



SYLLABUS

BBA (Logistics and Supply Chain Management)

**BBA (Logistics and Supply Chain Management)
(Annual Pattern)**

Course Syllabus

Year	Title of the Paper	Exam	HOURS	
		Duration		
I	LANGUAGE - (ENGLISH)	3	100	30
I	MANAGEMENT PROCESS	3	100	30
I	ACCOUNTING FOR MANAGERS	3	100	40
I	MATHEMATICS FOR MANAGERS	3	100	40
I	INTRODUCTION TO LOGISTICS MANAGEMENT	3	100	30
I	SUPPLY CHAIN MANAGEMENT	3	100	30
II	EXPORT TRADE AND DOCUMENTATION	3	100	40
II	INTERNATIONAL STRATEGIC MANAGEMENT	3	100	30
II	PRINCIPLES OF LOGISTICS INFORMATION	3	100	30
II	E – LOGISTICS	3	100	40
II	SHIPPING & OCEAN FREIGHT LOGISTICS	3	100	40
III	LOGISTICAL OPERATIONS INTEGRATION	3	100	40
III	SHIPPING AND PORT MANAGEMENT	3	100	40
III	AIR CARGO LOGISTICS	3	100	40
III	TRANSPORTATION WAREHOUSING AND FREIGHT MANAGEMENT	3	100	40
III	RETAIL SUPPLY CHAIN MANAGEMENT	3	100	40
		TOTAL	1600	

Eligibility : Plus Two or Equivalent

Duration : Three Year

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, and 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 - Line and Staff relationship. 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

ACCOUNTING FOR MANAGERS

Objective: On successful completion of this course, the students should have understood the basic accounting concepts, Fundamentals of Financial Accounting, Preparation of final accounts, and Fundamentals of Cost and Management Accounting

UNIT – I

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting - Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - Trial balance – problems.

UNIT – II

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

UNIT – III

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification.

UNIT – IV

Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems (FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives - problems.

UNIT – V

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) - Marginal Costing - Cost Volume Profit analysis. Budgeting - preparation of various budgets. (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
6. Jain and Narang : Cost Accounting
7. Nigam and Sharma : Cost Accounting
8. RK Sharna & K. Gupta : Management Accounting
9. S.N.Maheswari : Management Accounting

MATHEMATICS FOR MANAGERS

Objective: On successful completion of this course, the students should have understood to Set operations, matrix and Mathematics of Finance and 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 Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Coefficient 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

INTRODUCTION TO LOGISTICS MANAGEMENT

Objective:

The aim of the paper is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

Unit I

Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. (18 Hours)

Unit II

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management- Evolution of the concept- model - process-activities (in brief). (18 Hours)

Unit III

Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers

Unit IV

Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy

Unit V

Quality customer service & integrated logistics-customer service-importance elements- the order cycle system-distribution channels-Functions performed-Typesdesigning.

REFERENCE BOOKS

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

SUPPLY CHAIN MANAGEMENT

Objective:

The paper aims to educate students on stages of supply chain management and new opportunities in SCM

Unit I

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation. (12 Hours)

Unit II

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

Unit III

Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

Unit IV

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

Unit V

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement-Parameters choosing suppliers.

REFERENCE BOOKS

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Export Trade and Documentation

Objective: The objective of this module is to provide the participants with a good knowledge on Export trade, types of trades, formalities for trade, legalities of export trade and the documentation process of it.

Unit I

Exporting Preliminary Consideration -Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses -Patent, Trade Mark, Copy Right Registrations – Confidentiality and NDA

Unit II

Export Sales – Selling and Purchasing- Consignment - Leases – Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing & Incoterms – Export Licence – Import Licence

Unit III

Export Packaging - Preparation of pre shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks

Unit IV

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU & Free trade zone - Deemed Export –Isolated Sales Transactions

Unit V

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

Reference Books:

1. Export Import Procedures- Documentation and Logistics, Publisher: New Age International, By: Shri C Rama Gopal, Chartered Accountant.
2. Export Management, P K Khurana
3. Export Import Management, Justin Paul & Rajiv Aserkar.

INTERNATIONAL STRATEGIC MANAGEMENT

Objective: On successful completion of this course, the students should have understood International Strategic Management, Types of Strategies, Analysis, Strategy Implementation etc.

