

**BHARATHIARUNIVERSITY: COIMBATORE-641 046**  
**BBA FLEET MANAGEMENT**  
**(For the CCII students admitted from the academic year 2016-17 onward)**  
**SCHEME OF EXAMINATION - CBCS PATTERN**

PART	COURSE TITLE	Ins. hrs / week	Examinations				Credits
			Dur.Hr	CIA	Marks	Total	
<b>SEMESTER I</b>							
I	Language I	6	3	25	75	100	4
II	English I	6	3	25	75	100	4
III	Core-I-Management Process	6	3	25	75	100	4
	core-II-Financial Accounting	5	3	25	75	100	4
	Allied-I-Mathematics For Management	5	3	25	75	100	4
IV	Environmental Studies #	2	3	-	50	50	2
<b>SEMESTER II</b>							
I	Language II	6	3	25	75	100	4
II	English II	6	3	25	75	100	4
III	Core-III-Organizational Behaviour	6	3	25	75	100	4
	Core-IV- Economics For Executives	5	3	25	75	100	4
	Allied-II-Fundamentals of Computer (LAB)	5	3	40	60	100	4
IV	Value Education-Human Rights #	2	3	-	50	50	2
<b>SEMESTER III</b>							
III	Core-V-Human Resource Management	6	3	25	75	100	4
	Core-VI-Evolution of Shipping Industry	6	3	20	55	75	3
	Core-VII-Marketing Management	6	3	20	55	75	3
	Allied - III-Business Communication	6	3	25	75	100	4
IV	Skill Based Subject-I-Personality Development	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR ) Non-major elective- I (Yoga for Human Excellence)#/Women's Rights#	2	3	50		50	2
<b>SEMESTER IV</b>							
III	Core-VIII-Management of Shipping Business	6	3	25	75	100	4
	Core-IX-Ship Management Practice	6	3	25	75	100	4
	Core-X-Business Ethics and Global Business Environment	6	3	25	75	100	4
	Allied-IV-Management Information System (MIS)	6	3	25	75	100	4
IV	Skill Based Subject-II-Customer Relationship Management(CRM)	4	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (OR ) Non- major elective – II : General Awareness #	2	3	50		50	2

<b>SEMESTER V</b>							
III	Core-XI-Overview of Port Sector	5	3	25	75	100	4
	Core-XII-Shipping Law	5	3	25	75	100	4
	Core-XIII-Marine Survey and Insurance	5	3	25	75	100	4
	Core-XIV-Shipping and Ocean Freight Logistics	5	3	25	75	100	4
	Core-XV-Ship Agency Management	5	3	25	75	100	4
IV	Skill Based Subject- III – Consumer Behaviour	2	3	20	55	75	3
III	Minor Project *	-	-	-	-	100	4
<b>SEMESTER VI</b>							
III	Core-XVI-International Maritime Organization(IMO)	5	3	25	75	100	4
	Core-XVII- Coastal Shipping, Security and Safety Management	5	3	25	75	100	4
	Core-XVIII-Cultural Diversity and Business	5	3	25	75	100	4
	Core-XIX-Containerization and Allied Business	5	3	25	75	100	4
	Core-XX-International Trade and Commerce	5	3	25	75	100	4
IV	Skill Based-IV-Retail Environment	2	3	20	55	75	3
III	Major Project	-	-	-	-	100	4
V	Extension Activities @	-	-	50	-	50	2
	<b>TOTAL</b>					3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

# No Continuous Internal Assessment (CIA). Only University Examinations

\* Project work/Internship: For Report 80% Marks & Viva-Voce 20% Marks

## **CORE-I-MANAGEMENT PROCESS**

### **OBJECTIVE:**

On successful completion of this course the student should have understood the nature & types of business organizations, principles & functions of management process of decision making and modern trends in Management Process

### **UNIT 1:**

Business – meaning of business and profession, requirement of a successful business organization – Importance of business organization – Forms of business organization – Sole proprietary, partnership, Joint Hindu family, joint stock companies – Cooperative organizations - Public Utilities and Public Enterprises

### **UNIT –II**

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

### **UNIT –III**

Planning - meaning and purpose of planning - types of planning - Objectives and Policies - Decision making - Process of Decision making - types of Decisions

### **UNIT –IV**

Organization - types of organization - Organizational structure - span of control - use of staff units and committees. Delegation: Delegation and centralization. Staffing - Sources of recruitment - Selection process - training

### **UNIT - V**

Directing - Nature and purpose of Directing – Controlling - Need for co-ordination - meaning and Importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies

### **REFERENCE BOOKS**

1. Business Organization - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – DinkarPagare

## CORE –II- FINANCIAL ACCOUNTING

### OBJECTIVE

On successful completion of this course, the students should have understood the basic accounting concepts, double entry book keeping system, various books of accounts and preparation of final accounts

#### UNIT – I

Basic Accounting concepts - Kinds of Accounts - Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books

#### UNIT – II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

#### UNIT – III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

#### UNIT – IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

#### UNIT – V

Preparation of accounts from incomplete records

### REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping  
: Advanced
2. Jain and Narang : Accountancy  
: Advanced
3. Shukla and Grewal : Accountancy  
Gupta and Radhaswamy : Advanced
4. Accountancy

