

BHARATHIAR UNIVERSITY COIMBATORE-641 046
BBA INTEGRATED SHIPPING & LOGISTICS MANAGEMENT
(For the CCII students admitted from the academic year 2016-17 onwards)

SCHEME OF EXAMINATIONS (CBCS Pattern)

PART	SUBJECTS/Course Title	Ins.Hrs./ Week	Examination				Credits
			Exam Duration	CIA	Marks	Total	
	SEMESTER I						
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
III	Core II–Introduction to Shipping	5	3	25	75	100	4
III	Allied Paper I-Mathematics for Management – I	5	3	25	75	100	4
IV	Environmental Studies #	2	-	-	50	50	2
	SEMESTER II						
I	Language-II	6	3	25	75	100	4
II	English II	6	3	25	75	100	4
III	Core III–Organizational Behavior	5	3	25	75	100	4
III	Core IV – Transport Analysis	6	3	25	75	100	4
III	Allied Paper II–Mathematics for Management - II	5	3	25	75	100	4
IV	Value Education-Human Rights #	2	-	-	50	50	2
	SEMESTER III						
III	Core V-Business Communication	5	3	25	75	100	4
III	Core VI-Port, Terminals and Cargo Logistics	5	3	25	75	100	4
III	Core VII- Logistics Management	5	3	25	75	100	4
III	Core VIII- Custom House Agency	5	3	25	75	100	4
III	Allied Paper III: Taxation Law & Practice	5	3	25	75	100	4
IV	Skill Based Subject I: Management Information system	3	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
	SEMESTER IV						
III	Core IX-Human Resource Management	5	3	25	75	100	4
III	Core X -Supply Chain Management	5	3	25	75	100	4
III	Core XI-Retail Management	5	3	25	75	100	4
III	Core XII- Port Agencies	5	3	25	75	100	4
III	AlliedIV: Business Law	5	3	25	75	100	4
IV	Skill Based Subject II: PC Software(MS Office)- Practical	3	3	30	45	75	3
IV	Tamil @ / Advanced Tamil # (OR) Non- major elective – II : General Awareness #	2	3	50		50	2

SEMESTER V							
III	Core XIII-Chartering & Ship Broking	4	3	25	75	100	4
III	Core XIV-Air Cargo Management	4	3	25	75	100	4
III	Core XV Containerization & Allied Business	4	3	25	75	100	4
III	Core XVI-Warehousing and Inventory Management	5	3	25	75	100	4
III	Core XVII - Exim Management	5	3	25	75	100	4
III	Core XVIII- Financial Accounting	5	3	25	75	100	4
IV	Skill Based Subject III: Computer application in Management Using SAP - Practical	3	3	30	45	75	3
SEMESTER VI							
III	Core XIX-Survey & Marine Insurance	4	3	25	75	100	4
III	Core XX-On the Job Training*	-	-	-	-	100	4
III	Core XXI – Marketing Management	4	3	25	75	100	4
IV	Skill Based Subject IV: E-Commerce	4	3	20	55	75	3
III	PROJECT WORK *	-	-	-	-	100	4
Total						3500	140

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

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

SEMESTER I

Core I

MANAGEMENT PROCESS

Objective:

On successful completion of this course, the students should have understood

- The nature and types of business organizations
- Principles & functions of Management
- Process of decision making
- Modern trends in management process.

UNIT –I

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - 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 - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation. 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 Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – DinkarPagare
4. Principles of Business Organisation and Management – P.N. REDDY

Core II

INTRODUCTION TO SHIPPING

Objective:

To bring awareness amongst the students about the origin of ships, the documents used every day in shipping practice and the History of shipping

UNIT-1: SHIPPING INDUSTRY

Introduction to Shipping & Logistics - Shipping and Logistics in India - India's Role in world Shipping Market – Global Shipping market – Scope & Opportunities of Shipping industry – Various facets of Shipping industry – Role of shipping for economic growth – Future trend of Shipping – Professionalism in shipping – Relevance of Training

UNIT – II: MARITIME HISTORY

Reminiscence of Maritime History - Citations from Vedas & Genesis – Time Line of Transportation and various means of transportation - Explorers of the sea - Ships in warfare - Indian Maritime History - Indian Emperors and Ocean expeditions - Trading from India - History of Shipping - Shipping Phonetics

UNIT - III: MARITIME GEOGRAPHY

Maps and Atlas - Grids and its uses - Transport Geography - Economical Geography - Tides, Current, Climate and weather - Oceans and Seas - Importance of Ocean Transport System - Canals and Rivers for Transportation – Top 10 navigable canals in the world.

UNIT - IV: SHIPS

Logs to modern Ship - Authentication – Evolution and types of Ships – origin of Documents – Ships & its positions – World's top Ship owners - Ports in India – World's top Ports – Governmental bodies connected to Shipping – Piracy in the world - Myths and wonders in the shipping world

UNIT - V: LOGISTICS IN SHIPPING

Role of Logistics in Shipping – Negligence and Omissions resulting in failure of Logistics - View on Supply Chain management – Introduction to Cold Chain and Retail Marketing – FDI's – India's role in the world trade - International Governing bodies connected to shipping and their importance – Governmental bodies connected to Shipping in India and its importance – World tonnages - General view on the legalities of shipping – Cabot-age law – Embargo and its repercussions

Text Book

1. The Spanish Armada by Robert Appleton

REFERENCE BOOKS -

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

ALLIED I MATHEMATICS FOR MANAGEMENT- I

Objective:

On successful completion of this course, the students should have understood

- Set operations, matrix and Mathematics of Finance
- Statistical tools and their applications

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. 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

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skew ness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number – Unweighted indices - Consumers price and cost of living indices. * Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

**SEMESTER II
ORGANISATIONAL BEHAVIOUR**

Core III

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 organizational 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**TRANSPORT ANALYSIS****UNIT I- TRANSPORT PLANNING AND POLICIES**

Transport policy and Economic Planning in India - National & International-Functions – Components of Transport – motive power -Characteristics of International Transport - Roads and interstate permits- precautions and safety - transportation strategy - precautions and safety - factors influencing carrier decisions & shipper decisions -Factors determining transportation costs – Different modes of transport systems

