



AMET UNIVERSITY

(Deemed to be University Under Section 3 of UGC Act 1956)

LEARNING OUTCOMES DEFINED

The Learning Outcomes for all the Open and Distance Learning (ODL) Courses of MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com) are well defined. The learning outcomes are available in the syllabi of MBA-Shipping and Logistics Management, Bachelor of Business Administration (BBA) and Bachelor of Commerce (B.Com) programmes.

Dr.J.Rengamani

Director-ODL

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AMET Deemed to be University
Kanathur, Chennai - 603 112.



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Centre for Open and Distance Education

Master of Business Administration (MBA) – Shipping and Logistics Management

LEARNING OUTCOMES



J. Rengamani

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MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB101D	Course Name : PEOPLE MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	L	T	P	C
		3	0	0	3
Year and Semester	I (I SEMESTER)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the process of management To learn about organisational behaviour To study about organisational behavioural challenges. To learn the role of organisational culture and organisational development To understand the importance of maritime human resource practices. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Explain the process of management		K2	
	CO2	Examine the concept of organizational behaviour		K4	
	CO3	Examine the challenges of behaviour in organization		K4	
	CO4	Identify the need for organisational culture and organisational development		K3	
	CO5	Identify the importance of maritime human resource practices.		K3	
	CO6	Apply management and human resource practices		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	-	2
CO2	2	-	2	2	2	2	3	3
CO3	3	-	3	2	3	2	3	3
CO4	3	-	3	2	2	2	2	2
CO5	2	-	2	3	2	2	2	3
CO6	3	-	3	3	2	2	3	3
Average	2.5	-	2.6	2.4	2.2	2.0	2.6	2.7
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: HISTORY AND PROCESS OF MANAGEMENT

Evolution of Management, Scientific Management, Taylorism, Hawthorne studies, School of thoughts, Fayol's principles. Management Process - Planning, Organizing, Staffing, Directing and Controlling. Challenges of managing 21st century corporations/organization. Motivational theories.

UNIT-2: ORGANISATIONAL BEHAVIOUR

Organisational behaviour - Concept and significance; Contributing disciplines, challenges and opportunities. Personality, Perception, Attitudes, Values, Learning – Work teams and Group behavior - Nature of Groups, Various types of groups, stages of Group development, group properties - types of teams, team roles, group decision making. Interpersonal Communication, Interpersonal Relationships. Leadership - concepts and styles.

UNIT-3: BEHAVIOUR CHALLENGES IN ORGANISATION

Conflict – Nature and Causes of Conflict, Classification of Conflict, Individual and Group conflict, the Conflict Process, Conflict management - Negotiation - The Negotiation Process, Issues, Third-Party Negotiation. Power and Politics - Definition and meaning of power, Bases of Power, Organizational Culture, Characteristics, Functions of culture. Organizational Change - Forces of Change, managing planned change, the change process, Resistance to change, Overcoming resistance to change, Meaning of OD, the OD Process, Types of OD Interventions.

UNIT-4: ORGANISATIONAL CHANGE & OD IN ORGANISATION

Organizational Culture - Characteristics, Functions of culture. Organizational Change - Forces of Change, managing planned change, the change process, Resistance to change, Overcoming resistance to change - Meaning of OD, the OD Process, Types of OD Interventions.

UNIT-5: MARITIME HUMAN RESOURCE PRACTICES

Selection and placement of ship's and shore-based personnel, Performance evaluation-onboard and ashore, Compensation and rewards in the shipping industry, Outsourcing of maritime human resource practices.

TEXT BOOKS :

1. C.B. Gupta, Management - Theory & Practice, Publisher: Sultan Chand & Co, 2018
2. P.N.Tripathi, Principles of Management, Publisher: Tata McGraw Hill, 2019
3. Stephen.Robins, Organisational Behaviour, Publisher: Pearson Education, 2013
4. Robbins, S.P. and Decenzo, D.A., Fundamentals of Management, Pearson Education Asia, New Delhi.2017

REFERENCE :

5. F Luthans, Organizational behaviour, Publisher: Tata McGraw Hill, 2017
6. Koontz and Odonell, Essentials of Management, Publisher: Tata McGraw Hill, 2019
7. V.S.P Rao, Human Resource Management, Text & Cases, Excel Books, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management								
Course Code : CDOEMB102D	Course Name : GLOBAL SHIPPING BUSINESS	L 3	T 1	P 0	C 4				
Year and Semester	I (I Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To gain the basic knowledge on shipping business To understand types of ships and classification of cargoes To learn the functions of stowage of cargo To have an understanding on the role of shipping organisations To learn the international commercial terms and documentation 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the basic concepts of shipping business						K3	
	CO2	Examine the different types of ships and cargoes						K4	
	CO3	Explain the functions of stowage of cargo						K2	
	CO4	Identify the role of shipping organisations						K3	
	CO5	Examine the international commercial terms and documentation						K4	
	CO6	Apply the knowledge of shipping business in the transportation of cargoes						K3	
	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	CO1	2	-	-	-	-	-	2	3
	CO2	2	-	-	-	-	-	3	3
	CO3	2	-	2	-	2	3	2	3
	CO4	2	-	-	-	-	-	2	3
	CO5	2	2	3	-	2	2	3	3
	CO6	3	3	2	-	2	3	3	3
	Average	2.2	2.5	2.3	-	2.0	2.7	2.5	3
	Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT-1: SHIPPING BUSINESS

Function of shipping, Challenges facing the shipping industry, Basic specifications of the ship, Methods of tonnage measurement, Load Lines, Ship Registration and Classification, Maritime Canals. Maritime India Vision 2030.

UNIT-2: SHIPS AND CARGOES

Types of Ships such as Container ships, Dry bulk cargo ships, Tankers, RoRo vessels and Project cargo vessels, Classification of cargoes such as Bulk cargoes, Liner cargoes, ODC & Project cargoes,

UNIT-3: STOWAGE OF CARGO

Stowage of cargo-Principles of Stowage, Cargo and container handling equipment, Types of packing, Dangerous cargo and IMDG code.

UNIT-4: SHIPPING ORGANISATIONS

Liner organization, Tramp organization, Ownership of vessels. Ship Financiers, Ship Chandlers, Ship Brokers, Ship Charterers, Freight Forwarders, Non-Vessel Operating Common Carriers, Ship Agent, Maritime Administrators.

UNIT-5: INCOTERMS AND SHIPPING DOCUMENTATION

Trading Process, INCOTERMS-2020, Salient points of a Bill of Lading, Types and functions of bills of Lading, Sea waybill, Letter of Credit, Major shipping documents required for exports and imports.

TEXT BOOKS :

1. Alan Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2014, 9th Edition
2. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press, 2015, 3rd Edition

REFERENCE

3. Jamshed Irani, Basics Of Chartering, Publisher: One Point Six Technologies Pvt Ltd, 2022, 1st Edition
4. D. J, Bowersox & D.J. Gloss, Logistical Management - The integrated supply chain process, Publisher: McGraw-Hill, 2017, 4th Edition



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management							
Course Code : CDOEMB103D	Course Name : MARITIME ECONOMICS			L	T	P	C	
				3	0	0	3	
Year and Semester	I (I Semester)							
Course category	Core							
Course Objective	1. To impart concepts & functions related to Business Economics 2. To understand the Business decision making, cost aspects 3. To gain knowledge about role of Economics in shipping industry 4. To understand and apply demand & supply patterns and the impact on Global Maritime Trade 5. To interpret the economic forces in Maritime Industry							
Course Outcome	On successful completion of the course, the students will be able to							
	CO	Course Outcome					BTL	
	CO1	Explain the basic concepts of managerial economics					K2	
	CO2	Assess the different types of market structure					K2	
	CO3	Identify the economic role of shipping industry					K3	
	CO4	Examine the demand and supply for shipping services					K4	
	CO5	Explain the concepts of shipping economics					K2	
	CO6	Apply the economic concepts in shipping industry					K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	2	2	2
CO2	2	-	-	-	-	2	2	2
CO3	2	-	-	-	2	2	-	2
CO4	2	2	-	-	2	2	2	2
CO5	2	-	-	-	2	2	-	2
CO6	3	2	-	3	2	2	2	2
Average	2.2	2.0	-	3.0	2.0	2.0	2.0	2.0
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: BASIC CONCEPTS OF ECONOMICS

Managerial Economics and business decision making, Role of Managerial Economics, Fundamental concepts of Managerial Economics; Demand Analysis: Meaning, determinants and types of demand, Elasticity of demand; Supply Analysis- Demand and supply for sea transport, the world merchant fleet, the four shipping markets: freight market, sale & purchase market, new building market, demolition market. Case Study Discussion.

UNIT-2: EQUILIBRIUM IN INTERNATIONAL TRADE

Balance of Trade and Balance of Payments, Disequilibrium in BOP, Adjustments for equilibrium in BOP, Exchange Rate Theories, Determinants of Exchange Rate, Fixed Rate Vs Floating Rate systems, Trade Barriers and Trade Blocks.

UNIT-3: DEMAND & SUPPLY FOR SHIPPING

Derived demand, Demand measurement, Effect of Substitution, Freight Rate mechanisms, Productivity and supply trends, surplus tonnage, active fleet, short run supply. Measuring elasticity of demand & supply, Determination of equilibrium pricing in various segments.

UNIT-4: MARKET STRUCTURE

Market Characteristics, Pricing and output decisions, methods of pricing, differential pricing, Government intervention and pricing. Cost concepts, Cost functions, Cost-Output relationship, Economies and diseconomies of scale. Case Study Discussion.

UNIT-5: SHIPPING ECONOMICS

Global pattern of maritime trade, Economics of bulk shipping, Economics of liner shipping, Economics of ships and ship designs, Economics of shipbuilding and scrapping. Impact of Shipping Industry in the GDP of India.

TEXT BOOKS :

1. Varshney. R.L. and Maheshwari. K.L., Managerial Economics, Publisher: Prentice Hall of India, 2017
2. Martin Stopford, Maritime Economics, Publisher: Routledge, 2019
3. Joel Dean, Managerial Economics, Publisher: Prentice Hall of India, 2020

REFERENCE BOOK:

4. Review of Maritime Transport, United Nations Conference on Trade and Development, 2023



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB104D	Course Name: MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the concepts of marketing To learn the role of marketing planning and product management To know about channel management and marketing communication To understand the functions of consumer behavior To learn the application of virtual reality and augmented reality 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the need for marketing			K3
	CO2	Examine the importance of marketing planning and product management			K4
	CO3	Explain the role of channel management and marketing communication			K2
	CO4	Identify the need for consumer behaviour in marketing			K3
	CO5	Identify the issues and developments in marketing			K3
	CO6	Apply the concepts and strategies of marketing for business			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	-	-	-	-	3	2
CO2	2	3	-	-	-	-	3	3
CO3	-	2	3	-	-	-	3	3
CO4	-	2	3	-	-	-	2	3
CO5	2	3	3	2	-	2	3	3
CO6	3	3	-	-	-	3	3	2
Average	2.3	2.7	3.0	2.0	-	2.5	2.8	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: INTRODUCTION TO MARKETING MANAGEMENT

Marketing philosophies – Importance of marketing, Functions and Scope of marketing management - Evolution of marketing ideas - Core concept of marketing management – Marketing Mix - Delivering Customer value and satisfaction.

UNIT-2: MARKETING PLANNING AND PRODUCT MANAGEMENT

Strategic planning and process – Marketing Information System and Marketing Research- Marketing Environment. Product management: Product mix and product line decisions - Product Life Cycle - New product planning and process. Price Setting: Objectives, factors, and methods, Price adapting policies, Initiating and responding to price changes.

