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

SCHEME OF EXAMINATIONS (CBCS Pattern)

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* For Project/Internship – For Report 80% Marks & Viva-voce 20% Marks
| List of Elective Papers (Colleges can choose any one of the paper as electives) |
|-----------------------------|-----------------|-----------------|
| Elective –I                 | A               | Air Cargo Management |
|                             | B               | Custom House Agency Practice |
| Elective- II                | A               | Tramp & Liner Agency |
|                             | B               | Shipping Practice |
SEMESTER I

1.1 MANAGEMENT PRINCIPLES AND PRACTICE

Subject Description:
This course presents the Principles of Management, emphasizing managerial functions, explaining internal management of organizations and behavioural concepts as applied to practical management problems.

Goals:
To enable the students to learn the basic functions, principles and concepts of management.

Unit I

Unit II

Unit III
The Nature of Organizing and Entrepreneuring - Organizational Structure :Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing.

Unit IV

Unit V
The System and Process of Controlling - Control Techniques and Information Technology - Productivity and Operations Management - Overall Control and toward the Future through Preventive Control - Global Controlling and Global Challenges.

References :
3. Stoner &Wankai, Management, PHI.
4. Robert Krcitner, Management, ATTBS.
1.2. ORGANISATIONAL BEHAVIOUR

**Subject Description:**
Organizational Behaviour brings out the personality and behavioural science, its influence on organizational behaviour by understanding the concepts of organizational change, politics and behaviour.

**Goals:**
To enable the students to learn the basics of individual behaviour and an organizational behaviour.

**Objectives:**
On successful completion of the course the students should have: Understood personality trades and its influence on organization. How personality trades can be molded to suit the organization. To learn the modern trends, theories and concepts in organizational behaviour

**Unit I**
Organisational Behaviour : History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour. Personality - Determinents, structure, behaviour, assessment, psycho-analytical social earning, job-fit, trait theories.

**Unit II**

**Unit III**

**Unit IV**
Organisational change - Managing planned change. Resistance to change - Approaches to managing organisational change - Organisational Development - values - interventions, change management. Organisational politics - Political behaviour in organisation, Impression management, Self monitoring. Organisational culture - Dynamics, role and types of culture and corporate culture, ethical issues in organisational culture, creating and sustaining culture.

**Unit V**
Organisational Behaviour responses to Global and Cultural diversity, challenges atinternational level, Homogenity and heterogeneity of National cultures, Differences betweencountries, The Challenges of work force diversity and managing diversity Cases.
References:

1.3 MANAGERIAL ECONOMICS

UNIT - I
Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics. Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

UNIT - II
Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function, Cost concepts - cost - output relationship - Economies and diseconomies of scale – cost functions.

UNIT - III
Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

UNIT – IV
Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

UNIT V
National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

References:

1.4 FUNDAMENTALS OF SHIPPING

UNIT - I: INTRODUCTION
Introduction to Shipping Industry – Scenario of Global Shipping and Logistics - Various facets of Shipping industry and Scope & Opportunities in the field of Shipping and Logistics - India's Role in world Shipping Market - Role of shipping for economic growth – Future trend in Shipping – Professionalism in shipping – Ships documents and its relevance – Oceans, Seas,
Tides and Currents - Relevance of Training – Terminologies and Abbreviations – Base Commercial Ports in the world -

UNIT - II:

UNIT – III

UNIT - IV:

UNIT – V
Main Branches in Shipping - Various roles in Shipping - Cargo stowage space in ships according to the nature of cargo - World tonnage - Worlds Largest Ship owners - Ports in India - Dg Shipping - Mercantile Marine Department - Port Health - Port Authorities - Customs And Central Excise Authorities - Plant Quarantine Authorities - Income Tax And Reserve Banks.

Reference:
1. Fundamental of Shipping –Alan E.Branch and Micheal Robarts 9th Edition
3. Oxford Encyclopedia of Maritime History - War at Sea
4. The Spanish Armada by Robert Appleton
1.5 LOGISTICS AND SUPPLY CHAIN MANAGEMENT

OBJECTIVE:
The subject deals with the Modus operandi of deploying various methods of Transport system and moving materials in time to connect the production point of shipment point