UNIT II- RAILWAYS

History of Railways - Analysis of Railway Expenditure - Railway and the Laws of Productivity - Determination of Railway Rates and Fares - Classification of Goods- State Regulation and ownership of Railway in India and abroad - Trans-Siberian Railways - MLB OF USA - Container Corporation of India – ICD's and CFS – Analysis of current year Indian railway budget on goods wagon

UNIT III- ROAD TRANSPORT

Economics of Road Transport –History of Roads - Road Development in India -Administration and financing of roads in India and rural transport in India -Motor transporting in India -rates and fares in road transport - Road Transport and Indian rural economy - Types of trucks-Commercial road and interstate permits- precautions and safety – Road Signs & traffic signals - Public Utility - Character of Transport Units and their special pricing - management issues

UNIT IV– SHIPS AND ITS POSITIONS

Types of Ships – Ships stowage diagram Ships by Tonnages – Generation of Container Ships – Tankers by size – World's largest ships – Factor in Shipping market – Importance in operating ships – Trade regulations and protectionism - Development of Inland Water Transport and shipping combinations in shipping -- Development of India's Shipping after independence

UNIT V – AIR TRANSPORT AND TRAFFIC REGULATIONS

Air Transport: Economic Features of Air Transport - Air Transport in India before and after nationalization - Eddie Stobart – International Transport systems – **Regulations:** International regulations and Licensing – TIR Carnet license – German Auto bans – Origination of Forwarding and Transport concept in forwarding – induction of GPS – TRACKING – SPEED CONTROL systems in vehicles and Fleet management – Transport systems and enforcement bodies

Text Books :

"Traffic Congestion and Reliability: Trends and Advanced Strategies for Congestion Mitigation" (PDF). U.S. Federal Highway Administration. 2005-09-01

Sheldon G. Strickland and Wayne Ber (Winter 1995). "Congestion Control and Demand Management". Public Roads Magazine (U.S. Federal Highway Administration) 58 (3). Retrieved 2008-02-28.

Small, Kenneth A.; Verhoef, Erik T. (2007). The Economics of Urban Transportation. Routledge, England. p. 148. ISBN 978-0-415-28515-5.

"Electronic Road Pricing" (in Inglés). Land Transport Authority (Singapore). Website oficial. Retrieved 2008-04-16.

ALLIED II

MATHEMATICS FOR MANAGEMENT- II

Objective: On successful completion of this course, the students should have understood Operations Research models Game theory, Queuing theory, PERT, CPM, etc.

UNIT – I

Introduction to Operations Research - Meaning - Scope – Models - Limitation. Linear Programming - Formulation – Application in Management decision making (Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems only

UNIT – III

Game Theory: Graphical Solution – $m \times 2$ and $2 \times n$ type. Solving game by Dominance property - fundamentals - Simple problems only. Replacement problem – Replacement of equipment that deteriorates gradually (value of money does not change with time)

UNIT – IV

CPM - Principles - Construction of Network for projects – Types of Floats – Slack- crash programme.

UNIT –V

PERT - Time scale analysis - critical path - probability of completion of project - Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. KantiSwarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

SEMESTER III
BUSINESS COMMUNICATION

CORE V

Objective: 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 – Bank correspondence – Tenders – Letter to the editor.

UNIT – III

Correspondence of company secretary with share holders and directors – Agenda – Minutes – Preparation.

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 – Precise writing – Communication media – Merits of various devices – Intercom, Telex and Telephone – Fax – Internet.

Books for Reference:

Rajendra Pal Korahill, —Essentials of Business Communicatio, Sultan Chand & Sons, New Delhi, 2006.

Ramesh, MS, & C. C Pattanshetti, —Business Communication, R.Chand&Co, New Delhi, 2003.

Rodriquez M V, —Effective Business Communication ConceptVikas Publishing

CORE VI

PORT, TERMINALS AND CARGO LOGISTICS

Objective:

The student would learn in detail to coordinate with the Port authorities to bring the ship in the right suitable berth according to the cargo the ship has been booked for and additionally learns the techniques of loading and unloading the ship with caution and safety.

UNIT -I: PORTS AND ITS FUNCTIONS

Major and Minor Ports – Ports in India - Ports of the World – Top 10 Ports that handles the maximum volume of bulk cargo and containerized cargo –Artificial and Natural Harbors - New Ports to be developed in India - Major Port Trust Act – Role of Port with regard to cargo - - Transit sheds – Tank Farms – Various berths in a Port – Facilities in a berth - Hierarchy in a Port – Different Departments - Functions and Responsibilities - Port equipment’s and damage - Extra services - Major - Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS - Compensation and confiscation of cargo to adjust dues - Topography of Chennai Port

UNIT –II: TERMINALS AND ITS FUNCTIONS

Container Terminals - Privatizations of Terminals - Reason for Privatizations - Major Terminal Operators in India - Terminal Operators of the world – privatization|| the need of an hour - Agreement between and existing Port Terminal and new operator - Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal - Container Monitoring and stacking - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window system in a terminal – Reefer bays – Dangerous Cargo stacking area – LCL working sheds

UNIT III: STEVEDORE AND HIS DUTIES

Importance of a Stevedore - A good Stevedore - Knowledge of a Stevedore - Danger of employing a wrong stevedore - Co-ordination with Port - Co-ordination with Ships officers - Planning and Execution - Emphasizing the quick turn round of the ship - Various types of services provided by a Stevedore - Stevedore license and work force - Deployment of the right men and machinery - Using Ships equipment- Using Port equipment - Direct shore side delivery - Arranging trucks for Direct Delivery - Daily working sheet - Interaction with Cargo officer for Discharged or Loaded quantity

UNIT- IV: CARGO HANDLINGTECHNIQUES

Grain and Bale Capacity - Stowage Factor - Cargo by Measurement and Weight - Proper and Improper Stowage - Broken space and its disadvantages - Maintaining Trim and balance of Vessel - Planning and coordination - Importance of Dunnage - Importance of Sheathing - Importance of lashing - Working in Twin Decks - Working Bulk Ships - Working General Cargo ships - Working Project cargo ships - Working Container ships - high stacking and feeding - Daily Loaded or Discharged quantity log - types of grabs - buckets - conveyors - double banking discharge - evacuators for Grain discharge.

