



AMRITA

VISHWA VIDYAPEETHAM
UNIVERSITY

[Estd. u/s 3 of the UGC Act 1956]
Ettimadai, Coimbatore - 641112

Ref: AMRITA/UO/2017 /816

July 8, 2017

OFFICE ORDER

Sub.: Curricula and Syllabi – BBA Logistics Management

As per the recommendation of the University Level Under Graduate Programme Committee, the Vice Chancellor has approved the Curriculum and Syllabus of the new BBA Programme in Logistics Management (effective from 2017 admissions).

The curriculum and syllabi for the BBA Logistics Management are given as an attachment to this order

Dr. K Sankaran

Registrar

Encl. Curriculum and syllabi for BBA Logistics management

To

The Dean, Faculty of Arts, Media and Commerce

Copy :

The Pro-Chancellor
The Vice-Chancellor
Controller of Examinations
The AUMS Support Team

B B A (Logistics Management)

Code No.	Course Title	L T P	Cr	ES	Code No.	Course Title	L T P	Cr	ES
SEMESTER 1					SEMESTER 2				
15ENG101	Communicative English	2 0 2	3		15ENG121	Professional Communication	1 0 2	2	
	Language Paper I	2 0 0	2			Language Paper II	1 0 2	2	
15BUS101	Principles of Management	3 0 0	3		15ECO101	Business Economics	2 1 0	3	
15COM103	Financial Accounting	3 1 0	4		15LAW111	Business Laws	3 1 0	4	
17BUS101	Fundamentals of Logistics	3 0 0	3		15MAT112	Business Statistics	3 1 0	4	
15MAT102	Basic Concepts of Mathematics	2 1 0	3		15CUL111	Cultural Education II	2 0 0	2	
15CSA185	Business and MIS Lab	0 0 3	1		17BUS111	Introduction to Shipping	2 0 0	2	
15CUL101	Cultural Education I	2 0 0	2		15ENV300	Environmental Science and Sustainability	3 0 0	3	
						On-site learning at Logistics and Shipping Industries	0 0 3	1	
TOTAL				21	TOTAL				23
SEMESTER 3					SEMESTER 4				
15BUS202	Organizational Behaviour	3 0 0	3		17MAT211	Fundamentals of Operations Research	3 0 0	3	
15BUS203	Introduction to Marketing Management	3 0 0	3		15BUS212	Basics of Human Resources Management	3 0 0	3	
	Operations Management	3 0 0	3		17BUS211	Warehousing and Inventory Management	3 0 0	3	
15COM207	Cost and Management Accounting	3 1 0	4		17BUS212	Logistics Information System	3 0 0	3	
17BUS201	Supply Chain Management	3 0 0	3		15BUS213	Introduction to Research Methods	3 0 0	3	
15LAW201	Indian Constitution	2 0 0	2			Open Elective A*	3 0 0	3	
15CSA286	Accounting Packages – Tally Lab	0 0 3	1		15SSK211	Life Skills II	1 0 2	2	
15SSK201	Life Skills I	1 0 2	2		15AVP211	Amrita Values Programme II	1 0 0	1	
15AVP201	Amrita Values Programme I	1 0 0	1			Mini Project		3	
TOTAL				22	TOTAL				24
SEMESTER 5					SEMESTER 6				
15BUS301	Principles of International Business	3 0 0	3		17LAW311	Legal Principles of Logistics and Shipping Business	3 0 0	3	
15BUS302	Business Ethics and Corporate Responsibility	3 0 0	3		15BUS313	Introduction to Strategic Management	3 1 0	4	
17BUS301	Retail Logistics	3 0 0	3		17BUS311	Air Cargo Logistics Management	3 0 0	3	
	Elective I	3 0 0	3			Elective II	3 0 0	3	
	Open Elective B* / Live-in-Lab.®	3 0 0	3			Elective III	3 0 0	3	
15BUS391	Minor Project		3		15BUS399	Project		6	
15SSK301	Life Skills III	1 0 2	2		TOTAL			22	
TOTAL				20	TOTAL for the programme				132
ELECTIVES									
ELECTIVE I (any one)					ELECTIVE II & III (any two)				
15BUS331	Financial Services and Markets	3 0 0	3	E	17LAW351	Shipping Finance and Marine Insurance	3 0 0	3	D/E
17BUS331	Total Quality Management	3 0 0	3	E	17BUS351	Shipping Management	3 0 0	3	D/E
15BUS311	Entrepreneurship Development	3 0 0	3	E	15BUS352	Customer Relationship Management	3 0 0	3	D/E
					15BUS353	Web-based Marketing	3 0 0	3	D/E
					15BUS354	Principles of Export Management	3 0 0	3	D/E
					15BUS355	Travel and Tourism Management	3 0 0	3	D/E
					15BUS356	E-Commerce and ERP	3 0 0	3	D/E
LANGUAGES									
PAPER I					PAPER II				
15HIN101	Hindi I	2 0 0	2	B	15HIN111	Hindi II	1 1 0	2	B
15KAN101	Kannada I	2 0 0	2	B	15KAN111	Kannada II	1 1 0	2	B
15MAL101	Malayalam I	2 0 0	2	B	15MAL111	Malayalam II	1 1 0	2	B
15SAN101	Sanskrit I	2 0 0	2	B	15SAN111	Sanskrit II	1 1 0	2	B
15TAM101	Tamil I	2 0 0	2	B	15TAM111	Tamil II	1 1 0	2	B

