

BHARATHIAR UNIVERSITY :: COIMBATORE 641 046
MBA (SHIPPING AND LOGISTICS) (SDE- Annual Pattern)
(For the SDE students admitted from the Academic Year 2011-12 onwards)

First year :- Common syllabus of MBA (SDE)

Second Year:-

- 2.1 INTERNATIONAL BUSINESS MANAGEMENT
- 2.2 FUNDAMENTALS OF LOGISTICS
- 2.3 INTRODUCTION TO SHIPPING
- 2.4 CUSTOMS PROCEDURES
- 2.5 WAREHOUSING AND INVENTORY MANAGEMENT
- 2.6 TRANSPORTATION AND DISTRIBUTION MANAGEMENT
- 2.7 Port Agency
- 2.8 Dry Cargo Chartering
- 2.9 SHIPPING BUSINESS

Total 1800 marks each paper 100 marks

Note: For First year, the scheme of Examinations and syllabi of MBA(SDE) from the academic year 2011-12 be followed.

Eligibility : Any Degree or Equivalent

Duration : Two Years

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2.1 INTERNATIONAL BUSINESS MANAGEMENT :

UNIT 1- AN OVERVIEW OF INTERNATIONAL TRADE - Merchandise trade; trade in services; global sourcing; counter trade; global trade and developing countries theories of international trade - Mercantilism; absolute cost theory; comparative cost theory; opportunity cost theory; factor endowment theory; availability and non-availability ; trade in intermediate goods; Dutch disease; Transportation cost and international trade – competitive advantage of nations- GAINS FROM TRADE AND TERMS OF TRADE - Gains from trade: terms

UNIT 2 - - TRADE POLICY (FREE TRADE VERSUS PROTECTION - Arguments for free trade; arguments for protection; demerits of protection; trade barriers; non-tariff barriers; REGIONAL ECONOMICS INTEGRATION (TRADE BLOCS) AND CO-OPERATION - Types of integration; European Union; EU trade; other regional groupings; economics integration of developing countries ; south-south co-operation ; SAARC;SAPTA; indo- Lanka Free Trade agreement; INTERNATIONAL COMMODITY AGREEMENTS, CARTEL AND STATE TRADING - Commodity agreements-quota agreements; buffer stock agreements –cartels; states trading; bilateral/ multilateral contracts BALANCE OF PAYMENTS - Components of balance of payments; balance of disequilibrium; correction of balance of payments disequilibrium; financing of BOP deficit INTERNATIONAL MONETARY SYSTEM - Pre-Bretton Woods Periods; Bretton Woods system; managed floating;

UNIT 3 BALANCE OF PAYMENTS - EMS, ECU and Euro. FOREIGN EXCHANGE MARKET - Meaning nature & functions; determination of exchange rates; purchasing power parity theory; balance of payments theory ;exchange control; exchange rate systems; exchange rate classification ; convertibility of rupee; devaluation ; currency exchange risks and their management ;foreign Exchange Management Act (FEMA). EUROCURRENCY MARKET - Meaning and scope; important features of the market; origin and growth; factors that contributed to the growth; supply and demands; an evaluation of the Eurocurrency market. INTERNATIONAL FINANCIAL AND DEVELOPMENT INSTITUTIONS - International Monetary Fund; Special Drawing Rights (SDRs); IMF and international liquidity; World Bank; International Development Association

UNIT 4 - World Bank assistance to India; an evaluation of IMF – World Bank; International Finance Corporation; Asian Development Bank; UNCTAD; UNIDO; International Trade Centre; WORLD TRADE ORGANIZATION (WTO) - GATT; the Uruguay Round; World Trade Organization; salient features of UR agreement; GATS; TRMs; TRIPS; patents; dispute settlement; anti – dumping measures; an evaluation of UR agreement; UR agreement and development countries; UR agreement and India. International Investments - Types of foreign Investment; significance of foreign investment; limitations and dangers of foreign capital; factors affecting international investment; growth of FDI; dispersion of foreign investment; portfolio investment; cross- border M & As; foreign investment in India; the New policy;

UNIT 5 - FII investments; Euro / ADR issues, merges and acquisitions; foreign investment by Indian Companies MULTINATIONAL CORPORATIONS (MNCs) - Definition and meaning; importance and dominance of MNCs; code of conduct; multinationals in India- GLOBALISATION - Foreign trade policy ,2004-09;regulation and development of foreign trade; foreign trade (Development and Regulation) Act; export promotion; EOUs,EPEs and Sezs;international trade financing ;payment terms ;institutional finance for exports ;Exim Bank; export credit risk insurance. - TRADE AND BOP OF INDIA -

Text books.

1. Francis Cherunilam - International business management
2. Hill. C.W International business: competing in global market place.

Reference Books.

- 1.Philip R. Cateora International marketing. 2. Charles W.L. Hill – International Business.