UNIT - 1:
Origin of Logistics - Definition –Types of Logistics - Logistics as a Profession - Logistical practice at home - Logistical application as in the case of a SWOT analysis - Clear definition of Logistics - Top 50 Logistic companies - Introduction to Logistics Management - 1 PL - 2 AND 3 PL - 4 AND 5 PL - Origin of Logistics - Objectives of Logistics - Functions of Logistics in an Enterprise - Reverse logistics and Jobs - Main Drivers in Logistics and their role - Maritime Logistics - Air Fright Logistics. Inventory Management - Role of Inventory in Logistics - Importance of Inventory - Functions of Inventory and costs - Types of Inventory - Main Functions of Inventory - Objectives and effective - inventory control - Inventory counting system - Key Inventory terms - ABC Classification system - Economic Production Control EPQ - Types of Inventory and their functions - Inventory Control

UNIT - 2

UNIT - 3

UNIT - 4
Definition of Supply Chain - Important era's in Supply chain - Specialization era Phase I &II - SCM 2.0 -Customer Service - Procurement - Product - Development and commercialization - Manufacturing flow management and support - Physical distribution - Outsourcing and

UNIT – 5
Strategic Network optimization - Distribution Centre - Strategic Partners - 3PL - Product Life cycle management - Information Technology - Supply Strategy - Sourcing Contracts - Production decision - Scheduling Planning and Process of Production - Transport Strategy - Pricing - Focus on Customers demand and habits - Daily production - Distribution - Planning - Schedule of production - Demand planning and forecasting - Sourcing planning - Inventory - Demand forecast - Collaboration with Suppliers - Transportation from suppliers and inventory receipt - Consumption of raw material and flow of finished goods - ware housing and transportation to customer - Outbound operation - scheduling orders - keeping up schedule - distribution centres - production level to supply level accounting - insurance for loss recovery - Managing non moving short dated inventory and avoiding more products to go short dated

REFERENCE BOOKS :
1. Cooper, M.C., Lambert, D.M., & Pagh, J. Supply Chain Management and
2. The International Journal of Logistics Management –
3. CSCMP Supply Chain Management Process Standards
4. Inter-organizational theories behind Supply Chain Management –
5. Logistical Management: Donald Bowersocks& David Closs, TMG

1.6 CORPORATE COMMUNICATION

Unit – I

Unit – II
Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

Unit – III
Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.
Unit – IV

Unit – V

REFERENCES:

1.7 EXIM MANAGEMENT

OBJECTIVE:
The subject deals with the Export and Import Policies 1. sales negotiations 2. Execution of the sale and provides knowledge on the various aspects connected with Banking, Foreign Buyers and Sellers.

UNIT - I
Introduction of Import and Export Trade - Earlier stages of Trading - Supply and Demand role in IMPEX - Stage by stage development of IMPEX Practice - Trade Pattern - Products and supplies - Export and Import of Principal Commodities in India - Trade Policy - Promotion councils - Legal frame work for Trading in India - General objectives of EXIM Policy - Import liberalization - Introduction of OGL - EPCG (EXPORT PROMOTION OF CAPITAL GOODS) - DEPB (DUTY ENTITLEMENT PASSBOOK SCHEM) - SIL (SPECIAL IMPORT LINCENSES) - Export House And Trading House - DGFTC(Director General Of Foreign Trade and Commerce)

UNIT – II

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

UNIT - V

References:
1. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
3. How to Export – Nabhi Publications
4. Export Management – D.C. Kapoor
5. New Import Export Policy - Nabhi Publications

SEMTER II
2.1 FINANCIAL MANAGEMENT IN LOGISTICS

Unit – I

Unit – II

Unit – III

Unit – IV
Unit – V

References:
1. Dr. V. R. Palanivelu, Financial Management, S. Chand & Company Ltd.
4. S. N. Maheswari, Management Accounting.

Questions : 40% of the questions shall be problems 60% of the questions shall be theory base

2.2 HUMAN RESOURCE MANAGEMENT

UNIT - I: Human Resource Function

UNIT - II : Recruitment & Placement
Job analysis: Methods - IT and computerised skill inventory - Writing job specification – HR and the responsive organisation. Recruitment and selection process: Employment planning and forecasting - Building employee commitment: Promotion from within - Sources, Developing and Using application forms - IT and recruiting on the internet. Employee Testing & selection : Selection process, basic testing concepts, types of test, work samples & simulation, selection techniques, interview, common interviewing mistakes, Designing & conducting the effective interview, small business applications, computer aided interview.

UNIT - III : Training & Development

UNIT - IV : Compensation & Managing Quality
Insurance benefits - retirement benefits and other welfare measures to build employee commitment.

