Managerial Economics	25	75	100

Inter-departmental course*

643106	4	Quantitative Methods	25	75	100
643601	2	Executive Empowerment Programme- 1 (Effective Communication & Soft Skills)	25	75	100

Sub Total 23 700

*One among **643106**, **643601** will be offered as Inter Departmental course; The other will be handled by the department staff.

SEMESTER – II

643201	4	Business Research Methodology	25	75	100
643202	3	Marketing Management	25	75	100
643203	4	Financial Management	25	75	100
643204	4	Production Management	25	75	100
643205	3	Shipping & Maritime Law	25	75	100

Inter-departmental course*

643703	3	Export & Import Management	25	75	100
643704	3	IT for Business	25	75	100
643602	2	Executive Empowerment Programme - II (Report Writing)	25	75	100

Sub Total 26 800

*One among **643703**, **643704** will be offered as Inter Departmental course; The other will be handled by the department staff.

SEMESTER – III

643301	3	Strategic Logistics Management	25	75	100
643302	3	Logistics Management & Information System	25	75	100
643303	3	Integrated Logistics Management	25	75	100

Electives - Choose any 3 Courses
(From among 643354 to 643357)

643501	3	Distribution Management	25	75	100
643502	3	Rail Road And Air Cargo Logistics	25	75	100
643503	3	Maritime Logistics & Documentation	25	75	100
643504	3	Packing & Packaging Management	25	75	100
643603	2	Executive Empowerment Programme- III (Event Management)	25	75	100
643999	2	Summer Training Report	25	75	100

Audit Course

COM 001	2	Employability Enhancement Practices	100	--	100
Sub Total	24	900			

SEMESTER – IV

643401	3	International Logistics Management	25	75	100
643402	3	Project Formulation And Appraisal	25	75	100
643403	3	Warehouse Management	25	75	100

Electives - Choose any 3 Papers
(From among 643454 to 643457)

643505	3	Modern Logistics Operations	25	75	100
643506	3	Retail Logistics & SCM	25	75	100
643507	3	Marketing of Logistics			
643508	3	Small Business Management	25	75	100
643604	2	Executive Empowerment Programme-IV Report Writing	25	75	100

Sub Total 20 700

Total 93**3100**

SEMESTER I

Semester: Odd

Course Code: 643101

Course Title: Management Concepts

Course Description:

This course will introduce fundamental concepts in management including individual characteristics and mechanisms and group mechanisms with a special focus on two important outcomes, management practices and organizational commitment.

Course Objectives:

1. Cover the basic concepts of management.
2. Identify the key competencies needed to be an effective manager.
3. Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings.
4. Develop the students' ability to work in teams.

Course Outcome:

1. Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way.
2. Understand the major internal features of a business system and the environment in which it operates.
3. Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.
4. Prepare and present structured presentations and reports.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit – I Management: Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A.Simon and Peter F Drucker- Approaches to the Study of Management-Universality of Management - Relevance of management to different types of organization.	1 st and 2 nd Week
Unit – II Planning and Decision Making: Nature, importance and planning process – Planning premises – Components of Planning as Vision, Mission, Objectives, Goals, Policies, Strategies, Procedures, Methods, Rules, Projects and Budgets – Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty.	3 rd and 4 th Week
Unit – III Organizing: Nature, purpose and kinds of organization – Structure – Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority – Committees – Informal organization.	5 th and 6 th week
Unit – IV Staffing and Directing: General Principles of Staffing- Importance and techniques of Directing- Motivation – Meaning – Importance – Theories: Maslow, Herzberg, McGregor (X&Y), Ouchi (Z), Vroom, Porter-Lawler, McClelland and Adam – Communication: Meaning – Types – Process – Barriers; Leadership: Significance, Types Styles and Theories- Trait, Contingency, Situation, Path- Goal, Tactical, Transactional and Transformational Leadership- Leadership Grid.	7 th and 8 th Week
Unit – V Coordination and Controlling: Coordination: Concept, Need and techniques; Controlling: Objectives and Process of control – Devices of control – Integrated control – Special control techniques- Contemporary Perspectives in Management: Strategic alliances – Core competence – Business process reengineering – Total quality management – Six Sigma- Benchmarking- Balanced Score-card.	9 th and 10 th Week
Unit – VI Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned	11 th and 12 th Week

REFERENCES

1. Ricky W Griffin, *Management*, South-Western College Publications, 2010
2. Peter F. Drucker, *Management*, 2008.
3. Stephen P. Robbins and Mary Coulter, *Management*, 9th Edition, 2006.
4. Kaplan and Norton, *The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment*, HBP, 2000.
5. Harold Koontz, Cyril O'Donnell, Heinz Weihrich, *Management: A Systems Approach*, McGraw Hill, 1990
6. Stoner, et-al, *Management*, Prentice Hall, 1989.
7. Weihrich and Koontz, *Management: A Global Perspective*, McGraw Hill, 1988
8. Gene Burton and Manab Thakur, *Management Today: Principles and Practice*, TMH, 2009.

Semester: Odd

Course Code:643102

Course Title: BUSINESS ENVIRONMENT

Course Description:

Provides an understanding of global political, economic, social, technological and ecological relations, associated and their implications for business. Analytical frameworks are used in order to develop students' analytical thinking and decision-making skills.

Course Objectives:

1. To accustom students with the issues of domestic and global environment in which business has to operate.
2. To relate the impact of environment on business in an integrated manner.
3. To give an exposure to important commercial and industry

Course Outcome:

1. Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives
2. Critically assess the business environment of an organization using selected strategic tools.
3. Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization
4. Construct and present scenarios that synthesize business environment information.

Syllabus and Schedule of Coverage

<p>UNIT 1 Business Environment: Dynamic factors of environment – Importance of scanning the environment –Fundamental issues captured in PESTLE– Political, Economic, Socio-cultural, Technological, Legal and Ecological environment- Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization (LPG) - Efficiency and Competition- Globalization and Enhanced Opportunities and Threats.</p>	<p>1st and 2nd Week</p>
<p>UNIT 2 Political Environment: Government and Business – Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business: Entrepreneurial, Catalytic, Competitive, Supportive, Regulative and Control functions- Government and Economic planning: Industrial policies and promotion schemes – Government policy and SSI – Interface between Government and public sector</p>	<p>3rd and 4th Week</p>
<p>UNIT 3 Economic Environment: Phase of Economic Development and its impact- GDP Trend and distribution and Business opportunities- Monetary System and Business capital: Quantum, Types, Risk and Cost-Role of Banks; Role of Financial Institutions- Role of Central Bank- Fiscal System: Government Budget and Taxation Measures- Fiscal Deficits and Inflation- FDI and Foreign collaboration –Foreign Capital tapping by businesses- Export-Import policy – Foreign Exchange and Business Development</p>	<p>5th and 6th week</p>
<p>UNIT 4 Social and Technological Environment: Societal Structure and Features- Entrepreneurial Society and its implications for business – Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy- Technology Trade and transfer- Technology Trends in India- Role of Information Technology– Clean Technology.</p>	<p>7th and 8th Week</p>
<p>UNIT 5 Legal and Ecological Environment: Legal Environment as the all-enveloping factor from inception, location, incorporation, conduct, expansion and closure of businesses- Legal Aspects of Entering Primary and Secondary Capital Markets- Law on Patents- Law on Consumer Protection- Law on Environmental Protection- Need for Clean energy and Reduction of Carbon footprint</p>	<p>9th and 10th Week</p>
<p>UNIT 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned</i></p>	<p>11th and 12th Week</p>

REFERENCES

1. Brooks, Weatherston, Wilkinson, International Business Environment, Pearson, 2010.
2. Steiner & Steiner, Business, Government and Society: A Managerial Perspective, McGraw-Hill, 2008.
3. Francis Cherunilam, Business Environment and Development, Himalaya Publishing House, 2008.
4. Mohinder Kumar Sharma, Business Environment in India, South Asia Books.
5. Adhikary M, Economic Environment of Business, Sultan Chand & Sons.
6. Amarchand D, Government and Business, TMH.
7. Sameer Kochhar, (ED.), Growth & Finance, Academic Foundation, 2011.
8. Ian Brooks, Jamie Weatherston and Graham Wilkinson, International Business Environment, Pearson, 2010..

Semester: Odd

Course Code: 643103

Course Title: FINANCIAL AND MANAGEMENT ACCOUNTING

Course Description:

This course revisits topics covered in Introductory Financial Accounting, with a focus on the asset side of the balance sheet: Cash, accounts and inventory, marketable securities, equity investments and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements.

Course Objectives:

1. To acquaint the students with the fundamentals principles of financial, cost and management accounting
2. To enable the students to prepare, analyze and interpret financial statements.
3. To enable the students to take decisions using management accounting tools.

Course Outcome:

1. Evaluate financial data utilizing various financial statement analysis techniques.
2. Compare managerial accounting strategic planning techniques.
3. Assess managerial accounting decision-making techniques.
4. Evaluate managerial accounting performance techniques.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit 1: Accounting Fundamentals: Definition – Accounting – Types of Accounting- Financial, Management and Cost accounting – Scope of Accounting – Financial Accounting Concepts –Uses of Accounting –Double Entry System- Preparation of journal and ledger, Subsidiary Books – Errors and Rectification.	1 st and 2 nd Week
Unit 2: Accounting Statements: Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only) - Accounting from incomplete records – Statements of affairs methods – Conversion method- Accounting Standards: Concept, Need and Level of Harmonization.	3 rd and 4 th Week
Unit 3: Financial Statement Analysis: Concept and Need for analysis of Financial Statements – Types and Tools of analysis: Trend analysis, Common size statements and Comparative statements- Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios- Uses and limitations of Ratio analysis.	5 th and 6 th week
Unit 4: Fund and Cash Flow: Fund Flow Concept- Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement- Cash Flow Concept – Preparation of cash flow statement – Managerial uses of cash flow statement.	7 th and 8 th Week
Unit 5: Concept of Budget and Budgetary control- Revenue Budget Preparation – Sales and Production Budgets- Cash Budget –Capital Budgeting: Features and Significance- Methods of Appraisal: Payback period, ARR, NPV and IRR.	9 th and 10 th Week
UNIT – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Gupta RL & Gupta VK, Principles and Practice of Accounting, Sultan Chand & Sons, 2010.
2. Rawat, DS, Accounting Standards, Taxmann's, 2011.
3. Shukla & T.S. Grewal, *Advanced Accounting*, S.Chand&Company, 2010.
4. S.N. Maheswari, *Management Accounting & Financial Accounting*, Vikas Publishers, 2010.
5. Manmohan&Goyal, *Principles of Management Accounting*, Shakithabhavan Publication.
6. Ravi M Kishore, Management Accounting and Financial Analysis, Taxmann's, 2010.
7. Khan and Jain, Management Accounting, Text, Problems and Cases, 2011.

SEMESTER: Odd

COURSE CODE: 643104

COURSE TITLE: PRINCIPLES OF LOGISTICS

Course Description:

This course provides an overview of how firms use distribution intermediaries to gain a competitive advantage in local and global markets through the integration of logistics management. The management of the physical flow of products and information throughout the entire supply chain is examined, including physical distribution, transportation, warehousing, customer service, materials management, and third-party and global logistics, systems planning, and operations and management of the supply chain.

