



IV	IV	27	Non Major Elective I	A. Advertising (or) B. Stock Market Practices	2	0	0	2	25	75	100
		28	Common	Computer for Digital Era	1		1	2	50	50	100
				<b>Sub Total</b>	<b>20</b>	<b>6</b>	<b>4</b>	<b>25</b>			
V	III	29	Core 13	<b>Export-Import Management</b>	3	1	1	4	25	75	100
	III	30	Core 14	<b>Freight forwarding &amp; Port Operations</b>	4	1	0	4	25	75	100
	III	31	Core 15	Financial Management	3	1	0	4	25	75	100
	III	32	Core 16	E-Logistics	2	1	1	4	25	75	100
	III	33	Major Elective I	<b>Entrepreneurship Development (Or) Computer Application in Shipping and Logistics (Or) Total Quality Management</b>	3	1	0	4	25	75	100
		34	Skill Based	Personality Development	2	0	0	2	25	75	100
	35		Internship on Shipping & Logistics management Industry	0	2	4	3	50	50	100	
				<b>Sub Total</b>	<b>18</b>	<b>7</b>	<b>5</b>	<b>25</b>			
VI	III	36	Core 17	<b>Customs Procedures</b>	4	1	0	4	25	75	100
	III	37	Core 18	Digital Marketing	4	1	0	4	25	75	100
	III	38	Core 19	<b>Warehousing and inventory Management</b>	3	1	0	4	25	75	100
	III	39	Major Elective II	Services Marketing (Or) Supply Chain Management (Or) Retail Supply chain Management	3	1	0	4	25	75	100
	III	40		Major Project	0	3	9	6	50	50	100
				<b>Sub Total</b>	<b>16</b>	<b>5</b>	<b>9</b>	<b>22</b>			

L-Lecture T-Tutorial P- Practical C-Credit

**Allocation of questions for problem oriented subjects: 40% theory and 60% problems**

Distribution of marks between External and Internal Assessment is For Theory 75: 25 &For Practical 50: 50

**Total Hours: 180 Total Credits: 140 (Excluding YOGA and COMPUTER FOR DIGITAL ERA)**

**Core Subjects: 19 Non-Major Elective: 02 Skill Based Core: 02 Skill Based Subject (Common): 01**

**Major Elective: 02 Allied: 04**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>1</b>	<b>4</b>

## **INTRODUCTION TO LOGISTICS MANAGEMENT**

### **Unit I**

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

### **Unit II**

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management- Evolution of the concept- model - process-activities

### **Unit III**

Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers - Stages-Role of logistics providers

### **Unit IV**

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

### **Unit V**

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

## **REFERENCE BOOKS**

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

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

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

L	T	P	C
3	1	0	4

## **ORGANIZATIONAL BEHAVIOR**

Total Credits:4

Course Objective: To acquaint students with the fundamentals of Organizational Behavior and the recent developments in Organizational Behavior.

### **Unit I: Introduction**

Definition, Nature and Scope of organizational behavior – Need for studying organizational Behavior - Disciplines that contribute to OB- OB models – Challenges and Opportunities of OB

### **Unit II: Individual Behavior**

Perception: meaning- process- improving perception - Personality development- determinants of personality- personality traits - Learning- Theories and principles of Learning. Motivation - meaning and Importance - Theories of Motivation

### **Unit III: Group Behavior**

Groups- definition- types - Group development; - Groups norms –Group cohesiveness – Group decision making - Conflict- Individual Conflict – Interpersonal conflict- group conflict – Resolving conflict.

### **Unit IV: Organizational Culture**

Organizational Culture - Meaning - definition - concept - characteristics - types of culture - functions of culture - creating and sustaining culture - learning culture - measuring culture - communicating culture.

### **Unit V: Organizational Change and Organizational development**

Forces of change; planned change; Resistance; Approaches (Lewin's model, Organization development); Organizational development – OD interventions.

### **Reference Books:**

1. Organizational Behaviour- S.S.Khanga.
2. Organizational Behaviour - Stephen P. Robbins
3. Organizational Behaviour – K. Aswathappa
4. Organizational Behaviour – L.M. Prasad
5. Organizational Behaviour - Saiyadin

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>

## **TRANSPORTATION AND DISTRIBUTION MANAGEMENT**

### **Unit I**

Role of Distribution in Supply Chain – Designing Distribution Channels

### **Unit II**

Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

### **Unit III**

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

### **Unit IV**

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions

### **Unit V**

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology.

### **Text Books:**

1. Management of Modern City Transportation System, M Mustafa K K Dewan, Deep & Deep

Publications Pvt. Ltd., First Edition, 2004.

### **Reference Books:**

1. Transportation Management – Imperatives and Best Practices, S. Jaya Krishna, ICFAI University Press, 2007.
2. Marine Transportation Management, Henry S. Marcus, Auburn House Pub. Co., 1986.
3. Management of Transportation, Bardi Edward J., Cengage Learning (Thompson ), 6<sup>th</sup> Edition 2006 [International Edition]

## MARKETING MANAGEMENT

L	T	P	C
3	1	0	4

Total Credits:4

### UNIT I: INTRODUCTION

Nature, Scope and importance of marketing, Core marketing concepts, Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Overview of consumer buying process and factors influencing consumer behavior

### UNIT II: SEGMENTATION, TARGETING AND POSITIONING

Market Segmentation: Levels of Market segmentation, basis for segmenting consumer markets and Industrial markets.

Market Targeting: Evaluating and Selecting Market Segments.

Positioning: Positioning Statement, determining which positioning to promote.