UNIT V – DAMAGE AND CLAIM SETTLEMENT BY STEVEDORES

Liabilities of Stevedore - Limitation of Damage liabilities - Settlement of Damages on ship during Cargo work - Dock Safety regulations and Cargo Gear Certificate - Annual validation of Cargo gear Certificate - Obligation of stevedore to his principals i.e. agents and owners. – P&I

intervention in case of a damage – DANGER GOODS HANDLING, STACKING AND LOADING PROCEDURES – Reefer Cargo Loading Procedures – Liquid Cargo

TEXT BOOK:

1. Guide to Port Entry P&O Terminal STANDARD OPERATION PROCEDURES Cargo work by David J House Cargo work by KEMP AND YOUNG
2. Stowage Factor by Robinson Safety of Ships Gears by LLYODS

CORE VII

LOGISTICS MANAGEMENT

UNIT I – LOGISTICS MANAGEMENT

Introduction to logistics Management – Definitions-Objectives of Logistics - Significance of logistics – Total Distribution concepts – Integrated Logistics- Integration Theory -Planning and Design Methodology & Techniques -Inbound and outbound Logistics -Procurement Logistics - Distribution Logistics - After Sales Logistics –Defense Logistics - Disposal Logistics - Reverse logistics - Green Logistics - Global Logistics - Domestic Logistics - Concierge Logistics - RAM Logistics - Asset Control Logistics - POS Material Logistics - Emergency Logistics - Production Logistics - Business Logistics - Scope and importance of Logistics in Industry-Highlights of Logistics solutions –Reverse Logistics-main Drivers of Logistics and their role in Logistics management

UNIT 2 – INVENTORY AND MATERIAL MANAGEMENT

Inventory Management: Role of Inventory in Logistics - Definition and components of Inventory - Importance of Inventory - Functions of Inventory and costs - Types of Inventory and their relevance- inventory control Material Management - Materials management - costs involved in MM - objectives of MM -Functions of MM division - basic principles of Materials Handling - Types of Equipment and their usage – Unitization - container handling - Unitization and palletisation- Functions of Material Management Divisions - Phases and Challenges - Departments - Functions of Purchasing cycles - Purchasing – Ethics- Value Engineering and Rating technique - Robotic delivery system - Automatic guided vehicles AGV - Industrial trucks

UNIT 3- WARE HOUSE AND ITS FUNCTIONS AND OPERATIONS

Definition of Warehousing –Needs for good warehousing - Types of Warehouses - FTWZ – Scope and functions of FTWZ - Functions of Warehouse - costs of warehousing - Warehouse Layout and planning a warehouse - - Automation and Optimization - Modern trends - Cool warehouses and Cold storages – CFS/ICD/AFS and their relevance - Functions of CFS/ICD/AFS - Operation Centers in CFS/ICD/AFS - Benefits of CFS/ICD/AFS - Importance of CFS/ICD/AFS - Design and layouts of CFS/ICD/AFS. **Packaging** - Types of Packaging - Packaging and labeling - Functions of Packaging-Packaging material types- Drawbacks of Packaging - new trends in packaging - labeling - functions of labeling - Classifications of labels - purpose of labeling.

UNIT 4- CARGO MOVEMENT MODES AND METHODS

Role of Transportation in Logistic Management - The effect of Transportation -Importance of Transportation - Transportation strategy - Parties to a Transport Contract - Factors influencing carrier and Shippers decision - Factors influencing transportation cost - Merits and de merits of different modes of transport system - Transport documents - Transport documents in land transport

- Transport document in rail transport - Transport document in air transport - Transport document in sea transport - Selecting the mode of transport -The role of transportation in service quality

UNIT 5 – LOGISTICS OUTSOURCING AND CUSTOMER SERVICE

Outsourcing - key benefits of outsourcing - insourcing - outsourcing - vertical&horizontal integration - critical areas in outsourcing - managing business for successful outsourcing - Growth of 1 & 2 party logistics– 3PL logistics - advantages of 3pl logistics - Role and relevance in Cargo movement and Logistics Management -4PL Logistics services their role and function-How does 4PL create value for the organization - meeting customers expectation - Cultivating customers to improve business - benefits of sales support - Elements of customer service - Essential Elements of Great Customer Service- mantras for logistic managers - future prospects of logistics

TEXT BOOKS :

1. Lambert, Douglas M - Supply Chain Management & Processes

REFERENCE BOOKS :

1. Cooper, M.C., Lambert, D.M., &Pagh, J. Supply Chain Management and
2. The International Journal of Logistics Management–
3. CSCMP Supply Chain Management Process Standards
4. Inter-organizational theories behind Supply Chain Management

CORE VIII

CUSTOM HOUSE AGENCY

Objective: The subject deals with the business transaction with the Customs and Central Excise for successfully executing a Import or Export transaction.

UNIT -I INTRODUCTION OF CUSTOMS AND THEIR ROLES

Role of Customs - Powers of Customs - Appointment of Customs Ports, Airports - Ware-housing Stations-Power to declare places to be Warehousing Stations - Prohibitions on Importation and Exportation of Goods- Power of Central Government to notify goods Precautions to be taken by persons acquiring notified Goods - Detection of illegally imported goods and Prevention of the disposal there of – Sections 11C, 11E and 11F not to apply to goods in personal use - Prevention or Detection of illegal import of Goods - Power to exempt.

UNIT - II CHA LICENSING PROCEDURES

Custom House Licensing - Certification and Qualifications to become a Custom House Agent - Rule 8 -G Card - Identity to enter Custom Houses - Custom house agents duties - Draw backs and Duties - Support of CHA to Importers and Exporters Custom House Agent - Restrictions of Custom House Agents - Customs Power to bring a ceiling on the License - Temporary and regular license - Customs Power to advise fees chargeable by Custom House Agent. Duties and Obligations - Liabilities of Custom house agents - Custom house agent and Information Technology - ICE GATE and On line filing of Bills - Records to be maintained by Custom House Agents.

UNIT - III IMPORT & EXPORT CLEARANCE PROCEDURES

Import Bill Processing - Important Papers for filing Bill of Entry - Apprising - Open Inspection - Payment of Duties - Out of Charge - Clearance of goods - payment of duties - Duty exemption - Bonding of Cargo - Ex bonding - Export Bills - Important papers for filing Shipping Bills - Factory Stuffing - Port or CFS Stuffing - Supervision by Customs - Sealing and print out - Custom officer overtime - Importance of Shipping Bill - Comparison of Shipping Bill with Mate's Receipt and Bills of Lading.

