

**BHARATHIAR UNIVERSITY COIMBATORE - 641 046**  
**CENTRE FOR COLLABORATION OF INDUSTRY AND INSTITUTION(CCII)**  
**BBA INTEGRATED MULTIMODAL LOGISTICS MANAGEMENT**  
**(For the CCII students admitted from the academic year 2013-14 onwards)**

**SCHEME OF EXAMINATIONS - (CBCS Pattern)**

PART	SUBJECTS/Course Title	Ins.Hrs./ Week	Examination				Credits
			Exam	CIA	Marks	Total	
<b>SEMESTER I</b>							
I	1.1 Language-I (Tamil / Hindi )	6	3	25	75	100	4
II	1.2 English I	6	3	25	75	100	4
III	1.3 Core I – Management Process	6	3	25	75	100	4
III	1.4 Core II –Introduction to Shipping	5	3	25	75	100	4
III	1.5 Allied Paper I- Mathematics for Management – I	5	3	25	75	100	4
IV	1.6 Foundation Course : Environmental Studies#	2	-		50	50	2
<b>SEMESTER II</b>							
I	2.1 Language-II (Tamil / Hindi )	6	3	25	75	100	4
II	2.2 English II	6	3	25	75	100	4
III	2.3 Core III – Organizational Behavior	5	3	25	75	100	4
III	2.4 Core IV – Transport Analysis	6	3	25	75	100	4
III	2.5 Allied Paper II –Mathematics for Management - II	5	3	25	75	100	4
IV	2.6 Value Education -Human Rights#	2	-		50	50	2
<b>SEMESTER III</b>							
III	3.1 Core V-Business Communication	5	3	25	75	100	4
III	3.2 Core VI- Port & Terminal Management	5	3	25	75	100	4
III	3.3 Core VII- Logistics Management	5	3	25	75	100	4
III	3.4 Core VIII- Custom House Agency	5	3	25	75	100	4
III	3.5 Allied Paper III: Taxation Law & Practice	5	3	25	75	100	4
IV	3.6 Skill based Subject I: Management Information System	3	3	20	55	75	3
IV	3.7 Non -major elective I -Constitution of India#	2	-	-	50	50	2
<b>SEMESTER IV</b>							
III	4.1 Core IX- Human Resource Management	5	3	25	75	100	4
III	4.2 Core X - Supply Chain Management	5	3	25	75	100	4
III	4.3 Core XI- Containerization & Allied Business	5	3	25	75	100	4
III	4.4 Core XII- Port Agencies	5	3	25	75	100	4
III	4.5Allied IV: Business Law	5	3	25	75	100	4
IV	4.6 Skill based Subject II: PC Software (MS Office)- Practical	3	3	25	55	75	3
IV	4.7 Non -major elective II -General Awareness#	2	-	-	50	50	2

<b>SEMESTER V</b>							
III	5.1 Core XIII- Chartering & Ship Broking	4	3	25	75	100	4
III	5.2 Core XIV-Air Cargo Management	4	3	25	75	100	4
III	5.3 Core XV- Survey & Marine Insurance	4	3	25	75	100	4
III	5.4 Core XVI-Warehousing & Inventory Management	5	3	25	75	100	4
III	5.5 Core XVII - Sales & Marketing Management	5	3	25	75	100	4
III	5.6 Elective I - Financial Management	5	3	25	75	100	4
IV	5.7 Skill based Subject III : Exim Management	3	3	25	55	75	3
<b>SEMESTER VI</b>							
III	6.1 Core XVIII – Retail Management	4	3	25	75	100	4
III	6.2 Elective II – Customs Procedure	4	3	25	75	100	4
III	6.3 Elective III – Consumer Behaviour	4	3	25	75	100	4
IV	6.4 Skill based subject IV: E Commerce	4	3	20	55	75	3
III	PROJECT WORK	-	-	-	-	100*	4
Total						<b>3500</b>	<b>140</b>

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

\* Project Work: For Project 80% Marks, For Viva-voce 20% Marks.