### UNIT III: PRODUCT

Product –definition – levels of product- classification of products - Product Mix: Levels, Hierarchy, Classifications, Mix. Product life cycle: The Concept and its Strategic Implications, Significance of branding, New Product development Process.

### UNIT IV: PRICING AND PHYSICAL DISTRIBUTION

Significance of pricing, factors influencing pricing, pricing objectives, and Pricing Strategies  
Channels: Channel Functions and Flows, Channel Levels, Wholesaling: Functions and types of wholesalers. Retailing - Retail functions -Types of retailers- retail decisions.

### UNIT V PROMOTION

Eight elements of the Promotion Mix: basics of Advertising (5M's), Sales Promotion, Events & Experiences, Public Relations & Publicity, Direct Marketing, Interactive Marketing, Word of Mouth Marketing and Personal Selling. Factors affecting the promotion mix.

### Reference Books:

1. Marketing Management -Kotler, P. & Keller, K. L
2. Marketing Management – Rajan Nair
3. Marketing Management: Global Perspective- Ramaswamy, V.S., Namakumari, S

## ACCOUNTING FOR MANAGEMENT

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>3</b>

Unit - I Accounting Principles – Concepts – Basic of Accounting – Journal – Ledger – Trial Balance – Preparation of Trading and Profit and Loss account and Balance Sheet (problems) – Depreciation methods.

Unit - II Financial Statement analysis – Objectives – Accounting Ratio's; Liquidity; Profitability, turnover and market test ratios – Problems and computation and interpretation of various accounting ratios.

Unit – III Fund flow statement analysis sources and applications of funds – Statement of changes in working capital – Computation of fund from operations – Working for computation of various sources and uses – Preparation of fund flow statement – Cash flow statement (Problems) – Distinction between funds flow and cash flow statement.

Unit – IV Cost Accounting – meaning – Distinction between accounting and cost accounting – Cost terminology; cost, cost center, cost unit – Elements of cost – Cost Sheet – Problems –Target costing; concept and applications.

Unit – V Marginal Costing – Definition – Distinction between marginal costing and absorption costing – Decision making under marginal costing system – Contribution, P/V Ratio, limiting factor, Margin of Safety, Break Even Point (problems) - Computation of breakeven point

### References:

1. Advanced Accountancy: R.L.Gupta and Radhasamy
2. Management Accounting: Brown and Howard
3. Management Accounting: Khan and Jain
4. Management Accounting: S.N.Maheswari



**BUSINESS LAW**

L	T	P	C
1	0	3	3

Total Credits:3

**Unit I LAW OF CONTRACT**

Definition of Contract - Law of Contracts – Nature of Contract - Classifications – Essential Elements of Contract - Offer and Acceptance - Consideration –Capacity of Parties – Free Consent - Legality of Object and Considerations - Performance of Contract - Discharge of Contract - Breach of Contract - Remedies for Breach of Contract

**Unit II Indemnity, Bailment and Agency**

Indemnity - Definition - Nature of Liability of Surety - Rights of Surety –Discharge of Surety - Meaning and Definition of Guarantee. Essentials - Bailment and Pledge - Bailment - Definition - Essential Elements - Rights and Duties of Bailor and Bailee - Finder of Lost Goods - Pledge - Essentials - Rights and Duties of Pawner and Pawnee. Law of Agency - Kinds of Agents -Rights and Duties of Agent and Principal - Creation of Agency - Termination of Agency – Sub Agents and Substituted Agents - Relationships.

**Unit III Sale of goods Act 1930**

Sale of Goods Act-Formation of Contract of Sale - Essentials of Contract - Sale Goods and Their Classifications - Condition on Warranties - Transfer of Property in Goods – Performance of Contract of Sale -Unpaid Seller and his Rights.

**Unit IV THE COMPANIES ACT, 2013**

**The Companies Act 2013:**

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus - Doctrine of Ultravires - Doctrine of Indoor Management -Directors-Appointment, Powers and Duties. Meeting-Kinds- Duties of a Company Secretary to all the company meetings -Minutes and Resolutions. Winding Up: Meaning – Modes of Winding up.

**Unit V PARTNERSHIP ACT 2008**

Law of Partnership: Introduction to Partnership Act, definitions, formation -partnership deed – types of partners- rights, duties, liabilities of partners, dissolution of partnership firm.

**Reference Books:**

1. Business Law. - Kapoor, N.D
2. Business Law. - M.C. Kuchhal and Vivek Kuchhal
3. Business law - R.S. N. Pillai

## MANAGEMENT FUNCTIONS

L	T	P	C
2	0	0	2

No. of Credits : 2

Course Objectives: To provide a theoretical base so as to enable the students to acquire Theoretical knowledge of the functional areas of management.

### Unit I INTRODUCTION

Management-meaning-definition-applications-functions-planning-organising-staffing-directing - controlling

### Unit II PRODUCTION FUNCTION

Production Management-concepts-meaning of plant-firm-industry-plant location- Production planning and control-plant-layout-factors-types-inventory management

### UNIT III MARKETING FUNCTION

Marketing Management-meaning -Marketing concepts-marketing Mix- Product life cycle- New product development.-Pricing methods- Channel functions- Promotional Mix.

### UNIT IV HUMAN RESOURCE FUNCTION

Human Resource Management-meaning and nature-qualities or HR managers-Man power Planning-recruitment-selection-training and development-placement-compensation.