UNIT – IV DUTY & CONVEYANCE

Levy of and exemption from Customs Duties-Dutiable goods-Duty on Pilfered goods-assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases- Indicating Amount of Duty in Price of Goods - Advance Rulings-Provisions to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report-No Conveyance to leave without written order.

UNIT V - TRANSHIPMENT

Goods in Transit-Transit and Transshipment of certain goods without payment-Liability of duty on goods transited or transshipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation Cancellation and return of Warehousing bond. Drawback-Interest on drawback-Prohibition and regulation of drawback

TEXT BOOKS

1. Customs Act – Duties and Draw backs – Import and Export Procedures – Customs Duty
- 2 Customs Law Practice and Procedures, V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.

REFERENCE BOOK:

1. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications

ALLIED III

TAXATION – LAW AND PRACTICE

Objective: On successful completion of this course, the students should have understood _ Principles of Direct and Indirect Taxes _ Calculation of Tax, Tax Authorities, Procedures.

UNIT – I

General Principles of Taxation, Distinction between direct and Indirect taxes, tax evasion – avoidance – causes - remedies.

UNIT – II

Direct Taxes : Income Tax Act 1961 – important definitions – basis of charge – residential status – Income exempted from income tax – heads of income – computations of income under salary and house property .(problem be included).

UNIT – III

Computation of income under profits and gains of business - profession – capital gains – income from other sources - Deductions in the computation of total income - income tax Authorities and their power.(problems be included).

UNIT – IV

Indirect taxes – selected provisions of VAT– with regard to registration of dealers – procedure and effects of registration -mode of charging VAT – exemption from VAT – authorities and their powers.

UNIT – V

Role of Excise duties in the total revenue – objectives of excise duty in the total revenue – objectives of excise duty – exempted form duty – customs duties – Levy of import and export duty – distinction between advalorem and specific duties – exemption Note: Theory and problems shall be distributed at 60% & 40% respectively.

BOOKS RECOMMENDED

1. Bhagavathi Prasad - Income Tax Law & Practice
2. Mehrothra - Income Tax Law & Practice
3. Gour&Narang - Income Tax Law & Practice
4. Dingarepagare - Income Tax Law & Practice
6. Balasubramanian - Business Taxation

Skill based Subject I

MANAGEMENT INFORMATION SYSTEM

Objective: On successful completion of this course, the students should have understood _ Computer based information system _ MIS support for the functions of management

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – 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 - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers – Super computers - personal computers. Computer Software - types of software – data representation in computers - Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input – digital scanners - voice input devices - sensors. Output devices - impact printers – nonimpact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CDROM.

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and eleconferencing, 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

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

SEMESTER IV

Core IX

HUMAN RESOURCE MANAGEMENT

Objective:

On successful completion of this course, the students should have understood Functions of HR/Personnel Department _ Manpower planning, performance appraisal. Salary administration, Labour Welfare, Industrial Relation.

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department – Personnel Policies and Procedures.

UNIT - II

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT - III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security - Safety, health and Security - retirement benefits to employees.

UNIT – V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management.

Core X

SUPPLY CHAIN MANAGEMENT

Objective

To study and understand Supply Chain management that deals with a set of approaches used by companies to efficiently integrate Suppliers-Manufacturers-Distributors –Retailers and Customers so that the product is produced and distributed in the right quantities, to the right locations , at the right time and to the right customer in order to fulfil the requirements of customers.

Unit I - INTRODUCTION

Introduction to Supply Chain Management- Definitions and Objectives of SCM- Structure and Flows in SCM-Importance and Scope of SCM in Industry- Evolution and historical developments- First-Second and Third Generation revolutions in SCM-Major movements in SCM-Creation Era- Integration Era-Globalization Era-Specialization Era and SCM- Achieving Strategic Fit and Scope Supply Chain Drivers and Metrics- Demand Forecasting in a Supply Chain- Aggregate Planning in a Supply Chain -Managing Predictable Variability - Managing Economies of Scale in a Supply Chain: Cycle Inventory- Managing Uncertainty in a Supply Chain: Safety Inventory

Unit II- SUPPLY CHAIN PROCESS

Processes of SCM-Macro processes of SCM-Decision phases in SCM-Logistics Versus Supply Chain management- Role of Drivers in SCM – Facilities – Inventory-Transportation-Information – Sourcing – Pricing-Supply Chain Strategies – Push-Pull–PushPull

Unit III - DISTRIBUTION TECHNIQUES

Role of Distribution in Supply Chain-Designing a supply chain Distribution Channel-Distribution Networks-Factors influencing Distribution network Decision-An Analysis of the Standard Distribution models designed by companies etc- Designing Distribution Networks and Applications to e-Business-- Network Design in an Uncertain Environment-Sourcing Decisions in a Supply Chain

Unit IV - SUPPLY CHAIN TRANSPORT SUPPORT

Role of Transportation in Supply Chain-Transportation principles – Modes – performance-Costs and Value measures-Factors driving Transportation costs-Categories of Transportation costs-Transport routing Decisions-Milk Runs and Cross Docking-Transport Intelligent Management systems-Advanced Vehicle Location System and Advanced Fleet Management System-Intermodal Transport and Technology - Determining the Optimal Level of Product Availability - Transportation Decisions in a Supply Chain

Unit V SUPPLY CHAIN MANAGEMENT

Role of Information Technology in Supply Chain management-Features of a good IT system for SCM Major IT decisions- Use of information in various stages in SCM-Benefits of IT in Supply

Chain-Future of IT in SCM-Tracking of Shipments-The Supply chain IT Frame work CRM-ISCM –SRM- Electronic data Interchange-Benefits of EDI

TEXT BOOK:

1. Logistical Management: DonaldBowersocks& David Closs, TMG

REFERENCE BOOKS:

1. Logistical Management: DonaldBowersocks& David Closs, TMG

2. Logistics Supply Chain Management Text and Cases: AnuragSaxena and KaushikSircar

Core XI

RETAIL MANAGEMENT

Objectives: 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.