UNIT-3: CHANNEL MANAGEMENT AND MARKETING COMMUNICATION

Marketing channel system- Functions and flows, Channel design, Channel management, Selection, Training, Motivation and Evaluation of channel members. Channel dynamics- VMS, HMS, MMS- Market logistic decisions. **Marketing Communication:** Integrated marketing communication process and mix- Advertising – Sales Promotion and Public relation. Direct marketing – Growth, Benefits, and Channels; Telemarketing, Digital and Social Media Marketing.

UNIT-4: CONSUMER BEHAVIOUR

Opinion Leadership – Dynamics of opinion Leadership Process – The Motivation behind Opinion Leadership – The Diffusion Process – the Adoption Process – Levels of consumer decision making – Models of Consumer Decision Making.

UNIT-5: ISSUES AND DEVELOPMENTS IN MARKETING

Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

TEXT BOOKS :

1. Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh, Marketing Management, 16th edition, Pearson, 2022
2. R S N Pillai, Marketing Management, S Chand, 2010
3. Porter M.E., Competitive Advantage: Creating, Sustaining Superior Performance, Publisher: Free Press, 2012

REFERENCE

1. Rajan Saxena, Marketing Management, Publisher: Tata McGraw Hill, 2013



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB105D	Course Name : ACCOUNTING AND FINANCIAL MANAGEMENT	L	T	P	C
		2	2	0	4
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	1. To gain the basic concepts of financial accounting 2. To know the process of cost analysis 3. To provide in-depth knowledge about financing and investment decisions and cost of capital 4. To learn the importance of working capital management 5. To learn the recent trends in accounting and financial management.				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the appropriate Financial accounting concept for the business situation			K3
	CO2	Identify and examine the cost accounting concepts			K3
	CO3	Explain the importance of finance and capital budgeting and cost of capital			K2
	CO4	Examine the requirements of working capital management			K4
	CO5	Explain the recent trends in accounting and financial management			K2
	CO6	Apply the ways and means of managing the financial resource for an organization			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT 1: FINANCIAL ACCOUNTING

Introduction to financial accounting – Objectives- Functions – Golden rules of Accounting, Generally accepted accounting principles and Conventions – Accounting process – journal, ledger, trial balance and Final accounts of sole proprietorships firms – Users of accounting information.

UNIT 2: COST ACCOUNTING AND MANAGEMENT

Cost sheets, classification of costs, types of costing methods, differences between cost accounting and management accounting – Ratio analysis - Marginal costing including decision making- Budgetary Control and Standard costing system.

UNIT 3: CAPITAL STRUCTURE AND COST OF CAPITAL

Meaning and Importance of Capital Structure, Patterns of capital structure, Factors determining capital structure. Meaning, Definition- Importance of Cost of Capital, Components of Cost of Capital, Factors determining Cost of Capital-Computation of cost of capital- Determination of Weighted average cost of capital

UNIT-4: INVESTMENT DECISIONS

Concept of Time Value of Money – Importance of Capital budgeting – Features of Capital budgeting - Techniques - Non DCF methods -Payback Period, ARR Methods. DCF-NPV, IRR, PI and discounted payback period, Conflict of ranking as given by DCF Methods.

UNIT-5: WORKING CAPITAL MANAGEMENT

Definition - Management of Working Capital, Concepts, Types, Determinants and need of Working Capital. Computation of Working Capital for a Company. Sources of working capital, Estimating working capital requirements

TEXTBOOK

1. S.N.Maheswari, "Financial and Management Accounting", Sultan Chand & Sons, 2003.
2. P. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2016, 25th Edition.
3. MY Khan and Jain and PK Jain, Financial Management, McGraw Hill, 2014, 7th Edition

REFERENCES

1. S.P. Iyengar, Cost and Management Accounting, Sultan Chand & Co,
2. I.M.Pandey, Financial Management, Vikas Publishing House, 2021, 12th Edition.
3. Prasanna Chandra, Financial Management : Theory and Practice. Mc Graw Hill, 2022, 11th Edition.`



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB106D	Course Name :	L	T	P	C
	DATA ANALYSIS	2	2	0	4
Year and Semester	I (I Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concept of probability To understand the methods of averages and dispersions To understand the concepts of correlation and regression analysis To know the need and importance of data analysis To understand the methods of time series analysis 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concept of probability			K3
	CO2	Examine the methods of averages and dispersions			K4
	CO3	Explain the concepts of correlation and regression analysis			K2
	CO4	Explain the concepts of data analysis			K2
	CO5	Explain the components of time series analysis			K2
	CO6	Apply the methods of data analysis			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)		



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: PROBABILITY

Random experiment, outcome, trial and event, Exhaustive events, favourable events, Independent events, sample space, definition of probability, addition theorem of probability, conditional probability, independent events, Mutually and pair wise independent events, multiplication theorem of probability for independent events, Baye's theorem.

UNIT-2: MEASURES OF AVERAGES AND DISPERSIONS

Types of Data, Diagrammatic representation of data, Measures of central tendency and dispersion such as Mean, Median, Mode, Range, Interquartile range (IQR), Standard deviation, Mean Deviation, Coefficient of variation. Use of Statistical Packages such as SPSS.

UNIT-3: CORRELATION AND REGRESSION ANALYSIS

Karl Pearson's coefficient of correlation, Rank correlation, Repeated ranks, Spears man's rank correlation, Regression analysis, Regression coefficient, Regression equations Y on X and X on Y

UNIT-4: DATA ANALYTICS

Preliminary Steps - Building a Predictive Model - Data Exploration - Data Visualization - Dimension Reduction - - Converting a Categorical Variable to a Numerical Variable, Predictive Analytics, Types of data mining problems. The process of data mining. Statistical evaluation of big data, Data reduction, Neural networks.

UNIT-5: TIME SERIES ANALYSIS

Objectives of Time series analysis; Components of Time Series analysis; Trend analysis by using Semi averages method, Moving averages method and Straight line method, Autoregressive-moving average models (ARMA).

TEXT BOOKS :

1. Richard Levin, David Rubin, Statistics for Management, Publisher: Pearson, 2018
2. Peter Bruce, Andrew Bruce, Peter Gedeck, Practical Statistics for Data Scientists, Publisher: Oreilley Media, 2017
3. Maheshwari, Data Analytics, Publisher: McGraw Hill, 2019

REFERENCE

4. Foster Provost, Tom Fawcett, Data Science for Business, Publisher, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management								
Course Code : CDOEMB107D	Course Name :			L	T	P	C		
	COMMUNICATION FOR MANAGERS			3	0	0	3		
Year and Semester	I (I Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To prepare learners for effective communicators To know the different types of communications To understand the importance of non-verbal communication To learn the importance of presentation skills To identify the various employment skills 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the importance of managerial communication						K3	
	CO2	Explain the types of communication						K2	
	CO3	Examine the role of non-verbal communication						K4	
	CO4	Examine the importance of presentation skills						K4	
	CO5	Explain the skills required for employability.						K2	
	CO6	Apply the different types of communication in business						K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	2	-	2	2	2	3	-	3	
CO2	3	-	3	2	2	2	-	2	
CO3	2	-	2	3	3	3	-	3	
CO4	3	-	3	2	2	2	-	2	
CO5	2	-	2	3	2	3	-	3	
CO6	3	-	3	2	3	2	-	2	
Average	2.5	-	2.5	2.3	2.3	2.5	-	2.5	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO MANAGERIAL COMMUNICATION

Basic principles of effective communication – Role of communication - Process of communication - Importance of Corporate & Business communication, Cross Cultural Dimensions of Business Communication.

UNIT-2: TYPES OF COMMUNICATION

Listening: Importance of listening, - Verbal Communication: Types of Verbal Communication. Downward - upward and lateral - formal and informal communication - cross communication & grapevine. Speaking: Art of Public Speaking. Written Communication: Principles of Effective Written Communication - types of report writing - contents of business letters - Email etiquette.

UNIT-3: NON VERBAL COMMUNICATION AND MEETINGS

Mastering team & interpersonal communication, Recognizing differences between groups and teams, Social networking technologies in business communication, business etiquette & nonverbal communication. Organizing and preparing for meetings, agenda, resolutions & minutes - Career management.

UNIT-4: PRESENTATION SKILLS

Presentation Skills: Presentation definition, Elements of presentation, Designing a presentation, Advanced visual support for business presentation, Types of visual aids, Appearance & Posture, Practicing delivery of presentation. Introduction to Group Discussion— Participating in group discussions – brainstorming the topic – questioning and clarifying – GD strategies- activities to improve GD skills

UNIT-5: EMPLOYMENT SKILLS

Employment Messages - Writing Cover letter and resume, Applying for job - Role Play, Exemplify employer-employee/interviewer. Conflict settlement, Culturally sensitive issues. Interview etiquette – dress code – body language – attending job interviews– telephone/skype interview -one to one interview &panel interview.

TEXT BOOKS :

1. R.K Madhukar, Business Communication, Publisher: Vikas Publishing House, 2021
2. M.K.Sehal., VandanaSkehtarpal, Business Communication, Publisher: Excel Books, 2020
3. Courtland L. Bovee's , Business Communication: Today, tenth edition, 2010

REFERENCE:

4. Business Communication, Raymond V. Lesikar, Publisher: Mcgraw Hill, 2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE01D	Course Name : COMPUTER APPLICATIONS FOR BUSINESS	L	T	P	C
		3	0	0	3
Year and Semester	I (I Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To understand the need for information systems To learn the basics of database To know the fundamentals of big data analytics To understand the importance of ecommerce to business To design Word document & worksheets for practical applications. 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the basic concepts of information systems			K3
	CO2	Examine the tools of database used in decision-making			K4
	CO3	Explain the concept of big data analytics			K2
	CO4	Identify the applications of e-commerce in business			K3
	CO5	Explain the use of spreadsheet as a management tool			K2
	CO6	Apply various computer applications for business decisions			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	3	2
CO2	3	2	-	-	2	-	3	2
CO3	3	2	-	-	2	-	3	3
CO4	3	3	-	-	3	3	3	3
CO5	3	3	-	-	2	-	3	3
CO6	3	3	-	-	3	3	3	3
Average	3.0	2.5	-	-	2.4	3.0	3.0	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: INTRODUCTION TO INFORMATION SYSTEM

MIS - System Approach - system view of Business, MIS organization within the Company. Data, information -types of information–Categories of Information System- Designing of MIS– Decision Support System (DSS) –DSS Characteristics – DSS VS MIS - Components of Expert System - DSS Vs Expert System

UNIT-2: DATA PROCESSING AND DATABASE SYSTEM

Data processing, Data processing Cycle, Data Hierarchy- Data processing Application in Business - Methods of data processing : Batch processing- online processing – Real-time processing – Distributed processing –File processing VS Database processing, Objectives of DBMS, Database Technical Overview, Purpose of DBMS – Types of Users

UNIT-3: CONCEPTS OF BIG DATA ANALYTICS

Introduction to Big Data: Types of Digital Data, Introduction to Big Data, Characteristics of Big Data-Big Data Analytics, Advantages of Bigdata- DBMS, Relational Databases & SQL, Data Cleansing and Preparation and Applications of Bigdata

UNIT-4: IMPACT OF INFORMATION TECHNOLOGY IN SHIPPING AND LOGISTICS

Introduction – Big Data and its concepts - Bar Coding and Scanner -SKU DIM –RFID-Case ID Capture- Route Optimization-GPS Tracking (Track & Trace)- Last mail Delivery Tracking on Mobility- Customer Relationship Management-Warehouse Management System- Enterprise Resource Planning-Transportation Management Systems

UNIT-5: MS-WORD & SPREADSHEET APPLICATION

Using Smart art, mail merge, track changes, review comments, insertion of drawing tools, shapes and mathematical symbols.

Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts- LINE, PIE, BAR, Mathematical Functions- ROUND ALL, SUM, SUMIF, COUNT, COUNTIF ; Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE.; Logical - IF, AND, OR- Practical Applications

TEXTBOOK:

1. FaitheWempen “Computing Fundamentals: Introduction to Computers”, Wiley Publications, 2010
2. Dr. R. Parameshwaran“Computer Application for Business”, S Chand Publications. 2013

REFERENCE BOOK:

3. Robert G. Murdick, Joel E. Ross and James R. Claggett, “Information System for Modern Management”, Third Edition, by, PHI.2013



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE02D	Course Name : CROSS-CULTRUAL MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	I (I Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To prepare learners to learn the Organisational Culture To know the concepts of Culture and Global Management To understand the importance of Cross Cultural Management To learn the concepts of Global Human Resource Management To identify the various Corporate Culture 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the importance of Organisational Culture			K3
	CO2	Explain the concepts of Culture and Global Management			K2
	CO3	Examine the role of Cross Cultural Management			K4
	CO4	Examine the importance of Global Human Resource Management			K2
	CO5	Determine the skills required to learn the Corporate Culture			K2
	CO6	Apply the different concepts of Cross-Cultural Management			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	2	2	2	3	-	3
CO2	3	-	3	2	2	2	-	2
CO3	2	-	2	3	3	3	-	3
CO4	3	-	3	2	2	2	-	2
CO5	2	-	2	3	2	3	-	3
CO6	3	-	3	2	3	2	-	2
Average	2.5	-	2.5	2.3	2.3	2.5	-	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO ORGANISATIONAL CULTURE

Introduction – Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stakeholders [managers, employees, shareholders, suppliers, customers, and others] – An Analytical framework

UNIT-2: CULTURE AND GLOBAL MANAGEMENT

Global Business Scenario and Role of Culture A Framework for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC & High-Performance Winning Teams and Cultures; Culture Implications for Team Building

UNIT-3: CROSS CULTURAL MANAGEMENT

Cros Culture – Negotiation & Decision Making – Process of Negotiation and Needed Skills & Knowledge Base – Overview with two illustrations from multicultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.

UNIT-4: GLOBAL HRM

Global Human Resources Management – Staffing and Training for Global Operations – Expatriate – Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.

UNIT-5: CORPORATE CULTURE

Corporate Culture – The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.

TEXT BOOKS:

1. Marie-Joelle Browaeys and Roger Price: Understanding Cross-Cultural Management, Pearson, 2015.
2. David C.Thomas: Cross Cultural Management, 2/e, Sage Publications, 2014.
3. Nigel Holdon, Cross Cultural Management: Knowledge Management Perspective, Pentice Hall, 2012.

REFERENCE BOOKS:

4. Parissa Haghirian: Multinational and Cross-Cultural Management, Routledge, 2012.
5. Richard Mead: International Management-Cross cultural Dimension, 3/e, Blackwell, 2015.



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 2



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB201D	Course Name : CHARTERING AND COMMERCIAL GEOGRAPHY	L	T	P	C
		3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To study the basics of chartering principles 2. To learn about freight market in chartering 3. To learn the different types of charter party clauses 4. To understand the concepts of commercial geography 5. To know the role and functions of commercial ports 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the principles and operations of ship chartering			K3
	CO2	Explain chartering market practices			K2
	CO3	Identify the different clauses of chartering			K3
	CO4	Examine the different aspects of commercial geography			K4
	CO5	Determine the role of commercial ports			K5
	CO6	Apply the principles of chartering in shipping			K3

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	-	-	2	2	2	2	-	3
CO2	2	-	1	2	1	3	-	3
CO3	2	-	-	3	-	1	-	2
CO4	3	-	3	2	3	3	3	3
CO5	-	-	-	3	-	2	-	2
CO6	2	-	2	3	2	3	-	3
Average	2.3	-	2.0	2.5	2.0	2.3	3.0	2.7
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)		



UNIT-1 : INTRODUCTION TO CHARTERING

Overview of Chartering and Ship Broking, Types of Chartering, Charterparties, Voyage chartering, Time chartering, Bareboat cum Demise chartering, Interpretation of fixtures, Various forms of charter parties, Worldscale, Voyage estimation, Steps in Voyage Estimation, Voyage Estimation Calculation (Numerical Exercises)

UNIT-2 : VOYAGE CHARTER PARTY

Contract of Affreightment, Vessel, Voyage, Cargo and freight, Loading and discharging, Lay time, Cesar and lien, Laytime Calculation (Numerical Exercises)

UNIT-3 : TIME CHARTER PARTY

Clauses of Time Charter, Delivery and redelivery, Hire and Off-hire. Bills of lading issued under charterparties.

UNIT-4 : COMMODITIES AND GEOGRAPHICAL

Minerals, Raw materials, Agricultural Commodities (Global and India), Sources and destinations of such commodities and their movements, Climate, winds-tides, currents and seasons of bad weather and their influence on shipping.

UNIT-5: COMMERCIAL

Major ocean routes - features and patterns of trade. World Maritime Atlas, Trade Lane Analysis, Port Infrastructure, Port Connectivity, Port Cluster, Mega Ports in East and West Coast of India.

TEXT BOOKS :

1. Lars Gorton, Ship Broking and Chartering Practice, Routledge Publisher – 8th edition (2019),.
2. John F Wilson, Carriage of Goods by Sea, Pearson Publishers – 4th edition (2020).

REFERENCE :

3. Professional Ship Management: Marketing and Strategy, Dr. Photis M. Panayides, Ashgate Publishing (2001).



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB202D	Course Name :	L	T	P	C
	LOGISTICS MANAGEMENT	3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	To learn the concept of probability To understand the methods of averages and dispersions To understand the concept of data analytics To know the need and importance of data mining To understand the methods of time series analysis and index numbers				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcomes	BTL		
	CO1	Explain the concepts and fundamentals of logistics	K2		
	CO2	Examine the process of logistics management	K4		
	CO3	Analyse the different types of logistics strategy	K4		
	CO4	Identify the role and functions of logistics service providers	K3		
	CO5	Identify the recent trends in logistics management.	K3		
	CO6	Apply the concepts of logistics management in managing companies	K3		

POs/ Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	-	2
CO2	2	-	-	-	-	-	-	2
CO3	2	2	-	-	-	-	-	2
CO4	2	2	-	-	-	-	-	2
CO5	2	2	-	-	-	-	2	2
CO6	3	2	-	-	-	-	2	3
Average	2.3	2.0	-	-	-	-	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)			3.Substantial (High)		



MBA – Shipping and Logistics Management

UNIT 1: OVERVIEW OF LOGISTICS

Concept of Logistics – Definition, Types of Principles, Role and functions of Logistics in a firm, Activities of Logistics, Logistics Forms

UNIT 2: LOGISTICS MANAGEMENT

Definition, Conceptual Framework, Specific concepts, Scope and importance of Logistics Management, Strategic role of Logistics, Types of strategies.

UNIT 3: TRANSPORTATION AND WAREHOUSING

Efficient transportation systems. Transportation- Meaning; Types of Transportations, a) Warehouse: Warehouse- Meaning, Types of Warehouses Benefits of Warehousing. Warehousing principles and equipment.

UNIT 4: OUTSOURCING LOGISTICS

Meaning, Reasons, Types of LSPs, Services rendered by Third party logistics provider (3PL), Fourth party, Logistics providers (4PL).

UNIT 5 : RECENT TRENDS IN LOGISTICS MANAGEMENT

Quality Customer Service and Integrated Logistics: Customer service, Emerging concept in logistics.

TEXT BOOKS :

1. D.K. Agrawal, Text book of Logistics and Supply Chain Management, Macmillan India Limited, 2009
2. Raghuram, G, Logistics and Supply Chain Management: Cases and Concepts, Macmillan Publisher, 2004

REFERENCES :

1. Donald Bowersox, David Closs, M. Bixby Cooper, Supply Chain Logistics Management, Tata Mcgraw Hill Education, 2006.
2. Pierre David, Biztantra, International Logistics, 2003.



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB203D	Course Name : LINER SHIPPING BUSINESS	L 3	T 1	P 0	C 4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn principles of liner trade To know the structure of liner shipping organization To understand the role of containerisation and intermodal transport. To know the issues related to liner trade business To understand the documentation procedure in liner trade 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Explain the characteristics of liner services		K2	
	CO2	Assess the organisation structure of a containerised liner shipping company		K4	
	CO3	Identify the importance of containerisation and intermodal transport		K3	
	CO4	Examine the issues related to liner shipping business		K4	
	CO5	Explain the different documents of liner trade		K2	
	CO6	Apply the concepts and procedures related to liner trade		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	2
CO2	2	-	3	3	3	3	3	3
CO3	3	-	-	-	-	-	-	2
CO4	2	-	-	2	-	-	2	3
CO5	3	-	-	-	-	-	3	2
CO6	3	-	3	3	2	2	2	3
Average	2.5	-	3.0	2.7	2.5	2.5	2.4	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: LINER TRADES PRINCIPLES

Characteristics of liner services, Types of Liner Services Liner trade routes in the world, Liner service options, RTW, pendulum, hub and spoke and end-to-end, Liner Alliances, feeders/coastal services, services for specific commodities, types of liner businesses.

UNIT-2: LINER SHIPPING ORGANIZATION

Management structure and functional activities of Liner Shipping Organisation (including technical, operations, sales/marketing and commercial functions), Forms of agreement used between liner operators and independent agencies, FONASBA Standard Liner and General Agency Agreement, Functions of Liner Agency, Organization structure of a Liner Agency.

UNIT-3: CONTAINERISATION AND INTERMODAL TRANSPORT

Concept of Containerisation, Characteristics, dimensions and purpose of different container types, Terminology of Containersation such as FCL, LCL, House to House, Port to Port. Principles of Container Management, Role of CFS, ICD, Role of Intermodal Transport, Feeder services, Inland haulage (road, rail and barge), carrier / merchant haulage. Container leasing – Types of Leasing, Costs of Leasing, Container imbalance analysis

UNIT-4: BUSINESS ISSUES IN THE LINER TRADES

Main operators in the liner trades and their ownership, Main drivers of demand in the liner trades, Global liner vessel fleet, Importance of the balance of supply and demand, Vessel fleet planning, Service Networks including owning/chartering, new building, Non-Operating Owners of Container ships, cascading effect. Costs involved in running a liner business, fixed and variable costs.

UNIT-5: DOCUMENTATION IN LINER TRADES

Bill of Lading, Functions of Liner Bill of Lading, Types of Bill of Lading, Electronic B/L, Seaway Bill, Export & Import General Manifest, Mate Receipt, Commercial Invoice, Consular Invoice, Dock receipt and Warehouse receipt, Letter of Credit / Sales contract.