### UNIT V FINANCE FUNCTION

Financial Management-meaning-definition-objectives-profit maximization vs. wealth Maximization-Finance functions

### References:

1. Richard Pettiger. Introduction to Management, Palgrave Macmillan, New York.
2. M.J.Mathew,Functional Management, RBSA Publishers, Jaipur.
3. Meenakshy Gupta . Principles of Management, PHI, New Delhi.
4. Koonts and Heinz Weihrich. Essentials of Management, Tata McGraw-Hill Publishing

## ENTREPRENEURSHIP

L	T	P	C
2	0	0	2

### Total Credits: 2

**Course Objectives** To equip and develop the learners entrepreneurial skills and qualities essential to undertake business.

### UNIT I INTRODUCTION

Concept and Evolution of entrepreneurship, Core elements of entrepreneurship, Factors affecting Entrepreneurship development- Role of entrepreneurship in the developing economy

### UNIT II THE ENTREPRENEURIAL MINDSET

Attributes of entrepreneurs, Types of entrepreneurs - Distinction between entrepreneur and manger, Distinction between entrepreneur and intrapreneur.

### UNIT III GENERATION OF IDEAS

Methods and process of generating ideas, sources of ideas and screening process Assessing opportunities: Challenges, pitfalls and critical factors of new venture; Business and Entrepreneurial development organizations.

### UNIT IV SOURCE OF FUNDING

Search for entrepreneurial capital- Debt vs. Equity; Venture Capital Market; Angel Financing and Alternative sources of finance for Entrepreneurs.

### UNIT V DRAFTING BUSINESS PLAN

Business Plan Preparation for new Ventures: Meaning of a business plan, benefits, elements and presentation.

### Reference Books:

Entrepreneurial Development - S.S.Khanka,

Entrepreneurship- Rajeev Roy

Small scale Industries and Entrepreneurship.-Dr. Vasant Desai

Entrepreneurship- Arya Kumar Pearson

Projects: Planning, Analysis, Selection, Implementation - Prasanna Chandra

## INTRODUCTION TO SHIPPING

L	T	P	C
3	0	2	4

### Unit I

The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Trades – Conclusion. The Supply of Ships – Brief History – Supply of Shipping – Ships – Protectionism – Ship Registration – Port State Control – Ship Classification

### Unit II

The Ship – Tonnage & Load lines – Types of Ships the Dry Cargo Chartering market – Introduction – Chartering – Chartering Negotiations

### Unit III

Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter. Brief History of Liners – Containerization – Conferences & Freight Tariffs – Liner Documentation - Bill of Lading Terms & Conditions

### Unit IV

The Practitioners in Shipping Business – The Institute of Chartered Ship Brokers – Ship Sale & Purchase – Ship Management. Maritime Geography – Introduction – Ocean & Seas – Ports – Geography of trade

### Unit V

Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types if Companies- Exchange Rates- Company accounts Law of Carriage – Introduction – Fundamentals of English Law – Arbitration – The Contract – Remedies for breach of Contract – TORT- Contracts Relating to the carriage of goods by sea – Liner Bill of Lading – the Hague Visby Rules – Hamburg rules – Agency- Breach of Warranty of Authority – Protection & Indemnity Associations

### REFERENCE BOOKS:

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd Revised edition, 2009.
2. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.

## PORT AND TERMINAL MANAGEMENT

L	T	P	C
4	1	0	4

UNIT - 1 : Difference between Major and Minor Ports – State owned ports - Ports in India - Natural Harbors - New Ports to be developed in India - Major Ports of the World - Largest Port in the world - Port Officials and their roles - Role of Ports - Port users

UNIT - 2 : Container Terminals - Privatization of Terminals - Reason for Privatization –PPP Projects - Major Terminal Operators in India - Terminal Operators of the world - Privatization the need of the hour - Agreement between and existing Port Terminal and the new operator – Coal, Liquid bulk, LNG Terminals

UNIT - 3 : Import Cycle - Export Cycle - Positions and Places in a Terminal - Facilities in a Terminal – Yard planning – Vessel ship planning – stacking of refrigerated & hazardous containers - Container Monitoring and stacking – Types of ships and containers – CFS, ICD & its roles - CFS inside a Terminal - Reasons for Congestion of a terminal - de-congesting the terminal - Window berthing system in a terminal.

UNIT - 4 : Major Port Trust Act - Port as a custodian of the cargo - Transit sheds - Cargo receivers – Types of Cargo – goods handled in port - Wharfs and Berths - Various berths in a Port - Meaning of Berth Restrictions – Draught - Port equipments and damage - Extra services - Berth reservation schemes

UNIT - 5 : Port Tariff - Pilots and their duties - Tugs and its usage - Night navigations - Light Dues - Tariff Authorities of Major Port - Revision of rates - Port Trustees - Safety Procedures - Introduction of ISPS – SOLAS - Damage to Port property by ships - Compensation and confiscation of cargo to adjust dues – Plant & Quarantine – Guidelines – Import & Export clearances.

### TEXT BOOKS:

1. Major Port Trust Act – Government of India

## **PRODUCTION AND OPERATIONS MANAGEMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

Total Credits:4

Course Objectives: To acquaint students with the various facets of production and operations in an organization from product design to checking product quality before delivery to the final consumers.

### **UNIT I INTRODUCTION TO PRODUCTION AND OPERATION FUNCTIONS**

Definition, objectives and functions-Relationship between production and other functions – production management Vs Operations Management- functions of operations management-Plant location – factors influencing plant location –. Plant layout – objectives, principles, Factors for good layout different types of layout – their merits and demerits and suitability.

### **UNIT II WORK STUDY AND PLANT MAINTENANCE**

**Work study:** Definition, meaning Advantages of work study- Method study, objectives of Method study. Work measurement- meaning and Objectives-Time study and Motion study - Maintenance – Types – Break down & Preventive maintenance.