Course Objectives:

1. Develop an understanding of the role of logistics in a market-oriented society
2. Examine the major functions of logistics
3. Provide an opportunity for comprehensive analysis and discussion of key contemporary issues and problems in logistics management
4. Examine the details of planning and control processes in logistics management

Course Outcome:

1. To understand the principles of logistics management
2. To understand the logistics role in the economy and the organization
3. To be aware of the distinction between the concepts of logistics
4. To combine their theoretical knowledge with practical knowledge
5. To understand the general concepts of customer service applications of logistics information systems

SYLLABUS AND SCHEDULE OF COVERAGE

Areas	Time Schedule
UNIT - I Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries	1 st and 2 nd Week
UNIT - II Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics	3 rd and 4 th Week
Unit - III Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.	5 th and 6 th week
Unit - IV Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships	7 th and 8 th Week

Unit - V Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions	9 th and 10 th Week
UNIT - VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Bowersox, Logistical Management, Mc-Graw Hill, 2000
2. Sahay B S, Supply Chain Management for Global Competitiveness, Macmillan India Ltd., New Delhi.
3. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi, 1999.
4. Coyle, Bradi&Longby, The Management of Business Logistics, 3rd Ed., West Publishing Co.

SEMESTER : Odd
COURSE TITLE: MANAGERIAL ECONOMICS

COURSE CODE: 643 105

Course Description:

This course presents the basic concepts of economics theory with an emphasis on business applications. The solution to the optimization problems then interpreted in terms of the original economic problem. This approach will be used to answer such problems as input selection, pricing and project selection. The format of the class is to present theory common to a general class of applied problems and then to apply the theory by solving actual problems. The goal of the class is for the students to be capable of applying the basic concepts to problems and future careers.

Course Objectives:

1. To introduce the economic concepts
2. To familiarize with the students the importance of economic approaches in managerial decision making
3. To understand the applications of economic theories in business decisions

Course Outcome:

1. Provides knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainly.
2. Determining the factors such as demand and production for pricing criteria.
3. Determine the cost and profit conditions to cover up for the benefits of markets.
4. Intends the understanding of various economics, social, legal and other factors that influence business in India.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
UNIT I Economics & Business Decisions: Meaning, nature and scope of Managerial Economics– Relationship between Economic theory and Managerial Economics –Role of Managerial Economics in Business Decisions- Concepts of Opportunity cost, Time Value of Money, Marginalism, Equilibrium and Equi-marginalism and their role in business decision making.	1 st and 2 nd Week
UNIT II Demand and Supply Analysis: Meaning, types and determinants of demand- Elasticity of Demand: Types, Measures and Role in Business Decisions- Determinants of supply- Elasticity of Supply- Measures and Significance..	3 rd and 4 th Week
UNIT III: Cost, Return and Production Function: Cost function and cost-output relationship – Economics and Diseconomies of scale – Cost control and Cost reduction- Cost Behavior and Business Decision- Relevant costs for decision-making- Cobb-Douglas and other Production Functions.	5 th and 6 th week
UNIT IV Price and Profit Function: - Pricing and output decisions under Monopoly, Duopoly, Monopolistic Competition and Perfect Competition –Penetrative and Skimming Pricing- Government control over and decontrol of pricing – Price discrimination –Concept of Profit- Types and Theories of Profit- Profit maximization – Cost volume profit analysis – Risk and Return Relationship.	7 th and 8 th Week

UNIT - V Macro-economic Factors and Managerial Decision: Business cycle – Phases and Business Decision- Factors causing Inflation and Deflation- Control measures – Balance of payment Trend and its implications in managerial decision- National Income: Measures and Sectoral and Population distribution- Utility for Business Decision making.	9 th and 10 th Week
UNIT - VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Dominick Salvatore, *Managerial Economics in a Global Economy*, Oxford Univ. Press, 2011.
2. Ivan Png and Dale Lehman, *Managerial Economics*, Wiley-Blackwell, 2007.
3. Gupta G S, *Managerial Economics*, Tata McGraw-Hill.
4. Varshney and Maheswari, *Managerial Economics*, Sultan Chand and Sons.
5. Mehta P L, *Managerial Economics*, Sultan Chand and Sons.
6. Joel Dean, *Managerial Economics*, Prentice-Hall.
7. Rangarajan C, *Principles of Macro Economics*, Tata McGraw-Hill.
8. Bradley Schiller, *Essentials of Economics*, McGraw-Hill/Irwin, 2010.

Inter-disciplinary Course

Semester: Odd

Course Code: 643 106

Course Title: QUANTITATIVE METHODS

Course Description:

Introduction to basic mathematical and statistical methods and models, as well as applications for solving business problems and in making decisions. Includes such topics as probability and probability distributions, decision analysis, forecasting and linear regression, linear programming, and waiting line models.

Course Objectives:

1. Understand why statistics are important for making business decisions
2. Demonstrate a sound knowledge of statistical terms
3. Be able to explain the merits and limitations of various statistical techniques
4. Be able to read and interpret statistical information and be able recognize when meaningful statistics are being used
5. Be able to apply quantitative techniques to solve a variety of business problems

Course Outcome:

1. Understand the basic Statistical measures of Central Tendency and Dispersion.
2. Understand and apply Hypothesis Testing techniques to managerial problems.
3. Comprehend dynamic nature of managerial data and apply statistical tools of Correlation, Regression, and Indexing and Time series analysis to such linear as well nonlinear data.
4. Acquaint with probability based distributions for numerical measure of uncertainty.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
Unit I: Linear Programming: Introduction to the linear programming – Solving LP using graphical and simplex method (only simple problems) – Duality and Sensitivity analysis for decision-making– Interpreting the solution for decision-making- Transportation Algorithm: Balanced and Unbalanced Problem Formulation and solving methods – North West Corner, Vogel’s Approximation- MODI method- Assignment and Travelling Executive Algorithms.	1 st and 2 nd Week
Unit II: Probability: Introduction to the Concept of probability – Concept of events – Probability of events – Joint, conditional and marginal probabilities- Probability distributions: Binomial, Poisson and Normal – Features and Applications.	3 rd and 4 th Week
Unit III: Simulation & Queuing: Introduction to simulation as an aid to decision-making- Inventory, Cash, Project and Product launching problems using Monte Carlo simulation- Queuing Theory: M/M/1 queuing model and applications.	5 th and 6 th week

Unit IV: Decision Theory: Introduction to Decision Theory: Pay-off and Loss tables – Expected value of pay-off – Expected value of Perfect Formation – Decision Tree approach to choose optimal course of action – Criteria for decision – Mini-max, Maxi-max, Minimizing Maximal Regret and their applications.	7 th and 8 th Week
Unit V: Functions & Statistical tools: Depicting Cost and Revenue behavior – Differentiation of Cost/Revenue functions to derive Marginal Cost and Marginal Revenue –Decisions on Minimizing Costs and Maximizing output/profits- Partial and Multiple Correlation and Regression- Interpretation of Multiple Regression Tables.	9 th and 10 th Week
Unit VI: Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. David R. Anderson, et al, An Introduction to Management Science: Quantitative Approaches to Decision Making, Cengage Learning, 2008.
 2. Lucey, Quantitative Techniques Cengage Learning Business Press, 2002
 3. Sharma, *Operations Research: Theory and Applications*, MacMillan.
 4. Richard I Levin, & C. Atkinson Kirkpatrick, *Quantitative Approaches to Management*, McGraw- Hill.
 5. K. Gupta and D.S. Hira, *Operations Research*, S. Chand & CO. 2008.
 6. Srivastava, Shenoy and Sharma, *Quantitative Techniques for Managerial Decision-making*, New Age International, 2006.
 7. N.D. Vohra, *Quantitative Techniques in Management*, Tata McGraw-Hill Education.
- V.K. Kapoor, *Operations Research*, Sultan Chand & Sons, 2008

**EXECUTIVE EMPOWERMENT PROGRAMME- 1 (EFFECTIVE ORAL
COMMUNICATION & SOFT SKILLS)**

Students are subjected to a Comprehensive Oral Examination (Viva-Voce) on the Core Courses of the 1st Semester. At the end of 1st Semester, a panel of examiners consisting of the faculty in-charge of the course, the HoD and an External Examiner will jointly evaluate each student and award the marks for a Maximum of 75. Conceptual understanding and overall grasp of the Courses shall be the focus of the evaluation. The course is intended to develop Communication Skill, Presence of Mind, Critical, Analytical thinking, current affairs and other soft skills of the Students.

The Class Sessions allotted for the course will have workshop sessions on **Oral Communication Skills**. The pedagogy will include pep talks, presentations, group discussion and debate. Out of the total marks of 100, the faculty in charge of the course will carry out Continuous Internal Assessment for a maximum of 25 marks. The End Term Comprehensive Viva will be for a maximum of 75 marks. Each student needs to secure a minimum of 40 % in the Internal as well as in Comprehensive Viva separately and secure Cumulative Score of 50% to get a pass in the course.

The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.

Panel of Examiners

- | | |
|------------------------------------|----------|
| 1. The HOD, DoLM | Chairman |
| 2. Faculty in charge of the course | Member* |
| 3. One external examiner | Member |

* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.

SEMESTER II

Semester: Even

Course Code: 643201

Course Title: BUSINESS RESEARCH METHODOLOGY

Course Description:

The course is to introduce the basic concepts of types, process and design of research. The course further deals with the focus towards sampling, sources and collection of data. It also deals with the processing of data and report writing also taught with the focus towards research methodology.

Course Objectives:

1. To understand the types, process and design in doing research
2. To enhance a advance knowledge in research methods and techniques of data collection and analysis
3. To Prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology, designing a study and selecting specific methods and techniques appropriate for answering the questions
4. Develop practical skills in developing instruments for both qualitative and quantitative methods
5. Develop practical skills in analyzing both quantitative and qualitative data and in report writing

Course Outcome:

The students will attain a thorough knowledge in Planning, designing, executing, interpreting, evaluating and reporting research within a stipulated time period and to apply a range of quantitative and qualitative research techniques to business and management problems or issues

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT 1 :Types, Process & Design of Research: Meaning – Importance-Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research – Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation.	1 st and 2 nd Week
UNIT 2 :Research design&Sampling: Meaning, Components and Use of Research Design-Census Vs Sampling- Essentials of a good sampling – Probability and non-probability sampling methods – Sample size – Factors affecting the size of the sample - Sampling and non-sampling errors.	3 rd and 4 th Week
UNIT 3:Sources and Collection of Data: Primary and secondary data – Observation: Types and Techniques –Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds –Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.	5 th and 6 th week
UNIT 4:Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – measures of Relationship: Correlation and Regression Analysis – Association of Attributes. Hypothesis Testing: Parametric tests: Testing for Means – One and Two Populations – One Way and Two Way ANOVA – Testing of Proportions: One and Two Populations – Chi-square Test - Ideas on Non-parametric test-Result Interpretation.	7 th and 8 th Week
UNIT 5 :Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay-out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions.	9 th and 10 th Week
UNIT 6:Dynamic Component for Continuous Internal Assessment only: <i>ContemporaryDevelopments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. John W Best & James V. Kahn *Research in Education*, Allyn and Bacon, 2009
2. Christensen, Johnson and Turner, *Research Methods, Design, and Analysis*, Allyn&Bacon, 2010.
3. Anderson et-al, *Thesis and Assignment Writing*, Wiley, New Delhi, 1989.
4. William Josiah Goode and Paul K. Hatt, *Methods of Social Research*, McGraw Hill, 1981.
5. Wilkinson and Bhandarkar, *Methods and Techniques of Social Research*, 2003, HPH.
6. Earl R. BabbieRobert, *The Practice of Social Research*, Cengage Learning, 2010.
7. B. Burns & A. Burns, *Business Research Methods and Statistics Using SPSS*, Sage Publications, 2008.
8. Jerry W. Willis, *Foundations of Qualitative Research: Interpretive & Critical Approaches*, Sage 2007.
9. Pauline V Young, *Scientific Social Surveys and Research*, Prentice-Hall, (Digitalized) 2007.
10. C.R.Kothari, *Research Methodology: Methods and Techniques*, 2009

Semester: Even

Course Code: 643202

Course Title: MARKETING MANAGEMENT

Course Description:

The course is to introduce the concept of modern marketing and the course further deals with the focus towards consumer behaviour and marketing research. It also deals with product mix, price and place mix and promotional mix.