TEXT BOOKS :

1. Marc Levinson, The Box, How the Shipping Container Made the World Smaller and the World Economy Bigger - Princeton University Press, 2006.
2. Abrahamsson, B.J., International Ocean Shipping: Current concepts and Principles, Publisher: Westview Press, 2001
3. Gilman, S., The competitive dynamics of Container Shipping, Publisher: Gower Publishing Company World, 2000



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB204D	Course Name :	L	T	P	C
	PORT OPERATIONS AND PRICING	3	1	0	4
Year and Semester	I (II Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the importance of port structure To understand the port performance indicators To understand the port pricing mechanism To learn the port cost, revenue and marketing of port services To understand the port disbursement accounts 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Explain port structure and their functions.		K2	
	CO2	Examine the performance indicators of ports.		K4	
	CO3	Identify the different port pricing systems.		K3	
	CO4	Determine the cost and revenue aspects of port services.		K4	
	CO5	Examine the port disbursement accounts		K4	
	CO6	Apply strategies for port operations and pricing.		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	2	-	2	2	2	3
CO2	2	-	-	-	-	-	2	2
CO3	3	-	-	-	-	-	3	3
CO4	2	-	-	-	-	-	2	2
CO5	3	-	-	-	-	-	3	3
CO6	3	-	3	-	3	3	3	2
Average	2.5	-	2.5	-	2.5	2.5	2.5	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: PORTS STRUCTURE AND FUNCTIONS

Types and layout of the Ports – Locational characteristics - Economic impact of ports - Port ownership models – Landlord, service and tool ports. Port administration in India – major and non-major ports, Role of State Maritime Boards in India. Organizations concerning ports - Boards governing ports.

UNIT-2: PORT OPERATIONS AND PERFORMANCE INDICATORS

Organization Structure of Ports - Services rendered by ports -marine services-terminal services-repair services-estate management services-information management services-general logistics services-value added services-performance indicators, Components of Business plan of ports.

UNIT-3: PRICING SYSTEMS

Objectives of port pricing - Constraints in port pricing - Various pricing Systems applied in ports- Basis for assessing port charges - Port dues and Specific port tariffs- - establishing a port tariff structure. Guidelines for the application and presentation of new port charges. Requirement of a sound pricing structure from the users' point of view – case studies. Requirement of a good pricing system from the supplier's point of view. Volume discount Schemes.

UNIT-4: PORT COST AND MARKETING OF PORT SERVICES

Nature of the cost -The generation of costs at a port - Port charges on the cargo - Port charges on ship-transport costs and prices of products - The calculation and analysis of costs- The allocation of costs. The flow of port users' benefits -Secondary users' benefits- Cargo owners' benefit- The revenue flow – Concept of Total logistics cost. The demand for port services and facilities – marketing of port services-strategies – case studies-identifying stakeholders – identifying customer needs-handling competition and adding value.

UNIT-5: PORT DISBURSEMENT

Disbursement Accounts, Proforma Disbursement Account (PDA), Final Disbursement Account (FDA), Proforma Marine Disbursement Calculation (Numerical Exercises)

TEXT BOOKS :

1. Hercules E. Haralambides, Port Management - Edited by Published by PALGRAVE MACMILLAN, 2015
2. Patrick Alderton, Port Management and Operations, Publisher: Llyod's of London Press
3. Peter Brodie, Commercial Shipping Handbook, Publisher: Lloyd's of London Press

REFERENCE :

1. Dr. Z. Ozcayir, Port State control, Publisher: Informa Legal Publishing UK, 1999
2. Neresian.R Ships & Shipping : A comprehensive guide –(Pennwell Corp Feb 1981)
3. Alan Branch, Elements of shipping, Publisher: Sterling/ Routledge, 2009



PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB205D	Course Name :		L	T	P	C			
	RESEARCH METHODOLOGY		3	1	0	4			
Year and Semester	I (II Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To understand the concepts of Research To know the need and role of research design To learn sampling techniques and measurement To know the data collection techniques and analysis tools To learn about report preparation 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Explain the basic concepts of research						K2	
	CO2	Determine the process of research design						K5	
	CO3	Examine the sampling techniques and measurement techniques						K4	
	CO4	Identify the tools for data collection and analysis techniques						K3	
	CO5	Explain the process of research proposal and report preparation						K2	
	CO6	Apply the concepts of research and prepare the reports.						K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	-	3	-	-	-	2	2	3	
CO2	-	2	-	-	-	2	-	3	
CO3	2	2	-	-	-	2	2	3	
CO4	2	3	-	-	-	2	-	3	
CO5	2	3	-	3	-	3	2	3	
CO6	2	3	-	3	-	3	2	3	
Average	2.0	2.7	-	3.0	-	2.3	2.0	3.0	
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)				



UNIT 1: INTRODUCTION TO RESEARCH

Meaning-Definition- Need- Importance- Objectives- Characteristics- Types of Research - Research Methods and Research Methodology- Ethics in Research- Research Process- Criteria of Good Research - Problems Encountered by Researchers in India

UNIT 2 : RESEARCH PROBLEMS AND RESEARCH DESIGN

Research Problem - Technique Involved in Defining a Problem – Meaning of research design - Need – Features – Types - Important concepts relating to research design - Development of hypothesis

UNIT 3: SAMPLING AND MEASUREMENT

Random Sampling Methods and Non-Random Sampling Methods, Concept of measurement, Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking.

UNIT 4 : DATA COLLECTION AND ANALYSIS

Data: Types of Data- Data Collection tools and Techniques. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools - Pre-Test, Data preparation, Parametric Testing - Z test - t-test; Chi square test - ANOVA - and Non-Parametric Tests - Mann Whitney U Test. Sign Test, Wilcoxon Signed-Rank Test. Kruskal Wallis Test - Procedure for testing hypothesis (Numerical Exercise).

UNIT 5: INTERPRETATION AND REPORT WRITING

Meaning of interpretation – Why Interpretation - technique of interpretation - significance of report writing- different steps in writing report - Layout of Research report - types of reports- mechanics of writing a research report - precautions for writing research reports. Plagiarism – Significance – Types – Simple Problem solving using SPSS.

NOTE: THE QUESTION PAPER SHALL COVER 70% THEORY AND 30% PROBLEMS

TEXT BOOKS :

1. C.R.Kothari, Research Methodology: Methods and Techniques, New Age International (P) Ltd, 2004, Second edition.
2. R.Paneerselvam ,Research Methodology, Publisher: Prentice Hall of India, 2014, Second edition,
3. Uma Sekaran & Roger Bougie, John Wiley & Sons, Research Methods For Business: A Skill Building Approach, Wiley, ,2006, Seventh Edition.

REFERENCE .:

4. Emma Bell, Bill Harley, and Alan Bryman, Business Research Methods, , Oxford university press, Sixth Edition, 2022



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management									
Course Code : CDOEMB206D	Course Name :			L	T	P	C			
	INTERNATIONAL BUSINESS			3	1	0	4			
Year and Semester	I (II Semester)									
Course category	Core									
Course Objective	<ol style="list-style-type: none"> 1. Provide students with a basic knowledge of international business 2. To understand the globalization process 3. To study the world trading system 4. To understand the legal frameworks 5. To understand the international trade environment 									
Course Outcome	On successful completion of the course, the students will be able to									
	CO	Course Outcome							BTL	
	CO1	To know the History, evolution, growth & development of International Business.							K2	
	CO2	Examine the importance of international marketing							K4	
	CO3	Identify the legal framework world trade system.							K3	
	CO4	Explain the legal environment in international finance							K2	
	CO5	Examine the ethics involved in IB							K4	
	CO6	Students will be able to have an awareness of the foundations of the trade, the opportunities and challenges from an Indian perspective							K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	2	3	-	2	-	3	2	3		
CO2	2	3	-	3	-	3	2	3		
CO3	3	3	-	2	-	2	3	2		
CO4	3	3	3	3	-	3	2	3		
CO5	2	2	3	3	-	2	3	3		
CO6	3	3	2	3	-	2	3	3		
Average	2.5	2.8	2.7	2.7	-	2.5	2.5	2.8		
Correlation Levels		1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)			



UNIT 1 - INTRODUCTION TO INTERNATIONAL BUSINESS

Concept of International Business, Difference between domestic and International Business ,Nature and Importance of International business Introduction to International Business Environment. – Nature, Modes of entry in International Business, Theories of International Trade., Balance of Payments.

UNIT 2 - GLOBALIZATION PROCESS AND FORCES

Globalization: An Overview – Introduction to Global Marketing ,nature and importance Process of international marketing and transition from domestic to transnational marketing International Investment, Technology Transfer.

UNIT 3 - WORLD TRADING SYSTEM & INSTITUTIONS

World Trade Organization –Basic principles and frame work, IMF, World Bank , International Commodity Agreements Multilateral Financial institutions

UNIT 4 - LEGAL ENVIRONMENT

EXIM policy :Legal Framework, objective of EXIM FEMA –Origin and objective, framework of FEMA, Consumer Law , Settlement of International Trade Disputes.

UNIT 5 - CONTEMPORARY DEVELOPMENTS AND ISSUES

International Trade and Environment , International Business Ethics Electronic Commerce , Instruments of Trade Policy

TEXTBOOKS :

1. Sumati Varma. International Business (1st edi), Pearson. (2013).
2. Charles Hill. International Business: Text & Cases, Tata McGraw Hill, New Delhi. (2011).

REFERENCE:

1. Warren J. Keegan. Global Marketing Management (9th edi), Prentice Hall of India, New Delhi. (2010).



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management							
Course Code :	Course Name :	L	T	P	C			
CDOEMBE03D	INTERNATIONAL HRM	3	0	0	3			
Year and Semester	I (II Semester)							
Course category	Elective							
Course Objective	<ol style="list-style-type: none"> To learn about the human resource management in global context To understand about the change management To study the challenges in international human resource management To learn about the training and development procedures of International Human resource management. To study the different performance appraisal techniques in International HRM. 							
Course Outcome	On successful completion of the course, the students will be able to							
	CO	Course Outcome						BTL
	CO1	Identify the concepts and models of International HRM						K3
	CO2	Identify the relevance and importance of HRM in Internationalization of Firms.						K3
	CO3	Examine the importance of International staffing						K4
	CO4	Explain the international training, development and compensation						K2
	CO5	Explain the role of International relations for sustainable business.						K2
	CO6	Apply I HRM concepts in International Business decisions						K3
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	-	2
CO2	2	-	2	2	2	2	3	3
CO3	3	-	3	2	3	2	3	3
CO4	3	-	3	2	2	2	2	2
CO5	2	-	2	3	2	2	2	3
CO6	3	-	3	3	2	2	3	3
Average	2.5	-	2.6	2.4	2.2	2.0	2.6	2.7
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: INTRODUCTION TO IHRM

Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Culture and employee management issues/ impact of Country culture on IHRM.

UNIT 2: STRATEGIES FOR INTERNATIONAL GROWTH

Exploiting global integration-The logic of global integration, differentiation, Mastering expatriation, beyond the traditional expatriate model, the limits of global integration. Becoming locally responsive: The roots of responsiveness, understanding diversity, responding to diversity, and the challenges of localization. Managing alliances and joint ventures - IHRM and International Alliances, IHRM and International Joint Ventures.

UNIT-3: INTERNATIONAL WORKFORCE PLANNING AND STAFFING

International labour market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments, Selection criteria, and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.

UNIT-4: PERFORMANCE MANAGEMENT

Designing and Implementing Brand Strategies: Brand Architecture, Brand Stature/ Brand Strength, Managing Brand Portfolios, Brand Hierarchy Decisions; Brand Extensions; Managing Brands Over Time: Life Stages of a Brand, Brand Extensions, Brand Reinforcement Strategies; Managing Brands over Geography Global Branding, Global Brand Strategy.