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 – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy.

REFERENCE BOOKS:

1. SwapnaPradhan – Retailing Management 2.
2. Text and Cases, Tata McGraw Hill – 2nd edition, 2004
3. Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach,
4. Prentice Hall of India, 8th Edition, 2002.
5. James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005
6. Gibson G Vedamani – Retail Management – Functional Principles and Prectice, Jaico Publishing House, Second edition, 2004.

Core XII

PORT AGENCIES

UNIT 1- AGENTS AND HIS ROLES

Role of Agency - Definition and Duties - Governmental bodies connected with Shipping - Rules of port related to Agency - Importance of an Agent -Interaction with Principals - Agent as a Mirror reflection - Agents care to Ship and its officers - Difference between Liner and Tramp Agency

UNIT 2. – BULK AND BREAK BULK AGENCY

Tramp Agency - Notice of Readiness – Performa and Final disbursement – STEPS FROM START TO END (Boarding formalities - Commencement of Operation - Completion of Operation - Port Clearance) - Statement of Fact - Coordination with Owners - Coordination with Master and Chief officer - and crew members on ship - Charterer's Agent - Owners Agent - Husbanding Agent –

UNIT 3 – DESPATCH AND DEMURRAGE IN CHARTERED VESSELS

Out line on Types of Charter - Charter parties - Types of Ships - Importance on knowledge on Ports, Berth, and facilities - Appointment of Contractors - Finalization of Statement of Facts - Lay time Statement - Time Sheet - Demurrage and Dispatch - Types of Freight and their definition.

UNIT 4 – LINER VESSEL OPERATIONS

History of Liners – Cargo Stowage and Handling equipment - Liner Agency - Liner service - Liner Routes and Service – Container LINER SERVICE Liner Conferences – Closed and Open Conferences – ANERA and TWARA –Freight – Broken space and Dead Freight/CAF/BAF/CSS/GRI - Freight Rate Book - Non Containerized and Containerized cargo – Types of Liner Services - NVOC and NVOCC – Intermodal and Multimodal Transport system – Land Bridges – Rebates and Contracts – Killed Slots – Important Department in a Liner Agency.

UNIT 5- AGENCY RELATED DOCUMENT PROCESS

Cargo Documents – Mates Receipt – Bills of Lading – MTD - Delivery Order – Letter of Indemnity – Freight Collection – INCO TERMS – Top 10 Ports – Top 10 countries owning merchant fleets – Top 10 shipping Lines – DANGEROUS GOODS – LASHING AND DUNNAGE - Tramp Alert Cycle - Liner Alert Cycle

TEXT BOOKS :

1) Cargo Smart Shipping Portal

REFERENCE BOOKS :

1) GT Nexus Portal

2) AXS Marine top 100 container Lines

Allied IV

BUSINESS LAW

Objective:

On successful completion of this course, the students should have understood _ Law of contract, Law of sale of goods _ Law of Agency, Negotiable Instruments Act...

UNIT - I -LAW OF CONTRACT

Contracts - Essentials of Contract - Agreements - Void - voidable and illegal contracts – Express and implied Contracts - Executed and Executory Contracts - Absolute and contingent contracts - Offer - Legal rules as to offer as to offer and lapse of offer - Acceptance - and rules as to acceptance - to create legal relation - Capacity of parties to create contract - Consideration - Legal rules as to Consideration - Stranger to a Contract and exceptions - Contract without consideration - Consent - Coercion - undue influence – misrepresentation - fraud - mistake of law and mistake of fact.

UNIT - II LEGALITY

Legality of Object - Unlawful and illegal agreements - Effects of illegality – Wagering Agreements - Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – void agreements - Restitution - Quasi-contracts - Discharge of contract - Breach of contract - Remedies for breach of Contract.

UNIT - III LAW OF SALE OF GOODS

Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Sale and bailment - Capacity to buy and sell - Subject matter of contract of sale – Effect of destruction of goods - Documents of title to goods - conditions and warranties – Rules of Caveat - Emptor - Exceptions - Transfer of property - Goods sent on approval - FOB, CIF, FOR and Ex-ship contracts of sale - Sale by non - owners - right of lien - termination of lien - right of resale - right of stoppage in transit - Unpaid Vendor's rights.

UNIT - IV AGENCY

Creation of agency - Classification of agents - relations of principal and agent - delegation of authority - relation of principal with third parties - personal liability of agent - Termination of agency.

UNIT - V NEGOTIABLE INSTRUMENTS

Negotiable Instruments Act 1881-Negotiable Instruments-Characteristics-cheque- Essentials requirements-Endorsements-kinds-crossing-types-Demand draft-Bills of Exchange.

REFERENCE

1. N.D. Kapoor - Elements of Mercantile Law
2. Shukla M.C. - A Manual of Mercantile Law
3. Venkatesan - Hand Book of Mercantile Law
4. Pandia R. H. - Mercantile La 5. K.P.Kandasami - Banking Law & Practice

Skill Based Subject II: PC SOFTWARE (MS OFFICE) – PRACTICAL

List of Practical's MS-Word

1. Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre.
2. Prepare a job application letter enclosing your Bio-Data
3. Perform Mail Merger Operation and Preparing labels.
4. Prepare the document in newspaper column layout.

MS – EXCEL

5. Worksheet Using Formulas.
6. Working Manipulation for electricity bill preparation.
7. Drawing graphs to illustrate class performance
8. An excel worksheet contains monthly sales details of five companies.

MS ACCESS

9. Simple commands perform sorting on name, place and pin code of students database and address printing using label format.
10. Pay rolls processing and prepare report
11. Inventory control.
12. Screen designing for data entry.

MS POWER POINT

13. Prepare a PowerPoint presentation with at least three slides for department Inaugural function.
14. Draw an organization chart with minimum three hierarchical levels.
15. Design an advertisement campaign with minimum three slides.
16. Insert an excel chart into a power point slide.