Course Objectives:

1. To develop the students acquire knowledge of the principles and concepts of marketing.
2. To enhance the importance of consumer behaviour and marketing research.
3. To enable various product mix and different strategies applied in marketing.
4. To enable the price and place mix in retailing.
5. To enable the promotional mix of various marketing concepts

Course Outcome:

The student should be able to adequate knowledge and necessary skills to understand and implement various marketing strategies. The student should have the ability of analytical skills in solving marketing related problems, awareness of marketing management process. The student should be able to study the various aspects of Marketing Strategies, Marketing Mix Decisions, Customer Relationships and Enhanced Advertising of Products.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit 1- Introduction: Modern Marketing Concept- Societal marketing concept – Approaches to the study of marketing –Meaning – Bases for segmentation, benefits – Systems approach – Features of industrial, consumer and services marketing-Four Ps of Product and Seven Ps Service marketing mix- Marketing Environment: External factor – Demographic factors – Internal factors - Marketing Planning Process- Marketing strategies of Leaders, Challengers, Followers and <i>Nichers</i> .	1 st and 2 nd Week
Unit 2 - Consumer Behaviour and Marketing Research: Meaning and importance – Consumer buying process – Determinants and theories of consumer behaviour – Psychological, sociological determinants – Theories and their relevance to marketing- Marketing Research: Meaning – Objectives– Process- Demand Forecasting- Marketing Information System-Marketing segmentation: Bases– Targeting and Positioning.	3 rd and 4 th Week
UNIT 3 Product Mix: Product planning and development – Meaning and process – Test marketing – New Product failures – Product life cycles – Meaning and Stages – Strategies – Managing PLC- Product- Market Integration: Strategies – Product positioning – Diversification – Product line management – Planned obsolescence – Branding Policies and Strategies – Packing and Packaging.	5 th and 6 th week
Unit 4 Price and Place Mix: Pricing and pricing policies – Objectives and Bases for price fixing –Pricing and product life cycle- Distribution and Logistics Decisions- Intensity of distribution- Channel Choice considerations– Managing Conflict and Cooperation in channels – Types and Functions of Middlemen- Modern Trends in Retailing- Malls and Online- Direct Marketing- Tele Marketing- Event Marketing- Online and E-Marketing.	7 th and 8 th Week
Unit 5 Promotional Mix: Personal selling Vs impersonal selling – Personal selling – Process – Steps in selling – Management of sales force – Recruitment and selection –Compensation plans – Evaluation of performance – Advertising – Importance – Objectives – Media planning and selection – Factors influencing selection – Advertisement copy –Evaluation of advertising – Advertising budget – Sales promotion: Methods and practices- Publicity and Public Relations – Customer Retention and Customer Relationship Marketing.	9 th and 10 th Week
Unit 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th week

REFERENCES

1. Philip Kotler & Gary Armstrong, *Principles of Marketing*, Prentice Hall, 2010.
2. Ramaswamy&Namakumari, *Marketing Management: Global Perspectives*, MacMillan, 2009.
3. Jerome McCarthy, *Basic Marketing*, Richard D. Irwin.
4. Cundiff, Still &Govani, *Fundamentals of Modern Marketing*, Prentice Hall.
5. Paul Peter and James Donnelly Jr, *Marketing Management*, McGraw-Hill, 2010.
6. William O. Bearden, *Marketing: Principles & Perspectives*, McGraw-Hill, 2006.
7. Etzel, Walker and Stanton, *Fundamentals of Marketing*, McGraw Hill, 2004

Semester: Even
Course title: Financial Management

Course Code: 643203

Course Description:

The course is to introduce the various functions and goals of financial management. The course will also deal with various measures of capital structure planning, capital investment proposals, Dividend decisions.

Course Objectives:

1. To understand the operations functions ,policies, theories, techniques of finance management.
2. To enable the students develop necessary skills to take decisions on various financial matters.
3. To understand the foundations of Finance and financing decisions, Working Capital and Long term sources of finance.

Course Outcome:

The students would get the confidence and exposure to generate and manage the funds while undertaking any business venture. Better Portfolio Management, dividend decisions, Inventory management and long term financing decisions.

SYLLABUS AND SCHEDULE OF COVERAGE

Areas	Time Schedule
Unit 1 Functions and Goals: Managerial and Operative functions- Investment, Financing and Income Functions - Goals of Financial Management- Benefit Maximizing and Problem Minimizing Goals- Maximization Vs. Optimization - Risk-return trade off - Environment of Finance: Institutions and Issues – Use of discounting and compounding.	1 st and 2 nd Week
Unit 2: Financing function: Long term financing sources and instruments – Shares and Debentures –Convertible securities & Term Loans – Foreign equity and debt securities - Capital Issue management: Functions and Functionaries –Working Capital: Components & Estimation – Financing– Sources and approaches.	3 rd and 4 th Week
Unit 3: Capital structure planning: Cost of capital: Equity, Debt, Retained earnings - Weighted averagecost of capital - Capital structure theories - Net income, Net operating income, MM and Traditional Theories - Leverage - Types and significance.	5 th and 6 th week
Unit 4: Capital Investment Proposals: Nature and types - Evaluation techniques: Payback period - ARR -IRR - NPV - CAPM - Capital Rationing - Concept of Adjusted NPV for Global Projects	7 th and 8 th Week
Unit 5: Dividend Decisions: Dividend policies - Factors affecting dividend decision - Dividend theories -Graham, Gordon, Walter and MM Theories - Ploughing back of earnings for expansion, diversification and modernization	9 th and 10 th Week
UNIT – VI Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned	11 th and 12 th Week

REFERENCES

1. . Ravi M Kishore, *Financial Management*, Taxmann's, 2009.
2. Khan and Jain, *Financial Management*, McGraw Hill, 2010.
3. Pandey L.M, *Financial Management*, Vikas Publishing House, 2010
4. Prasanna Chandra, *Financial Management and Policy*, McGraw Hill, 2010
5. James C Van Horne, *Financial Management and Policy*, Pearson, 2002.
6. Apte P G, *International Financial Management*, TMH, 2011.
7. Stephan Ross, RandolphWesterfield and Bradford Jordon, *Fundamentals of CorporateFinance*, McGraw-Hill/Irwin, 2009.
8. Eugene F. Brigham and Michael C. Ehrhardt, *Financial Management: Theory & Practice*, South-WesternCollege Publications, 2010.
9. Samuel C. Weaver andFred Weston, *Strategic Financial Management*, South-WesternCollege Publications, 2007.

SEMESTER: EVEN

COURSE CODE: 643204

COURSE TITLE: PRODUCTION AND OPERATIONS MANAGEMENT

Course Description:

The course introduces the operation function, capacity planning, process planning and material Requirement planning. The course will also include various inventory models for the production and operations management.

Course Objectives:

1. To understand production processes, operation functions and materials management.
2. To provide a broad introduction to the field of operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.
3. To understand the production function, Design of Product, Planning functions, Material Planning and Layout and Scheduling.

Course Outcome:

At the end of the course the students would have thorough knowledge about the concepts of managing the production of goods and operation of services of any business involving manufacturing of goods and rendering services. Effective Forecasting of Production functions, Enhanced Planning of Product Design and Service Operations, Facility Planning and Project Management.

SYLLABUS AND SCHEDULE OF COVERAGE

Areas	Time Schedule
UNIT – I Introduction to Production and Operation Functions: Types of Manufacturing Systems: Job Shop, Batch/Intermittent, Continuous/Assembly Line, Process and Project Systems. Designing the Product – Standardization: Modularization: Reliability: Reverse Engineering.	1 st and 2 nd Week
UNIT – II Capacity Planning – Importance, Capacity Determination for Manufacturing and Service Industry: Capacity Planning Strategies: Capacity Measurement. Facility Planning: Location of Facilities, Locational Flexibility, Facility Design Process and Techniques, Locational Break Even Analysis.	3 rd and 4 th Week
Unit – III Process Planning – Procedure, Characteristics of Production Process Systems, Process form Selection with PLC Phases. Introduction to Study Methods – Work-study, Time – Study and Method-Study, Evolution of Normal/Standard Time, Job Design and Rating.	5 th and 6 th week
Unit – IV Layout, Importance and Function, Objectives, Flow patterns, Layout types – Product, Process, Group Technology/Cellular Layout, Factors for Good Layout, layout Design Procedure, GRAFT, ALDEP, REL Chart, Assembly Line Balancing. PPC: Functions – Planning Phase, Action Phase, Control Phase. Aggregate Production Planning, Line of balance – Forecasting Methods.	7 th and 8 th Week
Unit – V Material Requirement Planning (MRP-1) and Control, Inventory, Inventory Control, EOQ, Purchase Inventory models – P System & Q System. Stores Management – ABC, VED, FSN Techniques. Network Techniques – PERT, CPM (With time – Cost Trade – Off)..	9 th and 10 th Week

UNIT – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week
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REFERENCES

1. 1. Lee J. Krajewski, Larry P. Ritzman and Manoj K. Malhotra, *Production and Operation Management*, Prentice Hall, 2009.
2. Jay Heizer, Larry Render, *Production and Operations Management*, Prentice Hall, 2010.
3. R. Panneerselvam, *Production and Operations Management*, PHI Learning, 2006.
4. Adam Jr. Ebert, *Production and Operations Management*, PHI Publication.
5. Muhlemann, Oakland & Lockyer, *Production and Operation Management*, Macmillan.
6. Buffa E.S., *Modern Production and Operation Management*, Dennis Publications.
7. Chary S.N., *Production and Operation Management*, TMH Publications, 2006.

SEMESTER : EVEN

COURSE CODE: 643205

COURSE TITLE: SHIPPING AND MARITIME LAW

Course Description:

The course deals with the knowledge of legal perspective and its practices to improve the business in shipping and maritime. To study the importance of Indian contract act, rights and duties involved in shipping and maritime law.

Course Objectives:

1. To study the importance of Indian contract act, rights and duties involved in shipping and maritime law
2. To impart the knowledge on Indian sale of goods act
3. To create the knowledge of legal perspective and its practices to improve the business in shipping and maritime.