### **UNIT III PRODUCTION PLANNING AND CONTROL**

Need for PPC, functions – Planning – Routing – Scheduling –Dispatching – Inspection- Capacity Planning: Importance of capacity planning- Capacity measurement – Capacity Requirement Planning (CRP) process.

### **UNIT IV MATERIALS MANAGEMENT**

Meaning – need – functions of materials management – Material requirement planning (MRP) and control: MRP concept and process - Inventory control systems and techniques Inventory control – importance, objectives – Tools – ABC, VED, FSN analysis – EOQ – Re-order point – Safety Stock – Models of EOQ – JIT (Elementary level) Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning.

### **UNIT V QUALITY CONTROL**

Need for Quality control, Objectives. – Inspection- Methods of inspection- Statistical Quality Control: Control charts and Acceptance sampling procedures –Total Quality Management- 6 Sigma approach and Zero Defect Manufacturing.

### **Reference Books:**

1. Industrial Engineering – O.P. Khanan
2. Production & Operations management- Nair.S
3. Production Management – Paneerselvam.R

## HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	1	0	4

No. of Credits: 4

Course Objective: To acquaint students with the fundamentals of Human Resource Management and the recent developments in Human Resource Management.

### UNIT I INTRODUCTION

HRM-meaning, nature, objectives and scope, Functions of Human Resource Management, Significance of Human Resource Management-Role and Qualities of HR manager.

### UNIT II HUMAN RESOURCE PLANNING

Importance of Human Resource Planning – Forecasting human resource requirement –matching supply and demand - process of HRP- Job analysis- Job description- Job design- Recruitment – meaning- sources- Selection- meaning and importance –steps in selection procedure- interview- types of interview- Induction- Placement

### UNIT III Training and Development

Training and Development-Meaning, Importance-Training-types, methods of Training- Learning- Learning principles- Management Development programme-Job evaluation- Performance appraisal and career planning- Need and importance- objectives-process-methods and problems of performance appraisal- Concept of career planning –features methods –uses career Development Transfer-Promotion-code of conduct

### UNIT IV COMPENSATION MANAGEMENT

Compensation management - Compensation Planning-Objectives-Principles of compensation –Pay Structure – Incentives- Rewards, Intrinsic, extrinsic- Fringe Benefits-Stress Management - Quality of Work Life.

### UNIT V GRIEVANCE HANDLING

Grievance redressal procedure - Discipline- essentials of a good discipline system- Disciplinary Process -approaches- punishment-exit interview-. Legislative Framework - Trade Unions - Managing Conflicts - - Collective Bargaining - Labor participation in management and workers empowerment.

### Reference Books:

1. Gupta ,C.B. Human Resource Management- - Sultan Chand & sons
2. Subba Rao, P Personnel and Human Resource Management — Himalaya Publishing House
3. Aswathappa, K. Human Resource Management— McGraw Hill Education

L	T	P	C
3	1	0	3

## **BANKING AND INSURANCE**

Total Credits:4

**Course Objective:** Make the students to understand the functioning of commercial banks and e-banking and the threats that go with it. And also to understand about the insurance sector in India.

### **UNIT-I INDIAN BANKING SYSTEM**

Definition of banking and customer – Classification of banks- Functions of a Bank – Relationship between Banker and customer.

#### **Unit II NEGOTIABLE INSTRUMENTS**

Introduction, definitions, characteristics of negotiable instruments, operational rules of Evidence-Presumptions, classification of negotiable instruments, promissory note, cheque, parties of negotiable instrument, negotiation, presentation, discharge and dishonor of negotiable instruments, rules of evidence, banker and drawer.

#### **Unit III INNOVATIONS IN BANKING**

E-BANKING, Mobile banking Over view of microfinance, new products and services- factoring Securitization, Banc assurance, mutual funds

#### **UNIT IV INSURANCE MANAGEMENT**

Insurance – Mechanism of covering risk – functions of insurance- insurance – Brief history of insurance in India- Regulatory Authority for insurance sector- Structure of insurance business in India, – Recent Developments in the Insurance sector

#### **UNIT-V Insurance products and services**

Life Vs General Insurance –Features of Life Insurance – Importance of Life Insurance policies - Types of Life Insurance policies. Importance of general insurance policies- Types of general insurance policies – Fire insurance- Marine insurance- Motor Vehicle insurance- Health insurance- Theft and Burglary.

#### **Reference Books:**

1. Banking and Insurance – E. Gordon and P.K.Gupta
2. Elements of Banking and Insurance - Nishwan Sethi and Jyotsna
3. Principles of Banking and Insurance: Bishwa Mohan Jeena
4. Banking and Insurance – Arun Arora and Seema Nashir Rana
5. Banking and Insurance: Principles & practices – Neelam C. Gulati



## RESEARCH METHODOLOGY

L	T	P	C
3	1	0	3

Total Credits:4

**Course Objectives:** To provide an insight into the fundamentals of social science research and to impart practical knowledge and required skills in carrying out research project independently.