UNIT-5: INTERNATIONAL COMPENSATION AND INTERNATIONAL EMPLOYMENT LAWS

International compensation and international assignees, Forms of compensation, key components of international compensation, Approaches to international compensation, compensation practices across the countries, emerging issues in compensation management. Establishment of labour standards by International Institutions, The global legal and regulatory context of MNE, The International framework of Ethics and Labour standards, Key issues in International Industrial Relations, Trade Unions and MNE's, Response of Trade Unions to MNE's, Non-Union worker representation.

TEXTBOOKS:

1. P. L. Rao, International Human Resource Management – Text and Cases Excel Books International Human Resource Management, Tony Edwards, Pearson Education, 2008

REFERENCE BOOKS:

2. Global Human Growth Model, M.N Rudrabasavaraj, Himalaya, 2007
3. International Human Resource Management, Monir Tayeb, Oxford, 2001



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE04D	Course Name : AIR CARGO MANAGEMENT	L 3	T 0	P 0	C 3
Year and Semester	I (II Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To gain the basic knowledge of air cargo management To know the ways of handling cargoes in airports To understand the functions of airline marketing To identify the role of air freight forwarders To learn the different air freight procedures followed in India 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the basic concepts of air cargo management			K3
	CO2	Examine the ways of handling cargoes in airports			K4
	CO3	Explain the functions of airline marketing			K2
	CO4	Identify the role of air freight forwarders			K3
	CO5	Examine the different air freight procedures followed in India			K4
CO6	Apply the knowledge of air cargo management			K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	3
CO2	2	-	-	-	-	-	3	3
CO3	2	-	2	-	2	3	2	3
CO4	2	-	-	-	-	-	2	3
CO5	2	2	3	-	2	2	3	3
CO6	3	3	2	-	2	3	3	3
Average	2.2	2.5	2.3	-	2.0	2.7	2.5	3
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: INTRODUCTION TO AIR CARGO

Introduction to Air Cargo Aviation and airline terminology, IATA, Airlines, Aircraft lay out, Different types of aircraft, Aircraft manufacturers, ULD, International Air Routes, Airports, Consortium, Hub & Spoke, Process Flow.

UNIT-2: HANDLING CARGO IN AIRPORT

The cargo Handling organisations in Airports, Cargo Handling Procedures, Handling of Equipment at airport loading and unloading, Consolidation as a marketing Tool, Courier traffic (Domestic and International), Perishables, Dangerous Goods, Carriage of Live Animals, Valuable Cargo, Human Remains, Restricted articles on board

UNIT-3: AIRLINE MARKETING

Air freight Exports and Imports - Sales & 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: 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.

UNIT-5: AIR FREIGHT PROCEDURES

Air freight advices, booking, SLI, Labelling, Volume/ Weight Ratio, Shipment Planning, TACT, Air Cargo Rates and Charges, Cargo operations, Customs Clearance

TEXTBOOKS

1. Micheal Sales, Air Cargo Management, Himalaya publishers, 5th Edition, 2009
2. Paul Jackson et al, Air cargo distributions: A management analysis of its economic and marketing benefits, Gower Press, 3rd Edition, 2003



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 3



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB301D	Course Name : MARITIME LAW AND CUSTOMS PROCEDURES			L	T	P	C		
				3	0	0	3		
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To learn the legal framework related to Indian and global law To understand the conventions of COGSA To learn the INCOTERMS and general average To learn the procedures of customs act and operations To understand the digitalization of import and export process 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the legal framework related to Indian and global law						K3	
	CO2	Examine the various provisions of COGSA						K4	
	CO3	Explain INCOTERMS, maritime lien and general average						K2	
	CO4	Identify the customs act and procedures						K3	
	CO5	Examine the use of digitalization in the import and export process						K4	
	CO6	Apply the legal implications of maritime law and customs documentation.						K3	
POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	-	-	-	-	-	-	2	2	
CO2	2	-	-	-	-	-	-	2	
CO3	2	2	-	-	-	-	2	2	
CO4	-	2	-	2	-	-	2	3	
CO5	-	2	-	3	-	-	3	3	
CO6	3	2	-	3	-	-	3	3	
Average	2.3	2.0	-	2.7	-	-	2.4	2.5	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1: LEGAL FRAMEWORK

Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors, Source of Law, Common Law, Case Law, Legislation, Law of Tort &

UNIT-2: CONVENTIONS ON CARRIAGE OF GOODS BY SEA ACT (COGSA)

Importance of international cargo liability conventions, Hague, Hague-Visby ,Rotterdam rules, Hamburg Rules & York Antwerp Rules .Conflicts between rules, Relationship of cargo liability conventions with insurance, Liabilities of common and private carriers, Areas of dispute and litigations, Manner and quantum of liability, Dispute Resolution, procedures followed in litigation, arbitration and other methods of dispute resolution, Negotiability of title to cargo carried under bills of lading or other documents. Legal significance of bills of lading issued by charterers and the implications for shipowners, Carriers' liability of port-to-port bills of lading, combined transport bills of lading and liner waybills. Clauses covering identity of carrier, Himalaya Clause, Clause Paramount, New Jason and Both-to-Blame clauses.

UNIT-3: INCOTERMS, LIENS AND GENERAL AVERAGE (Ship arrest & Convention)

Rules governing INCOTERMS 2020. Liens, Types of Liens, Maritime Lien, Freight, Fire, Laytime–safe Ports/Berths, General Average, York-Antwerp Rules, GA Expenditure and Recovery, International Convention of Salvage, Average bonds, Warsaw Convention, CMI and CMR Conventions, Customs and Transit Convention, Kyoto Convention.

UNIT-4: CUSTOMS PROCEDURE

Introduction to Customs Act, and Introduction to Customs Tariff Act, Definitions of Various Duties of Customs, Jurisprudence of Rules, Regulations, Notifications. Salient features of customs rules of valuation, Assessment and examination

UNIT-5: DIGITALIZATION OF IMPORTATION AND EXPORTATION

Introduction to Online filing Manifest, Bill of Entry (Integrated Declaration), Shipping Bill, Single Window System, Participating Government Agencies, EDI, ICES, ICEGATE, Manifest, Documentation for Importation and Exportation. Arrival and Departure of Conveyances. Filing of IGM/EGM, IRER, Inward entry and outward entry, MOT, Port Clearance Certificate. Signance of the Customs Broker and Customs Department. Warehouse and operation.

TEXT BOOKS :

1. Maritime Law, Christopher Hill, Publisher: Lloyd's of London Press
2. Carriage of Goods by Sea, J. Wilson, Publisher: Longman Publishing Group



PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB302D	Course Name : EXPORT & IMPORT MANAGEMENT			L	T	P	C		
				3	0	0	3		
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	1.To study the fundamentals of export management 2.To learn about India’s export trade 3.To understand export and import finance 4. To understand import management and its related procedures 5. To learn the recent trends in export and import management.								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the role and functions of export trade						K3	
	CO2	Explain the export promotion measures in India						K2	
	CO3	Examine the financial aspects of EXIM trade						K4	
	CO4	Explain the import procedure and documentation						K2	
	CO5	Examine the recent trends with respect to exports and imports						K4	
	CO6	Apply the concepts of export and import procedure for business houses.						K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	-	2	2	2	2	2	2	2	
CO2	2	2	2	3	-	3	2	3	
CO3	2	2	-	-	2	-	3	2	
CO4	2	2	2	2	-	2	2	3	
CO5	2	2	-	2	-	-	3	2	
CO6	3	3	2	2	3	2	3	3	
Average	2.2	2.2	2.0	2.2	2.3	2.3	2.5	2.5	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT- 1: INTRODUCTION TO EXPORT MANAGEMENT

Import Export Management Introduction; Concept Key Feature; Foreign Trade - Institutional Framework and Basics; Trade Policy; Foreign Trade; Simplification of Document; Reduction in Document to Five for Custom Purpose; Exporting; Importing Counter Trade; the Promise and Pitfall of Exporting; Improving Export Performance; Counter Trade.

UNIT- 2: INDIA’S EXPORT TRADE

Trends in India’s export trade since independence, Composition of India’s export trade, Direction of India’s export trade, India’s share in world trade, Reasons for India’s poor share in world trade, Export of services. Export Product Planning: Modes of entry in foreign markets, Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Branding, Product packaging and labeling requirements. Export procedure and incentives impact on the procedures, related customs formalities.

UNIT- 3: EXPORT PRICING AND FINANCE

Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies, denomination of export contract, Export Finance – Types of export finance, Features of pre-shipment and post-shipment finance, Methods of payment, Role of commercial banks and EXIM bank in export finance, Role of ECGC in export risk management. Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters.

UNIT-4 : IMPORT MANAGEMENT & DOCUMENTATION

Procurement planning, Identification, selection of suppliers. Purchase contract, terms of payments. Import policies. Role of a customs house agent and freight forward agents. Type of customs duties, valuation rules. Customs Act. Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities. Quality Systems – ISO 9000 series, Patenting, Project, Import and Export (Contract, Trunkey, Civil Construction, Services), EPZs & SEZs. Provisions and restrictions for import and export in India.

UNIT 5: RECENT TRENDS IN EXPORT AND IMPORT MANAGEMENT

EXIM Policy, foreign trade logistics and supply chain management, Foreign Trade Policy. Export Import Policy of India; its Meaning; General Objectives; Highlight and Implication of Export-Import Policy

TEXT BOOKS :

1. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
2. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.

REFERENCE:

1. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.



PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMB303D	Course Name : PORT AGENCY OPERATIONS	L 3	T 0	P 0	C 3				
Year and Semester	II (III Semester)								
Course category	Core								
Course Objective	<ol style="list-style-type: none"> To understand the classification of cargoes To understand the concept of port agency To learn the functions of port management To study about the ship chartering and voyage estimation To understand the legal functions of port agents in port operations 								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome							BTI
	CO1	Explain the classification of cargoes and ships							K2
	CO2	Identify the concepts of port agency							K3
	CO3	Explain the commercial aspects of port management							K2
	CO4	Examine the ship chartering and voyage estimation							K4
	CO5	Explain the legal aspects of port agency.							K2
	CO6	Identify the importance of port agency operations							K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	2	2	2	-	-	-	2	2	
CO2	2	2	2	-	-	-	2	2	
CO3	2	-	2	-	-	2	2	2	
CO4	2	2	2	-	-	2	2	2	
CO5	2	2	2	-	-	2	3	2	
CO6	3	3	2	-	-	2	2	2	
Average	2.2	2.2	2.0	-	-	2.0	2.2	2.0	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT 1 : CLASSIFICATION OF CARGOES & SHIPS

Dry Bulk Cargoes, Liquid Bulk Cargoes, General Merchandise, Unitization of Cargoes, Containerization of Cargoes-Types of Containers. **Classification of Ships:** Bulk Carriers-Handy, Handy max, Panamax, Supramax, Cape Size; Tankers-LR, MR, VLCC, ULCC, Aframax, Suezmax; Container Ships, Trade Routes.

UNIT 2 : PORT AGENCY

Role of Ports in the economic development of the region, Concept of Hinterland, features of a Port, Services offered by Port Agents, Charterer's Agents, Organization of Port Agency. Salient features of General Agency Agreement, Preparation of Statement of Facts, Laytime Calculation.

UNIT 3 : COMMERCIAL ASPECTS OF PORT MANAGEMENT

Study of Port Tariff, Preparation of Proforma Marine Disbursement. Need for using a multimodal transport, Concept of Port Connectivity, Role of ICD & CFS, FTWZ, SEZ.

UNIT 4 : SHIP CHARTERING AND VOYAGE ESTIMATION

Voyage Charter, Time Charter, Bareboat-cum-demise Charter, Contract of affreightment, Definition of a Tramp Voyage, Costs & Revenues of a typical voyage, Voyage Estimate exercise.