## **I SEMESTER**

### **1.3 MANAGEMENT PROCESS**

**Goal:** To enable the students to learn principles, concepts and functions of management.

**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 – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

## 1.4 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 : HISTORY

Introduction to the History of Shipping - Early stage of Transport - Invention of Wheel - Various Inventors of Transport Systems - Various means of Transport - Steam Engines and Locomotives - Cycles and Motor Bikes - Cars and Trucks - Citations from Vedas on shipping - Citation from the Book of Genesis

### UNIT - 2 : INSTRUMENTS

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 : SHIPS

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 :DOCUMENTS

Origination of Documents - 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 : TRANSPORT SYSTEM

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 1) Naval Warfare 2) Indian Maritime History 3) VedasSmall,

## 1.5 MATHEMATICS FOR MANAGEMENT- I

**Goal:** To enable the students to acquire knowledge of mathematics & statistics and their use in business decision making.

**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 - Skewness 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

## **II SEMESTER**

### **2.3 ORGANISATIONAL BEHAVIOUR**

**Goal:** To enable the students to acquire knowledge of organisational behaviour

**Objective:** On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling 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
5. Hippo - Organisational Behaviour

**2.4 TRANSPORT ANALYSIS****Objective**

To analyse the various means of Transport System and to plan transportation in a most economical and rapid manner from one place to another, and this gives the opportunity to the student to get a job in any Transport companies including Railways.

**UNIT – 1 : TRANSPORT CO-ORDINATION**

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

**UNIT – 2 : RAILWAY TRANSPORT**

History of Railways Transport System - 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 – Micro and Macro Land bridges – CONCOR – Trans Siberian railways and their contribution to shipping – Rolling stocks and privatisation of Railways

**UNIT – 3 : ROAD TRANSPORT**

Economics of Road Transport -Road Development in India -Administration and financing of roads in India and rural transport in India -Motor transport in India -rates and fares in road transport - Road Transport and Indian rural economy - Public Utility - Character of Transport Units and their special pricing and management problems -

**UNIT – 4 : WATER TRANSPORT**

Development of Inland Water Transport and shipping combinations in shipping -Ocean Rates and Fares - Development of India's Shipping after independence - Air Transport: Economic Features of Air Transport - Air Transport in India before and after nationalization.

**UNIY -5 : TYPES OF REGULATION**

Eddie Stobart – International Transport systems – International regulations and Licensing – Carnet tir 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

**References:**

1. Road Pricing for Congestion Management: The Transition from Theory to Policy. Kenneth A.; José A. Gomez-Ibañez (1998).
2. ["Traffic Congestion and Reliability: Trends and Advanced Strategies for Congestion Mitigation"](#) (PDF). U.S. Federal Highway Administration. 2005-09-01
3. The Economics of Road User Charges. World Bank Staff Occasional Papers Number Five, Chapter VII, Washington, D.C. pp. 191-217. [ISBN 978-0-8018-0653-7](#).
4. Smeed, R.J. (1964). Road pricing: the economic and technical possibilities. HMSO.
5. 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.
6. Small, Kenneth A.; Verhoef, Erik T. (2007). The Economics of Urban Transportation. Routledge, England. p. 148. [ISBN 978-0-415-28515-5](#).
7. ["Electronic Road Pricing"](#) (in Inglés). Land Transport Authority (Singapore). Website oficial. Retrieved 2008-04-16.
8. ["Making urban road pricing acceptable and effective: searching for quality and equity in urban mobility"](#). Transport Policy, Vol 8, Issue 4, October 2001, pp. 289-294. Retrieved 2008-04-11.

**2.5 MATHEMATICS FOR MANAGEMENT- II**

**Goal:** To enable the students to learn the techniques of Operation Research and their applications in business management.

**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. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

**III SEMESTER****3.1 BUSINESS COMMUNICATION**

**Goal:** To enable the students to learn the nuances of good communication.

**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:**

1. **Rajendra Pal Korahill**, –Essentials of Business Communication||, Sultan Chand & Sons, New Delhi, 2006.
2. **Ramesh, MS, & C. C Pattanshetti**, –Business Communication||, R.Chand&Co, New Delhi, 2003.
3. **Rodriquez M V**, –Effective Business Communication Concept|| Vikas Publishing Company ,2003.