* Two Open Elective courses are to be taken by each student, one each at the 4th and the 5th semesters, from the list of Open electives offered by the School.

® Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

SYLLABUS FOR BBA IN LOGISTICS MANAGEMENT

17BUS101 **Fundamentals of Logistics** 3 0 0 3

Objectives: To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers.

Unit I Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retail logistics-Emerging concept in logistics.

Unit II Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities (in brief).

Unit III Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)- Stages-Role of logistics providers

Unit IV Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy

Unit V Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging.

REFERENCE BOOKS

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
Donald Waters : Logistics. Palgrave Macmillan, New York, 2004 KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999.

TEXTBOOKS

David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition

Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGrawhill/Irwin, First Edition, 1998.

Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited. Reference Books: 1. Logistics Management For International Business: Text And Cases, Sudalaimuthu& S. Anthony Raj, PHI Learning, First Edition, 2009.

Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

Objectives: To understand the general concepts of logistics information to better analyses the distribution channels, starting from producers to customers. To apply the global trends in logistics information such as the information systems application is provided.

Unit I Logistics Information-Meaning & Need Forms: LIS-Definition-Information functionality - Activities involved in transaction system-Principles of designing or evaluating LIS applications.

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

Unit III Information forecasting: Definition-Process- components-characteristics. Information Approaches-forecast techniques-Forecast error.

Unit IV Information Technology & Logistics: Electronic Data Interchange-Personal Computers-Artificial Intelligence-Expert System- Bar coding & scanning. Electronic Data Interchange standards of Communication, Information, Future directions.

Unit V Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.

REFERENCE BOOKS

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

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

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

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

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

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

TEXTBOOKS

MartinChristopher, Logistics and Supply Chain Management, Prentice-Hall, 1998

Objectives: To understand the basic concepts of supply chain management form raw materials supply to finished good delivery to the end users; to learn the re-engineering of existing logistics networks.

Unit I SCM: Definition – Objectives – Evolution – Importance -Issues involved in developing SCM Framework-Types. SCM activities - Constituents - Organisation.

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-JIT 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 for selecting suppliers.

REFERENCE BOOKS

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

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

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

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

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

Text book:

Chopra Sunil and Peter Meindl (2001), Supply Chain Management: Strategy, planning and operation, Prentice Hall, Englewood cliffs, New Jersey.

Objectives: To understand the fundamental concepts of operation research, to provide the students with the practical relevance of the various business networking problems etc... to achieve the optimizing of cost.