SEMESTER V
CHARTERING & SHIP BROKING

Core XIII

UNIT – I :TYPES OF CHARTERS

Introduction to chartering- Types of charter- Main branches- Right ship for the right cargo- political, technical and commercial restrictions - Types of charter and charter parties – Owners obligation to Charterers – Charterers obligation to Owners - riders and clauses – presenting and performing- importance of broker- easy way to know chartering - BIMCO- statement of fact

UNIT II– DRY CARGO CHARTERING

INCOTERMS - Dry Cargo Chartering - Types of Charter - Types of SHIPS – Stowage factor – Bale and Grain Capacity – Types of Packing for Break Bulk cargo - Angle of Repose – knowing about Bulk Cargo (Coal, Grain, Ores and Fertilizers) Process of Chartering - Overview of the - Dry Cargo Broking – Process of Chartering - Overview of the Dry Cargo sector – Break Bulk cargo chartering

UNIT III- LIQUID CARGO CHARTERING

Tanker Chartering – History of Tankers – Tanker Market - Concept of Tanker broking – understanding Liquid cargo – Properties of Oil – Crude and its by-products – Crude Oil Carriers – Petroleum carriers – Chemical tankers – Edible oil tankers –LNG and LPG carriers – understanding tanker vessel systems – world scale IMO certification Tanker Charter parties - ROLE OF OCIMF and ITOPF

UNIT IV – CHARTERPARTIES AND ITS CHARACTERISTICS

Firm Offer - Fixture Notes - Commercial and Technical Terms - Charter party riders (Name of Broker - Place and date of Charter - Name of Owner - Name of Charterer - Name of Vessel - - Date of presenting the vessel - Loading Port - Discharging Port - Max cargo to be loaded - Agreed sum of freight - Payment of freight terms - Cargo gear particulars - lay time - Name of Shipper - Agents - Demurrage and Dispatch -Cancelling date - General Average - Brokerage - Freight Tax - legalities covering the contract. Who is who in Chartering - Demise Charter - Bare Boat Charter - Time Charter - Voyage Charter - COA Charter - Part Charter –Need for Chartering – Shipper & Receiver - Liner termed Tramp vessels - Difference between Time Charter and COA - Head Owner - Despondent Owner - Ship Operator - Ship Managers

UNIT V – COMMERCIAL MANAGEMENT

Sale and Purchase - Vessel description/negotiations - Norwegian Sales Form - Class maintenance - role of classification societies - Spares, BOB, LOB, provisions, paints and deck supplies - Black list and other restrictions - Notices of delivery - Taking delivery - Auctions - Disputes

TEXT BOOKS:

1.Reeds Distance Table and Lloyds’ Maritime Atlas – J BES
Chartering and Shipping Terms – Collin Nick Dry Freight Market

REFERENCE BOOKS

1. Tim Tanker Chartering – Sir Anthony Time Chartering – Shipping Operation and Management

Core XIV

AIR CARGO MANAGEMENT

Objective:

The subject deals with shipments of high value, perishable, and lifesaving medicines and apparatus by speedy Transport to reach its destination in time. The scope is the developing trend in this mode of transport providing job opportunities to the students in AIR LINES and AIR LINE Operators.

UNIT - I AIR PORTS AND ITS INFRASTRUCTURE

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

UNIT – II AIR CARGO CONSOLE TECHNIQUES

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

UNIT – III AIR WAY BILLS AND PROCESS PRECEDURES

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

UNIT – IV AFS AND WORLD RENOWED CARRIERS

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

UNIT - V: DG HANDLING PROCEDURES

DG Cargo by Air - Classification and labelling - Types of Labels according to Cargo - Samples of Labels - Packing and Transportation of DG Goods by Air TEXT BOOK IATA and FIATA REGULATIONS – Don Berliner Aviation History and Cargo Aviation

REFERENCE BOOKS :

1. Reaching for the sky by Oliver Press
2. Ecommerce : An Indian perspective, 2nd Ed. PT Joseph, SJ

Core XV

CONTAINERIZATION & ALLIED BUSINESS

Objective:

The concept of containerization is a world renowned mode of transport system and is being practiced globally. The subject exposes the student to the latest trend in shipping business and its allied subjects thereby giving him the opportunity to get an employment in a Container operating ship owner's office or his agent office.

UNIT I- ORIGINALIZATION AND STANDARDIZATION OF CONTAINERS

Natures Contribution to Containerization - Ancient use of Containers - Commercial Containers – Malcolm MacLean's contribution - Initial Types of Containers & Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Types of Containers - Construction of Containers - Technical Aspects of Containers - Certification and revalidation -IICL Inspectors and their duties - Prefix and Suffix and their importance- Choice of Containers - Flex bags the new concept in containerization - Cellular Ships

UNIT II – TYPES OS SERVICES IN CONTAINER BUSINESS

Physical Component or Hardware - Non Physical component or Software - Inventory Control - Periodical Inspection and maintenance - Precautions before and after stuffing a container - Ratio of Container Strength - Planning and procurement - Relay Port - Hub Port - Anera - Box And Box Rate - Consortiums - Container Flow Management - Container Slot Management - Common Feeder Service – Types Of Liner Services - Mother Vessels - Land Bridge - Roll Overs – EIR

UNIT III- CONSOLE TECHNIQUES

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

UNIT IV- FRIGHT FORWARDING TECHNIQUES

Origin of Forwarders - Role of Forwarders - Freight Brokers and Freight Forwarder - Role of Forwarders in Europe - Commencement of Forwarders Association - Difference between a Freight forwarder and a Agent - House Bill of Lading - Liner Bill of Lading - Endorsing Bill of Lading - Surrendering Bill of Lading - Multimodal Transport Bill of Lading - Forwarding note for Delivering goods - Forwarder as a logistician – Road Service in the Hinterlands of Europe – Rate Fixation by a Forwarder - Global Service Contracts - Closed sector Service Contracts - MQC (Minimum Quantity Contract) - Advantage of a Service Contract - Noncompliance of a Service Contract - Penalty for noncompliance

UNIT V- NVO AND NVOCC PRACTICE

Definition of NVOCC - - NVOCC PRACTICE - - repositioning - How a NVOCC Helps a Shipper - Procurement and building up of Inventories - Agency networking and agreements - Spot purchase of slots - Underwriting of Slots - Multi dipping purchase - NVOCC Bills of Lading - Trans Siberian Railways - Matrix of NVOCC on a SINGLE ROUTE - Matrix of a NVOCC on a round trip - Why a Liner dislikes a NVOCC - Why NVOCC cannot survive Long Hauls and in countries like Europe.