### Unit I INTRODUCTION

Research- Meaning, Nature, Scope, Significance, Objectives and Utilities - Types of Research- Fundamental, Applied, Exploratory, Descriptive, Predictive, Analytical, Experimental, Diagnostic, Qualitative and Quantitative Research- Ex-post Facto Research – Case Study- Censes Study- Action Research- Surveys and Field Studies –Research Process and its Steps

### UNIT II RESEARCH DESIGN

Identifying a Research Problem – Review of Literature – Identifying Research Gap –Research Questions - Setting of Objectives and Hypotheses – Need, Significance and Types of Hypotheses- Variables and types- Research Design- Steps in developing a Research Design –Qualities of Good Research Design

### UNIT III DATA COLLECTION AND SAMPLING

Sources of Data – Primary and Secondary Data –Tools for Data Collection- Observations, Interviews and Experiments – Questionnaire Vs, Schedules- construction of questionnaire- Scaling Techniques and Construction of Scales –Sampling- Probability and Non-Probability Sampling Techniques – Determinants of sample size – sampling errors and sources - Pre-testing and Pilot Study

### UNIT IV DATA ANALYSIS

Data Analysis- Statistical Tools and Techniques for Data Analysis- - Parametric and Non Parametric Tests (Concepts and types only) -Introduction to Statistical Packages – SPSS, Uses of SPSS- Precaution on using SPSS -Interpretation of Analyzed Data

### UNIT V RESEARCH REPORTING

Research Report - types of reports – content of report – Style of Reporting – Steps in Drafting Reports – Qualities of a good report –References -Bibliography – APA Format in writing references and bibliography

#### Reference Books:

1. Social Research Methods – Alan Bryman and Edward Allan Bell
2. Research Methodology- Methods and Techniques- . Kothari, C
3. Research Methodology in Social Science- Krishnaswamy OR&Ranganatham, M.

## ADVERTISING

L	T	P	C
1	1	2	3

No. of Credits: 4

Course Objectives: To impart in depth knowledge about advertising and sales promotion Practices among corporate to persuade customers.

### Unit I

Introduction Advertising: Meaning – Objectives – Functions – Types

### Unit II

The Key Players of Advertising Advertiser – Media – Advertising Agency – vendors – Target Audience – Regulatory Bodies

### Unit III

Advertising Planning Situation analysis – DAGMAR – Advertising Planning Process

### Unit IV

Advertising Media - Media Plan – media Mix Selection – Media budget

### Unit V

Advertising creative Approach - The Big Idea and ROI (Relevance, Originality, and Impact), Creative message execution, appeals, format, tone, body copy, headlines and Layout. Preparing a copy

### Reference Books:

1. Advertising Management - Chunawala, S.A.
2. Advertising Management. - Rajeev Batra , David A. Aaker
3. Marketing management. - Kotler, Philip
4. Advertising Management Concepts. - Manendra Mohan

## STOCK MARKET PRACTICES

L	T	P	C
2	0	0	2

Total Credits:2

### Course Objective:

To give learners the basic understanding of the fundamental concepts of stock marketing and to enable them to analyze stock movements

### UNIT - I INTRODUCTION

Need and Importance of Capital Market – Primary Market- Different types of Securities dealt in the Capital Market.

### UNIT – II SECONDARY MARKET

Secondary Market – Origin and Growth – Types of Securities traded – Role and Functions of stock Exchange – NSE –Reading of Stock Indices - weaknesses of stock Exchange.

### UNIT – III LISTING OF SECURITIES

Listing of Securities – Group A, Group B, Group C Shares – Advantages – Drawbacks – Listing Procedure – Criteria for Listing – Listing Obligations.

### UNIT - IV MARKET INTERMEDIARIES

Registration of Stock Brokers – Procedure – Code of Conduct – Kinds of Brokers and their Assistants – Methods of Trading in a Stock Exchange – Carry over or Bald Transactions – Genuine Trading – Kinds of Speculators – Speculative Transactions.

### UNIT - V CREDIT RATING

CRISIL – CARE – ICRA Agencies Dematerialization – Depositories

### Reference Books:

Security Analysis & Portfolio Management– PUNIDHAVADHI PANDIYAN

Investment Management &Portfolio Management–V.K.BHALLA

Security Analysis – PREETI SINGH,

## EXPORT IMPORT MANAGEMENT

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>2</b>	<b>4</b>

### UNIT I

Meaning and Definition of Export – Classification – Strategy and Preparation for Export Marketing –Registration Formalities –Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Payment Terms – Letter of Credit – Liberalization of Imports – Negative List for Imports – Categories of Importers.

### UNIT II

Aligned Documentation system – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate’s Receipt – Bill of Lading –GR Form – ISO 9000 – Procedure for obtaining ISO 9000 – BIS 14000 Certification – Types of Marine Insurance Policies – Import Documents – Transport Documents – Bill of Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration.

### UNIT III

Export Contract - Steps in Export Procedure – Export Contract – Forward Cover – Export – Finance Institutional Frame worked for export Finance – Excise Clearance – Pre-shipment Inspection – Methods of Pre-shipment Inspection Marine – Insurance – Role of Clearing and Forwarding Agents – Shipping and Customs Formalities

### UNIT IV

Pre-Import Procedure - Realization of Exports Proceeds – Pre-Import Procedure – Steps in Import Procedure – Legal Dimensions of Import Procedure – Customs Formalities for Imports – Warehousing of Imported goods – Exchange Control Provisions for Imports – Retirement of Export Documents – Town of Export Excellence.

### UNIT V

GLOBALISATION OF INDIAN BUSINESS - India’s competitive advantage in Industries like IT, Textiles, Gems and jewelry- India’s strength and weakness in International Business

### REFERENCE BOOKS:

1. Thomas E. Johnson, “Export/Import Procedures and Documentation”, Amacom; 4th Edition, 2010.
2. Rama Gopal, CA.C, “Export Import Procedures - Documentation and Logistics”, New Age International, By: Shri C, 1st Edition, 2006.
3. .Rai, Ushakiran, “Export Import & Logistic management”, AMACOM publication

## FREIGHT FORWARDING & PORT OPERATIONS

L	T	P	C
4	1	0	4

### UNIT-1

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken Stowage-Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing-Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks-Cranes.