Course Outcome:

The purpose of this subject is to enable students to analyze the legal structure and processes through which international shipping is organized and regulated and to develop a good outlook as maritime law is inherently global in nature.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
UNIT I Indian Contract Act, 1872 - Contract – Meaning – Essential Elements – Offer and Acceptance – Consideration – Capacity – Consent – Legality of object – Quasi contract – Discharge of Contract – Breach of Contract – Remedies. Contract of Indemnity and Guarantee - Bailment: Rights and Duties of Bailor and Bailee – Contract of Agency: – Creation of Agency – Rights and Duties of Agent and Principal – Termination of Agency	1 st and 2 nd Week
UNIT II Indian Sale of Goods Act - Contract of Sale: Essentials – Sale and Agreement to Sell – Conditions and Warranties: Caveat Emptor – Sale by non-owners – Delivery of Goods – Rights and Duties of the Buyer and Seller. International Sales of Goods - Contracting Parties - Charter Parties - The Types Of Charter - Ship-Owners Obligations In Getting To The Load Port - Express & Implied Contract On Loading – Payment Of Freight - Special Clauses - Remedies For Non-Payment	3 rd and 4 th Week
UNIT III: Laws on Carriage of Goods: The Bills Of Lading Act 1855 And The Carriage Of Goods By Sea Act 1924 - Non-Contractual Actions - Functions Of The Bill Of Lading Contracts Of Carriage - Modifications To The Traditional Carriage Contract Model- Third-Party Rights Under The Initial Carriage Contract At Common Law And In Equity - Statutory Transferents.	5 th and 6 th week
UNIT IV The Cargo Claim Enquiry - Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage By Road Act, 2007 (iv) The Carriage by Air Act, 1972– Indian Consumer Protection Act, 1986: Objects – Rights of Consumers – Consumer Dispute – Procedure of Filing Complaint – Procedure for redressal of Complaints.	7 th and 8 th Week

UNIT – V Proving Loss Or Damage In Transit—The Evidential Hierarchy Of Lading Statements—Bill Of Lading Statements And Contractual Actions Against The Carrier—Tort Actions Against The Carrier - Actions Against The Person Who Actually Signed The Bill Of Lading.Limitation Of Liability -- Claims Subject To Limitation -- The Right To Limit—Jurisdiction -- Other Limitation Regimes.	9 th and 10 th Week
UNIT – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. M.S.Pandit and ShobhaPandit, *Business Law*, HPH, Mumbai, 2010.
2. N.D. Kapoor, *Mercantile Law*, Sultan Chand & Sons, New Delhi, 2010
3. M.C. Shukla, *Mercantile Law*, S. Chand & Co., New Delhi, 2011.
4. Relevant *Bare Acts*.

Semester: Even

Course Code: 643703

Course Title: EXPORT AND IMPORT MANAGEMENT

Course Description:

The course will focus on the various a foundation to participants who seek a career in International markets. The subject also deals with the international business practices, customs and policies and International issues such international shipping. It also focus on International trade barriers and risk management.

Course Objectives:

1. The program gives a foundation to participants who seek a career in International markets.
2. To study the importance international business practices, customs and policies and International issues such international shipping.
3. To understand the importance of export and import documentation and procedures.
4. To focus on International trade barriers and risk management.

Course Outcome:

The goal is to prepare candidates to be ready to take up leadership positions in the export and import companies in India and abroad. Programs will help you to understand various flaws of marketing at an international level and concept of foreign exchange.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
Unit I: Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade— Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario.	1 st and 2 nd Week
Unit II: Export-Import—Documentation and Steps, Export–Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes	3 rd and 4 th Week
Unit III: Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.	5 th and 6 th week
Unit IV: Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters	7 th and 8 th Week
Unit V: Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, Asean Countries, Australia and New Zealand, China and Japan	9 th and 10 th Week
Unit VI: Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

- 1) Justin Paul & Rajiv Aserkar, 'Export Import Management', 1/e, Oxford University Press
- 2) UshaKiran Rai, 'Export-Import and Logistics Management', PHI Learning Pvt. Ltd., 2007
- 3) Rama Gopal. C., 'Export Import Procedures - Documentation And Logistics', New Age International, 2007

Semester: Even

Course Code: 643704

Course Title: INFORMATION TECHNOLOGY FOR BUSINESS

Course Objectives:

To impart basic computer skills those are necessary for the program participants

Course Outcome:

The program participants could ensure compliance in working with the computer for running any business units.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
Unit 1 Introduction: Basics and Evolution of Computing – Operating Systems (System Software) and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet	1 st and 2 nd Week
Unit 2 Working with Microsoft Office Suite: MS Word – Creating, Opening, Saving and Formatting Documents – Mail Merge- Working with Spread Sheets: MS Excel – Tables – Formulas and Functions – Data Analysis using excel – Linking Work Sheets and Work Books – Charts – Macros Forms – Pivot Tables.	3 rd and 4 th Week
Unit 3 MS Power Point: Creating a Power Point Presentation (PPT) Using Slide Master, Animation and Graphics in PPT. MS Access – Creating and Modifying Data Bases – Report Generation – Linking Access Files with Excel Files. MS: Project: Creating Project Design, Schedules, PERT / CPM Charts and Reports	5 th and 6 th week
Unit 4 Internet and E-Commerce: E-Mail Etiquette - Usages of Search Engines and Portals – Website and Web Based E-mail, FTP and Net Meeting – WiFi Environment in Modern Offices. Basic Models of E-Business: B2B, B2C, C2C and Mobile Commerce (M-Commerce)	7 th and 8 th Week
Unit 5 Buying and Selling through Internet: E-Payment and Electronic Fund Transfer – Payment Gateway and Security Systems – On Line Stores – Internet Banking – Smartcards and Plastic Money.	9 th and 10 th Week
Unit 6 Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.	11 th and 12 th Week

REFERENCES:

1. *Goel Ritendra and D.N.Kakkar*, Computer Applications In Management, New Age International, 2008
2. *Sudalaimuthu and Anthony Raj*, Computer Applications In Management, HPH, 2010.
3. *Vijayaraghavan. G*, *Computer Applications for Management, 2006, Himalaya Publishing Company.*
4. *Rayudu, C.S., E-Commerce and E-Business, Himalaya Publishing Company, 2004.*
5. *Agarwala, N. Kamlesh, Business on the Net, MacMillan Publishers.*

**EXECUTIVE EMPOWERMENT PROGRAMME - II
(REPORT WRITING)**

The Executive Empowerment Programme – II course aims at testing the students' understanding of the second semester courses through an oral examination at the end of the semester.

Besides this, adequate class contact hours will be devoted to several of the following activities to develop Report Writing skills of the students:

- (a) Academic Project Reports: Contents – Styles of report Writing.
- (b) Training Report preparation
- (c) Reference and citation styles: APA and MLA style
- (d) Project Feasibility Report: Contents – Preparation of Model Report for a SME business. (e) Other Reports: Internal Audit Report – Preparation of Press Note – Committee Reports

EVALUATION

The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.

The students will appear for a comprehensive viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the II semester and current practices.

The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.

Panel of Examiners

- | | |
|-----------------------------------|----------|
| 1.HOD,DoLM | Chairman |
| 2.Faculty in charge of the course | Members |
| 3.One external examiner | Member |

* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.

REFERENCES:

1. <http://www.apa.org>
2. <http://www.mla.org>
3. <http://owl.english.purdue.edu/>
4. <http://www.leeds.ac.uk/ics/study3.htm>
5. <http://www.utoronto.ca/writing/critrdg.html>

SEMESTER III

Semester: Odd

Course Code: 643301

Course Title: Strategic Logistics Management

Course Description:

Strategic Logistics Management approaches the topic from a senior managerial perspective and brings together previous learning including marketing logistics, forecasting and inventory management, warehousing design and management, information technology, purchasing management, global supply chain management, supplier partnerships, transport and distribution in an integrative and strategic framework relevant to senior managers in the supply chain function. The different elements of logistics and supply chain management are examined in terms of how they interrelate and interface with other functions of the firm. The module also outlines key developments and challenges facing the senior supply chain manager.

Objectives:

1. To describe the conceptual and theoretical backgrounds of strategy and strategic management.
2. To help the students understand and appreciate the process of strategic planning and execution.
3. To facilitate application of strategy in logistics function ranging from planning to execution and control.

Expected outcome of the course:

1. At the end of the course, the students will be able to understand and approached the theoretical bases of strategy and strategic management.
2. To imbibe the process of strategic management in logistics.
3. To analyze the implications of various strategic choices and decide a better course of action.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit – I Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process	1 st and 2 nd Week
Unit – II Environmental analysis: environmental scanning - Industry analysis - Competitive analysis -Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis.Strategy formulation / alternatives: Corporate strategies: grand strategies - stability, expansion, retrenchment and combination	3 rd and 4 th Week
Unit – III Business level strategies: - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies	5 th and 6 th week

Unit – IV Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership	7 th and 8 th Week
Unit – V Strategic evaluation and control: Balanced Score Card approach – EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and techniques.	9 th and 10 th Week
Unit – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCE:

1. . AzharKazmi, (2007), “Strategic Management and Business Policy – 3rd Edition”, Tata MC GRAW HILL N.Delhi
2. . R. Srinivasan , (2007), “Strategic Management - 3rd Edition”, Prentice Hall India, N. Delhi
3. Thomson, Strickland and Pearson, (2005), “Strategic Management”, Tata Mcgraw Hill, N.DELHI

V.S. Ramasamy and S. Namakumari, “Strategic Planning-Formulation of corporate strategy”,Macmillan india pvt ltd

Semester: Odd

Course Code: 643302

Course Title: Logistics Management Information System

Course Description:

The course aims to develop the nature of management information systems and their applications in organizations. Issues associated with the development of these systems and their applications in business are introduced, along with some of the underlying mathematical modelling techniques that provide management information systems with a problem solving capability. It is however recommended that you have access to a mobile computing devices to allow greater flexibility in terms of where you can work on campus both in and outside class items.

Course Objectives:

1. Understand the nature of management information systems and their applications in business.
2. Use information management process for business value.
3. Develop decision support skill in excel.
4. Know the important business functions provided by typical business software such as.

Course Outcome:

1. Design and create an excel solution to a business problem.
2. Document and communicate solutions in a professional manner
3. Utilise a broad range of end-user tools.
4. Propose effective approaches to developing management information systems value, using information and building IT capabilities in specific situations.

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT Concept of Management Information System: Concepts of Information System and Management information systems- Information System design and development-Implementation testing and conversion- Evolution and element of MIS – Definition – Characteristics and basic requirements of MIS – Structure of MIS- Approaches to MIS development- Computerized MIS- Pre- requisites of an effective MIS- Limitations	1 st and 2 nd Week
UNIT 2 MIS and Decision support System (DSS): MIS Vs data processing – MIS and decision support system – MIS and information resource management – MIS and Operations Research- Executive information and decision support systems – Artificial intelligence and expert system – MIS in Indian organizations – Recent developments in information technology	3 rd and 4 th Week

<p>UNIT 3 Computers and Communication: Information technology and Global integration –On-line information services – Electronic bulletin board systems – The internet, electronic mail, interactive video – Communication Channels – Communication networks – Local area networks – Wide area networks – Video conferencing- Relevance to MIS</p>	5 th and 6 th week
<p>UNIT 4 Functional Information systems: MIS for Research Production - MIS for Marketing - MIS for Personnel - MIS for Finance - MIS for Inventory- MIS for Logistics- MIS for Product Development- MIS for Market Development.– Enterprise resource planning systems (ERP Systems) – Inter-organizational information systems – Value added networks – Networking.</p>	7 th and 8 th Week
<p>UNIT 5 Client/ Server Computing: Communication servers – Digital networks – Electronic change and its applications. Electronic Commerce and Internet: E-Commerce bases – E- Commerce and Internet – M-Commerce- Electronic Data Inter-change (EDI)- Applications of internet and website management.</p>	9 th and 10 th Week
<p>UNIT 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i></p>	11 th and 12 th Week

REFERENCES:

1. Anthony, Dear den& Bedford, Management Control Systems
2. N.P. Srinivasan & Gupta, Management Control Systems
3. O'Brien, James A, Management Information System, Golgotha Publications Ltd.
4. Sadagopan, S., Management Information System, Prentice Hall of India.