**UNIT V : Labour relations and employee security**

**References:**

**2.3. QUANTITATIVE METHODS FOR MANAGEMENT**

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

**UNIT I**

**UNIT II**
Data Analysis – Uni-Variate – ungrouped and grouped data measures of central Tendencies, measures of dispersion – C V percentages (problem related to business applications). Bivariate – correlation and regression – problems related to business applications

**UNIT III**

**UNIT IV**

**UNIT V**
Reference Books:
2. Statistical Methods – S P Gupta
4. Operations Research – An Introductions – Hamdy A Tata
5. Operations Research – Kanti Swarup, Gupta And Man Mohan

Questions: 80% of the questions shall be problems 20% of the questions shall be theory based.

ELECTIVE I

2.4 AIR CARGO MANAGEMENT

Unit I – INDUSTRY REGULATIONS
International Civil Aviation Organization(ICAO) -National Aviation Authorities(NAA) -
International Air Transport Association(IATA) - International Federation of Freight Forwarders
Association(FIATA) - IATA / FIATA Dialogue - The IATA Cargo Agent - The Consolidator
(Air Freight Forwarder) – Operations - Service Functions – Organization – Liability

Unit II CARGO HANDLING
Geography and IATA 3-Letter codes - IATA Areas and SUB- AREAS - Time Differences -
Calculation of Transportation Time – Import/Export Documentation - The Aircraft - Bulk
Loading Limitations – Airports - Aircraft Handling Facilities - Cargo Terminal Facilities -
Custom Clearance Process - Instructions for Carriage - Acceptance based on the Shipper's Letter
of Instructions (SLI) - Special Cargoes

Unit III CARGO BOOKING PROCEDURES
How To Make a Cargo Booking - Airline Booking Procedures - The OAG Cargo Guide -
Functions of the Airway Bill - Completion of the Airway bill - The Air Cargo Tariff (TACT) -
IATA Areas and Sub-areas - Chargeable Weight – Currencies - Rates & Charges - General Rules
of Cargo Rates & charges - Minimum Charges (M) - General Cargo Rates (GCR) - Specific
Commodity Rates (SCR) - Class Rates or Commodity Classification Rates - Lower Charge in
Higher Weight Category - Precedence of Rates & Charges - valuation Charges - Charges Collect
Shipments – Disbursement - Other Charges and Fees - Rating Concept within Europe

Unit IV AIRWAY BILL
Air cargo console – Single shipment – Console shipments with scope - Significance of the
airway bill Master airway bill, House Airway Bill, Service of Airway bills and its importance
completion method and exercise

Unit V DG CARGO
DG cargo by air classification – identification - packing - marking – labelling – documentation –
handling ,Air freight station-ULD concept-Current trend - Cargo trends and forecasts - Industry
challenges - Cargo e-business and quality management - Cargo marketing and revenue
management - Strategies for cargo carriers
(Note: TACT books shall be given for rate calculation)

REFERENCE BOOKS:
1. IATA and FIATA REGULATIONS – Don Berliner Aviation History and Cargo Aviation
2. Reaching for the sky by Oliver Press

2.4 CUSTOM HOUSE AGENCY PRACTICE

OBJECTIVE:
This subject deals the business transaction with Customs and Central Excise for successfully executing Import & Export transactions.

UNIT 1
Role of Customs - Powers of Customs - Definitions Officers of Customs-Classes-Appointments-
Powers of Officers Entrustments of Functions of Board - Appointment of Customs Ports, Airports - Warehousing Stations-Power to declare places to be Warehousing Stations - Prohibitions on Importation and Exportation of Goods-Power to Prohibit, Power of Central Government to notify goods Precautions to be taken by persons acquiring notified Goods - Detection of illegally imported goods and Prevention of the disposal there of – Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

UNIT 2

UNIT 3
Import Bill Processing - Important Papers for filing Bill of Entry - Apprising - Open Inspection - Payment of Duties - Out of Charge - Clearance of goods - payment of duties - Duty exemption - Bonding of Cargo - Ex bonding - Export Bills - Important papers for filing Shipping Bills - Factory Stuffing - Port or CFS Stuffing - Supervision by Customs - Sealing and print out - Custom officer overtime - Importance of Shipping Bill - Comparison of Shipping Bill with Mate's Receipt and Bills of Lading-Drawback and Export promotion schemes, ICEGATE and online filing of Bills of Entry & Shipping Bills under EDI System. AEO programme, RMS System, Appeal, CESTAT, Intellectual property rights.
UNIT 4
Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report-No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption Clearance of goods for exportation.