### UNIT-2

Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit-Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, IMDG Code

### Unit-3

Aim-Application-Classification-Packing- Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods , Paletisation- Containers- Physical Characteristics of Containers-Types of Containers- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes, Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Pollution.

### Unit-4

Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling-Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors-Obligations of Dock Workers

### Unit-5

Introduction – genesis of freight forwarding – understanding concepts of containerization LCL / FCL concepts – various sectors of container markets – Pre stuffing procedures; De stuffing formalities – channelization of return / empty containers – reverse process.

### Text Book:

1. Multimodal Transport Rules, Hugh M. Kindred, H. M. Kindred, M. R. Brooks, Kluwer Law International Publisher, 1st Edition, 1997.
2. Multimodal Transportation of Goods Act, 1993 Along With Allied Rules, Professional Book Publishers.

## FINANCIAL MANAGEMENT

L	T	P	C
3	1	0	4

**UNIT- I** Financial Management Introduction Nature and Scope of Financial Management – Objectives of Corporate Financial Decisions, Investments Decisions: Cost of Capital: Cost of Debt, Cost of Preference Shares, Cost of Equity, Weighted average cost of capital, Average and Marginal Cost of Capital, Long Term Investment Decisions and Capital Budgeting Techniques – Risk A analysis in Capital Budgeting – Capital Budgeting under the conditions of Capital Rationing and Inflationary Conditions – Case Study

**UNIT – II** Investment Decision Short Term Investment Decision: Working Capital Decisions- Working Capital Policy – Size of Currents Assets and Financing of Current Assets – Management of Cash and Near – Cash assets – Management of Receivables Management of Inventory, Short term Finances

**UNIT – III** Financing Decision Financing Decisions: Capitalization and Capital Structure – Long term finance Shares and Debentures, Loan – Case Study

**UNIT – IV** Dividend Decision Dividend Decisions – Relevance of Dividend Payment – Stability of Dividend Payment – Forms of Dividend payment – Dividend Policy in Indian Corporate Sector – Case Study

**UNIT – V** Financial Analysis Financial Analysis and Planning: Financial Statements, Financial Ratio Analysis, Operating and Financial Leverage, Break-Even Analysis Emerging Scenario: Indian Financial System, An overview of Financial Institutions, Financial Markets, Financial instruments and Financial Services – Case Study

### References

1. Prasanna Chandra Financial Management
2. I.M. Pandey Financial Management, Vikas Publishing House
3. M.Y.Khan & P.K. Jain, Financial Management
4. P.V. Kulkarni and B.G. Sathya Prasad, Financial Management, Himalaya Publishing house

## E-LOGISTICS

L	T	P	C
2	1	1	4

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### REFERENCE BOOKS

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

## ENTREPRENEURSHIP DEVELOPMENT

L	T	P	C
3	1	0	4

Total Credits:4

**Course Objectives** To equip and develop the learner's entrepreneurial skills and qualities essential to undertake business. To impart the learner's entrepreneurial competencies needed for managing business efficiently and effectively.

### UNIT I INTRODUCTION

Definition of Entrepreneurship – Concept of Entrepreneurship – Role of Entrepreneurship in Economic development – Types of Entrepreneurs – Barriers – ED cycle-Characteristics of Successful Entrepreneurs.

### UNIT II ENTREPRENEURIAL ENVIRONMENT

EDP in India – Phases of Entrepreneurial programs — Industrial Estates –Industrial clusters — Incentives and subsidies – Advantages - Needs & Problems – Promotional agencies – NMCC,SIDO, NSIC, NAYE, TCO, SISI's- Khadi & Village Commission- STEP – NIESBUDKITCO–SIDCO- TIIC- MSME & DICs- Business Incubators& Start-ups

### UNIT III BUSINESS PLAN PREPARATION

Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital Budgeting- Project Profile Preparation - Matching Entrepreneur with the Project - Feasibility Report Preparation and Evaluation Criteria.

### UNIT IV FINANCING OF SMALL BUSINESS

Financing Options - Bridge capital, Seed capital assistance, Margin money scheme, Sickness, Causes-Remedies- An overview on the roles of institutions/schemes in entrepreneurial development- SIDBI, KSIDC,IFCI, KFC, - commercial banks - .Scheme MUDRA, CGMSE,CLCS,SWARNA JAYANTHI Rozgar Schemes, PMRY -- Other financing options -venture capital, crowd funding, Angel Investors

### .UNIT V MANAGEMENT OF SMALL BUSINESS

Monitoring and Evaluation of Business - Business Sickness - Prevention and Rehabilitation of Business Units - Effective Management of small Business - Case Studies.

### Reference Books:

1. Entrepreneurial Development - S.S.Khanka,
2. Small Scale Industries and Entrepreneurship. S. Vasant Desai
3. Entrepreneurship- R.D.Hisrich



## COMPUTER APPLICATION IN SHIPPING & LOGISTICS

L	T	P	C
3	1	0	4

**Unit I** Computers – Introduction – Computers in business – Elements of computer systems setup; Indian computing environment; components of a computer system; generations of computers and computer languages.

**Unit II** Personal computers in business – PC software packages – introduction – Disk Operating system and windows.

**Unit III** Word Processing Software – Creating document – File management – Editing – formatting – Using tools – Tables – Working within tables.

**Unit IV** Spreadsheet software – Introduction – Creation of spreadsheet application; range, formula, functions database functions in spreadsheet – Graphics on spreadsheet.

**Unit V** Shipping Industry software – Marine ERP Software - Managerial applications of computers – Computer and management functions – Computer based financial accounting systems – Inventory systems – Computerized MIS & Control system.