## **ALLIED - I- MATHEMATICS FOR MANAGEMENT**

### **OBJECTIVE**

On successful completion of this course, the students should have understood Set operations, matrix, Mathematics of Finance, Statistical tools and their applications

### **UNIT – I**

Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

### **UNIT-II**

Set theory- probability – concept of probability, meaning, and definition – approaches to probability – theorems of probability – addition & multiplication theorem – conditional and inverse probability – Baye’s theorem

### **UNIT-III**

Meaning and Definitions of Statistics - Scope and Limitations - Collections of data –primary data and secondary data - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution - Measures of Central tendency - Arithmetic Mean, Median and Mode

### **UNIT-IV**

Measures of Variation - Standard, Mean and Quartile deviations-Co efficient of variation. Simple Correlation - Karl Pearson’s Co-efficient of correlation – Rank correlation - Regression lines.

### **UNIT-V**

Analysis of Time Series: Methods of Measuring Trend - Index number – Unweighted and Weighted indices–Tests of index numbers-Consumers price and cost of living indices.

### **REFERENCE BOOKS**

1. Navaneethan P. - Business Mathematics
2. Sundaresan and Jayaseelan- An Introduction to Business Mathematics and Statistical Methods
3. P.R. Vittal - Business Mathematics and Statistics

### **CORE-III-ORGANIZATIONAL BEHAVIOUR**

#### **OBJECTIVE:**

On successful completion of this course the students should have understood Personality, Perception, Motivation, Job satisfaction, Morale, Group Dynamics, Leadership traits, Counseling and Guidance, etc.

#### **UNIT - I**

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

#### **UNIT - II**

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

#### **UNIT - III**

Job satisfaction - meaning – factors, Morale - Importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

#### **UNIT – IV**

Hawthorne Experiment - Importance - Group Dynamics – Cohesiveness - Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – supervision - style - Training for supervisors.

#### **UNIT - V**

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

#### **REFERENCE BOOKS**

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour

### **CORE IV – ECONOMICS FOR EXECUTIVES**

#### **OBJECTIVE**

To enable the students to learn principles and concepts of Business Economics - On successful completion of this course, the students should have understood the objectives of business firms, factors of production and BEP Analysis - types of competitions and price administration - Government measures to control monopoly

UNIT – I

Objectives of business firms - Profit Maximization - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand

UNIT – II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis

UNIT – III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition – Oligopoly

UNIT – IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory

UNIT – V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTP Act

REFERENCE

- 1.Sankaran – Business Economics
- 2.Markar Et al - Business Economics
- 3.Sundaram K.P &Sundaram E - Business Economics

**ALLIED-II-FUNDAMENTALS OF COMPUTER (LAB)**

INTRODUCTION TO COMPUTER SYSTEMS

Introduction to Computer – Computer system components - types of computer - Applications of Computers. Operating System: Computer software categories - Introduction to operating system - Types of User Interfaces - Functions of Operating Systems - Types of Operating Systems - Booting Process. Introduction to Windows, features of Windows, various versions - Components Of Windows - Desktop, icon, My computer, My documents, Network Neighborhood, Recycle bin, start menu, taskbar, Windows Explorer, Control Panel, Date & time, display, mouse, user accounts, add & remove programs - Files and Folders - Creating Shortcuts - System Tools - Disk Defrag - Internet and Outlook - Most popular internet services - Functions of Internet like email, WWW, FTP, Usenet, IRC, instant messaging, Internet Telephony - Connecting to Internet - Managing emails - Using address book - Working with task list - Scheduling appointments - Reminders - Events.

## MS WORD

Text Manipulation - Formatting text of a document - Usage of Numbering, Bullets, Footer and Headers - - Page setup -Usage of spell check, and Find & Replace - Text Formatting - Picture insertion and alignment - Creation of documents, using templates - Creation templates - Mail Merge working with tables and graphics – Printing the document.

## MS-EXCEL

Cell Editing - Usage of Formulae and Built-in Functions - File Manipulations - Data Sorting (both number and alphabets) - Worksheet Preparation - Drawing Graphics - Usage of Auto Formatting -

## POWER POINT AND MS-ACCESS

Inserting Clip arts and Pictures - Frame movements of the above - Insertion of new slides - Preparation of Organization charts- hyperlink – playing videos - Usage of design templates - Creating a table - Displaying the fields - Queries Operation- create report and sorting.

## BUSINESS APPLICATIONS

Steps involved in selection of a Computer system. Application and Communication facilities of Computers in Business – Tele shopping – Tele-working – e-mail – Internet – E-Commerce – Multimedia Applications.

## REFERENCES

1. R.P.Soni, HarshalArolkar, Sonal Jain , Working with Personal Computer Software (2nd Ed.), Wiley –India Publications
2. AnanthiSheshasayee, G. Sheshasayee, Computer Applications in Business and Management, Margham Publications.



### SEMESTER 3

#### CORE V - HUMAN RESOURCE MANAGEMENT

##### OBJECTIVE

At the end of successful completion of this course the student should understand the strategic human resource management, recruitment, training, compensation to employees and labour relation.