UNIT 5
Goods in Transit-Transit and Tran shipment of certain goods without payment-Liability of duty on goods transited or trans shipped. Warehousing-Appointing of Public Warehouses-Licensing of Private Warehouses-Clearance of Warehoused goods for home consumption and Exportation Cancellation and return of Warehousing bond. Drawback-Interest on drawback-Prohibition and regulation of drawback

Reference:
1. Custom law manual by R.K. Jain
3. Customs Tariff with New Import policy, Volume I & II.

2.5 CONTAINERISATION AND ALLIED BUSINESS

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

UNIT –I
Containerization –Role of Malcolm Maclean - Initial Types of Containers - Standardization of containers - Contribution to shipping fraternity - Containerization Vs Break Bulk Shipping. - Types of Containers - Construction of Containers - Technical Aspects of Containers - Certification and revalidation - Choice of Containers - Flex bags - Prefix and Suffix and their importance - IICL Inspectors and their duties - Cellular Ships – EIR - Hardware and Software of container - Inventory Control - Periodical Inspection and maintenance - Ratio of Container Strength - Planning on procurement - Relay Port - Hub Port - BIC CODE – Anera –Box and Box rate - Consortiums- Container flow Management – Container Slot Management –Common & Dedicated feeder service – Mother Vessels – Land Bridge – Roll overs Handling

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

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

UNIT - IV
Origin of Forwarders - Role of Forwarders - Freight Brokers and Freight Forwarder - Role of Forwarders in Europe - Commencement of Forwarders Association - Difference between a Freight forwarder and a Agent –Types of Bills of Lading – Multimodal Transport Bill of Lading - Forwarding note for Delivering goods - Forwarder as a logistician

UNIT - V

REFERENCE BOOKS
2. Innovation Goes Global" by Brian Cudahy in 2006.
3. Mark Levinson's "THE BOX - How the Shipping Container Made the World Smaller and the World Economy Bigger"
2.6 RESEARCH METHODS FOR MANAGEMENT

Subject Description:
Research Methods of Management is emphasizing on the methodology of research and its application in managerial decision making, explaining hypothesis, meaning and types, sampling design along with the various parametric and non-parametric test.

Goals:
To familiarize the students with methodology of research and its application in managerial decision making situations.

Objectives:
On successful completion of the course the students should have:
Understood the scope and significance of research in business decisions. Studied and understood sampling techniques along with hypothesis testing. Understood various scaling techniques and measurement scales.

UNIT – I
Research - meaning - scope and significance - Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

UNIT - II
Hypothesis:- meaning - sources - Types - formulation Research design - Types - case study - features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT - III
Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - case study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT - IV

UNIT- V

Note : 20% of the questions shall be problems.80% of the questions shall be theory based.
REFERENCES:
1. Rao K.V. Research methods for management and commerce - sterling
2. Zigmund, Business Research Methods

2.7. COMPUTER APPLICATIONS IN MANAGEMENT - Practical

**Aim:** To introduce the concepts of information technology and their application in management decision making.


**MS OFFICE** – Introduction to WORD, EXCEL and POWERPOINT


**POWERPOINT** – Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, editing, deleting, copying, hiding slides – Presentations – Applying new design – Adding graphics – Using headers and footers – Animations text – Special effects to create transition slides – Controlling the transition speed – Adding sounds to slides – Using action buttons.

**TALLY** – Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation, Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group
summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.


**Practicals**: Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

**SEMESTER III**

**3.1. BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT**

**UNIT – I:**
Business and society - Social responsibility - Environmental Pollution and Control - Business and culture - Business and Government - Political system and its influence on business - Business environment - The concept and significance - constituents of business environment

**UNIT – II:**
Managing Ethics - Frame work of organizational ethic - theories and sources - ethics across cultures - factors influencing business ethics - ethical decision making - ethical values and stakeholders - ethics and profit - Corporate governance Structure of boards - reforms in boards - compensation issues - ethical leadership for improved Corporate governance and better business education

**UNIT – III:**

**UNIT – IV :**

**UNIT – V:**
of Exporting - Improving Export Performance – Export and Import Financing - Export Assistance – Counter trade

References:
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment
4. Pruti S. - Economic & Managerial Environment in India

3.2 MANAGEMENT INFORMATION SYSTEM

UNIT – I

UNIT – II

UNIT – III

UNIT – IV
Managing Information Technology: Managing Information Resources and technologies - IS architecture and management - Centralised, Decentralised and Distributed - EDI, Supply chain management & Global Information technology Management.

UNIT - V
Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societical challenges of Information technology.