### References:

1. Summer M. – Computer Concepts and Uses (PHI)
2. Long, L. – Computers (PHI)
3. David. Van Over – Foundation of Business systems (Dryden)

## TOTAL QUALITY MANAGEMENT

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### UNIT- I INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality costs, Top Management Commitment, Quality Council, Quality Statements, Barriers to TQM Implementation, Contributions of Deming, Juran and Crosby, Team Balancing

**UNIT- II TQM PRINCIPLES** Customer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Continuous Process Improvement, 5S, Kaizen, Just-In-Time and TPS

**UNIT –III STATISTICAL PROCESS CONTROL** The seven tools of quality, New seven Management tools, Statistical Fundamentals – Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Concept of six sigma.

**UNIT- IV TQM TOOLS** Quality Policy Deployment (QPD), Quality Function Deployment (QFD), Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM), FMEA

**UNIT- V QUALITY SYSTEMS** Need for ISO 9000 and Other Quality Systems, ISO 9001:2008 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, ISO 14001:2004

### References:

1. Dale H. Besterfield, “Total Quality Management”, 3rd edition 2011 Pearson Education
2. James R. Evans & William M. Lindsay, —”The Management and Control of Quality”, 9th Edition South-Western (Thomson Learning)

**INTERNSHIP/MINI PROJECT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>2</b>	<b>4</b>	<b>3</b>

**Course Objectives:**

- To undergo an external field survey by choosing any industry (or) company (or) organization
- To train in drafting the formal report
- To improve the presentation skill among the students

The students may choose any industry (or) company (or) organization of their choice for doing mini-project. The data may be primary or secondary sources.

1. The students should undergo an external field survey or case study of a selected industry (or) company (or) organization by confining the specialisation chosen from the available clusters.
2. As like a project report, this field survey / case study report shall be prepared by starting the title as Survey/ Case study of ..... company or industry or organisation.
3. Since it is an external study report, the students should pay utmost interest in drafting the report and it should be as like formal report.
4. Field survey/ Case study chosen by the students for field investigation should be related to the course.
5. Before starting of fifth semester examinations, the student should submit the report both hard and soft copy with regard to this viva-voce shall be conducted through the Power-point presentation.
6. The report should be evaluated for 50 marks and viva-voce exam shall be conducted for 50 marks. Total marks for the paper is 100.
7. Students should attain 40 marks in both report and viva-voce to clear the paper. If the student is unable to clear or absent for the above examination, he/she should reappear with updated report after paying the examination fees to the university in the next semester.
8. After the completion of semester end examinations, the report and viva-voce exams have to be conducted by the approved examiners of the university.

**9. Instruction for submission:**

- a) The volume or size of the report may be about 15 to 20 pages typed with font name of Times New Roman in 1.5 paragraph space. (Excluding Content page, Certificate, Acknowledgement, Declaration certificate, Index and Appendix)
- b) Students are required to submit the survey/case report in duplicate after duly signed by Principal/Director of the college and approved Faculty Guide before the semester end examination.
- c) Duration for the survey/case report preparation can be fixed as per the direction of the Guide.

The report should have the following aspects and present the report in the order mentioned below.

**CHAPTER-I :** Introduction about the industry (or) company (or) organization - Form of Ownership - License or Registration - Organisation structure - Sources of Finance .

**CHAPTER-II: Number** of employees - Recruitment process – Training – Appraisal of employees .

**CHAPTER-III:** Product / Service produced or offered – Manufacturing process – Raw materials and Equipments used - Logo – Slogan.

**CHAPTER-IV:** Marketing of Products/Services – Channel of Distribution – Advertising – Sales promotion and sales management.

**CHAPTER-V:** Conclusion based on the overall observation of the study.

## CUSTOMS PROCEDURES

L	T	P	C
4	1	0	4

### Unit-1

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

### Unit-2

Detection of illegally imported goods and Prevention of the disposal there of - Definitions - Power of Central Government to notify goods- Persons possessing notified goods to intimate the place of storage, etc. - Sections 11C, 11E and 11F not to apply to goods in personal use; Prevention or Detection of illegal import of Goods; Power to exempt.

### Unit-3

Levy of and exemption From, Customs Duties-Dutiable goods-Duty on Pilfered goods-assessment of Duty-Interest on delayed Funds-Claim for Refund of Duty-Provisional Attachment to protect revenue in certain cases , Indicating Amount of Duty in Price of Goods, For purpose of Refund-Price of goods to indicate amount of duty paid thereon.

### Unit-4

Provisions relating to Conveyances Carrying Imported or Exported Goods-Arrival of Vessels and Aircraft in India-Power to board Conveyances-Delivery of export manifest or export report-No Conveyance to leave without written order. Clearance of Imported goods and Exported Goods-Chapter not to apply to baggage and Postal articles-Clearance of goods for home consumption-Clearance of goods for exportation.

### Unit-5

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

### REFERENCE BOOKS:

1 Guide to Customs Procedures 2009:10, Gururaj Bn, Centax Publications Pvt Ltd

2 Customs Law Practice and Procedures, V. S. Datey, Taxmann Allied Services Pvt. Ltd., 7th Edition 2010.

## DIGITAL MARKETING

L	T	P	C
4	1	0	4

Total Credits:4

### OBJECTIVES:

The primary objective of this module is to examine and explore the role and Importance of digital marketing in today's rapidly changing business environment. It also focuses on how digital marketing can be utilized by organizations and how its Effectiveness can measured.

### UNIT I Introduction

Digital Marketing- Definition – Importance – Digital Marketing Vs Traditional Marketing- Recent trends and current scenario of digital marketing in India.