##### UNIT I:

Human Resource Function - Philosophy - Changing environments of HRM - Trends in HRM - Organisation of HR departments.

##### UNIT II:

Recruitment & Placement - Job analysis - Job specification - Employment planning and forecasting - Promotion - IT and recruiting on the internet.

##### UNIT III:

Orientation & Training - Orienting the employees –Training - Management Development - The responsive managers - Development techniques – performance appraisal - MBO approach – Career Planning and development.

##### UNIT IV:

Establishing Pay plans - Basics of compensation - - Job evaluation - Motivation –Incentives - retirement benefits - other welfare measures to build employee commitment.

##### UNIT V:

Labour relations and employee security - Trade unions - Discipline administration - grievances handling -Implications of labour legislations - Employee health - Auditing HR functions.

##### REFERENCE

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
2. David A. DeCenzo& Stephen P.Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
4. Dr.R.Venkatapathy&AssissiMenacheri, Industrial Relations & Labour Welfare, Adithya Publications, 2001.
5. Robert L.Gibson and Marianne H.Mitchell, Introduction to Counseling and Guidance, VI edition, PHI, 2005

## **CORE-VI – EVOLUTION OF SHIPPING INDUSTRY**

### **OBJECTIVE:**

After successful completion of this course the students will understand the evolution of shipping and its dominance over other modes of transportation in serving the people.

#### **UNIT-1**

Introduction to the History of Shipping - Early stage of Transport - Invention of Wheel - Various Inventors of Transport Systems - Various means of Transport - - Citations from Vedas on shipping - Citation from the Book of Genesis

#### **UNIT - 2**

Maps and Atlas - Grids and its uses - Transport Geography - Economical Geography - Oceans and Seas - tides, current, climate and weather - Deepest ocean and seas - Oceans and Seas

#### **UNIT - 3**

Logs to modern Ship - Authentication - Sail ships - Row ships - Slaves for rowing - Steam ships - Motor Ships - Solar powered ships - Nuclear Powered Ships - War of Troy

#### **UNIT - 4**

Reminiscence of Maritime History - Those men who Braved the Sea -Indian Maritime History - Ships in warfare - Trading from India - Indian Emperors and Ocean expeditions

#### **UNIT - 5**

Importance of Ocean Transport System - Canals and Rivers for Transportation - Shipping and Logistics in India - India's Role in world Shipping Market - Want of the hour for developing shipping - Shipping Phonetics - World's leading ship owners

#### **TEXT BOOK**

1. The Spanish Armada by Robert Appleton

#### **REFERENCE BOOKS**

1. Oxford Encyclopedia of Maritime History - War at Sea
2. Naval Warfare
3. Indian Maritime History

## **CORE –VII-MARKETING MANAGEMENT**

### **OBJECTIVE**

On successful completion of this course, the students should have understood principles of marketing management, market segmentation, product life cycle, pricing and branding

### **UNIT – I**

Definition of Marketing - Marketing Management- Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

### **UNIT – II**

Buyer Behavior - Buying motives. Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

### **UNIT – III**

The Product - Types -consumer goods-industrial goods - Product Life Cycle (PLC) - Product mix - modification & elimination - packing - Developing new Products- strategies

### **UNIT – IV**

Pricing - Meaning of Buyer & Seller - pricing policies – factors influencing pricing decisions - Competitors action to price changes – multi product pricing - physical distribution - Management of physical distribution - marketing risks

### **UNIT – V**

Branding Decisions - Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity

### **REFERENCE BOOKS:**

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

## **ALLIED PAPER – III – BUSINESS COMMUNICATION**

### **OBJECTIVES**

On successful completion of this course, the students should have understood Methods of communication □ Types of communication and Barriers of communication. □

### **UNIT-I**

Essential and Importance of Business Communication - Methods of Communication – Types – Barriers.

UNIT – II

Communication through letters – Layout of letters business enquiries – Offers and Quotations – Orders - Execution of Orders – Cancellation of Orders – Claims – Adjustments and settlement of accounts – Letters of complaints – Collection letters –Status enquiries.

UNIT – III

Correspondence - Bank – News Paper -Company secretary with shareholders and directors - Agenda – Minutes.

UNIT – IV

Communication through reports: Essentials – Importance – Contents - Reports by individuals – Committees – Annual report – Application for appointment – reference and appointment orders.

UNIT – V

Internal communication: Short speeches – Memo – Circulars – Notices – Explanations to superiors – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

**REFERENCE:**

1. Kaul-Effective Business Communication
2. Thomas Means-Business communication

**SKILL BASED SUBJECT I: PERSONALITY DEVELOPMENT**

OBJECTIVE:

The objective of this subject is to bring about the personality development with regard to the different behavioural development

UNIT-I

Listening - Observation – Communication- Stages of listening process- Barriers of listening-observation- Positive outlook- Communication- Barriers of communication- Communication Skill

UNIT-II

Empathy - Emotional Intelligence- Emotional Intelligence- Emotional Competencies- Measurement of the Emotional Competencies

UNIT-III

Management Skills – Leadership – Motivation - Management skill- The Top 10 Leadership Qualities-Types of leadership styles- Seven Rules of Motivation-Time Management- Importance of time- What are our time wasters