UNIT 5 : LEGAL ASPECTS OF PORT AGENCY

Definition of a Carrier, Carrier's liability, COGSA, Hague Rules, Hague-Visby Rules, Hamburg Rules, Rotterdam Rules, Concept of Maritime Adventure, General Average sacrifice, Particular average, Average Adjustment process. Freight, Liens, Cesser Clause, Demurrage and Damages for Detention, Notice of Readiness, Port and Berth Charter parties, Hire / Off-hire, Anti-technicality clause, Delivery / Redelivery, Final voyage

TEXT BOOKS :

1. Elements of shipping, Alan Branch, Publisher: Sterling/ Routledge
2. Business & Law for the Shipmaster, F.N.Hopkins, Publisher: Brown, Son & Ferguson Ltd
3. Commercial Shipping Handbook, Peter Brodie, Publisher: Lloyd's of London Press

REFERENCE:

1. Ship broking and Chartering Practice, Ihre.R&Gordon.L, Publisher: Lloyd's of London Press
2. Maritime Economics, Martin Stopford, Publisher: Routledge



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management									
Course Code : CDOEMB304D	Course Name : SUPPLY CHAIN AND MATERIALS MANAGEMENT				L	T	P	C		
					3	0	0	3		
Year and Semester	II (III Semester)									
Course category	Core									
Course Objective	<ol style="list-style-type: none"> To learn the basics of logistics and supply chain management To understand distribution channels and logistics outsourcing To know the performance of supply chain operations. To understand the role of Materials management To learn recent trends in supply chain and Materials management. 									
Course Outcome	On successful completion of the course, the students will be able to									
	CO	Course Outcome								BTL
	CO1	Identify the nature important of logistics and supply chain concepts								K3
	CO2	Explain the need and role of distribution and outsourcing								K2
	CO3	Examine the need for supply chain performance								K3
	CO4	Determine the importance of material management								K4
	CO5	Examine the recent trends in supply chain and materials management								K4
	CO6	Apply concepts of supply chain and Materials management in organisations								K3
Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8		
CO1	2	2	2	-	-	-	2	2		
CO2	2	2	2	-	-	-	2	2		
CO3	2	-	2	-	-	2	2	2		
CO4	2	2	2	-	-	2	2	2		
CO5	2	2	2	-	-	2	3	2		
CO6	3	3	2	-	-	2	2	2		
Average	2.2	2.2	2.0	-	-	2.0	2.2	2.0		
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)			3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: LOGISTICS AND SUPPLY CHAIN CONCEPTS

Logistics and Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier-Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy – Reverse logistics - Integrated supply chains design - Customer relationship process - Order fulfilment process –Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains -Outsourcing and offshoring-Virtual supply chains.

UNIT-2: DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS

Distribution channel structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

UNIT-3: MATERIALS MANAGEMENT

Introduction: Meaning and Scope, Objectives and Significance of Materials Management, Material Management in Other Areas of Management Functions.

UNIT-4: PURCHASE MANAGEMENT

Purchasing Management: Objectives and Functions of Purchasing Department, Purchase Policy and Procedure, Negotiations, Purchase of High Capital Equipment and their Feasibilities. Supply Chain Management, Implementation of Supply Chain Principles within a Company.

Suppliers Selection, Vendor Rating and Vendor Rating Techniques, Vendors Development and Vendors' Relationship.

UNIT-5: RECENT TRENDS IN SUPPLY CHAIN AND MATERIALS MANAGEMENT

Usage of IT applications - E commerce – Last mile delivery - Automatic vehicle location systems, Geographic information Systems – Block chain and supply chain – Cloud Computing and supply chain management.

TEXT BOOKS :

Text Book of Logistics and Supply Chain Management, D.K.Agrawal



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA (Shipping & Logistics Management)							
Course Code : CDOEMB305D	Course Name : E-Commerce				L	T	P	C
					3	0	0	3
Year and Semester	II (III Semester)							
Course category	Core							
Course Objective	<ol style="list-style-type: none"> To familiarize E-Commerce concepts; To assist the students in learning Consumer E-Commerce To know the fundamentals of Electronic Data Interchange. To recognize security issues in E-Commerce To understand the issues in e-commerce. 							
Course Outcome	On successful completion of the course, the students will be able to							
	O	Course Outcome						BTL
	O1	1. Examine the basic concepts of e-Commerce;						K4
	O2	2. Explain the Consumer E-Commerce;						K2
	O3	3. Identify the concepts of Electronics Data Interchange						K3
	O4	4. Determine the security issues in e-commerce						K4
	O5	5. Identify the issues in e-commerce						K3
	O6	Apply the E-commerce concepts in Business						K3
Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	-	-	-	-	3	2
CO2	3	2	-	-	2	-	3	-
CO3	3	2	-	-	2	-	3	3
CO4	3	3	-	-	3	3	3	3
CO5	3	3	-	-	3	-	3	1
CO6	3	3	-	-	3	2	3	3
Average	3.0	2.5	-	-	2.6	2.5	3.0	2.4
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT 1 E-COMMERCE AND ITS TECHNOLOGICAL ASPECTS

Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.

UNIT 2 CONSUMER ORIENTED E COMMERCE

E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce

UNIT 3 ELECTRONIC DATA INTERCHANGE

Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.

UNIT4 SECURITY IN E COMMERCE

Financial fraud – Phishing – Spamming – Malware - Bad bots - Distributed denial of service (DDoS) attacks - Fake return and refund fraud - Man-in-the-middle attacks - E-Commerce Security Solutions- Stronger passwords- Payment gateways- HTTPS-E-Commerce Security Best Practices

UNIT 5 ISSUES IN E COMMERCE

Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

TEXTBOOK:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.

REFERENCE BOOK:

Efraim Turban, Jae Lee, David King, H.Michael Chung, “Electronic Commerce–A ManagerialPerspective”, Addison-Wesley.



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB306D	Course Name :	L	T	P	C
	SHIPPING FINANCE AND MARINE INSURANCE	3	0	0	3
Year and Semester	II (III Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> 1. To learn the concepts of shipping finance 2. To understand the process of sale and purchase of ships 3. To study the cost aspects involved in owning ships 4. To know the general principles of marine insurance 5. To understand the role of protection and indemnity insurance 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concepts of shipping finance			K3
	CO2	Examine the process of sale and purchase of ships			K4
	CO3	Determine the cost aspects of ship owning			K5
	CO4	Examine the principles of marine insurance			K4
	CO5	Explain the significance of P&I insurance			K4
	CO6	Apply the concepts of shipping finance and marine insurance			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	-	-	-	2	2	2
CO2	2	2	-	-	-	3	2	2
CO3	-	2	-	-	-	-	2	2
CO4	2	2	-	2	-	-	2	2
CO5	2	2	-	2	2	2	2	2
CO6	3	3	-	2	2	2	2	3
Average	2.2	2.2	-	2.0	2.0	2.3	2.0	2.2
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT 1: FINANCING OF SHIPPING BUSINESS

Appraising risk on shipping investment - Financing of Shipping Business: Equity and debt financing – International sources of finance- International equity and bond market- Mezzanine Financing. The ship mortgage – Financing of new building –. Derivatives in shipping finance – Forward Contracts - Swaps and Options

UNIT 2: SALE AND PURCHASE OF SHIPS

Sale and Purchase market- Purchase and Sale of second hand ships- Financing of secondhand ships - Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – case studies. Demolition market dynamics

UNIT 3: CAPITAL AND OPERATING COST OF SHIP OWNING

The economics of ship operation -Capital costs- CAPEX- voyage costs –operating costs – cost estimate summary

UNIT 3: GENERAL PRINCIPLES OF MARINE INSURANCE

Principles of Marine Insurance - Marine insurance market structure – Types of marine insurance covers – Mortgagee's indemnity insurance. Hull & Machinery - Cargo insurance - Institute cargo clauses – War and Strike clause – hull – cargo. Marine insurance claim process – Marine Insurance claim during General average situations - Case studies

UNIT 5: PROTECTION & INDEMNITY (P&I) INSURANCE

P&I clubs - Types of P&I covers available & their modes of operation – Shipowners' third party liability - collision liability, contact damage to the property, death and personal injury, pollution liability. Third party liability claims processing- Insurance cover for professional indemnity –case studies.

TEXT BOOKS :

1. Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books
2. Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press
3. Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press
4. Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press

REFERENCE:

1. General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB307D	Course Name : INTERNATIONAL MARKETING	L 3	T 0	P 0	C 3
Year and Semester	II (III Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concepts of international marketing To know the environment related to international marketing To learn the aspects of international trade environment To understand the techniques of international market entry To learn the India's international policy 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Identify the concepts of international marketing		K3	
	CO2	Explain the environment related to international marketing		K5	
	CO3	Examine the environment related to international trade		K4	
	CO4	Explain the process of international market entry		K5	
	CO5	Assess the India's international policy and the impact on economy		K5	
	CO6	Apply the concepts of international marketing.		K3	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	3	-	2	3	2
CO2	3	-	2	3	-	3	2	3
CO3	3	-	3	2	3	2	3	2
CO4	3	-	-	3	2	3	2	3
CO5	3	-	3	2	-	2	3	2
CO6	3	-	2	3	3	3	2	3
Average	3.0	-	2.5	2.7	2.7	2.5	2.5	2.5
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: INTRODUCTION TO INTERNATIONAL MARKETING

Introduction, Nature and Scope, Importance, Reasons for entering International Markets, Benefits of international marketing, International Marketing vs. Domestic Marketing, Potential advantages and disadvantages of entering International marketing.

UNIT-2: INTERNATIONAL MARKETING ENVIRONMENT

Micro environment, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment, Challenges in Global Marketing.

UNIT-3: INTERNATIONAL TRADE ENVIRONMENT

Classical trade theories, modern trade theories, trade barriers, quotas, Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing, India's Role in International Trade Theories.

UNIT-4: INTERNATIONAL MARKET ENTRY & MARKETING CHANNELS

Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies without Direct Investment, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms. Channels –Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy, market surveys, marketing information system Advertising and Branding, Grey Market goods.

UNIT-5: India's International Policy and Impact on Economy

Government measures and export incentives, Exim policy, ECGC services, Role of Indian banks & F.I's,

Balance of trade/payments, Current stand on WTO, Services export from India, sourcing newly emerging democracies

Textbook:

1. Philip R.Cateora, John L. Graham, International Marketing 11/e, Tata McGraw – Hill co. Ltd., 2002
2. SakOnkvisit, John J.Shaw, International Marketing Analysis and Strategy, 3/e. Prentice-Hall of India Pvt. Ltd., 2000
3. K. Aswathappa, International Business, 5 th Edition, Tata Mc Graw Hill, New Delhi, 2012.
4. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
5. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB308D	Course Name : CUSTOMER RELATIONSHIP MANAGEMENT	L	T	P	C
Year and Semester	II (III Semester)	3	0	0	3
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the fundamental concepts of CRM To know the different aspects of customer satisfaction To learn the aspects of service quality To understand the technological dimensions of CRM To learn the emerging perspectives of CRM 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Identify the concepts of Customer Relationship Management			K3
	CO2	Explain the environment related to Customer Satisfaction			K5
	CO3	Examine the the concepts of Service Quality			K4
	CO4	Explain the process of technological dimensions of CRM			K5
	CO5	Assess the emerging perspectives of CRM			K5
	CO6	Apply the concepts of CRM.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	-	-	3	-	2	3	2
CO2	3	-	2	3	-	3	2	3
CO3	3	-	3	2	3	2	3	2
CO4	3	-	-	3	2	3	2	3
CO5	3	-	3	2	-	2	3	2
CO6	3	-	2	3	3	3	2	3
Average	3.0	-	2.5	2.7	2.7	2.5	2.5	2.5
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)		



UNIT-1: CUSTOMER RELATIONSHIP MANAGEMENT FUNDAMENTALS

Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation .

UNIT-2: CUSTOMER SATISFACTION

Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices, Cases of Customer Satisfaction.

UNIT-3: SERVICE QUALITY

Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality, Service Quality measurement Scales.

UNIT-4: TECHNOLOGICAL DIMENSIONS OF CRM

Technology Dimensions - E-CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Voice Portals, Web Phones, BOTs, Virtual Customer Representative, Customer Relationship Portals, Functional Components of CRM, Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages, Call Center, Multimedia Contact Center, Important CRM software.

UNIT-5: EMERGING PERSPECTIVES OF CRM

Emerging Perspectives: Employee-Organisation Relationship, Employee- Customer Linkage, Factors effecting employee's customer oriented behavior, Essentials of building employee relationship, Employee customer orientation, Service Failure, Service Recovery Management, Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, Customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

Textbook:

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)
2. Simon Knox, Adrian Payne, Stan Maklan: Customer Relationship Management- Routledge Inc.
3. Bhasin- Customer Relationship Management (Wiley Dreamtech)
4. Dyche- Customer relationship management handbook prentice hall



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management								
Course Code : CDOEMBE05D	Course Name : MERCHANT BANKING AND FINANCIALSERVICES				L	T	P	C	
					3	0	0	3	
Year and Semester	II (III Semester)								
Course category	Elective								
Course Objective	1. To understand the concepts of Merchant banking 2.To learn the SEBI guidelines 3.To understand the role of merchant banker 4.To know the feasibility study for a project 5.To understand the corporate advisory services								
Course Outcome	On successful completion of the course, the students will be able to								
	CO	Course Outcome						BTL	
	CO1	Identify the importance of merchant banking						K3	
	CO2	To study the regulations of the regulators						K5	
	CO3	To understand the activities performed by merchant banjers						K4	
	CO4	Explain the role of economic reforms in India						K5	
	CO5	Examine the other services offered by merchant bankers						K5	
	CO6	It makes the students to understand the operations of merchant banking						K3	
POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	2	3	-	2	-	3	2	3	
CO2	2	3	-	3	-	3	2	3	
CO3	3	3	-	2	-	2	3	2	
CO4	3	3	3	3	-	3	2	3	
CO5	2	2	3	3	-	2	3	3	
CO6	3	3	2	3	-	2	3	3	
Average	2.5	2.8	2.7	2.7	-	2.5	2.5	2.8	
Correlation Levels		1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT 1 : MERCHANT BANKING AND FINANCIAL SERVICES

Nature and scope of Merchant Banking - Regulation of Merchant Banking Activity - overview of current Indian Merchant Banking scene – the structure of Merchant Banking industry - primary Markets in India and Abroad - - Professional Ethics and code of conduct - current Development.

Financial Services Meaning and Definition, Role of Financial Services in a financial system.

UNIT 2 : REGULATION OF MERCHANT BANKING ACTIVITY

Guidelines of SEBI and Ministry of Finance, categorization of merchant bankers, Regulation under Companies Act 1956 and 2013, Listing guidelines of stock Exchange and Securities contracts Act, 1956. Relation with Stock Exchanges.

UNIT 3 : PUBLIC ISSUE MANAGEMENT IN MERCHANT BANKING

Meaning and types of issues, appointment and role of merchant banker in issue management, pre-issue & post-issue management activities performed by merchant banks, Issue Pricing, Book Building: Preparation of Prospectus, Selection of Bankers etc. Role of Registrars, Bankers to the Issue, Underwriters, Brokers, Advertising Strategies, NRI Marketing.

UNIT 4 : PROJECT PREPARATION AND APPRAISAL

Introduction, Project identification, Stages of selection, Project Feasibility study, Appraisal of Project: Financial appraisal, Technical appraisal, and Economical appraisal by merchant bankers.

UNIT 5 : OTHER SERVICES BY MERCHANT BANKERS

Management of debt – Factoring and Forfeiting, Placement and Distribution of various securities, Corporate advisory services in Mergers and Acquisitions, Venture capital, Loan syndication, investment advisory services, Credit rating, Joint Ventures.

TEXTBOOKS :

1. M.Y.Khan, Financial Services, Tata McGraw-Hill.
2. Nalini Prava Tripathy, Financial Services, PHI Learning.
3. H.R. Machiraju, Merchant Banking, New Age International Publishers

Reference:

1. Sri Ram k., “Hand Book of Leasing”, Hire Purchase and Factoring”, ICFAI,Hyderabad.
2. L. Natarajan, Merchant Banking and Financial Services, Margham publication.
3. S. Gurusamy, Merchant Banking and Financial Services, Star Books publication,Trivandrum



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics Management				
Course Code : CDOEMBE06D	Course Name : CRUISE MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (III Semester)				
Course category	Elective				
Course Objective	1. To gain knowledge of the cruise liner industry 2. To understand the maritime aspects of cruise shipping. 3. To know the sales and marketing aspects of cruise tourism. 4. To have an understanding of the human resource management aspects of cruise tourism. 5. To get an idea of the port call management in cruise tourism.				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Identify the different aspects of the cruise liner industry.		K3	
	CO2	Explain the maritime aspects of cruise management.		K4	
	CO3	Explain the different features of cruise products and their marketing.		K2	
	CO4	Identify the human resource practices of cruise tourism.		K3	
	CO5	Examine the factors that make a port call successful for cruise operators		K4	
	CO6	Apply the management principles for the success of cruise operations.		K3	

POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	-	2	2
CO2	2	-	-	-	-	-	3	2
CO3	2	-	2	-	2	3	2	2
CO4	2	-	-	-	-	-	2	3
CO5	2	2	3	-	2	2	3	3
CO6	3	3	2	-	2	3	3	3
Average	2.2	2.5	2.3	-	2.0	2.7	2.5	2.5
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: OVERVIEW OF CRUISE OPERATIONS

History of cruise liners - The elements of cruising - The cruise market – Current global and Indian cruise line operators- Acquisitions and mergers - Cruise brands - The economics of cruising – India’s policy for promotion of cruise tourism

UNIT-2: MARITIME ASPECTS OF CRUISE MANAGEMENT

Cruise ship’s position in the shipping industry - The legal environment - Ship nationality, registration, and flag – Ship specifications - Marine pollution - Safety of Life at Sea - Sanitation and cleanliness - Marine security - Cruise ships and the environment

UNIT-3: SALES AND MARKETING ASPECTS OF CRUISE MANAGEMENT

The Cruise market and products - Cruise operators and travel agents - Marketing actions and alliances - Loyalty schemes - Elements of a cruise product (Accommodation, Dining on board, Entertainment, Shore excursions) - Primary cruising regions: the Caribbean, Europe, and the Mediterranean, North America, Asia, Oceania, and the South Pacific.

UNIT-4: HUMAN RESOURCE ASPECTS OF CRUISE MANAGEMENT

The roles and responsibilities on a cruise ship - The shipboard culture: managing a multicultural crew - Working on board: practical considerations - Recruitment practices - The human side of service quality - Guest service systems for cruise companies - Orientation for guest service.

UNIT-5: PORT CALLS AND DESTINATION MANAGEMENT ASPECTS

Factors determining a port ideal for cruise vessel calls - Logistics, positioning, and planning aspects of port calls - Tourist motivations – Economic aspects of Fly Cruise packages – Managing Shore excursions.

TEXT BOOKS :

1. Cruise Operations Management, Philip Gibson and Richard Parkman, Publisher: Routledge, 2019.
2. Cruise Management - Information and Decision Support Systems, Alexis Papathanassis / Michael H. Breitner
3. Cornelia Schoen / Nadine Guhr (Eds.), Publisher: Gabler Verlag | Springer Fachmedien Wiesbaden GmbH, 2012



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

MBA - Semester: 4



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management																																																																																	
Course Code : CDOEMB401D	Course Name : ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C																																																																													
		3	1	0	4																																																																													
Year and Semester	II (IV Semester)																																																																																	
Course category	Core																																																																																	
Course Objective	To learn about the basics of entrepreneurship To understand the problems of entrepreneurship To study the application of project management in business To learn the basic idea on the assistance available to entrepreneurship To know the marketing channels.																																																																																	
Course Outcome	On successful completion of the course, the students will be able to <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th>CO</th> <th>Course Outcome</th> <th>BTL</th> </tr> </thead> <tbody> <tr> <td>CO1</td> <td>Identify the basic concepts of entrepreneurship</td> <td>K3</td> </tr> <tr> <td>CO2</td> <td>Identify the hurdles in entrepreneurship</td> <td>K3</td> </tr> <tr> <td>CO3</td> <td>Explain the general principles of project management</td> <td>K5</td> </tr> <tr> <td>CO4</td> <td>Examine the financial assistance available to entrepreneurs</td> <td>K4</td> </tr> <tr> <td>CO5</td> <td>Assess the different marketing channels</td> <td>K5</td> </tr> <tr> <td>CO6</td> <td>Apply the nuances in business to become a successful entrepreneur</td> <td>K3</td> </tr> </tbody> </table>								CO	Course Outcome	BTL	CO1	Identify the basic concepts of entrepreneurship	K3	CO2	Identify the hurdles in entrepreneurship	K3	CO3	Explain the general principles of project management	K5	CO4	Examine the financial assistance available to entrepreneurs	K4	CO5	Assess the different marketing channels	K5	CO6	Apply the nuances in business to become a successful entrepreneur	K3																																																					
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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT-1: EVOLUTION OF ENTREPRENEURSHIP

Meaning and Importance - Evolution of term 'Entrepreneurship' - Factors influencing entrepreneurship' Characteristics of an entrepreneur - Types of entrepreneur - New generations of entrepreneurship viz. social entrepreneurship, Edupreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc. - Barriers to entrepreneurship –case studies

UNIT-2: SETTING UP A SMALL INDUSTRY & PROBLEMS OF ENTREPRENEURSHIP

Steps for Starting a Small Industry, Selection of Types of Organization, Incentives and Subsidies, Problems of Entrepreneurship, Sickness in Small-scale Industries - Reasons and Remedies, Importance of SME to our Economy.

UNIT-3: PROJECT MANAGEMENT

Concept of Projects and Classification, Project Report, Project Appraisal, Factory location and Layout , Institutions in Aid of Entrepreneurs. Development of Women Entrepreneurs- case studies

UNIT-4: ASSISTANCE TO ENTREPRENEURSHIP

Assistance to entrepreneurs- New Ventures - Industrial Park (Meaning, features, & examples) - Special Economic Zone (Meaning, features & examples) - Financial assistance by different agencies - Financial assistance to MSME- SSI- National Small Industries Corporation (NSIC) - Modernisation assistance to small scale unit - The Small Industries Development Bank of India(SIDBI) . Export oriented units -Incentives and facilities to exports entrepreneurs - Export-Import Bank of India

UNIT-5: MARKETING CHANNEL

Methods of Marketing, Marketing Channels, Marketing Institutions and Assistance, Setting Quality Standards- case studies. Purposeful innovation-unexpected success/failure, Principles of purposeful innovation Incubation Centres-meaning, services and role of incubation centres, study of incubation centres in INDIA.