Core XVI

WAREHOUSING AND INVENTORY MANAGEMENT

Objectives:

1. To understand various storage options available and procedures of managing the inventory in a systematic and orderly manner

Unit I Introduction to Warehouse Concepts

Decisions and Operations: Introduction-Definition of Warehouse-Need for Warehousing-Selection of Warehouse-Sequence of Warehousing Decisions-Types of Warehouses-Factors determining location of warehouse-Characteristics of Ideal Warehouse. Factors affecting number of warehouses-Functions of Warehouse-Warehouse Operations - Centralized and Decentralized-Storage Systems-Palletized Storage Systems

Unit II

Cold Supply Chain - Definition - Current scenario - Objectives - Segments of Cold Supply Chain - Storage Surface - Refrigerated transportation - Key activities, Procurement & transportation - Industries using Cold supply chain and nature of cargo - Cold Supply Chain Logistic Process - Work Process flow - Pre-cooling, Cold storage, Refrigerated carriers, Packaging, Warehousing - Warehousing - Usage of IT - Most common temp standards, Product wise - Shelf life of various / selected perishables food products - Major Cold chain technologies - phases of cold chain shipments - challenges for the industry - Case studies - Amul, Suguna - Food retailing - an Indian perspectives - Current scenario and future prospects

UNIT -III

Handling Reefer Cargoes for Export and Imports in Containers - Types of cargoes - Respiration levels for various commodities - Required temp levels - Frozen food products - effects of temp on food quality – Special & miscellaneous cargoes - temp management - Pre-shipment handling - product compatibility- Product Handling - Planning - Booking – In shipment – Intransit monitoring - Cargo delivery - Reefer Container - Components of Reefer refrigeration system - Temp digital display - Air delivery system - power sources & portable gen systems - - Advanced technology - atmosphere management - fresh air control - benefits of Controlled Atmosphere to increase shelf life - Regulated atmosphere technology - Humidity management & control - De-humidification & cold treatment - Loading check list - Size of global trade & geographical spread - International quality standards and various agencies – FDA- Reefer cargo - Various agencies and specific procedures to handle export and imports

Unit IV Introduction to Inventory Management:

Role in Supply Chain - Role in Competitive Strategy - Role of Inventory Control - Functions of Inventory - Types of Inventory - Inventory Cost - Need to hold Inventory - Mechanics of Inventory Control - Selective Inventory Control - Economic Order Quantity - Just In Time System - Warehouse Management System

Unit V Need of Warehouse Management System

Master Production Scheduling Material Requirement Planning - Distribution Requirement Planning - Comparison between independent and Dependent Demand Systems - Inventory Records - ABC Inventory Control Fundamentals of various types of material handling Equipment - Types of Conveyors - Bar Code - Benefits of Bar Coding - Tracking - Inventory Management - Validation - RFID - Principle of RFID - Benefits of RFID - Antenna - Potential Benefits of RFID.

Text Book:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

Reference Books:

1. Warehouse Management and Inventory Control, JPSaxena, Vikas Publication House Pvt. Ltd, First Edition, 2003.
2. Warehouse Management: Automation and Organisation of Warehouse and Order Picking
3. Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-Verlag, First Edition, 2006.
4. Reports from Intl Consultants, Drewry, McKinsey, Book on SCM for Retailing written by Rajesh Ray
5. APL's reference book on handling reefer cargoes internationally

Core XVII

EXIM MANAGEMENT

Objective

The subject deals with the Export and Import Policies sales negotiations Execution of the sale and provides knowledge on the various aspects connected with Banking, Foreign Buyers and Sellers.

UNIT - I:

Introduction of Import and Export Trade - Earlier stages of Trading - Supply and Demand role in IMPEX - Stage by stage development of IMPEX Practice - Trade Pattern - Products and supplies - Export and Import of Principal Commodities in India.

UNIT - II :

Export Procedures - Documentation Procedures - Cargo Insurance - Negotiation and Finalization - Selection of Carriers - Export Benefits - Role of Logistic in Export - Economics of Packing - Numbering and Marking.

UNIT - III:

Import Procedures - Import Documentation - Cargo Insurance - Types of Imports - Import Licences - Role of Logistics in Import - Application of Strategy for reducing cost in Imports (Direct Clearance / Hook Point Delivery etc).

UNIT – IV :

Overview of various export promotion schemes - Duty Drawback- Advance License - Remission Scheme - (i) DEPB Scheme - Export Promotion Capital Goods Scheme - Diamond & Jewellery - Agricultural & Pharmaceutical product exports promotion scheme - SEZ, EHTP, STP & EOU's - Types of Export Houses.

UNIT – V:

Study of Import control and Import Policy - Import control order and its provisions – Current Import Policy – Scheme of control – Licenses, Customs Clearances, Permits, Open general licenses, - Different types validity, Conditions, limiting factors – Contraventions- Prohibitions, Restrictions, Savings – License Issuing authorities – Registration of Licenses – Supplementary Licenses, Letters of authority – Release advices – Recommending authorities, sponsoring Authorities - Contraventions and punishments under Import - Control Act/order - Post Import

obligations – Provisions for imports of Gifts, Samples. - Goods sent for repairs, baggage, post Parcels - Import policy for Exporters – (D.E.E.C. Scheme, Import Export pass book Scheme) – 100% Export Oriented Exporters – Free Trade Zones

TEXT BOOK:

New Import Export Policy - Nabhi Publications

REFERENCE BOOKS :

1. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
2. A Guide on Export Policy Procedure & Documentation– Mahajan
3. How to Export – Nabhi Publications
4. Export Management – D.C. Kapo

Core XVIII

FINANCIAL ACCOUNTING

Goal: To enable the students to acquire knowledge of Accounting principles and practice

Objective: On successful completion of this course, the students should have understood
The basic accounting concepts
Double entry book keeping system and various books of accounts
Preparation of final accounts, etc.

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.