Semester: Odd

Course Code: 643303

Course Title: Integrating Logistic Management

Course Description:

In this course you will learn how a systems approach can be used as the philosophy and practice to solve logistics problems and integrate logistics function with other management functions in an engineering oriented organization. You will explore concepts in integrated logistics support, system design and analysis of logistics systems, development of logistic support and its requirement analysis, equipment supportability. You will develop skills in data collection from a variety of logistics activities and points of operation, personnel organization and communication system.

Course Objectives:

1. Identify and assess risks (including OH&S) as well as the economic, social and environmental impacts of engineering activities
2. Understand the scope, principles, norms, accountabilities and bounds of contemporary engineering practice in the specific discipline
3. Apply systematic approaches to the conduct and management of engineering projects
4. Develop creative and innovative solutions to engineering challenges
5. Comprehend and apply advanced theory-based understanding of engineering fundamentals and specialist bodies of knowledge in the selected discipline area to predict the effect of engineering activities.

Course Outcome:

1. Apply fundamentals of logistics engineering, design supportability criteria, support infrastructures and physical support resources for the management of logistics support function.
2. Apply theory and practice of availability, reliability and maintainability analysis in the design of integrated logistics support systems to improve supportability.
3. Analyse and quantify risks in logistics support using mathematical techniques and develop approaches to mitigation of the analysis outcomes.
4. Identify and analyse, within the content of the logistics support system, all functions such as material flows, distribution, manpower and personnel, training and training devices, and the sustaining of life cycle maintenance, operation and support, for the development of improvement plan.

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT 1 Logistics Management - system approach – Integrated logistics management - Defining a Supportable Design - The Evolving System Requirement - Creating the Design Solution - Reliability, Maintainability, Testability - System Safety and Human Factors Engineering - Logistics Organization	1 st and 2 nd Week
UNIT 2 Logistics System Engineering - Reliability - Quality Assurance- FMECA - Centered Maintenance -Software Support – Availability - Cost of Ownership - Supportability Characteristics – Functional.	3 rd and 4 th Week
UNIT 3 Logistics Acquisition and Production – Contracting - Critical-Path Analysis - Work Breakdown Structure - Learning Curve - Financial Analysis - Depreciation of Assets - Life-Cycle Cost Analysis - Performance-Based Systems Engineering– Developing and measuring Performance-Based Logistics Requirement.	5 th and 6 th week
UNIT 4 Logistics Management Plans - Logistics Support Information - Manpower and Personnel - Training and Training Equipment - Support Equipment - Provisioning and Supply Support Facilities - Packaging, Handling, Storage, and Transportability - Logistics Management Contracts – Resource Planning – ERP.	7 th and 8 th Week
UNIT 5 Logistics Systems Management and Operations - Developing the Support Solution - Physical Supportability Analysis - Level of Repair Analysis - Technical Manuals –Support and Test Equipment– Embedded Computer Resources - Equipment Maintenance - Design Interface of Logistics Elements- Logistics Supportability - Configuration Management	9 th and 10 th Week
UNIT 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned</i>	11 th and 12 th Week

REFERENCES:

1. James V. Jones & Logistics Management Associates, Integrated Logistics Support Handbook, 3rd edition McGraw hill education
2. John W. Langford, Logistics: Principles and Applications, 2nd Ed., McGraw-Hill Education

Semester: Even

Course Code: 643501

Course Title: Distribution Management

Course Description:

Distribution Management is the introductory undergraduate logistics and supply chain management course in the business curriculum. It is designed to give students a managerial knowledge of how logistics supports marketing-distribution, procurement and manufacturing. Emphasis is placed on the integration of core logistics functions (e.g., logistics customer service, transportation, inventory, order processing, warehousing/stock-keeping facilities, materials management), total cost integration, and supply chain management to create competitive advantage through customer service. The use of information technology is also emphasized. Students play the beer simulation game to help tie together core supply chain management concepts and tools.

Course Objectives:

1. Develop an understanding of the importance of logistics in the formation of business strategy and the conduct of supply chain operations.
2. Develop an understanding of logistics operating areas and their interrelationship
3. Understand the importance and implications of a customer-focused logistics strategy
4. Develop an in-depth understanding of logistics operating areas and their interrelationships.
5. Strengthen integrative management analytical and problem-solving skills.

Course Outcome:

1. Evaluate logistics supply chain networks and strategies.
2. Identify stress points and misalignment in logistics supply chain networks and offer solutions for optimizing them.
3. Formulate logistics strategies from a supply chain network perspective
4. Formulate optimal inventory policies for supply chain networks, including calculation of economic order quantities, reorder points, average inventory with/without combined variability, and fill-rates.
5. Understand logistics supply chain metrics, make value assessment and offer solutions.
6. Formulate optimal customer service and facility location policies using spreadsheets.
7. Understand supply chain strategies for a local organization/firm.

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT 1 Distribution – Definition – Need for physical distribution – functions of distribution –marketing forces affecting distribution. The distribution concept – system perspective. Physical distribution trends in India. Transportation: Scope – principles of transportation function – relationship of transportation to other business functions.	1 st and 2 nd Week
UNIT 2 Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels – factors affecting. Intermediaries: functions of intermediaries – types of intermediaries – variables in selecting channel members – motivating – training – evaluating channel members – modifying channel arrangements	3 rd and 4 th Week
UNIT 3 Transportation management: Legal types - Modes of transportation – Transport mode selection –methods – transport costs – rate profiles – transport regulations – intra and interstate transport of goods. Transport Industry in India - International Transport – Railways, Road transport, Ports – Transport Security - Trends in Modern Transport	5 th and 6 th week
UNIT 4 Order processing and Unitization. Defining Order Processing – order acquisition – order entry –document processing – status reporting – factors affecting processing time – Customer service. Unitization – functions of Packaging – concept of unitization – Palletization – Containerization – Costs of packaging – designing a package – packaging materials – choosing right materials – Contain in India.	7 th and 8 th Week
UNIT 5 Distribution control & Evaluation: Distribution control – stages of control process – standards & goals– performance report - measurement – monitoring – corrective action. Organization for Distribution: Distribution Organization structure – Private & Public organizations - conflict resolution – rising costs& need for control – complexities of physical distribution. Transport organization: Functions –structure – hierarchy – Transport & Logistics organizations	9 th and 10 th Week
UNIT 6 <i>Assessment only: Contemporary Developments Related to the Course during the Semesterconced</i>	11 th and 12 th Week

REFERNCES:

1. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India
2. D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India 2007
3. Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management kogan page India new Delhi
4. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', prentice hall off India
5. D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India 2007

Semester: Even

Course Code: 643502

Course Title: Rail Road and Air Cargo Logistics

Course Description:

1. To ensure the speedy and safe delivery of your products by rail, SGS's rail transportation inspectors examine your rail supply and logistics chain and check that your cargo is handled properly.
2. As well as import control and related services. Our logistics support, rail inspection, verification and audit services allow you to focus on the other important aspects of your business.

Course Objectives:

- Rail and road terminal manning
- Road safety management
- ISO tank inspection
- Q & Q trade inspection road and rail
- Logistics support
- Rail condition assessment
- Transit monitoring
- Quality assurance of rail component

Course Outcomes

By supporting your rail cargo transportation activities, we help to ensure your products reach their intended market(s) in optimum time and while at their best quality. Call us today for a bespoke plan on how to improve your rail operations.

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT 1 Transportation and logic: significance of transportation logistics: utility created by transportation in logistics transportation as a means of conquering time and space features of inbound, outbound, local and medium, long and continental transportation- features of logistics transportation.	1 st and 2 nd Week
UNIT 2 Railways and Logistics Contours: Features and facilities offered by Railways- Factors influencing growth in Rail Logistics- Suitability for different Cargo and distance Ranges segments – Innovative schemes/facilities to popularize rail logistics in India- Railway infrastructure in India and Freight movement- Share of Railways in Cargo movement in India and world-wide.	3 rd and 4 th Week
UNIT 3 Roadways and Logistics Contours: Roadways as a primary mode and complementary mode of transportation in Logistics – Features, Facilities and suitability- Innovations in road ways to make it Logistics-friendly- Factors influencing choice- Factors influencing growth in Road Logistics- Suitability for different Cargo and distance Ranges segments – Innovative schemes/facilities to popularize rail logistics in India- Share of Railways in Cargo movement in India and world-wide. Role National Highways and the Toll highways- Outsourcing Fleets from others- Technology, Cost, Speed, Security and Dynamics- Competition with other modes	5 th and 6 th week
UNIT 4 Air Transportation in logistics : Significance of air transportation in logistics: utility created by air transportation in logistics-Air transportation as a means of conquering time and space features and facilities offered by air cargo ways factors influencing growth in air logistics air suitability for different cargo- Innovative schemes facilities to popularize air cargo logistics in india –share cargo movement in india and worldwide conventions covering the movement of dangerous goods by air.	7 th and 8 th Week
UNIT 5 Coordination among different segments: Concept ,needs and areas of coordination among different modes coordination among supply chain partners energy product prices and logistics environments and logistics problem and prospects in interstate logistics by road role of truckers bodies in road rail air cargo movement.	9 th and 10 th Week
UNIT 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments to the course during the semester concerned.</i>	11 th and 12 th Week

REFERNCES:

1. Coyle, Bardi&Novack *Transportation: A Supply Chain Perspective*, South-Western College, 2010
2. MB. Stroh, *A Practical Guide to Transportation and Logistics*, Logistics Network Inc. 2006
3. Ritter, Barrett and Wilson, *Securing Global Transportation Networks*, McGraw Hill, 2006
4. 4. MOSWest, *Transportation and Cargo Security*, Prentice Hall, 2005.
5. 5. Chi Chu, C. Leung, Van Hui & Cheung, *4th Party Cyber Logistics for Air Cargo*, Spring, 2004
6. 6. Hui, Leong, Arming Zhang, et al, *Air Cargo in Mainland China and Hong Kong*, Ash gate, 2004
7. 7. L. B. Embry, P. K. Day, *Carrier based air logistics study--data sources and issues*, Dugitalized 2009
8. 8. Peter Belobaba, AmedeoOdoni and Cynthia Barnhart, *The Global Airline Industry*, Wiley 2009

Semester: Even

Course Code: 643503

Course Title: Maritime logistics and documentation

Course Description:

The Essential Techno-Commercial Introduction to Maritime. Build your understanding of the maritime industry through this comprehensive introduction to the commercial, technical & legal environment in which the Australian ports & the global shipping industry function.