#### UNIT-IV

Interview Skills- Rules of Interviewing - Steps to Effective Preparation- Steps to Success at the Interview- Steps to Effective Follow-up- Cabin Crew - Job Interview - Goal Orientation- Success Tips – Creativity- Basic methods to improve creativity - blocks that affects creativity

#### UNIT -V

Landing the Job- Attires and professionalism - Grooming and Personal Appearance - Soft Skills- Grooming- Group Discussion- Interview Training & Mock Interviews-- Resumes and applications - Training and Certification - Presentation and Seminars-Project

#### REFERENCES:

1. Richard De Neufville – Airport Systems: Planning, Design, and Management.-McGraw-Hill.
2. Kent Gouiden- Global Logistics Management –Wiley Black Well
3. Lambert –Strategic Logistic Management – Academic Intl Publishers
4. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
5. Paul R.Murphy,JR and Donal &F.Wood-Contemporary Logistics –Prentie Hall.9 thEdn.2008

### **SEMESTER - IV**

#### **CORE – VIII – MANAGEMENT OF SHIPPING BUSINESS**

#### OBJECTIVE:

On successful completion of this course the student should have understood the shipping practices prevailing in the marine business like chartering, vessel selection and commercial obligations. He also learns the associated laytime calculation and demurrage

#### UNIT –I

Terminology of measuring a ship - Registration and Classification - Parties involved - Market and trends - Contracts - Documentation - Finance - Insurance - Valuation - Negotiation - Ship financing - Commercial Management

#### UNIT - II

Fixture Notes - Commercial and Technical Terms - GRT/NRT - DWT – Load / Discharge Port – Cargo quantity, freight, gear - Laytime - Brokerage - Freight Tax - legalities covering the contract

#### UNIT - III

Role of charterer, owner, and broker – charter parties and obligations - Political & Technical restrictions - Types of Charter - Choice of a suitable vessel - COA Charter - Shipper & Receiver - Liner termed Tramp vessels - Difference between Time Charter and COA – Ship Operations - Laytime calculation - Voyage estimation -Demurrage and Despatch statement

#### UNIT - IV

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – shipping freight rate structure and practices – ICD – CFS – containerization - Benefits and constraints

#### UNIT – V

Shipping industry – investment analysis - negotiating the sale of a ship - strategies for ship repair – maintenance and materials management in shipping.

#### Reference Books

1. Ship broking and Chartering Practice (Lloyd's Practical Shipping Guides) - by Lars Gorton, Rolf Ihre, Patrick Hillenius, Arne Sandevärn, Import, 2009
2. Shipbroking and Chartering Practice – 1984 - by R. Ihre
3. Shipbroking and Chartering Practice (Business of Shipping) – Import, 1995 by R. Ihre, Lars Gorton, Arne Sandevärn

### **CORE IX–SHIP MANAGEMENT PRACTICE**

#### OBJECTIVE

To help students understand organization chart of a shipping company, functioning of various departments' viz. commercial, technical, crewing, and ship management

#### Unit I – Shipping Company Structure

Organization of a shipping company – Roles of Commercial, Technical & Crewing departments – In house vs outsourcing of Ship Management functions – Ship Registries, National vs Open Registries – Ship Classification societies

#### Unit II – Commercial Operations

Commercial operations related to voyage – Chartering – Voyage estimates – Time charter yield calculations – Bunkering operations – Factors affecting vessel performance – Post fixture Management – Lay time calculation – Demurrage , Despatch calculation

#### Unit III – Technical Management

Technical Management – Ship acquisition methods – Induction of a vessel in the fleet – Planned maintenance & emergency repairs – Dry-docking and annual / special surveys – Management of ship spares

#### Unit IV – Crew Management

Crew Management – Manning regulations, international conventions viz. STCW, SOLAS – Crew management companies – Maritime training establishments – Maritime Training administration

Unit V – Ship Management

Standard Ship Management contracts (BIMCO Shipman) – International Safety Management (ISM) code – ISMA code of Ship Management Practice

References:

Ship Management (Business of Shipping) – Malcolm Willingale (4<sup>th</sup>Edn, LLP Professional Publications 2005)

Professional Ship Management – Panayides P (Ashgate Publications 2001)

Guidelines on ISM Code – International Shipping Federation (ISF 3<sup>rd</sup> Edition, New Guidelines 2010)

Commercial Management in Shipping – R.Tallack (Nautical Institute)

**CORE –X-BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT**

OBJECTIVE:

On successful completion of this course the student should have understand the globalisation of economies, the opportunities of revenue generation in exports and imports and the pitfalls.