UNIT I—Introduction: Concept of OR, Historical Background, Scope , Features, Phases, Types of Operations Research Models, Operations Research Methodology - Operations Research Techniques and Tools-Limitations of Operations Research - Application of Linear Programming Problem – formulation: solution by graphical and simplex method in solving business Practical problems

UNIT II - Transportation model: Initial Basic Feasible solutions – optimum solution for non – degeneracy and degeneracy model –Assignment Model – Travelling Salesmen problem.

UNIT III - Index numbers: concepts, Simple and Weighted Index numbers –Economic and business index numbers published in India.

UNIT IV –Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems

UNIT V - Project Scheduling and PERT-CPM: Introduction, Difference between PERT and CPM, PERT/CPM Network Components and Precedence Relationship, Project Management – PERT- Practical problems in Networking Methods.

Reference Book:

1. F. S. Hiller and G. J. Lieberman - Introduction to Operation Research, Mcgraw Hill Education- 9th edition.
2. L.R.Potti – Operation Research, Yamuna Publications, Trivandram.

17BUS111 **Introduction to Shipping** 2 0 0

UNIT-1The Importance for Sea Transport –Different Shipping markets – Participation of Shipping Trade-The Supply of Ships: Supply of Shipping –Why operate Ships –Protectionism –Ship Registration –Port State Control –Ship Classification-Brief history of Shipping.

UNIT-2 Ship registration Tonnage & Load lines –Description of various tonnage and types of Ships, cargo gears , Crude oil and Croduct tankers. The Dry Cargo Chartering market :Introduction –Chartering –various charter parties and description of charter parties.

UNIT-3Liners: Introduction –The Development of Tankers & the Tanker Market –Types of tankers –Tanker Charter Parties -Negotiating Charter, Brief History of Containeristion –Conferences & Freight Tariffs –Liner Documentation : Bill of Lading Terms & Conditions.

UNIT-4 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-5Accounts: 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

Text Books:

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

Reference Book:

1. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010) VdmVerlagDr.Mueller Ag & Co Ka.
2. Introduction to Shipping (2016), Cheong KweeThiam (Author), 2nd Edition, LexisNexis Emerging Issues Analysis CLE

17BUS211 **Warehousing and Inventory Management** 3 0 0

Unit-1Introduction to warehousing: Concepts –Decision making –Operations –Need for warehousing – issues affecting warehousing –various warehousing facilities –different types of ware houses – characteristics of ideal ware houses.

Unit-2Introduction to inventory management –role in supply chain –role in competitive strategy: Role of inventory –functions of inventory -types of inventory –WIP inventory –finished goods inventory –MRO inventories –cost of inventories -need to hold inventory.

Unit-3 Warehouse management systems—the necessity of WMS –Logics of determining locations and sequences –independent demand systems –uncertainties in material management systems –dependent demand systems –distribution resource planning.

Unit-4 ABC Inventory control –managing inventories by ABC –multi –echelon inventory systems
Managing inventory in multi echelon networks –managing inventory in single echelon networks. Various approaches –distribution approaches –the true multi echelon approach.

Unit-5 The principles and performance measures of material handling systems –Vehicle travel path(time) – Handling time –vehicle utilization –number of loads completed –congestion –Effective performance systems –Fundamentals of various types of material handling systems –automated storage and retrieval systems Bar coding technology and applications RFID technology.

Text Book:

1. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

Reference Books:

1.J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition,2003.

2.Warehouse Management: Automation And Organisation Of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

Unit-1 Basic Principles of English Law: Types of Law-Sources of Law-Maritime Conventions Act 1911-Arbitration-Basic Principles of Contract Law; Formation of Contract-Promissory Estoppel-Privity of Contract-Exclusion Clauses-Remedies for Breach of Contract-Remoteness of Damage.

Unit-2 Basic Principles of Tort-Duty of Care-Breach of Duty of Care-Policy Considerations-Misrepresentation-Remedies in Tort-Vicarious Liability. Main Principles of Law relating to Agency; Agency Relationship-Ratification-Rights and Duties imposed between Agent and Principal-Termination of Agency Relationship-Shipbrokers and their Commission.