UNIT – I

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

UNIT – II

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

UNIT – III

Portfolio Analysis – Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

UNIT – IV

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

UNIT – V

Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

REFERENCE BOOKS

1. International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
2. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
3. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.
4. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
5. Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati prakashan, Meerut.
6. Business Policy & strategic management, Agarwal, Ban erjeed Nair, Pragati Prakashan, Meerut.

PRINCIPLES OF LOGISTICS INFORMATION

Objective :

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

Unit I

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality

- activities involved in transaction system-Principles of designing or evaluating LIS applications.

Unit II

LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

Unit III

Information forecasting; Definition-Process- component-characteristic of forecast compound-approaches-forecast techniques-Forecast error.

Unit IV

Information Technology & Logistics-Electronic Data Interchange-Personal Computers-Artificial Intelligence/Expert system-Communications Bar coding & Scanning. Electronic Data Interchange standards-Communication, Information & Future directions.

Unit V

Information Technology for supply chain management - Bull whip effect-IT in supply chain-Business Process Reengineering-enterprise resource planning-EDI-Problems with EDI-Impact of Internet on SCM.

REFERENCE BOOKS

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999
6. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

References:

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

Shipping and Ocean Freight Logistics Management

OBJECTIVES: The objective of this module is to provide the participants with a good knowledge of ocean freight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.

Unit I

Shipping industry and business - description of a ship. Uses of a ship or a floating vessel. Classification of ship (route point) (cargo carried) - superstructure - tonnages & cubics - drafts & load lines - flag registration - Different types of cargo. (packaging, utility or value). Trimming - Cleansing -Unitized cargo

Unit II

Stevedoring, Lighterage Services and Security - Port trusts -operational unit - services - Seaports - Vessel Operations - pilotage - Stevedoring - Dock Labour Boards - charges - Automated Container Handling - security at ports and harbours. Role of security agencies - lighterage services.

Unit III

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

Unit 4

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

Unit 5

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

References

- 1 Carriage of goods by sea / John F. Wilson (Harlow : Longman) 2
- Containerization / (by) J.R. Whittaker (Hemisphere ; Wiley)
- 3 The economics of tramp shipping / (by) B.N. Metaxas. (Athlone Press)
- 4 Shipping and Logistics Management by Yuen Ha Lun, Kee Hung Lai, Tai Chiu Edwin Cheng (Springer)
- 5 Getting the Goods: Ports, Labor, and the Logistics Revolution by Edna Bonacich and Jake B. Wilson (Cornell University Press)
- Ocean Freights and Chartering by Cyril Frederick Hardy Cufley (Adlard Coles Nautical)
7. Logistics and Distribution Management by Alan Rushton, Phil Croucher & Peter Baker (CILT)

3.1 LOGISTICAL OPERATIONS INTEGRATION

Unit - I

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

Unit - II

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

Unit - III

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

Unit - IV

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

Unit - V

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

References:

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

3.2 SHIPPING AND PORT MANAGEMENT

Objective:

The paper aims to know the importance of transport in logistics, Compare the different modes of transport, understand the purpose, main activities and design of warehouses, Study the freight structure and practice in logistics.

UNIT – I

Introduction to shipping - General structure of shipping industry – Characteristics - Liner and Tramp operations - Types of chartering - International shipping routes - Technological development in ocean transport

UNIT – II

Role of shipping intermediaries – shipping agents – clearing and forwarding agents – freight forwarders – freight brokers – CHAs – surveyors – stevedores – liners – opened and closed conference system – shipping freight rate structure and practices – meaning of ICD – procedures – problems and prospects – CFS – containerization – Types of containers - Benefits and constraints.

UNIT – III

Investment analysis in shipping – negotiating the sale of a ship. Bill of lading disputes – strategies for ship repair – maintenance and materials management in shipping.

UNIT – IV

Ports and harbour – classification - major and minor ports in India – regulatory framework in Indian port sector – port laws in India – shipping laws – port labour laws – privatization in Indian port sector.

UNIT – V

India's maritime trade – development of port sector in India – emerging context for port reforms economic liberalization and port sector – ports and globalization. Information Technology and Indian port sector.

REFERENCE BOOKS

1. Physical Distribution – K.K. Khanna
2. Shipping Management (Cases and Concepts), Raghuram Ashopa, Batnagar Dixit, Ramani Rao, Sinha.
3. The state and market in India's shipping, Nayar.