UNIT – I:

Business and Society -Business environment and its constituents - Social responsibility - Environmental Pollution and Control - Political system and its influence on business

UNIT – II:

Managing Ethics - Frame work of organizational ethic - factors influencing business ethics - ethical values and stakeholders - ethics and profit - Corporate governance Structure of boards - compensation issues - ethical leadership for Corporate governance and better business education

UNIT – III:

Introduction - The Globalization of the World Economy – The Changing Nature of Indian and International Business - The New Trade Theory - Porter's Diamond - The Revised Case for Free Trade - WTO & development of World trade –Impact of regional groups

UNIT – IV

Foreign Direct Investment in the World Economy – Horizontal / vertical Foreign Direct Investment - Benefits and advantages to host and home countries - The Global Monetary System - The Functions of the Foreign Exchange Market

UNIT – V:

The Strategy of International Business - Cost Reductions and Local Responsiveness - Entry Modes - Strategic Alliances - The Promise and Pitfalls of Exporting - Improving Export Performance – Export and Import Financing - Export Assistance – Counter trade

References :

1. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment

**ALLIED-IV- MANAGEMENT INFORMATION SYSTEM (MIS)**

**OBJECTIVE:**

On completion of this course the student should have understood the need for management information system for effective decision making, its implantation and current scenario.

**UNIT I**

Introduction to Information Systems - definition - steps in implementation of MIS - need for MIS for decision making- Competitive advantages of MIS – MIS structures.

**UNIT II**

MIS - Strategic information system - MIS support for planning - organizing – controlling – MIS for specific functions - personnel, finance, marketing, inventory, production - Data Base Management System Models - hierarchical -network - relational - modular.

**UNIT III**

Computer Hardware - CPU operations - Classification of computers - Super computers - Computer Software - data representation in computers - Introduction to client-server.

**UNIT IV**

Input devices – mouse, touch, screens, MICR etc. - Output devices – printers, video display terminals etc. - storage devices – pen drive, magnetic disk, optical disk storage – CDROM.

**UNIT V**

Telecommunication revolution - Introduction to Email, internet, intranet and Teleconferencing, www architecture, Introduction to E-Commerce, models B\_B, B\_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

**REFERENCES**

- Management Information System - Murdick and Ross  
Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon  
Management Information System - Gordon B Davis Management Information System - James O brien Computer applications in business - Subramanian K



## **SKILL BASED SUBJECT II: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**

### **OBJECTIVES**

On successful completion of the course the students should have: Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

### **UNIT – I**

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing– customer life cycle

### **UNIT – II**

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

### **UNIT – III**

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

### **UNIT – IV**

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

### **UNIT – V**

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario

### **REFERENCE BOOKS:**

1. S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
2. Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
3. H.Peeru Mohammed and P.Sagadevan-Customer Relationship Management.

## **SEMESTER V**

### **CORE XI- OVERVIEW OF PORT SECTOR**

#### **OBJECTIVE:**

On successful completion of this course the student should have stood the basics of geography of sea transport, development of port in India and the impact of the industry on the Indian economy.

#### **UNIT I**

Physical and Geographical Overview - Continents , Countries--Seas, Oceans-- Tides, Waves, Swells, Floats, Anchor-Landing Place--Port Layout Plan & Marine Layout Plan--Port Limit-Fairway Buoys--Cyclones--Navigational Channels, Naval aids, Navigational Charts

## UNIT II

Basic Port Facilities--Significance and Geographical Influence on Shipping--Description of Water Ways and Canal influence in Shipping--International Dateline--Time and International load line zones

## UNIT III

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector - Basic Elements of Sea Ports--Functions of Ports –Classification of Ports--Hub and Feeder Ports--Ports vs. Terminals -Multimodal Development

## UNIT IV

Role of Port in Indian Economy, Trade and Commerce –Role of Port Authority - --Centre vs. State Ports -- Role of GMB & Ministry of Shipping-- Port & Traffic - Port Conservancy – navigational issues--Latest Shipping Policy Guidelines & issues thereof--documentation / Certificates on Board of Vessel / Ship -- Role of Regulatory Authorities

## UNIT V

Indian Port sector - maritime trade – development - emerging context for port reforms - economic liberalization in port sector – ports and globalization. Information Technology and Indian port sector.

### Text Books

1. Commercial Geography – S. A. Bari, 6th ED. (Sheth)
2. A Glossary of Geographical Terms – Sir D Stamp, 2nd ED. (Longman)

## **CORE – XII- SHIPPING LAW**

### OBJECTIVE

This paper provides the student with an understanding of how shipping Laws are framed and practiced and the importance of Business Ethics in the role of managers in their profession.

#### Unit I

Law of Contract – general principles, essential features of a contract, types of contracts– Indemnity and Guarantee. Law of Agency – general principles, types of agencies, legal relationship between the parties involved, breach of warranty of authority and termination of agency

#### Unit II

The Indian Bills of Lading Act 1856 – The Indian Carriage of Goods by Sea Act 1925 – The Indian Lighthouses Act 1927 – The Inland Steam Vessels Act – The Indian Port Health Rules. Maritime and Possessory liens – claims - order of priorities; subjects maritime liens ; arrest and jurisdiction

### Unit III

Indian Ports Act, 1908 - Port officials, their powers and duties – port dues, fees and other charges - Major port Trusts Act, 1963, The Indian sale of Goods Act, 1930 – Sections 18 to 25 – Transfer of property in Goods, Convention on Facilitation of International Maritime Traffic 1965

### Unit IV

Law of Carriage – Hague Rules, Indian Carriage of Goods by Sea Act, 1925, Hague- visby Rules and Hamburg Rules. Collision law Related convention and apportionment of blame. Salvage and Towage - Related contracts; Lloyds Open Form Limitation of Liability of carrier – Related conventions and Admiralty Jurisdiction

### Unit V

Maritime Arbitration – methods of dispute resolution - The Arbitration and Conciliation Act 1996- Marine Frauds – Preventive measures-Role of international Maritime Bureau - International Conventions related to pollution claims – civil Liability Protocol 1992 and Fund protocol 1992, OPA 1990.