### 3.2 PORT AND TERMINAL MANAGEMENT

#### Objective

The subject deals in details about PORTS, TERMINALS and THE TECHNIQUE OF LOADING AND UNLOADING THE CARGO ON BOARD THE SHIP which is technically termed as STEVEDORING. 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 -1:

Major and Minor Ports – Topography of Chennai Port - Ports in India - Ports of the World – Top 10 Ports those which handles the maximum volume of bulk cargo and containerised cargo - Natural Harbours - 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 in a Port and their 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

#### UNIT - 2:

Container Terminals - Privatisation of Terminals - Reason for Privatisation - Major Terminal Operators in India - Terminal Operators of the world – “Privatisation” the need of the hour - Agreement between and existing Port Terminal and the 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 3:

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 - Emphasising the quick turn round of the ship - Various types of services provided by a Stevedore - Stevedore licence 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- 4:

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 5

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:**

Guide to Port Entry

P&O Terminal STANDARD OPERATION PROCEDURES

Cargo work by David J House

Cargo work by KEMP AND YOUNG

Stowage Factor by Robinson

Safety of Ships Gears by LLYODS

**3.3 LOGISTICS MANAGEMENT**

Objective. To study and understand the movement, handling, storage, Transportation and Management of cargo flow from origin to destination .A Logistics Manager must have the knowledge, information and the skills that are required to handle and manage the entire movement of cargo and fulfill the requirements of the customer.

**UNIT -1**

Introduction to Logistics management-Origin of Logistics-Logistics in Defence and Business services-Definitions-Objectives of Logistics-Functions of Logistics in an enterprise- Inbound and outbound Logistics -Scope and importance of Logistics in Industry-Highlights of Logistics solutions –Reverse Logistics-An overview of the main Drivers of Logistics and their role in Logistics management

**UNIT-2**

Role of Inventory in Logistics-Definition and components of Inventory-importance of inventory-Functions of Inventory-Inventory costs-types of inventory and their relevance-inventory control - 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-Pallets etc.

**UNIT-3**

**Warehousing and Packaging**

Definition of Warehousing –Needs for warehousing-Types of Warehouses including Bonded warehouses- Commodity type Warehouses-features of a good warehouse-Functions of Warehouse-Benefits of warehousing-costs of warehousing-Warehouse Layout and planning a warehouse-Container freight Stations and their relevance

Packaging-What is Packaging-Types of Packaging-Packaging and labelling Objectives-Functions of Packaging-Packaging material types- Drawbacks of Packaging

**UNIT-4**

Role of Transportation In Logistics management-Definition-Importance of Transportation-Transportation Strategy-Parties to a Transport Contract-Factors influencing Carrier and Shipper decisions-Transportation costs- Different Modes of cargo Transportation and their merits and demerits-Transport Documentation-Selection of mode of Transport-

**UNIT-5**

**Logistics Outsourcing and Customer Service**

Reasons for outsourcing-What to outsource-Advantages and disadvantages of outsourcing-critical areas in outsourcing and management control- 3PL Logistics services-Their role and relevance in

Cargo movement and Logistics Management -4 PL Logistics services their role and function-How does 4PL create value for the organization

Logistics and Customer Service-Customer expectations and ways for fulfilling their requirements-How to cultivate customers and improve business-importance of pre and post customer service-Elements of customer service-Some customer mantras for Logistics managers

### **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

## **3.4 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. This deals with various rules and regulations and schemes adopted by the Indian Customs as per the directions of the Ministry of Finance and provides an opportunity for the student to get a job opportunity in a CUSTOM HOUSE AGENCY

### **UNIT -1 :**

Role of Customs - Powers of Customs - Custom House Agent - Custom house agents duties - Licensing of Custom House Agents - 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.

### **UNIT - 2 :**

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.

### **UNIT - 3 :**

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 - 4 :**

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 - 5 :**

Custom House Licensing - Certification and Qualifications to become a Custom House Agent - Rule 8 -G Card - Identity to enter Custom Houses - Power of Customs to cancel the License of a CHA - Draw backs and Duties - Support of CHA to Importers and Exporters

**TEXT BOOKS**

1. Customs Act – Duties and Draw backs – Import and Export Procedures – Customs Duty tariff

**3.5 TAXATION – LAW AND PRACTICE**

**Goal:** To enable the students to acquire knowledge of principles of Taxation

**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. Dingare pagare - Income Tax Law & Practice
5. Dingare Pagare - Business Taxation
6. Balasubramanian - Business Taxation

### 3.6 MANAGEMENT INFORMATION SYSTEM

**Goal:** To enable the students to acquire knowledge of MIS

**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

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

## **IV SEMESTER**

### **4.1 HUMAN RESOURCE MANAGEMENT**

**Goal:** To enable the students to acquire knowledge of 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.

### **4.2 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 1**

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

**Unit 2**

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 3**

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

**Unit 4**

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-

**Unit 5**

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

**4.3 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- 1:**

Nature's Contribution to Containerization - Ancient use of Containers - Commercial Containers – Malcolm Macklin's contribution - Initial Types & standardization of Containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping.