(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

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

SKILL BASED SUBJECT III

COMPUTER APPLICATION IN MANAGEMENT USING SAP – Practical

1. TALLY

Introduction and Installation,
Required Hardware,
Preparation for installation of Tally software installation

2. WORKING IN TALLY

Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

3. ERP & SAP

Introduction – Need for ERP – Advantages – Major ERP Packages – SAP: Features – ABAP: Logon to SAP Environment – ABAP Dictionary – Functions – Objects – Managing SAP Application Practicals: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

4. WMS

5. CHA

SEMESTER VI
CORE XIX SURVEY & MARINE INSURANCE

Objective: The subject deals with the Legal implications and applications related to Shipping business besides detailing the importance of various types of surveys and Insurance related to Ships, Lives and Cargo. The scope is that the student can get an job opportunity in either a Surveying or a Insurance company or in a Ship owners office.

UNIT – 1 :

Importance of Survey- Types of survey- Basics of survey - Tanker survey- Hatch and draft survey- edible and crude oil survey- continuous discharge and delivery survey- on hire and off hire survey- damaged and time bound survey.

UNIT – 2 :

General principles of Marine insurance – Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations.

UNIT – 3 :

Principles of Protection & Indemnity (P&I) insurance – Types of P&I covers available & their modes of operation – Third party liability claims processing – Insurance cover for Pollution claims – Insurance cover for professional indemnity - Preferences of claims – rejection of claims- remedies with insurance- Insurance companies

UNIT – 4 :

Financing of Shipping Business – Equity and debt issues – The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Financing of new building ships – Appraising risk on shipping investment.

UNIT – 5 :

Ship registration, Tax issues & depreciation policies – swaps and options in Ship financing – Sale & lease back – Derivatives in shipping finance – Analysis of the share price movements of a public limited company - Sales and purchase of secondhand ships – Financing of secondhand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.

TEXT BOOKS:

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

REFERENCE BOOKS :

1. Shipping Finance - Graham Burns and Stephenson
2. Harwood P & I Clubs: Law & Practice - Stephen J. Hazelwood.
3. General Average: Law & Practice - F.D. Rose.
4. Marine Insurance: Law and Practice - Professor Francis Rose. General Average: Law and Practice - Francis World. Marine war risks - Michael D. Miller

Core XX

ON-THE-JOB TRAINING

OBJECTIVE

This is the most common method of training in which a trainee is placed on a specific job. On the job training is a system of training a new generation of practitioners of a skill. This method of training is in vogue in those trades, crafts and technical fields in which a long period is required for gaining proficiency. The trainees serve as apprentices to experts for long periods. They have to work in direct association with and also under the direct supervision of their masters. The object of such training is to make the trainees all-round craftsmen.

A superior gives training to a student as his understudy like an assistant to a manager or director (in a firm). The student learns through experience and observation by participating in handling day to day problems. Basic purpose is to prepare student for assuming the full responsibilities and duties. Through this training, a student

- (a) prepare a trainee with an overview of the job, its purpose, and the results desired,
- (b) demonstrates the task or the skill to the trainee,
- (c) allows the trainee to show the demonstration on his or her own, and
- (d) follows up to provide feedback and help.

So a student will be placed as a trainee in any one of the suitable companies according to their area of interest.

- Trainee is placed in a company under a supervisor who works in the same company for three months
- Trainee should gain knowledge and experience from specified job assignments
- Trainee should maintain a log book entering his/her daily work schedule, task accomplished and other details duly signed by the Supervisor.
- At the end of the training, student should submit a report stating the entire detail of his training along with training completion certificate.

Core XXI

MARKETING MANAGEMENT

Objective: On successful completion of this course, the students should have understood _ Principles of marketing management, market segmentation _ Product life cycle, pricing, 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 - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel -Channel selection & problems.

UNIT - III

The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination – packing – Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct 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

Skill Based Subject IV

E-Commerce

UNIT- I

E-commerce – definition – classification – concepts – features - scope and evolution - advantages and significance in modern business - E-commerce practices v/s traditional practices, limitations of e-commerce. Elements of Ecommerce- website promotion - online catalog - purchase delivery support - Types of electronic commerce - Value chains in electronic commerce - Internet, World Wide Web - Web based tools for electronic commerce- intranet - Business Applications on Intranet Electronic data interchange - forces behind E-commerce industry frame work

UNIT - II

Types of Ecommerce- B2B, B2C and intra business. Retail Ecommerce – Retailing through internet, Direct Online Sales model, online advertising sales model, online commission model, Product Selections. Business Models for e commerce- meaning definition importance. E business models based on the relationships of transaction types- manufacture model, advertising model, value chain model, brokerage Model Marketing on the web, marketing strategies, creating web presence, advertising, customer service and support, web branding strategies, web selling models

UNIT - III:

Setting up a online store. Digital certificates, online transactions providing, shopping cart software , internet merchant bank account, payment gateways, safety precautions for sellers and buyers, logistics of Ecommerce business, Web hosting. Business Models & Revenue Models over internet, emerging trends in e- business, e-governance, digital commerce, mobile commerce, and strategies for business over Web, internet based Business Models.

UNIT - IV

Electronic Payment system, types of electronic payment systems, smart cards and Infrastructure issues in EPS, Electronic Fund Transfer, Digital Token based Electronics payment system, credit card/ debit card based EPS, Emerging financial instruments, home banking, online banking. Digital Signatures – Legal positions of digital signatures, how digital signature technology Works. Ebanking- introduction concepts & meaning, Electronic CRMC, Need for electronic CRM, CRM Areas – CRM Components, CRM architecture. Electronic CRM Applications

UNIT – V

E-security- introduction, Need for security , security concepts, Attacking methods –Cybercrimes, Cryptology, hacker, encryption, ecommerce security solutions- E locking - Net Scape security solutions Risks & e payment system- Data protection, risk from mistakes & disputes – consumer protection, management information privacy, managing credit risk EDA,EDI Application in Business, Legal requirement in E- Commerce Information technology Act, Cyber laws relating to E- Commerce, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and private key cryptography, digital signatures, digital certificates, security protocols over public networks HTTP ,SSL, Firewall as security control. Virtual Private Network (VPM) implementation management issues.

TEXT BOOK:

Whitley, David (2000). E-commerce strategy, tech. and Applications. TataMcgraw Hill.

REFERENCE BOOKS : 1. Greenstein and Feinman, :E-Commerc, TMH

PROJECT WORK

All the students will undergo a 2-3 months summer placement training in any one of the organizations 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 and 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