### REFERNCES

1. Maritime Law of India – Dr.Nagendra Singh, 1<sup>st</sup> Ed.1979 (Bhandarkar)
2. Major Port Trusts Act, 1963 – A.B. Gandhi, 1st Ed. 1982 (Milan)
3. The Merchant Shipping Act, 1958 – J.S.Gill, 1994 Ed (Bhandarkar)
4. Mulla on the Indian Contract Act – H.S. Pathak, 11th Ed. 1995 (Tripathi)
5. Maritime Law – C.Hill, 2nd Ed. 1985 (LLP)
6. International Commercial & Maritime Arbitration – F.Rose, 1st Ed. 1988.
7. Arrest of Ships – C.Hill, 1st Ed. 1985 (LLP)
8. Shipping Law – Chorley & Giles, 8th Ed.1987(Pitman)
9. Bills of Lading – Capt. D.E.Driver, 2nd Ed.1995 (Navaneet).

## **CORE – XIII -MARINE SURVEY AND INSURANCE**

### OBJECTIVE:

On successful completion of this course the student should have understood the importance of marine survey, surveyors, insurance and the laws governing the claims.

### UNIT - I

Importance of a Survey - General Duties of a Marine Surveyor - Basics of survey- Types of Surveys - Hatch and draft survey- continuous discharge and delivery survey- damaged and time bound survey - Classification Surveyors –Government, private and Container Surveyors.

### UNIT – II:

Bills of Lading –Various types , Ocean Bills of Lading - Sea Bill of Lading etc. -Issuance of Letter of Indemnity in lieu to obtaining Clean Bill of Lading - Mates Receipt and Bill of Lading - Charter Party and its legalities - NOR and its legalities

**UNIT – III:**

Marine survey disputes between the charterers and the owner –Law and arbitration - Act of God - force majeure, Hague and Visby - deviation - carriage of goods by sea act, jettisoning, limited liability - Case sheets for Hague and Visby Rule, time charter breach etc.

**UNIT – IV:**

Origin of Marine Insurance - - Practices and Principals - Insurance Companies and their functions - General principles of Marine insurance - Types of marine insurance covers – Marine insurance claim process - Charterers Liability Insurance - Hull and Machinery Insurance - Cargo Insurance - P&I Clubs and representation.

**UNIT – V:**

Specialist policies - Warranties and Conditions - Salvage and Prizes - Maritime Insurance Acts - Failures to settle claims - Insurance companies in India -Port Trust Act –Regulatory bodies – Ministry of surface transport - Director General Shipping - Merchant Shipping Act - Multi-modal Transport of Goods Act

**Reference:**

1. Shipping Finance - Graham Burns and Stephenson Harwood
2. P & I Clubs: Law & Practice - Stephen J. Hazelwood.

**CORE – XIV – SHIPPING AND OCEAN FREIGHT LOGISTIC**

**OBJECTIVE:**

On successful completion of this course the students should have understood the shipping structure, cargo, operations and documentation for ocean freight.

**UNIT 1**

Description of a ship - Uses of a ship or a floating vessel - Classification of ship - superstructure - tonnages &cubics - drafts & load lines - flag registration - Different types of cargo (packaging, utility or value) - Trimming - Cleansing -Unitized cargo

**UNIT 2**

Port trusts - Seaports – Vessel Operations – Lightening of vessel - pilotage - Stevedoring - Dock Labor Boards - Automated Container Handling - security at ports

**UNIT 3**

Sales and Customer Service: Shipping Lines - Hub & Spoke - Process flow - Advices – Booking - Containerization –Containers – Container numbering - Process flow - Shipping Sales – Leads – Quotations – Customer Service

**UNIT 4**

Operations - Volume / Weight calculations - Shipment Planning basics – Preparing & loading containers– Types of container services - FCL - Consolidation –LCL - Advanced Scientific shipment planning –Container de-stuffing

## UNIT 5

Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD) - Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation - Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.

### References :

- 1 Carriage of goods by sea / John F. Wilson (Harlow : Longman)
- 2 Containerization / (by) J.R. Whittaker (Hemisphere ; Wiley)
- 3 The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
- 4 Shipping and Logistics Management by Yuen Ha Lun, Kee Hung Lai, Tai Chiu Edwin Cheng

## **CORE – XV -SHIP AGENCY MANAGEMENT**

### OBJECTIVE:

On completion of this course the student should have understood the general principle of agency, the process of appointing various agents, their responsibilities and breach of their authority.