Reference:
3.3 LEGALITIES IN SHIPPING & LOGISTICS MANAGEMENT

UNIT I

UNIT II

UNIT – III

UNIT – IV
Situation under which claims would occur – Note of Protest by Master towards anticipated damage to the cargo having passed through rough and inclement weather areas – Force Majure and its repercussions – Salvageable quantity and total loss adjusting - Case citations of incidents with preferred claims and repudiation quoting incidents and situations - TORT and non-performance – Breach of contract – Dereliction of duties - Law of Carriage of Goods by sea – Common Carrier - INCOTERMS

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

REFERENCE BOOKS
1.Shipping Finance - Graham Burns and Stephenson Harwood
3.4 STRATEGIC MANAGEMENT

Objectives:
Students are expected to integrate their knowledge gained in various functional areas to make business decisions, from the general manager's point of view in the global and Indian context. Teaching and Examination: Students are expected to keep abreast of the contemporary business practices by reading the business practices by reading the business magazines and management journals. Case studies, application project Seminars and group exercises will supplement the class lectures.

Unit I

Unit II
Environment Analysis & Internal Analysis of Firm:
General environment scanning, competitive & environment analysis - to identify opportunities & threat - Assessing internal environment through functional approach and value chain - identifying critical success factors - to identify the strength & weakness - SWOT audit - core competence - Stockholders' expectations, Scenario-planning - industry analysis.

Unit III
Strategy Formation Generic strategies - Grand strategies - Strategies of leading Indian companies - The role of diversification - limits - means and forms. Strategic management for small organisations, nonprofit organisations and large multi product and multiple market organisations.

Unit IV
Tools of Strategy Planning and evaluation:

Unit V
Strategy implication & Control:
Various approaches to implementation of strategy - Matching organization structure with strategy - 7S model - Strategic control process - Du Pont's control model and other Quantitative and Qualitative tools - Balanced score card - M.Porter's approach for Globalisation - Future of Strategic Management.
ELECTIVE II

3.5 TRAMP AND LINER AGENCY

Unit – I
Meaning of Agent – Various Roles of Agents – Responsibilities of an Agent - Interaction with Principals - Agent as a Mirror reflection - Rules that the agent should know - Responsibilities of the Agent - Governmental bodies connected with Shipping that a Agent should know -Hierarchy of Shipping related offices in India - Flag of Convenience – State Port Control – Classification Societies — Ships and Ships Positions - Two Main Branches of Shipping.

Unit – II

Unit – III

Unit – IV
Liners History-Cargo stowage and planning -World’s biggest Container ship-Cargo Gears and its usage -Liner Routes -Conferences and rate books -Containerised and Non Containerised cargo flow chart -Different types of Liners services -Cargo documentation

Unit – V
Disbursement Account -Dangerous Cargo Handling Procedure -Cold Chain and preservation of perishable cargo -OOG handling technique -Know your Tramp agency verbatim -Know our Liner agency verbatim -Agency Documentation and its importance from A to Z -Cargo related documentations.

Reference Books
1. Port Agency (Shipping business series) 1998 by Malcolm Latarche
2. Port Management and Operations 2014 by CRC Press by Maria G. Burns
3. Shipping practice with a consideration of relevant Laws by Steven Edward F, Sterling Publisher, 1999
3.5 SHIPPING PRACTICE

UNIT I

UNIT II

UNIT III
FREIGHT MARKETS Market Practitioners; Ship-owners, Oil Companies, State Companies and Trading Companies. The role of the broker. Factors affecting the market; political issues, sanctions, the role of OPEC, natural and political crises. Methods of communication and market reporting. International organisations relevant to the tanker trades especially International Maritime Organisation (IMO), World scale, Oil Companies International Maritime Forum (OCIMF), Intertanko, International Tanker Operators Pollution Fund (ITOPF).

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

UNIT V
Commercial Management - Technical Management - Sale and Purchase of ships - Terminology to of measuring a ship - Registration and Classification - Fleet Management. – Valuation -
Market and trends - Contracts - Documentation – Finance - PRACTICALS IN CHARTERING
PRACTICE – Common Chartering abbreviations

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

3.6 E-COMMERCE

UNIT- I

UNIT - II

UNIT - III:

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

TEXT BOOK:

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

3.7 MARKETING MANAGEMENT IN LOGISTICS

Unit - I
Marketing concepts and tasks - customer value and satisfaction – changing marketing practices – strategic marketing planning and organization - Myths about Services – Concept of Service Marketing Triangle – Service Marketing Mix – GAP Models of Service Quality

Unit – II

Unit – III

Unit – IV

Unit – V

References:
SEMESTER IV

4.1 ON-THE-JOB TRAINING

OBJECTIVE

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

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

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

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

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

4.2 PROJECT WORK

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