TEXT BOOKS :

- Dynamics of Entrepreneurial Development and Management, Vasant Desai, Publisher: Himalayan Book Company
- Entrepreneur Development, Gupta & Srinivasan, Publisher: Pearson

REFERENCES:

- Entrepreneurship Development and Management, Dr. A.K. Singh, Publisher: Laxmi Publications
- Entrepreneurial Development, S. S. Khanka, Publisher: S. Chand



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMB402D	Course Name : BUSINESS TO BUSINESS MARKETING	L	T	P	C
Year and Semester	II (IV Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To learn the concept of B2B Marketing To understand the organization's buying process To study the challenges of market segmentation To learn about the distribution channel and the cost components. To study the effectiveness of advertising and sales people . 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Illustrate the applications, challenges, and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior			K3
	CO2	Explain the influences of the purchase decision process			K5
	CO3	Examine the importance of positioning the industrial products			K4
	CO4	Explain the price components involved in the distribution channel			K5
	CO5	Explain the promotional activities and the training needed of the sales force.			K5
	CO6	Design an integrated marketing communications plan for promoting B2B products or services.			K3

Pos/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	2	2	2
Average	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)			2. Moderate (Medium)		3.Substantial (High)		



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MBA SYLLABUS – 2023-24

MBA – Shipping and Logistics Management

UNIT 1: INTRODUCTION TO Business to Business Marketing

The B2B Marketing system and the concept, Industrial goods demand and product characteristics market levels and product types, the industrial customer, buyer motives business and institutional buyers.

UNIT 2: ORGANISATIONAL BUYING

BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centres, value analysis & vendor analysis.

UNIT-3: IB2B MARKET SEGMENTATION

Bases for Segmenting Business Market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix, Service component—The provision of parts, technical assistance, terms of sales.

UNIT-4: THE DISTRIBUTION CHANNEL COMPONENT

Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics. The price component - conditions affecting price competition, cost factor, the nature of demand, and pricing policies.

UNIT-5: PROMOTIONAL COMPONENTS

Advertising functions-establishing recognition, supporting and motivating salesmen and distributors measurement of advertising effectiveness. Personal selling-Personnel profiles selection and training, supervisions compensation sales promotion and public relations-Trade shows and exhibits, promotional novelties.

Textbooks :

- Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin, Homewood, Illincies.
- Reeder & Reeder : Industrial Marketing, Prentike Hall, India

Reference Books:

- Cox. F. (Jr.) : Industrial Marketing Research, John-Willey & Sons, New York
- Fisher, L. : Industrial Marketing, Business Books



MBA SYLLABUS – 2023-24
MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE07D	Course Name : SALES AND RETAIL MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (IV Semester)				
Course category	Elective				
Course Objective	<ol style="list-style-type: none"> To learn about the sales theories and salesmanship To understand the negotiation techniques to be followed To motivate the salespeople To learn the role of the retail model and process. To study the various retail operation 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Clarify the concept and related terms in retailing.		K3	
	CO2	Identify the negotiation strategies		K5	
	CO3	Examine the importance of sales force compensation		K4	
	CO4	Understand various formats of retail in the industry.		K5	
	CO5	Explain the multi facilities needed to operate retail store		K5	
	CO6	Recognize and understand the operations-oriented policies, methods, and procedures used by the retailers		K3	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	2	2	2
CO5	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	2	2	2
Average	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



UNIT-1 INTRODUCTION TO SALES

Role of Selling in Marketing – Personal Selling, Salesmanship and Sales Manager, Types of Sales Personnel, Theories of Selling, Sales Management.

UNIT 2: NEGOTIATION AND BARGAINING

Negotiation Strategies – Conflicts and Dispute resolution, Negotiation and Discussion Stages, Ethics in Sales, Influencing and Assertiveness Skills, Spotting the signs, The Bargaining and Closing Stage.

UNIT-3: SALES FORCE MOTIVATION

Designing and Administrating Sales Force, Sales Force Compensation, Designing Incentives and Contests, Sales Forecasting, Sales Budget, Sales Quota, Sales Territory, Sales Force Productivity, Sales Force Appraisal.

UNIT-4: INTRODUCTION TO RETAILING

Introduction to Retailing – Growing Importance of Retailing, Factors Influencing Retailing, Strategic Retail Planning Process, Retail Organization, Retail Models, Modern Retail Format in India, Retailing in Rural India.

UNIT-5: RETAIL STORES OPERATIONS IN INDIA

Setting up Retail Organization, Retail Location Research and Techniques, Trade Area Analysis, Store Layout,

Objectives of Good Stores Design, Controlling Costs and Reducing inventory loss, Responsibilities of Stores Manager, Coding System, Logistics and Information System, Strategies, Retail Techniques & Promotion, CRM.

Textbooks :

1. Still , Cundiff & Govani Sales management & Cases
2. McMurry & Arnold How to build a dynamic Sales Organisation
3. Berman, Barry and Joel Evans Retail Management
4. Cooper, J. Strategy planning in Logistics and Transportation

Reference Books:

1. Pradhan , Jakate & Mali Elements of Salesmanship and Publicity
2. Anderson R Professional Sales Management
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management



MBA – Shipping and Logistics Management

PROGRAM	MBA-Shipping and Logistics management				
Course Code : CDOEMBE08D	Course Name: STRATEGIC MANAGEMENT	L	T	P	C
		3	0	0	3
Year and Semester	II (IV Semester)				
Course category	Elective				
Course Objective	1. To impart concepts of Strategic Management 2. To understand the Business decision making by strategic plan 3. To gain knowledge about the vision mission of the organisation 4. To understand and apply external environment in Business 5. To interpret the economic strategic options and choices				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome			BTL
	CO1	Explain the basic concepts Strategic management			K5
	CO2	Assess the different objectives,vision and long term plan			K5
	CO3	Identify the internal and external environment in business			K3
	CO4	Examine the implementation of plan			K4
	CO5	Explain the issues related in business environment			K5
	CO6	Apply the strategies to resolve the issues.			K3

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	-	-	-	-	2	2	2
CO2	2	-	-	-	-	2	2	2
CO3	2	-	-	-	2	2	-	2
CO4	2	2	-	-	2	2	2	2
CO5	2	-	-	-	2	2	-	2
CO6	3	2	-	3	2	2	2	2
Average	2.2	2.0	-	3.0	2.0	2.0	2.0	2.0
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



MBA – Shipping and Logistics Management

UNIT-1: BASIC CONCEPTS OF STRATEGIC MANAGEMENT

12 Hrs

Meaning of strategy and strategic management; Strategic Management Model; Characteristics of strategic management; Formality in strategic management.- Mission and mission statement; Vision; Strategic intent; Strategic objective vs. Financial objective; Policies; Long term and short term objectives.

UNIT-2: External Environment

12 Hrs

PEST analysis - political, legal, economic, socio-cultural, technological, ecological, and international environment analysis framework (individualism vs. collectivism, totalitarian system vs. democracy, common law vs. civil law system; Determinants of culture; State of technological stage; Impact of ecological and international factors); Industry and competitive analysis - Porter's five force model; Strategic group mapping; Monitoring competition.

UNIT-3: Strategic Options and Choice Techniques

12 Hrs

Porter's five generic strategies, Grand Strategies (concentration, market development, product development, innovation, vertical and horizontal integration, concentric and conglomerate diversification, retrenchment/turnaround, divesture, liquidation, bankruptcy, joint venture, and strategic alliance); Corporate level analytical tools - BCG and GE nine cell matrices; Business level analytical tools - grand strategy selection matrix and grand strategy cluster

UNIT-4: FORMULATION AND IMPLEMENTATION

12Hrs

Matching existing organizational structure, leadership, and organizational culture with newly chosen strategy.- Functional plan - finance, marketing, HR, R & D, production operations, MIS, and general management work plan.

UNIT-5:STRATEGIC EVALUATION AND CONTROL

12Hrs

Difference between strategic and operational control; Strategic control tools - premise control, strategic surveillance, implementation control, and special alert.

Total – 60 Hrs

TEXT BOOKS :

- Pearce, J. A., Robinson, R. B. and Mital, *Strategic Management: Formulation, Implementation, and Control*, Tata McGraw Hill, New Delhi.
- Hitt, M. A., Ireland, R. D., Hoskisson, R. E. and Manikutty, S. *Strategic Management: A South-Asian Perspective*. Cengage Learning, New Delhi

REFERENCE

- Dess, G. G., Lumpkin. G. T. and Eisner, A. B. *Strategic Management: Text and Cases*. Tata McGraw Hill, New Delhi.
- Thomson, A., and Strickland, *Strategic Management*, Tata McGraw Hill, New Delhi.
- Relevant journal articles and cases.



MBA – Shipping and Logistics Management

PROGRAM	MBA -Shipping and Logistics Management				
Course Code : CDOEMB403D	Course Name : SHIPPING AND LOGISTICS PROJECT	L 0	T 0	P 10	C 5
Year and Semester	II (IV Semester)				
Course category	Core				
Course Objective	<ol style="list-style-type: none"> To understand the preparation of project proposal To identify an appropriate research methodology and the related literature review To understand the effective preparation of research instrument To learn the process of data collection and analysis To prepare the report based on research findings 				
Course Outcome	On successful completion of the course, the students will be able to				
	CO	Course Outcome		BTL	
	CO1	Identify the ways of preparing the project proposal		K3	
	CO2	Examine the relevant research methodology based on literature review		K4	
	CO3	Identify the research instruments for the research problem		K3	
	CO4	Explain the ways of data collection and data analytical techniques		K5	
	CO5	Determine the project report which fulfills project objectives		K5	
	CO6	Apply the concepts of project appraisal and execution		K3	

Pos/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	-	3	-	-	3	3
CO4	3	3	-	3	-	-	3	3
CO5	3	3	3	3	3	3	3	3
CO6	3	3	3	3	3	3	3	3
Average	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Correlation Levels	1. Slight (Low)		2. Moderate (Medium)		3.Substantial (High)			



Guidelines for preparing a project report

1. **Criteria for selecting the topic for project report:** Project can be undertaken on any of major functional areas viz., Shipping, Logistics, Supply Chain Management, Marketing, Human Resource Management, Finance and Operations/Production Management in Shipping and Logistics organisations.
 2. **Preparation of project report:**
 - (a) **Title of project work:** This should convey general issues that interests the organisation. The title should not be generic in nature and should imply that the work is being made to be able to make certain conclusions.
 - (b) **Objectives:** Objectives of the report should be clearly mentioned.
 - (c) **Methodology:** Students should specify the methodology that they are going to adopt to carry out the project. The project report can be either based on primary data collection methods or secondary data collection methods. If primary data will be used then questionnaires, charts, diagrams etc., should be employed. In case of secondary data, literature review of already existing literature on the related topics should be given prime importance.
 - (d) **Format of report for submission**
 - The full content of the report must be hard bound together so that the pages cannot be removed/replaced.
 - The cover of the report must contain title, name of the candidate, name of the programme and the year of submission.
 - Text pages should be printed on one side of the paper, preferably with 1.5 line spacing, and page numbers at the bottom of each page.
 - Each chapter should start from a new page.
 - Separate index sheets should be used for all chapters.
 - The project report must be around 50 - 100 pages.
 - The project report should contain the following parts.
 - a) Title page
 - b) Certificate from the Guide
 - c) Acknowledgements
 - d) Executive Summary
 - e) Table of contents
 - f) List of abbreviations used in the report
 - g) List of illustration and tables
 - h) Main text(Chapters)
- Reference material-appendices, glossary, references, bibliography.