### UNIT I

General Principles of the Law of Agency – Types of Agents in Maritime Business and the Roles performed by them – Duties and Rights of Principals – Duties and Rights of Agents – Agents Authority and breach of Warranty of Authority

### UNIT II

Role of Tramp Ship Agents – Organization of a typical Port Agency – Services offered by Port Agency – Process of Appointment of Port Agency – Services offered by Owners Protecting Agency – Operational Aspects – Disbursement Accounts

### UNIT III

Role of Liner Agents – Organization of a typical Liner Agency – Services offered by Liner Agency – Process of Appointment of Liner Agency – Marketing activities performed by Liner Agents – Operational Aspects – Delivery of Cargo to Consignees – Disbursement Accounts

### UNIT IV

Role of agents during cargo claim – Role of Agents during General Average situation – Role of Agents during Ship Arrest situation

### UNIT V

E-commerce – Information flow through Ship Agents – Electronic Data Interchange – Use of Internet, Access to Principals Systems for conducting Day to Day Work – Use of electronic systems namely Bolero, Liner Portals

References:

1. Elements of Shipping – Branch.A.E (8th Edn, Sterling/Routledge 2007)
2. Ships & Shipping : A comprehensive guide – Neresian.R (Pennwell Corp Feb 1981)
3. Laytime calculating – Packard.W.E (1st Edn, 1979 Fairplay)

**SKILL BASED SUBJECT – III –CONSUMER BEHAVIOUR**

OBJECTIVE

To enable the students to learn the basics of consumer behaviour Objectives: On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

UNIT-I

Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour -Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE :

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour,
2. Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill
3. 2002 Barry Berman and Joel R Evans — Retail Management

**MINOR PROJECT**

All the students will undergo a 2-3 months summer placement training in any one of the organization related to the core subject. They shall choose an area of their choice in the training organization either suggested by the host guide or by the student himself or prepare a project/dissertation under the guidance of the host guide. The project will also be monitored by the faculty guide and suggest the improvements wherever required. The completed project will be submitted for assessment and for viva- voce duly certified

## **SEMESTER – 6**

### **CORE – XVI -INTERNATIONAL MARITIME ORGANIZATION (IMO)**

#### **OBJECTIVE:**

On successful completion of this course the student should have understood the structure and functioning of International Maritime Organization , various issues involved among participating nations and the resolution attempted by IMO.

#### **UNIT I**

History of IMO - Membership in IMO - Legal instruments – SOLAS, COLREG,PSC-Governing bodies in IMO - Technical Committee, Marine safety Committee, standards and Recommendations for safety Investigation in Marine casualty.

#### **UNIT II**

Safety of navigation, radio communications, search and rescue, standards of training and watch keeping, ship design and equipment, fire protection, stability, load lines and fishing vessel safety, flag state implementation, dangerous goods, solid cargoes and containers, bulk liquids and gases.

#### **UNIT III**

International ship and Port facility security code, International code of signals, working group for Greenhouse gas emissions from ships, Marine Environment Protection committee – MEPC.

#### **UNIT IV**

Piracy and Maritime security - continental shelf, Boundaries, Fisheries - Coastal states vs Maritime states - Marine protected areas- Marine Pollution.

#### **UNIT V**

Pacific – sea level rise and climate change, small island states - Polar issues – Arctic and Antarctic issues - East Asia issues – Maritime security, Island Disputes, Mediterranean issue – Gibraltar (UK vs. Spain), UN convention on the law of sea.

#### **REFERENCES**

1. Current Maritime issues and the IMO- R.R. Churchill &A.V.Lowe.
2. Ashley Roach & Robert. W. Smith – Straight baselines; need for universally applied norm.
3. The law of the sea- juris publications.
4. Ray Arnaudo – the Unique nature of the Antarctic Treaty system
5. Curt Weldon – the Ocean storage of Nuclear waste

## **CORE – XVII -COASTAL SHIPPING, SECURITY AND SAFETY MANAGEMENT**

### **OBJECTIVE:**

On successful completion of this course the student should have understood the concept of coastal shipping, ecotourism, regulatory guidelines, safety & security and integrated coastal zone management.

### **UNIT I**

Introduction to Coastal Shipping - Importance of Coastal Shipping--Introduction to Different coastal shipping acts - Status of coastal shipping in different states of India--Shipping Cycle

### **UNIT II**

Issues relating to coastal shipping - Marketing of ecotourism--Displacement of human habitant--Coastal regulation zone management--Role of Regulatory authorities

### **UNIT III**

Defining Coastal security--Coastal Security and the law of the sea and land--Support of International agency in Coastal Security--Regulation on Coastal Security--Challenges and issues pertaining to costal security

### **UNIT IV**

Coastal Safety Management - Coastal Risk Assessment--Coastal public safety guideline--Regulations--Monitoring and management system--Introduction to Coastal public rescue equipment

### **UNIT V**

Introduction to Integrated coastal zone management (ICZM)--Regulations regarding ICZM - Issues and challenges of ICZM--Implementation and Monitoring of ICZM scheme

### **Text Books:-**

1. Integrated Coastal Zone Management by Erlend Moksness, Josianne G. Støttrup, By Wiley.

### **Reference Books:-**

1. Maritime Security: An Introduction by Michael McNicholas - Butterworth- Heinemann.
2. An Introduction to Coastal Zone Management, Timothy Beatley, David Brower –Island Press



## **CORE XVIII - CULTURAL DIVERSITY AND BUSINESS**

### **OBJECTIVE:**

On successful completion of this course the student should have understood the significant role of culture in international business situations. Especially the course emphasis on the work culture involving work, family and leisure

### **UNIT- I**

Cultural Anthropology and International Business – Need for greater awareness of Cultural Environment – Culture and its effect on Organisations – Culture Variables and dimensions– Contrasting cultural variables.