Unit-3 Law Relating to Carriage of Goods by Sea-Private and Common Carriers-Non Vessel Operating Carriers-Transit-Contracts of Affreightment, Charterparties, Voyage-Time-Demise-Implied Terms in Charterparties-Standard Charterparty Forms.

Unit-4 Charter Parties-Freight-Liens-Laytime-Port and Berth Charterparties-General Average. Bills of Lading-Functions of B/L-Types of B/L-Mate's Receipt.

Unit-5 Carriage of Goods by Sea Act-Applications of Hague-Visby Rules-Hamburg Rules. Carriage of Goods by Sea Act-Assignment of Contract of Carriage.

Text Books:

1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M .Davis

Reference Books:

1. Maritime law journal –Articles by Capt.A.K.bansal(faculty Indian institute of Logistics)
2. Admiralty and maritime law by Robert Force.
3. Maritime law by Christopher Hill.

17LAW351 Shipping Finance and Marine Insurance 3 0 0

Unit-1 Overview of the Shipping Industry -Importance of the Sector -Participants in the Shipping Business (Redefining Agency Cost) -Shipping Cycles and their Drivers Ship (Asset) Valuation -Models of Ship Valuation: Case Study -Probability of Default: Case Study -(Basel II &Basel III criteria)

Unit-2 Sources of Ship Finance-Equity (IPO's):Case Study -Debt Financing and the Bond Markets: Case Study -KG Funds-KS Funds: Case Study -Islamic Finance: Case Study -Debt/Equity Structure Decision of a Shipping Company -Corporate Governance in Shipping: Discussion of Empirical Results -Corporate Social Responsibility: Discussion of Empirical Results

Unit-3 International Marine Insurance Market-Credit System-Lloyds-P&I Clubs-Salvage Association. Marine Insurance Act 1906-Principle of Insurable Interest-Cargo Interests-Hull Interests-Contracts on Sale. Principles Involved in Marine Insurance-Representation & Misrepresentation-Warranties-Time and Voyage Insurances-Change of Voyage- Particular Average-Total Loss-Marine Insurance Policy-Forms of Policy.

Unit-4 Measure of Indemnity-Partial Loss of Ship-Freight-Goods-Sue and Labour Charges-Salvage and Salvage Charges-Subrogation-Letter of Subrogation. General Average-Contributory Values-Average Disbursements-Applications to Insurance.

Unit-5 Cargo Insurance-Long Term Cargo Contracts-Floating Policy-Open Cover-Cancellation Clause-Certificate of Insurance. Cargo Clauses-Transit Clause-Change of Voyage Clause-General Average Clause. Time Clauses-Principal Insuring Conditions-Additional Clauses.

Text Books:

1. Marine insurance By Institute of chartered ship brokers
2. Marine insurance clauses by Hudson.
3. Marine Cargo insurance by DuntJhon.

Reference Books

Reference book of marine insurance by Whither by Publishers UK

Collected papers on marine claims by GoodAcre .J.K.

17BUS301 Retail Logistics 3 0 0

Unit 1 Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit II Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

Unit III Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for

Global Logistics, The Global LIS/LITS, Capabilities and Limitations, Characteristics of Logistics Information and Telecommunications Systems.

Unit IV Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration.

Unit V Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

SUGGESTED READINGS:

1. Rushton, A., Oxley, J &Croucher, P (2nd Edition, 2000). Handbook of Logistics and Distribution Management. Kogan Page.
2. Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith. (2nd Edition, 2004). Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill.

17BUS331 **Total Quality Management** 3 0 0

UNIT - 1 : INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

UNIT - 2 : TQM PRINCIPLES

Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDCA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

UNIT - 3 : STATISTICAL PROCESS CONTROL (SPC)

The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

UNIT - 4 : TQM TOOLS

Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

UNIT - 5 : QUALITY SYSTEMS

Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System - Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 - Concept, Requirements and Benefits.

TEXT BOOKS

1. Dale H.Besterfield, et al., Total Quality Management, Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.

REFERENCES

1. James R.Evans& William M.Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
2. Feigenbaum.A.V. "Total Quality Management, McGraw Hill, 1991.