3.3 AIR CARGO LOGISTICS MANAGEMENT

OBJECTIVES: This module has been designed to provide participants with a good understanding of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.

Unit 1

Introduction to Airline Industry - History - Regulatory Bodies - Navigation systems - Air Transport System – Functions – Customers – Standardization – Management – Airside - Terminal Area - Landside Operations – Civil Aviation - Safety and Security - Aircraft operator's security program - Security v/s Facilitation - – ICAO security manual - Training and awareness – Rescue and fire fighting - Issues and challenges - Industry regulations - Future of the Industry.

Unit 2

Introduction to Air Cargo: Aviation and airline terminology - IATA areas - Country – Currency– Airlines - Aircraft lay out - different types of aircraft - aircraft manufacturers - ULD - International Air Routes - Airports - codes – Consortium –Hub & Spoke – Process Flow

Unit 3

Airline Marketing and Customer Service

Standardization in Logistics - Air freight Exports and Imports - Sales & Marketing – Understanding Marketing, Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control, Consignee controlled cargo –Sales leads – Routing Instructions - Customer service, Future trends.

Unit 4

Advices – Booking - SLI – Labeling – Volume/ Weight Ratio – Shipment Planning - TACT – Air Cargo Rates and Charges. - Cargo operations- Customs clearance

Unit 5

Air Freight Forwarding: Air freight Exports and Imports - Special Cargoes - Consolidation - Documentation - Air Way Bill (AWB) – Communication – Handling COD shipments – POD – Conditions of contract - Dangerous (DGR) or Hazardous goods

Reference:

1. Air transport logistics by Simon Taylor (Hampton)
- 2 Air cargo distributions: a management analysis of its economic and marketing benefits / [by] Paul Jackson and William Brackenridge (Gower Press)
- 3 Air freight: operations, marketing and economics / (by) Peter S. Smith (Faber)
- 4 4th Party Cyber Logistics for Air Cargo by Sung Chi-Chu (Boston : Kluwer Academic Publishers) 5 Accelerated Logistics by Mark Wang (Santa Monica CA)
- 5) Airports; some elements of designs and future development-John Walter wood
- 6) Fundamental of air transport management by P.S.Senguttavan.
- 7) Oxford ATLAS-OXFORD PUBLISHING
- 8) Aviation century: wings of change- A global survey-Ratandeep singh-jain book

TRANSPORTATION WAREHOUSING AND FREIGHT MANAGEMENT

Objective:

The paper aims to know the importance of transport in logistics, Compare the different modes of transport, understand the purpose, main activities and design of warehouses, Study the freight structure and practice in logistics.

Unit I

Transportation-Definition-Objectives-Principles-role of transportation in logistics transport functionality & Principles-participants in Transportation Decisions.

Unit II

Mode of Transport-Rail, Road, Water, Air, Pipeline-their characteristics and their cost structure-The carrier selection decision-determinants of carrier selection-legal classification of carriers-Role of couriers as carriers.

Unit III

Intermodal transport-Definition-rationale-types-limitations-containerisation-piggyback ownership of transport-own account transport and third party transport-choice of ownership factors to be considered. Transportation costs - fixed, variable, joint and common costs-product related & Market related factors influencing transport cost.

Unit IV

Warehousing-Definition-nature and importance-role of warehousing in logistic system-types-basic components-functions-warehousing layout and design-warehousing decisions & operations-warehouse productivity. Packaging-importance-advantages-objectives and principles-types of packagingmaterials used-Bar coding.

Unit V

Freight structure and Practice: Freight rates-principles-contracts of freightments-Sea freight-meaning- Sea freight Rates-types. Conference liner Tariffs-basic principles to determine liner freight rates-Liner Freight rebate system-operations-factors to be considered-determinants of freight rates-Freight rate indices-Tramp Freights-Tramp Trade-Tramp Market and Freight Rates-Time for Payment-Types of Freight-Ship owners 'Lien for freight.

REFERENCE BOOKS

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing 6. House, Mumbai, 1999
7. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

RETAIL SUPPLY CHAIN MANAGEMENT

Unit – I

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

Unit – II

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

Unit – III

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

Unit – IV

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

Unit – V

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

References:

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