### **UNIT – II**

Cross – cultural research on motivation – need hierarchy in International contest – motivating the culturally diverse workforce- rewards system.

### **UNIT – III**

Leadership with respect to culture – Leadership around the globe – International leaders

### **UNIT – IV**

Communicating across cultures – influence of culture and language – Vice versa – language and social context – linguistic diversity – Nonverbal dimensions of communication – Effective cross cultural communication.

### **UNIT – V**

Conceptualisation of work, family and leisure by managers in western and eastern cultures - Meaning and determinants of quality of life in different cultures - Negotiating styles - Cross Cultural research finding

### **REFERENCE**

1. Harris P.R and R.T.Moran “Managing Cultural Differences”, Gulf Publishing, 1991, Houston
2. E.T.Hall and M.R.Hall, “Understanding Cultural Differences”, Yarmouth, Maine, Intercultural Press,

## **CORE – XIX -CONTAINERISATION AND ALLIED BUSINESS**

### **OBJECTIVE:**

On successful completion of this course the student should have understood the emergence of containerisation of commodities as a major business opportunity of future and integrating the various issues involved in the business.

### **UNIT - I:**

Containerization –Role of Malcolm Maclean - Initial Types of Containers - Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Certification and revalidation - IICL Inspectors and their duties - Cellular Ships

**UNIT - II**

Hardware and Software of container - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Consortiums- Container flow Management – Container Slot Management –Common & Dedicated feeder – Mother Vessels – Land Bridge – Roll overs

**UNIT - III:**

Consolidation - Reason for consolidation - Facilities to shippers by consolidation - Consolidation technique - Calculation and planning - Broken space and freighting - Unitized packets and its benefits – re-working of Console at Hub port - Direct box - Role of Measurement of cargo

**UNIT - IV:**

Origin / role of Forwarders - Freight Brokers, Freight Forwarder , Agnets - Types of Bills of Lading – Multimodal Transport Bill of Lading - Forwarder as a logistician

**UNIT - V**

Global Service Contracts - Closed sector Service Contracts - MQC (Minimum Quantity Contract) - Advantage of a Service Contract - Definition of NVOCC - Agency networking and agreements - Trans Siberian Railways - NVOCC matrix and its limitations &constraints

**Reference books**

1. "The Containership Revolution - Malcom McLean's 1956, The Transportation Research Board of the U.S. National Academies of Sciences published
2. Innovation Goes Global" by Brian Cudahy in 2006.

**CORE – XX -INTERNATIONAL TRADE AND COMMERCE**

**OBJECTIVE:**

On completion of this course the student should have understood the issues involved international trade like political environment, policies of the government, impact of international and national regulatory framework and foreign exchange.

**UNIT—I**

International Business - --Definition, nature, approaches - International Economic and political environment--Different theories like Adam Smith - International; trade policy, Tariffs, Subsidies, Restraints and administrative policies

**UNIT--II**

Modes of International Business - Export-Import Policy--Licensing--Franchising--Contracting--Turnkey Projects--Mergers--Acquisitions--Joint Ventures--International Marketing Channels

**UNIT--III**

World Trade Organization and Trade Blocks ---Economic Integrations – free trade area, custom unions, Economic unions--EEC, ASEAN, SAARC, SAFTA.--Liberalization of agriculture trade

#### UNIT--IV

International Finance - --Introduction – Foreign Exchange, Types of foreign exchange rates— Rupee convertibility –Foreign Direct Investment (FDI) -Strategies of Direct Foreign Investment- -International Institutions and their role in Capital Market- I.M.F., World Bank and ADB

#### UNIT--V

The Global Pattern of Maritime Trade--The West Line Theory--Geographical Distribution of seaborne trade--Maritime trade of the Atlantic and East pacific--Maritime trade of the Pacific and Indian oceans--Eastern Europe and the former Soviet union--Summary

#### Text Book

1. Roger Bennett International Business
2. Justin Paul International Business

#### Reference Book

1. Ajami et.al International Business: Theory and Practice

### **SKILL BASED – IV -RETAIL ENVIRONMENT**

#### OBJECTIVE:

On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets Contents:-

#### UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing

#### UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models

#### UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs - Overall strategy, feedback and control – consumer decision-making process

#### UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India

#### UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers

**REFERENCE :**

- 1.Swapna Pradhan – Retailing Management – Text and Cases,
- 2.Tata McGraw Hill – 2nd edition
- 3.A Strategic Approach Retail Management – Biztantra 2005 Gibson G Vedamani

**MAJOR PROJECT**

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All the students will undergo a 2-3 months summer placement training in any one of the organization related to the core subject. They shall choose an area of their choice in the training organization either suggested by the host guide or by the student himself or prepare a project/dissertation under the guidance of the host guide. The project will also be monitored by the faculty guide and suggest the improvements wherever required. The completed project will be submitted for assessment and for viva- voce duly certified