Course Objectives:

- Review the industry from a global perspective, its terminology and stakeholders
- Discover shipping's commercial, logistical, economic and trade components
- Recognise the fundamental technical issues of handling each type of cargo within the modern port
- Gain a working knowledge of ship operations, port management, supply services and the chartering process
- Understand vessel types and design overview including loading and discharge
- Identify the essential elements of documentation associated with maritime trade
- Recognise the contractual and legal environment under which shipping functions
- Comprehend the influence of major organisations such as IMO, Flag States and classification societies
 - Appreciate marine pollution, health, safety, security and the impact on the supply chain

Course Outcome:

- Those entering into contracts in the supply chain such as commodity owners/suppliers
- Clients of shipping companies and service providers
- Government personnel, advisors, policy makers from state, federal and local government
- Seafarers who would benefit from a more comprehensive overview of the industry they operate in
- Port and terminal operators

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit – I Maritime Logistics: Concept, objectives, Importance and relevance to global marketing and Supply chain management- Coastal and Ocean transportation- World Sea-borne Transport- Global Sea Routes and the trade volume- Characteristics of shipping transport- Types of Ships- Container, Roll-on/roll-off (ro-ro) vessels, General cargo ships, Bulk carriers, Tankers, etc- Busiest Sea routes: East-West and North-South and Intra Region- International Maritime Organization (IMO): Formation and functions- Regulations concerning dangerous and polluting cargoes, including the class structure	1 st and 2 nd Week
Unit – II Chartering Principles and Practices – Types of Charters- Voyage, Time and Bare Boat charters- Freight Determination and Determinants- Conference System Vs Competitive System- Freight structure and practice – Rate Dynamics- Multi-modal Transport system- Technological developments in ocean transportation: Size, Tracking, Speed and Security.	3 rd and 4 th Week

<p>Unit – III Arrangement for shipment of Cargo - Role of intermediaries Functions and services of clearing and forwarding agents, freight brokers, stevedores, shipping agents and surveyors- House and Terminal Stuffing- Port: Types of port – Major Port of India and world- Structural and cargo handling facilities - Warehousing and storage in ports - Demurrage - Loading and unloading in warehouses- Organization, functions and Performance outrun- chart of Ministry of Shipping.</p>	5 th and 6 th week
<p>Unit – IV Maritime Insurance: Cargo insurance - Marine Insurance - Institute cargo clauses - specific policy - Open policy - procedure for cargo insurance - Procedure for marine insurance claims - Necessary documents for filing claim. Choice of a Shipping Service: Factors influencing: Reliable Worldwide Network, One-stop for Total Logistics Solutions, Committed to High Quality Services, Transparency, Positive Approach, Highly Trained, Motivated and Result Oriented Staff, Competitive Rates, Excellent Team Work, Provide alternatives / options to the client.</p>	7 th and 8 th Week
<p>Unit – V Export Procedure and documentation: Offer and receipt of orders - Shipment procedure -Banking Procedure Export Documentation - Framework - Standardized pre-shipment Export Documents - Commercial and Regulatory Documents - Export credit instruments and procedures: Letters of credit and types - Documents required for export credit. Export credit insurance - services of Export Credit and Guarantee Corporation in export credit insurance - Specific Policy and Small Exporters Policy - Guarantees - Procedure for availing credit insurance and necessary documents- Multimodal transport - Procedure and documentation - Central Excise and Customs clearance of export cargo - Procedure and documents.</p>	9 th and 10 th Week
<p>Unit – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i></p>	11 th and 12 th Week

REFERENCES

1. Edmund J. Gubbins, Shipping Industry (Transportation Studies) Rutledge, 1986.
2. Martin Stop ford, Maritime Economics, Rutledge, 2008
3. Alan E. Branch, Elements of Shipping, Rutledge, 2007
4. Peter Lorange, Shipping Strategy: Innovating for Success, Rutledge, 2007
5. Lane C. Kendall, the Business of Shipping, Cornell Maritime Press, 2001

Semester: Even

Course Code: 643504

Course Title: Packing and Packaging Management

Course Description:

The Packaging Engineering Technician program provides training in the structural design of packaging materials. Students will learn to design packaging utilizing different materials: metal, glass, plastic, paper, and corrugated. Critical in the design of any packaging are product protection (safety and security), durability, the ability to recycle materials, and sustainability opportunities and issues. The delivery of the program includes approximately 10% online courses. The optional co-op stream includes one co-operation work term.

Course Objectives:

1. All applicants apply to the non-co-op option. Applications to transfer to co-op are processed during subsequent semesters.
2. An academic strength is calculated by averaging the submitted marks of required subjects. If more than one mark is received for a required subject, the highest mark will be used in the calculation.
3. Ten (10) additional marks are added to each Advanced level, OAC, U, U/C, and post-secondary course used in the calculation of academic strength.

Course Outcome:

1. Analyze and solve technical problems in packaging manufacturing through the application of packaging engineering principles.
2. Design and evaluate the characteristics, attributes, manufacturing processes, systems and technologies associated with packaging materials through the application of engineering principles and practices.
3. Solve technology and applied engineering problems using design packaging software.
4. Apply packaging testing techniques to different packaging materials and systems to verify compliance with specifications, regulations requirements and parameters set in the packaging development process.
5. Design protective packaging systems to solve hazards encountered in product distribution.
6. Recommend improvements to processes and products through the examination of packaging design and cost structure.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit – I Packing and Packaging: Meaning, Functions and Essentials of Packing- Packaging: Meaning, Functions and Essentials of Packaging- Difference between Packing and Packaging-Packing for Storage- Packing for Overseas Shipment- Packing for Inland-Transportation- Packaging for Product content Protection - Test of packaging: Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost.	1 st and 2 nd Week

<p>Unit – II Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging –Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels- Heavy, Medium and small Packaging- Active packaging-Child-resistant packaging- Pilfer/Tamper Evident/Proof Packaging-Product-Packaging compatibility- Parma Packaging- Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy Engineering Goods/Equipment Packaging.</p>	3 rd and 4 th Week
<p>Unit – III Packing Considerations: Protection, Convenience, Environment, Use/Reuse- Cost and Competition – Packing as a systems approach to Logistics-Transport/Storage Requirements- Physical, Chemical Environmental, Biological Nature of the Products- Packing as Protection Against Hazards- Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal- Biodegradation -Recycling: Glass, Plastic & Paper-Reuse- Sustainable packaging - Waste management.</p>	5 th and 6 th week
<p>Unit – IV Packaging/Packing Materials & Components: Various Materials/Metals Flexible, Folding, Insulated, Corrugated Packing Materials- Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing- Stretch wrap -Time temperature indicator- Tinplate. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry- Packaging Demands of Industrial Users-Technology Trends in Packaging Industry – Aseptic processing -Authentication -Automatic identification and data capture - Blow fill seal - Blow moulding -Containerization -Electronic article surveillance -Graphic Design -Induction sealing -Plastic welding -Printing.</p>	7 th and 8 th Week
<p>Unit – V Packaging Economics: Packaging Cost Vs Product cost- Cost Reduction in Packaging- Packing for Inventory Control, Value Analysis- Packing and Value Engineering- Packaging Laws-Consumer Protection in Food Packaging, Marking and Labeling, Eco-friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging. Quality assurance-Radio-frequency identification -Track and trace -Vacuum forming- Verification and validation - Barcode printer - Barcode reader -Bottling line -Carton machine- Check weighed -Conveyor system -Heat gun - Heat sealer - Industrial robot- Injection molding machine -Logistics automation</p>	9 th and 10 th Week
<p>Unit – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i></p>	11 th and 12 th Week

REFERENCES:

1. Soroka, W, '*Fundamentals of Packaging Technology*', IPP, 1995
2. Calver, G., '*What Is Packaging Design*', Rot vision, 2003.
3. Scott Boylston, '*Designing Sustainable Packaging*', Lawrence King, 2009.
3. Dean, D. A., '*Pharmaceutical Packaging Technology*' Taylor & Francis, 2000.
5. McKinley, A. H., '*Transport Packaging*', IoPP, 2004.
6. Robertson, G. L., '*Food Packaging*', 2005.
7. Sleek, S, '*as tics Packaging*', 2004

**EXECUTIVE EMPOWERMENT PROGRAMME- III (EVENT
MANAGEMENT)**

The Executive Empowerment Programme- III course aims at testing the students' understanding of the third semester courses through an oral examination at the end of the semester.

Besides this, adequate class contact hours will be devoted to several of the following activities to develop Organizing and Event Management skills of the students:

- a) Conceiving an idea of an event, Event Planning and Budget Preparation
- b) Event Marketing and Publicity
- c) Organizing the Event as per the plan
- d) Regular in class competitions and Games like Quizzes, Ad Zaps, Aptitude Tests and Mock Interviews

EVALUATION

The students will be evaluated for this course for a total of 100 marks. Out of this the Faculty in charge of this course will assess the students for maximum of 25 marks on the basis of the performance of the students in activities assigned to them.

The students will appear for a comprehensive viva-Voce examination at the end of the semester in which they will be assessed for a maximum of 75 marks for their understanding as well as presentation of theoretical inputs in the III semester and current practices. The students who secure not less than

40% in each component and a cumulative 50% of the total shall be declared to have passed the course.

The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.

Panel of Examiners

- | | |
|------------------------------------|----------|
| 1. The HOD, DoLM | Chairman |
| 2. Faculty in charge of the course | Member* |
| 3. One external examiner | Member |

* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.

SUMMER TRAINING REPORT

Students will have to undergo training for 6 to 8 weeks at the end of the II semester. A training report should be submitted to the Department within 40 days after completing the training. Thereafter the students will appear for a Viva-Voce examination conducted by a Panel consisting of the HoD, faculty guide, and an external examiner.

EVALUATION:

The performance of students under this course will be assessed by the Faculty Guide and the report submitted by the students will be evaluated by the Faculty Guide and an External Examiner for 75 marks.

A Viva-Voce will be conducted by a panel consisting of an External Examiner, the HOD and the Faculty Guide jointly for 25 marks.

The students who secure not less than 40% in each component and a cumulative 50% of the total shall be declared to have passed the course.

If a student fails to complete the training and / or fails to submit the training report in time, he / she has to redo the training in the ensuing semester or academic year as decided by the Department.

If a student scores less than 40 % (i.e., less than 30 marks) in the Training Report Valuation, he / she has to redo the training in the ensuing semester or academic year as decided by the Department.

If a student scores 40 % or above in the Training Report, but scores less than 40 % (10 marks) in the Viva Voce, he / she has to reappear for the Viva Voce in the ensuing semester or academic year as decided by the Department.

When a faculty guide is not present on the date of the Viva Voce, the HOD will nominate some other faculty to the Panel.

SEMESTER IV

Semester: Even

Course Code:643401

Course Title: International Logistics Management

Course Description:

The course is to introduce the evolution and basic concepts of Logistics Management. The course further deals with the focus towards international Marketing and its relation with logistics. It also deals with the international logistics and introduces various transportation modes their advantages. The inventory management and containerisation also taught with the focus towards international logistics.

Course Objectives:

1. It is to impart the basic components of International Logistics and integrating all the subsystems of Logistics.
2. To understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics.
3. To introduce the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport.
4. To understand the basic concepts of Containerisation and also focuses on Chartering.
5. To impart basic knowledge on Inventory management, Packaging and various kinds of packing.

Course Outcome:

The students should understand the various components of International Logistics management and be able to relate the importance of international marketing with the logistic functions. The students should be able to apply the knowledge in designing suitable marketing channel for international trade and to suitably design a packaging.

Syllabus and Schedule of Coverage

Areas	Time Schedule
Unit – I Overview Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.	1 st and 2 nd Week
Unit – II Marketing and Logistics Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics	3 rd and 4 th Week

Unit – III Basics of Transportation Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice	5 th and 6 th week
Unit – IV Containerization and Chartering Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.	7 th and 8 th Week
Unit – V Inventory Management and Packaging Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking	9 th and 10 th Week
Unit – VI Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned	11 th and 12 th Week

.REFERENCES

1. International Marketing by SakOnkvisit& John J. Shaw, Publisher: Prentice Hall of India
2. International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
3. Logistic Management and World Sea Borne Trade by MultiahKrishnaveni, Publisher: Himalaya Publication
4. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India

Semester: Even

Course Code:643402

Course Title: PROJECT FORMULATION AND APPRAISAL

Course Description:

The course is to introduce the economic planning and development of the country. The course further deals with the focus towards project identifying and searching for possible solutions in designing a project. Formulation. Further the course will deal with the various types of projects and it includes overseas project. It also describes about the need and significance of project feasibility study that includes economic, technical and commercial etc.