**UNIT - 2:**

Types of Containers - Construction of Containers - Technical Aspects of Containers - Certification and revalidation - Choice of Containers - Flex bags the new concept in Containerization - Prefix and Suffix and their importance - IICL Inspectors and their duties - Cellular Ships - Contribution of Containerization to the world's economic

**UNIT- 3:**

Physical Component or Hardware - Non Physical component or Software - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Planning on procurement - Relay Port - Hub Port

**UNIT- 4:**

Bic Code - Anera - Box And Box Rate - Consortiums - Container Flow Management - Container Slot Management - CTO & CTD - Common Feeder Service - Mother Vessels - Land Bridge - Roll Overs – EIR

**UNIT -5 :**

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 and Weight of cargo.

**4.4 PORT AGENCIES****Objective**

The subject Deals with the two main branch of Shipping agency and the Importance of the Agent representing Ship owners, and it defines the knowledge he should possess in order to provide efficient flawless service to the ship owners he represents.

**Unit -1 :** Role of Agency - Definition and Duties - Governmental bodies connected with Shipping - Interaction with Principals - Agent as a Mirror reflection - Rules of port related to Agency - Importance of an Agent - Agents care to Ship and its officers - Difference between Liner and Tramp Agency

**Unit - 2 :** Tramp Agency - Notice of Readiness - Performa Disbursement - Boarding formalities - Commencement of Operation - Completion of Operation - Port Clearance - Statement of Fact - Final disbursement - Co ordination with Owners - Co ordination with Master and Chief officer - and crew members on ship - Charterer's Agent - Owners Agent - Husbanding Agent

**Unit -3 :** Out line on Types of Charter - Charter parties - Types of Ships - Appointment of Contractors - Finalisation of Statement of Facts - Lay time Statement - Time Sheet - Demurrage and Despatch statement - Importance on knowledge on Ports, Berth, and facilities

**Unit - 4 :** Liner Agency - Pre alerts - Cargo Booking - Boarding and Clearance - Summoning authorities for discharge and escort of high value cargo - Interaction with Owners - Ship officers - Importers and Exporters to emphasise quick turn round of ships -

**Unit - 5 :**

Cargo Arrival Notice - Delivery Order - Mate's Receipt - Bills of Lading - Ships Documents - Note of Protest - Tramp Alert Cycle - Liner Alert Cycle - Selection of Vendors - Role of Stevedore - Role of Surveyors - Joint Survey - Discharge and Delivery tally - Lashing and Dunage.

**TEXT BOOKS :**

- 1) Cargo Smart Shipping Portal

**REFERENCE BOOKS :**

- 1) GT Nexus Portal
- 2)AXS Marine top 100 container Lines



## **4.5 BUSINESS LAW**

**Goal:** To enable the students to acquire knowledge of legal aspects of business

**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**

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 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

## 4.6 PC SOFTWARE (MS OFFICE) – PRACTICAL

### PROGRAMMING LABORATORY List of Practicals

#### 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.

## V SEMESTER

### 5.1 CHARTERING & SHIP BROKING

#### UNIT – 1 :

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 – riders and clauses – presenting and performing- importance of broker- easy way to know chartering - BIMCO- statement of fact

#### UNIT – 2 :

Chartering - The role of broker - Vessel description - Chartering terminology - Voyage, time, bareboat - and tanker chartering - Contracts of affreightment - Liner operations - Passenger ship chartering - Disputes and arbitrations

#### UNIT – 3 :

Voyage Estimates - Voyage estimates structure - Checks before starting - Calculating cargo capacity and voyage time - Estimating time in port - Bunkers cost calculation - Complete voyage and tanker estimates - Voyager results - Other voyage costs

#### UNIT – 4 :

Lay time Calculations – Introduction - Statement of facts – terms - Time commences to count - Stoppages - Voyage completion - Lay time statement demurrage/dispatch

#### UNIT – 5 :

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 by Institute of Chartered Ship Brokers.