17BUS311 Air Cargo Logistics Management 3-0-0

Unit – I Introduction to Air Cargo:Aviation and airline terminology – IATA areas – Country – currency – Airlines – Aircraft layout – different types of aircraft - aircraft manufacturers – ULD – International air routes – airports – codes – consortium – hub & spoke – process flow.

Unit – II Introduction to Airline Industry: History – Regulatory bodies – Navigation systems – Air Transport system – functions – customers – standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

Unit – III Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.

Unit – IV 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 – V Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.

Books for Reference:

- 1.Simon Taylor, Air transport logistics, Hampton
- 2.Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
- 3.Peter S. Smith, Air Frieght: operations, marketing and economics, Faber.

Text books

Reaching for the sky by Oliver Press Ecommerce : An Indian persoective, 2nd Ed. PT Joseph, SJ

17BUS351 Shipping Management 3 0 0

Course Objective: To make the students understand the commercial, operational and technical components of ship management.

Unit-I: Functions of Shipping

Ship: Types of ships-Principal dimensions-Ship’s tonnages (GT, NT, DWT)-Cargo carrying capacity. Ship owners, operators and managers: Ship manager-Structure of ship owning and management organizations-Ship's personal-Agents.

Unit-II: Ship Registration, Classification and Insurance

Registration-Types of registries-Flag-Classification-Port State Control-Inspections-Surveys-Conditions of survey and inspections-Other surveys. Insurance: Hull and machinery insurance-General average-Salvage-Third party recoveries-Claims and handling-Protection and indemnity.

Unit-III: Operations and Voyage Estimation

Cost and accounting: Ship management cost function-Budget preparation- Account processing and reporting. Operations: Voyage planning-Hires and freight -Commissions-Commercial operations. Voyage Estimation: Length of the voyage- Commencing the voyage estimates-tankers-Time charter-Practical calculations- Voyage estimates. Bunkering.

Unit-IV: Cargo and Geographic Factors

Dry cargoes-Non-bulk dry cargoes-Stowage factors-Dangerous cargo and IMDG Code-Bills of lading and cargo claims-Liquid cargoes-Tank cleaning-Petroleum products-Chemicals-Liquid gas carriers-Ullage, dead freight and slack tanks- Geography and metrology-Routing services-Load lines.

Unit-V: Crew Management and Ship Manager's Legal Relations

Crew management: Recruitment, training and placement of officers and crew on board-Marine crew travel-Compliance of ISPS code-Knowledge management on board and on shore. Ship manager's legal relations: Management contracts- Legal problems-Arrest in Rem-Freezing orders-Freight and hire payments- Dealing with Port Agents and Chartering Brokers.

Text Book

1. ICS .2011/12,Ship Operations and Management. London, UK.

Reference Books

1. JOHN. W. DICKE. 2014, Reeds 21st Century Ship Management. Bloomsbury Publishing, U.K.
2. LUNY.H.V., LAI K.-H., CHENG T.C.E. CHENG. 2010, Shipping and Logistics Management." Springer, U.K.
3. PROSHANTO K.MUKHERJEE, MARK BROWNRIGG (2013), Farthing on International Shipping, 4th edition, Springer.

Websites

1. www.consulting.xerox.com/case-studies/...shipping-co/ enus.html(International Shipping Company Case Study)
2. www.sugarcrm.com/industry/shipping-and-transport/case-study(CRMShipping and Transport Case Studies)
3. <http://businesscasestudies.co.uk> (Shipping Sector-Case Studies)
4. www.tcs.com › Home › Resources › Case Studies (TCS Resources: Case Study Leading Indian Shipping)
5. <http://www.sbaglobal.com> (SBA Global Logistics Services-Case Studies)
6. www.ellenmacarthurfoundation.org/case_studies/Maersk (Maersk Line-Case Studies)
7. <http://www.imo.org/en/KnowledgeCentre/Pages/Default.aspx>(Maritime Knowledge Centre-International Maritime University)