Course Objectives:

1. It is to impart the knowledge on various sectors of economic development like agricultural, industrial and educational.
2. To understand the basic concepts of Project management, its various types and classification of projects.
3. To conceptualise about identifying a suitable project idea and selection of suitable project.
4. To relate the various stages of Project formulation and understanding the importance of Feasibility of carrying out a project.
5. To prepare a detailed project report and understand the various phases of report preparation.

Course Outcome:

The student should be able to spell out the importance of various economic development activities sector wise. The student should be able to identify suitable project at the end of the semester and to prepare a suitable project report for the same. The student should be able to study the various aspects of feasibility study and to carry out a project work.

Syllabus and Schedule of Coverage

Areas	Time Schedule
UNIT 1 Economic Planning and Development: Need in the globalisation era – Project and sectoral development: Agricultural, industrial, infrastructural, educational and social welfare sectors.	1 st and 2 nd Week
UNIT 2 Conceptual Framework of Project Management: Project – Meaning and definition – Features of projects – Classification – Types – Overseas projects – Turnkey projects and its significance – Project life cycle: Significance – Stages – Approaches of privatisation projects: BOOM, BOT, BOO, BOOT.	3 rd and 4 th Week
UNIT 3 Project Identification: Scouting and screening of project ideas – Basic criteria for selecting the best project opportunities – Project identification for an existing company.	5 th and 6 th week
UNIT 4 Project Formulation: Meaning – Stages in project formulation – Need for feasibility studies – Technical and organizational aspects – Economic and commercial aspects – Project report preparation – Steps in project report preparation. Project Appraisal: Market appraisal – Appraisal of managerial and technical aspects – Financial and commercial appraisal	7 th and 8 th Week
UNIT 5 Economic analysis: Economies of scale – Employment generation – Social cost and benefit analysis – Contribution to Government Revenue – Political stability – Priority and evaluation of international competitiveness. Feasibility Studies: Need – Components – Feasibility report preparation – Project Report Preparation: Need for detailed report – Contents of ideal project report.	9 th and 10 th Week
UNIT 6 Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Choudhry S, *Project Management*.
2. Goel B B, *Project Management: A Development Perspective*.
3. *Turnkey Plants and Project Engineering Services*, ITC Publication, Geneva.

Semester: Even

Course Code:643403

Course Title: Warehousing Management

Course Description:

The course is to introduce the Warehouse and its various functions. The subject will focus on various issues in inward transportation and storage of materials. It will also throw light on various types warehouses and the principles of an ideal warehouse. The course will also deal with various measures of warehouse functions and with particular focus on material handling equipments. The course will further highlight on IT and its applications in warehouse management.

Course Objectives:

- 1.To understand the basic concepts and various functions of Warehouse.
- 2.To impart knowledge on various types of warehouses and their advantages.
- 3.To Study the identification of various materials and material storage systems, material handling equipments.
- 4.To impart knowledge on Inventory management and focussing towards classification of various types of Inventories.
- 5.To make the students to understand the importance of IT in Warehouse documentation and management of warehouse.

Course Outcome:

The student should be able to understand the various functions of Warehouse and also about its various types and their advantages. The student should be able to measure the metrics of warehouse operations and identifying different materials and classifying them in a logical manner. The student should be able to visualise the warehouse operations by using information technology and hence increasing the operational efficiency of warehouses.

SYLLABUS AND SCHEDULE OF COVERAGE	
Areas	Time Schedule
Unit 1: Warehouse Functions: Meaning of Warehousing - Importance –Functions: Receiving: Logistics support for Inward Transportation, Unloading, Inspection, Acceptance and Recording; Storing: Space allocation, Facilitation to stocking, Guarding & Recording; Risk bearing- Processing- Grading and branding – Disinfecting services -Issuing: Order preparation, Picking, Dispatching/ Delivery & Recording- Handling, Transportation & Storage of ISO Containers– Utility and Advantages of warehouses- Problems and issues in receiving processes	1 st and 2 nd Week
Unit 2: Warehouse Types: Own Warehouses- Hired Warehouses- Private Warehouses- Public Warehouses- Government Warehouses- Bonded Warehouses- Co-operative Warehouses- Distribution Warehouses-	3 rd and 4 th Week

Fulfilment/ Consolidation Warehouses- Warehouses Providing Value Added Services- Cross Docking and Trans-loading Warehouses- Break Bulk Warehouses- Storage Warehouses- Refrigerated Warehouses- Characteristics of ideal warehouses- Warehouse Layout- Principles and Facilities- Types.	
Unit 3: Internal Operations: Measures and metrics of warehouse operations- Logistics in the warehouse- Localization of materials in a warehouse- Identification and classification of Materials and products in the warehouse- Managing the material/products turns in warehouse (FIFO/LIFO) - Problems and issues in shipment processes. Warehousing Equipment: Material Handling equipment and Systems Safety Matting, Industrial Safety Equipment- Storage types and storage unit management- Material Storage Systems - benefits – methods- Industrial Shelving, Industrial Storage Bins - Industrial Storage Cabinets - Spill Containment Systems-Industrial Waste Disposal.	5 th and 6 th week
Unit 4: Inventory Management: Inventory Management- Need and functions- Stock Levels under Conditions of Certainty, Risk and Uncertainty- Cost of carrying or not holding adequate inventory- EOQ- Stock-out cost based inventory decisions- Inventory Classification: ABC, VED and FSN- Methods of Inventory Issue Pricing- Cost and Profit implications- Inventory Ledger- Goods Receipt processing with inbound delivery/without inbound delivery - Goods issue with outbound delivery/internal consumption- Stock transfer Scenarios.	7 th and 8 th Week
Unit 5: IT for Warehouse Management (WM): Warehouse documentation- Information flows in the warehouse- ERP-WMS - Bar code – RFID- Organization Data- Warehouse Structure- Warehouse Master Data - WM Material master view- Organization Data- Define Warehouse structure- Warehouse number - Storage type- Storage section - Storage Bin - Picking Area - Storage unit – Quantity- Creating Transfer requirement automatically/ manually - Creating Transfer requirement for storage	9 th and 10 th Week
UNIT – VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. James A. Tompkins, *Warehouse Management Handbook*, Tompkins Press, 1998.
2. David Mulcahy, *Warehouse Distribution and Operations Handbook*, McGraw Hill, 1993.
3. Edward Frazelle, *World-Class Warehousing and Material Handling*, McGraw Hill, 2001.
4. David J. Piasecki, *Inventory Accuracy: People, Processes, & Technology*, Ops. Pub., 2003.
5. **J P Saxena, *Warehouse Management and Inventory Control (Paperback)***
6. M.Napolitana, *The Time, Space & Cost Guide to Better Warehouse*, Distribution Group, 2003
7. [Jeroen P. Van Den Berg](#), *Integral Warehouse Management*, Management Outlook, 2009.
8. Max Muller, *Essentials of Inventory Management*, AMACOM, 2009.
9. Steven M. Bragg, *Inventory Best Practices*, Wiley, 2011

SEMESTER: EVEN

COURSE CODE: 643505

COURSE TITLE: MODERN LOGISTICS OPERATIONS

Course Description:

The course introduces the interrelationship between the logistics function and with procurement and production function in a business situation. It also deals with marketing function and its linkage with the various logistics functions in a modern and global perspective. Further the course focuses towards EXIM logistics and the necessary documentation required, distribution networks , transportation hurdles. The students are taught on multimodal transportation and international port operations.

Course Objectives:

- 1.To impart knowledge on the Logistic operations and their beneficiary role in procurement and production Function.
2. To study the Logistic function as the support function for the marketing function in a business situation.
3. To understand the EXIM logistics and study about various necessary documentation procedure for EXIM logistics.
4. To understand the difference between the 3pl and 4pl service providers.
5. To focus on multimodal transportation and its importance in the global environment.

Course Outcome:

The student should be able recall the relationship between the production, procurement and logistic operations. The student should be able to manage vendor selection in the global procurement process and be well versed in the modern production systems like kanban and JIT. They should be able to understand the various purposes of documents involved in EXIM Logistics. They also have to design the multimodal transportation for various types of products.

SYLLABUS AND SCHEDULE OF COVERAGE

Areas	Time Schedule
UNIT - I Logistics as a Support/Interface/Enabler of Production function: Logistics as a Support function of Procurement, Vendor Facilitation and Production- Logistics as interface function of Demand Forecasting, Global procurement, Tracking inward shipments, In-plant distribution and Storage Planning- Logistics as an enabler of Just-in-Time (JIT), Kanban (A scheduling system for lean inventory), Vendor Managed Inventory (VMI) for Vendors and the firm.	1 st and 2 nd Week
UNIT - II Logistics as a Support/Interface/Enabler of Marketing function: Logistics as a Support function of Order Fulfillment, Assembling & Labeling from Multi-storage points, Consignment convergence/divergence and Delivery- Logistics	3 rd and 4 th Week

as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking materials, consolidation, packing, marking, preparing outbound documentation and shipping out by loading into containers- customer facilitation tracking out-bound shipments.	
Unit - III EXIM Logistics: Special Aspects of Export logistics: Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents Collection- Valuing- Bonded Warehousing- Customs Formalities- Clearing- Distribution to Units- Security & Insurance- Multimodal Transport- UN International convention on MT of Goods- Terminal Networks: Types and Roles.	5 th and 6 th week
Unit - IV Logistics Service Providers: 3PL/4PL Services- Differences between 3PL & 4PL: 4PL Common Services for 3PL/4PL: Invoice management, call centers, warehouse/distribution facilities - Carrier management- 4PL Specialties: Implementation Center: Business process analysis/scoping, Development of all activities into an open systems framework- Product/Skill Centers: Supply chain engineering –4PL Value Added services: Knowledge Transfer, Business Development and Functional Support.	7 th and 8 th Week
Unit - V Special Logistics: Inter and Multimodal Transport- Industrial Projects Transportation- Trade Fairs and Events Transportation- International Supply Chain Management- Consolidation and Groupage- Logistics of Time Perishable - Logistics of Quality Perishable- Life cycle logistics for Projects/Products- GS1 System of world-wide supply-chain standards system.	9 th and 10 th Week
UNIT - VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Martin Christopher, Logistics and Supply Chain Management, Prentice Hall, 1998
2. John J. Coyle, C., Supply Chain Management, South Western –Cengage, 2010
3. F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill, 2010
4. Bozarth&Handfield, Introduction to Operations & Supply Chain Management, Prentice Hall, 2005
5. James Martin, Lean Six Sigma for Supply Chain Management , McGraw Hill, 2006.
6. Ronald H. Ballou, Business Logistics: Supply Chain Management, Prentice Hall, 2003.
7. Bowersox, Closs and Cooper, Supply Chain Logistics Management, McGraw-Hill, 2009
8. Paul R. MurphyJr. and Donald Wood, Contemporary Logistics, Prentice Hall, 2010.
9. Harvard Business Review, Managing Supply Chains
10. Alan E. Branch, Global Supply Chain Management and International Logistics, Routedge, 2009
11. Levi, Kaminsky& Levi, Managing the Supply Chain: The Definitive Guide, McGraw-Hill, 2003.