### 5.2 AIR CARGO MANAGEMENT

#### Objective:

The subject deals with shipments of high value, perishable, and life saving 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 - 1 :

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 - 2:

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

**UNIT - 3 :**

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 - 4:**

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 - 5:**

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

### **5.3 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:**

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

**REFERENCE BOOKS :**

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

**5.4 WAREHOUSING AND INVENTORY MANAGEMENT****Course Objectives:**

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

**Learning Outcomes:**

1. To get knowledge in warehousing and inventory management

**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-Characteristic 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 - Benefit of Bar Coding - Tracking - Inventory Management - Validation - RFID - Principle of RFID - Benefit 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 Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer- verlag, First Edition, 2006.
3. Reports fm Intl Consultants, Drewry, Mc Incy, Book on SCM for Retailing written by Rajesh Ray
4. APL's reference book on handling reefer cargoes internationally

## **5.5 SALES & MARKETING MANAGEMENT**

Goal: To enable the students to acquire knowledge of principles of 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.

## **5.6 FINANCIAL MANAGEMENT**

**Goal:** To enable the students to acquire knowledge of Financial Management

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

- \_ Finance Functions, Cost of capital, Capital structure.
- \_ Capital Budgeting, Working capital management.

**UNIT - I (Theory only)**

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

**UNIT - II (Problem & Theory questions)**

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

**UNIT - III (Theory only)**

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

**UNIT - IV (Theory only)**

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

**UNIT - V (Problems & theory questions)**

Capital budgeting-meaning-objectives-preparation of various types capital budgeting. (Theory carries 80 Marks, Problems carry 20 Marks).

**REFERENCE BOOKS**

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

**5.7 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 -1 :**

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 - 2 :**

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

**UNIT - 3 :**

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 – 4 :**

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 – 5 :**

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 – units



**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. Kapoor

**VI SEMESTER****6.1.RETAIL MANAGEMENT**

**Subject Description:** This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

**Goals:** To enable the students to learn the basics in retailing, evolution and trends in retailing.

**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. Swapna Pradhan – Retailing Management – 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 Practice, Jaico Publishing House, Second edition, 2004.

## 6.2 CUSTOMS PROCEDURES

### Course Objectives:

In the course of basic customs or the role being played by Customs is vital under specialized & mandatory circumstances & within the legal framework to facilitate easy clearance of goods by following appropriate procedures and methods.

### Unit-1

Preliminary-Definitions Officers of Customs-Classes-Appointments-Powers of Officers-Entrustments of Functions of Board, Appointment of Customs Ports, Airports, Warehousing Stations-Power to declare places to be Warehousing Stations. Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods-Precautions to be taken by persons acquiring notified Goods

### Unit-2

Detection of illegally imported goods and Prevention of the disposal there of - Definitions -Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - 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-3

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, For purpose of Refund-Price of goods to indicate amount of duty paid thereon. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

### Unit-4

Provisions relating 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. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

**Unit-5** 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 Guide to Customs Procedures 2009:10, GururajBn, Centax Publications Pvt Ltd

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

## 6.3 CONSUMER BEHAVIOUR

**Subject Description:** This course presents the basics of consumer behavior

**Goals:** 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

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behavior — 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 — Behavioral 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 BOOKS:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.
2. Paul Green Berg-Customer Relationship Management -Tata Mc GrawHill , 2002
3. Barry Berman and Joel R Evans — Retail Management — A Strategic Approach-
4. Prentice Hall of India, Tenth Edition, 2006
5. Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

## 6.4 E- Commerce

### UNIT- 1:

E-commerce – definition – classification – concepts – features - scope and evolution - advantages and significance in modern business - E-commerce practices v/s traditionalpractices, 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 - 2:

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 - 3:**

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 - 4 :**

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 CRM, Need for electronic CRM, CRM Areas – CRM Components, CRM architecture. Electronic CRM Applications

### **UNIT – 5 :**

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:**

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

### **REFERENCE BOOKS :**

1. Greenstein and Feinman, :E-Commerce”, TMH

## **6.5 PROJECT WORK**

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 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