### UNIT II Search Engine Based Marketing

Search engine optimization – meaning – origin and growth of search engine optimization - On-Page optimization- Off-Page optimization. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement

### UNIT III Electronic Marketing

E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximizing email campaign Effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.

### UNIT IV Social Media Marketing

Social media – meaning- Definition of Social Media Marketing - Blogging- Social networking- Video creation and sharing- Use of different social media platforms. Engagement Marketing- Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.

### UNIT V Digital Marketing Strategy

Competitor analysis- LSI (Latent Semantic Indexing) - online reputation management- App store optimization – Career opportunities in Digital Marketing.

### Reference Books:

1. Fundamentals of Digital Marketing - Puneet Singh Bhatia
2. Digital Marketing - Vandana Ahuja
3. Marketing 4.0: Moving from Traditional to Digital - Philip Kotler
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation - Ryan, D.

## WAREHOUSING AND INVENTORY MANAGEMENT

L	T	P	C
3	1	0	4

### Unit I

Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.

### Unit II

Warehouse and Inventory Operations, Role of Warehouse in Distribution system, Using WMS for Managing Warehouse Operations. Basics, Documents, Receiving Scheduling, Unloading, Palletization, Stock Update, Location and Zone Management.

### Unit III

Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks ,Inventory Management Systems - execution -Ratio Analysis on Inventory, Profit Margin.

### Unit IV

Material Requirement Planning Costs associated with Inventories, Material Requirement Planning, Accounting for Inventories, Purpose of Inventory, Goods, Types of Goods, Finished Goods Inventories, General, Management of Inventory, Stocks Types of Stocks, Tracking the Paper Life.

### Unit V

Inventory - Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Multi-Echelon Inventory Systems, Spare Parts Inventories, Use of Computers in Inventory Management Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.

### REFERENCE BOOKS:

1. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007

## SERVICES MARKETING

L	T	P	C
3	1	0	4

Total Credits:4

### Course objective:

To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

### UNIT I INTRODUCTION

Introduction– Definition – Evolution and growth of service sector – Nature and Scope of Services – Difference between services and tangible products– Unique characteristics of services– Challenges and issues in Services Marketing.

### UNIT II SERVICES MARKETING

Classification of services – Expanded marketing mix – Service marketing – Environment and trends –Assessing Service Market potential - Service market segmentation, targeting and positioning.

### UNIT III SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

### UNIT IV SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle – Managing demand, Managing supply, managing Demand and Supply of Service–Integrated Service marketing communication.

### UNIT V SERVICE STRATEGIES

Service Marketing Strategies for Health – Hospitality – Tourism – Financial – Logistics– Educational – Marketing of Online Services– Entertainment & public utility Information technique Services.

### Reference Books:

1. Services Marketing: People, Technology, strategy. - Christopher H. Lovelock and JochenWirtz
- 2 Services Marketing- . John.E.G.Bateson, K.Douglas Hoffman
3. Services Marketing Operation Management and Strategy - Kenneth E Clow
4. Services Marketing - Valarie Zeithaml

## SUPPLY CHAIN MANAGEMENT

L	T	P	C
3	1	0	4

### Objective:

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

### Unit I

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organization.

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

## REFERENCE BOOKS

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

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

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



## RETAIL SUPPLY CHAIN MANAGEMENT

L	T	P	C
3	1	0	4

### Unit – I

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

### Unit – II

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

### Unit – III

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

### Unit – IV

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

### Unit – V

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

### References:

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

## MAJOR PROJECT

L	T	P	C
0	3	9	6

### Course Objectives :

- To work & gain knowledge of real time business environment.
- To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
- To analyze best practices, system, processes, procedures and policies of a different functional areas and bring forward the deviations.
- To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company

For BBA Degree Programme there shall be a Project Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project work can be done either individually or by a group not exceeding five students under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- a. Project proposal presentation and literature review
- b. Field work and data analysis
- c. Report writing and draft report presentation
- d. Final report submission

The report shall be printed and flexi paper binding with around 50 A4 size pages. The layout is:

Font : Times New Roman

Size : 12

Line Spacing : 1.5

Margin : Left - 1.5; Right-1; Top-1; Bottom-1

The project report should be submitted to the Department at least 15 days before the last working day of the sixth semester. The candidate shall prepare three copies of the report: two copies for submission to the Department and one copy for the student to bring at the time of viva-voce.

### Structure of the Report

1. Title Pages
2. Certificate of the supervising Teacher with signature
3. Contents
4. List of Tables, Figures etc.
5. Chapter 1- Introduction, Review of literature, Statement of the problem, Need and Significance of the study, Objectives of the study, Research Methodology (Sample, Data sources, Tools of analysis etc.), Limitations of the study, Presentation of the study (5-8 pages)
6. Chapter II- Theoretical Back Ground (10-15 pages)
7. Chapter III- Data Analysis and Interpretation (25-30 pages)
8. Chapter IV Summary of Findings, Conclusion and Suggestions
9. Appendix: Questionnaire, Specimen copies of forms, other exhibits

10. Bibliography (Books, journal articles, website etc. used for the project work)(Written based on APA format)

### **Evaluation of the Report**

\* A Board of two examiners appointed by the University shall evaluate the report.

\* \* A Viva voce based on the project report shall be conducted individually by the Board of Examiners.

\* \* The total credits for Project work is 6.

\* The Maximum Marks for evaluation of the report shall be 100 distributed among the following components,

i) Statement of the problem 5

ii) Objectives of the study 5

iii) Review of literature 5

iv) Methodology 5

v) Analysis and Interpretation 10

vi) Presentation of the report 5

vii) Findings and suggestions 10

viii) Bibliography 5

ix) Viva-Voce 50

Total 100