SEMESTER : EVEN

COURSE CODE: 643 506

COURSE TITLE: RETAIL LOGISTICS AND SUPPLY CHAIN

Course Description:

The course deals with the peculiarities and diversity of needs of Logistics for Retailing and the significance role of various logistics operations in Retailing and as a competitive edge for retailing operations. The course further focuses on the nuances in supply chain management functions and its impact on retailing efficiency. It also focuses on invoice management, carrier management and the importance of 4pl in retailing function.

Course Objectives:

- 1.To study the importance of Logistics operations and its competitive edge for Retailers.
2. To impart the knowledge on the procurement and vendor management for regular supply of goods.
- 3.To understand the various necessity of multi storage points and suitable delivery system for making retailing operations more efficient.
- 4.To study the nuances in invoice management and fulfilling customer orders.
- 5.To impart knowledge on 4pl logistics, its various operations and the role played in retailing operations.

Course Outcome:

The student at the end of the course should be able to understand the various logistics operations and their importance in improving the business of retailers. The student has to design suitable invoice management system for a retailer for improving the efficiency of procuring, packing , transporting and delivery of goods in time or as per the customer expectations.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
UNIT I Concept and Scope: Concepts of Logistics and supply chain- Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Supply chain contours: Backward and forward linkages- Supply chain efficiency- Logistics as a competitive edge driver- Peculiarities and diversity of needs of Logistics for Retailing.	1 st and 2 nd Week
UNIT II Logistics and Procurement: Logistics as a Support function of Procurement and Vendor Facilitation - Logistics as interface function of Demand Forecasting, Global procurement, Tracking inward shipments and Storage Planning- Logistics as an enabler of Just-in-Time (JIT), Kanban (A scheduling system for lean inventory), Vendor Managed Inventory (VMI) for Vendors and the firm.	3 rd and 4 th Week
UNIT III:	5 th and 6 th week

Logistics and Marketing: Logistics as a Support function of Order Fulfillment, Assembling & Labeling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport-packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers- customer facilitation tracking out-bound shipments.	
UNIT IV EXIM Logistics: Importance of Global Logistics- Export Logistics: Special Aspects of EX-IM logistics- Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents Collection- Valuing- Bonded Warehousing- Customs Formalities- Clearing- Distribution to Units- Security & Insurance- Multimodal Transport- UN International convention on MT of Goods- Terminal Networks: Types and Roles.	7 th and 8 th Week
UNIT - V Invoice management, call centers, warehouse/distribution facilities - Carrier management- 4PL Specialties: Implementation Center: Business process analysis/scoping, Development of all activities into an open systems framework- Product/Skill Centers: Supply chain engineering –4PL Value Added services: Knowledge Transfer, Business Development and Functional Support. <i>Special Logistics: Inter-modal and Multimodal Logistics- Logistics for Trade Fairs and Events - Consolidation and Groupage- Logistics of Time Perishable and Logistics of Quality Perishables- GSI System of world-wide supply-chain standards system- E-Logistics –Warehouse Logistics- Reverse Logistics.</i>	9 th and 10 th Week
UNIT - VI Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Sahay B.S, *Supply Chain Management for Global Competitiveness*, Macmillan India Ltd., New Delhi.
2. Reguram G, Rangaraj N, *Logistics and Supply Chain Management Cases and Concepts*, Macmillan India Ltd., New Delhi..
3. Coyle, Bradi&Longby, *The Management of Business Logistics*, West Publishing Co. Martin Christopher, *Logistics and Supply Chain Management*
4. [Dawson, Larke](#) and [Mukoyama](#), *Strategic Issues in International Retailing*, Routledge, 2007
5. Paul R. MurphyJr. and Donald Wood, *Contemporary Logistics*
6. Harvard Business Review, *Managing Supply Chains*
7. Alan E. Branch, *Global Supply Chain Management and International Logistics*
8. Simchi-Levi, Kaminsky&Simchi-Levi, *Managing the Supply Chain: The Definitive Guide.*
9. Ray, *Supply Chain Management For Retailing*, TMH, 2010.
10. James B. Ayers, *Retail Supply Chain Management*, Auerbach Publications, 2007

Semester: Even

Course Code: 643 507

Course Title: LOGISTICS MARKETING AND TECHNOLOGY

Course Description:

The course will focus on the various marketing functions and the environmental forces impact on marketing decisions. Further it focuses on the various issues on customer behaviour and networking for improving the marketing efficiency. The subject also deals with the various decisions on product mix and various ranges of product line. It also deals with the price decisions. The subject also deals with the promotional decision that can be utilised by a logistic firm.

Course Objectives:

- 1.To impart knowledge on marketing functions and tjhe various environmental issues related with marketing decision for a logistic operator.
- 2.To study the importance of product mix decision and the various types of pricing decision.
- 3.To understand the importance of Promotional elements and their usefulness in promoting a logistic operator.
- 4.To focus on user behaviour and the importance of networking.
- 5.To study the nuances in supply cahin technology and its importance in logistic operations

Course Outcome:

The students at the end of the semester should be able to understand the marketing functions and its importance in managing logistic operations. The students should be able to design a suitable marketing mix elements like product, price and promotional strategies for establishing a Logistic firm. They have to also visualise on the various issues in practical about supply chain management and advances in transport technology.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
Unit I: Marketing Concepts - Marketing Environment and System - Approaches to the study of marketing- Industrial, Consumer and Service Marketing - Marketing Mix- Marketing by 3Pl and 4PL services.	1 st and 2 nd Week
Unit II: User Behaviour and Networking - User Decision Making process - Market Segmentation - Concentrated Marketing - Differentiated and Undifferentiated Marketing - Service positioning - Networking: Networking with Shippers, Wholesalers and Industries- Networking with Warehouse service providers, Transport operators.	3 rd and 4 th Week
Unit III: Product and Price mix decisions – Line, Range and Consistency of (Product) Service Mix offering - Innovative product offering - New Service	5 th and 6 th week

Planning and development Process - Service Life Cycle - BCG Product Portfolio concept and uses- Price mix decisions – Pricing: Objectives & Methods - Pricing Policies - New product pricing strategies- Reacting to competitor price changes.	
Unit IV: Promotion and Distribution mix decisions: Promotools- Advertisement: Types and Importance- Sales Promotion: Types and Relevance- Publicity: Concept and Significance- Salesmanship: Types and Traits- Budgeting for Promotional expenses- Distribution mix decisions- Local, National, Regional and Global Choices.	7 th and 8 th Week
Unit V: Supply chain software Technology: WMS, TMS, LMS, OMS, WCS and Network Optimization- Software Evaluations & Selections-Logistics Network Optimizations- Transportation routing, mileage and mapping software-RFID (Radio Frequency Identification) technology- Integrated GPS, Wireless Data and Micro-Chip Technology System- Tracking Technology. Transport Technology: Advances in Shipping Technology- Flight Technology- Truck Technology – Rail Technology – Billing Technology- Payment Technology- (ISO 9000)- Total Quality Management (TQM) and benchmarking	9 th and 10 th Week
Unit VI: Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES

1. Philip Kotler and Kevin Keller, *Marketing Management*, Prentice Hall, 2006
 - Mullins, Walker and Boyd, *Marketing Management: A Strategic Approach*, McGraw Hill, 2009.
 2. Alexander Chernev and Philip Kotler, *Strategic Marketing Management*, Brightstar Media, 2009
 3. Joseph D. Patton, *Logistics Technology and Management*, Soloman, 1986.
- Philip T. Frohne, *Quantitative Measurements for Logistics*, McGraw Hill, 2007

Semester: Even

Course Code: 643 508

Course Title: SMALL BUSINESS MANAGEMENT

Course Description:

The course deals with the evolution, need and importance of small scale enterprises and its significant role in economic development of a country. It also focuses on policy initiatives and infrastructural facilities for promoting small enterprises taken by the Government. Further it will add value to the student about how to start a small enterprises and to develop it into a robust enterprise.

Course Objectives:

- 1.To study the evolution and need for small scale enterprises in economic development of a nation.
- 2.To understand the policy initiatives and infrastructural support for establishing a small scale enterprises
- 3.To analyse the opportunities for starting a small enterprise.
- 4.To understand the various issues in managing a small enterprise like financial, marketing etc.
- 5.To impart knowledge on developing a small enterprise into a sustainable business organisation.

Course Outcome:

The student should be able find out a suitable idea for starting a small enterprise and to visualise the importance of small scale enterprises in economic development. The student should also be able to recognise the policy initiatives taken by government for developing small scale enterprises.

SYLLABUS AND SCHEDULE OF COVERAGE

Area	Time Schedule
UNIT I: Small Scale enterprises – An Introduction and overview – Definition – Scope and importance – relative advantages of small scale enterprises vis - a - vis – large and medium scale industries – Efforts to development of SSE	1 st and 2 nd Week
UNIT II: Policy and institutional infrastructure for small enterprises – Development agencies for small enterprise – small enterprises growth and environmental factors influency – funding agencies and their role in Developing SSE.	3 rd and 4 th Week
UNIT III: Establishing the small scale enterprises – opportunities scanning – Choice of enterprise – Market assessment for SSE – Choice of technology and selection of site – Financing the new/small enterprise – Preparation of business plan – Ownership structure and organizational frame work	5 th and 6 th week
UNIT IV: Operating the small-scale enterprise – Financial management issues in SSE – Operation management issues in SSE – Marketing management issues in SSE	7 th and 8 th Week

– Organizational relation in SSE – Small Business Promotion programme.	
UNIT V: Performance appraisal and growth strategies – Management performance assessment and control – Growth and stabilization strategies for small enterprises – Managing family enterprises – Related cases	9 th and 10 th Week
UNIT VI: Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>	11 th and 12 th Week

REFERENCES:

1. Vasant Desai, “Organization and management of small scale industries”.
2. Eugene Stanley & Richard Morse, “Modern small industry developing countries”.
3. Mathur S P, “Economics of small-scale industries”
4. Siropolis, “Entrepreneurship and small Business Management”

**EXECUTIVE EMPOWERMENT PROGRAMME-IV
(WRITTEN COMMUNICATION)**

Students are subjected to a Comprehensive Oral Examination (Viva Voce) on the Core Courses of the

4th Semester, At the end of the semester, a panel of examiners consisting of faculty members from the core course teachers, the HoD and an External Examiner will jointly evaluate each Student and award the marks for a Maximum of 100. Conceptual understanding and overall grasp of the Courses shall be the focus of evaluation. The course is intended to develop Written Communication Skill, Presence of Mind, Critical, Analytical thinking and other soft skills of the Students.

The Class Sessions allotted for the course will have workshop sessions on **Written Communication Skills**. The pedagogy will include write upon Contemporary topics, presentations, group discussion, debate and report writing. Out of the total marks of 100, the faculty in charge of the course will carry out Continuous Internal Assessment for a maximum of 25 marks. The End Term Comprehensive Viva will be for a maximum of 75 marks. Each student needs to secure a minimum of 40 % in the Internal as well as in Comprehensive Viva separately and score Cumulative Score of 50% to get a pass in the course.

The Viva-Voce will be conducted by a panel of 3 examiners constituted as given below. The average of the marks awarded by the three examiners will be taken for this component of evaluation.

Panel of Examiners

1. The HOD, DoLM
Chairman
2. Faculty in charge of the course
Member*
3. One external examiner
Member

* If the HOD himself is the faculty in charge of the course, the faculty next to the HOD in the order of seniority will be co-opted as a member of the panel.