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2.2 FUNDAMENTALS OF LOGISTICS

UNIT-1 - Logistics Role in the Economy/Organization - Definition of Logistics- Objectives of Logistics- Functions of Logistics- Logistics and Customer Service - Definition of Customer Service-Elements of Customer Service-Phases in Customer Service-Customer Retention Procurement and Outsourcing - Definition of Procurement/Outsourcing-Benefits of Logistics Outsourcing-Critical Issues in Logistics Outsourcing

UNIT-2 - Inventory Role and Importance of Inventory - Introduction-Role of Inventory- Importance of Inventory-Functions of Inventory-Costs for holding Inventory-Reasons for Carrying Inventories-Inventory Levels-Need for Inventory Control Inventory Management - Characteristics of Inventory-Need for Inventory and its Control- Importance of Inventory Management in Supply Chain-Types of Inventory-Types of Selective Inventory Control Techniques-Inventory Planning Models-Improvement Inventory Management Materials Management - Objectives of materials management-Materials Planning-Purchasing-Basic Materials of Material Handling- Types of Material Handling Equipments-LASH

UNIT-3 Transportation - Participants in Transportation Decisions-Modes of Transportation-Factors Influencing Transport Economics-Documents in Transport Decision Making Warehousing/Distribution - Functions of Warehouse-Benefits of Warehouse-Service-Warehousing Alternatives-Warehouse Site Selection-Factors while initiating Warehouse Operations-Warehouse Management SystemsPacking and Materials Handling - Functions of Packaging-Communication-Packaging Cost- Types of Packaging Material-Unitization-Containerization-Designing a Package- Factors affecting choice of Packaging Materials

UNIT-4 - Global Logistics - Global Supply Chain-Organizing for Global Logistics- Strategic Issues in Global Logistics-Forces driving Globalization-Modes of Transportation in Global Logistics-Barriers to Global Logistics-Markets and Competition- Logistics Strategy - Requirements for an Effective Logistics Strategy- Strategic Logistics Planning-Implementation of Strategy Logistics Information Systems - Functions of Logistics Information System(LIS)-LIS Flow-RFID-Principles of Logistics Information

UNIT-5 - Organization for Effective Logistics Performance - Centralized and Decentralized Structures-Stages of Functional Aggregation in Organization ,Financial Issues in Logistics Performance - Supply Chain Performance Measures-Steps in ABC Costing-Financial Gap Analysis Integrated Logistics - Need for Integration-Activity Centers in Integrated Logistics Role of 3PL&4PL - Principles of LIS

Text Books:

1. 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.
 2. 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.
 2. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
 3. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

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2.3 INTRODUCTION TO SHIPPING

UNIT-1 The reasons for Sea Transport – Introduction – Why Ships – Different Shipping markets – Who Trades – Conclusion The Supply of Ships – Brief History – Supply of Shipping – Why operate Ships – Protectionism – Ship Registration – Port State Control – Ship Classification

UNIT-2 The Ship – History of ships , why to operate ships , ship registration Tonnage & Load lines – description of various tonnage and types of Ships, cargo gears , crude oil and product tankers ,The Dry Cargo Chartering market – Introduction – Chartering – various charter parties and description of charter parties.

UNIT-3 Liners – Introduction – The Development of Tankers & the Tanker Market – Types of tankers – Tanker Charter Parties - Negotiating Charter, Brief History of Containerisation – 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-5 Accounts – Introduction – Accounting – Capital – Credit- management accounting – Cash Flow- Costs – Different types of 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. Jacob Kamm, Sean Connaughton, 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) Vdm Verlag Dr.Mueller Ag & Co Ka.

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2.4 CUSTOMS PROCEDURES

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 Prevention or Detection of Illegal Export of Goods-Power of Central Government to specify goods-Persons possessing specified goods to maintain Accounts-Steps to be taken by persons transferring any Specified goods, Power to exempt, 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. Prevention or Detection of Illegal Export of Goods-Power of Central Government to specify goods-Persons possessing specified goods to maintain Accounts-Steps to be taken by persons transferring any Specified 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. Advance Rulings-Authority for Advance Rulings-Application for Advance Ruling-Powers of Authority-Procedure of Authority.

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 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. Drawback-Interest on drawback-Prohibition and regulation of drawback

Text 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.

Reference Book:

1. India Customs, Trade Regulations and Procedures Handbook India Customs, Trade Regulations and Procedures Handbook, IBP USA, International Business Publications, USA, Fourth Edition, 2009.

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2.5 WAREHOUSING AND INVENTORY MANAGEMENT

Unit-1 Introduction 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-2 Introduction 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 – Introduction – 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 – Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no 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.

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2.6 TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Unit-1 Introduction - role of distribution in supply chain - transportation management - warehousing concepts - designing distribution channels - understanding distribution costs Advantages of distribution models - disadvantages of distribution models - pre- requisites Of distribution - comparing distribution networks.

Unit-2 Distribution network planning - various factors in distribution - delivery lead time and local facilities - optimization approach and techniques - material management process - role of transportation - transportation principles and participants - contribution of various agencies in transportation.

Unit-3 Transportation modes - performance characteristics and selection - various modes of transportation (multimodal) - merits of each all modes of transportation - transportation performance costs and value measures - understanding - comparing - cost components of multimodal transportation.

Unit-4 Transportation routing decisions - transportation administration - transportation operations management - consolidation of freight - cost negotiations - various trends in transportation - application of information technology in transportation - E commerce Intelligent transport management systems.

Unit -5 Transit operation softwares - geographic information systems - advanced fleet management systems - intermodal freight technology - transportation security initiatives And role of technology - various inspection systems .

Text Books: 1. Management of Modern City Transportation System, M Mustafa K K Dewan, Deep & Deep 2. Sunil chopra and P Meindl , supply chain management strategy .

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), 6th Edition 2006 [International Edition],

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2.7 Port Agency

UNIT-1 Ship Introduction- Sizes-Bulk Carrier-Tweendeckers-Tankers-Chemical & Parcel Tankers-Gas Carriers-Specialized Dry Cargo Ships Registration & Classification Flags of Convenience-Offshore Flags-Port State Control-Classification.

UNIT-2 Safety Certificates and Surveys - Safety Certificates-Loadline Certificates-Cargo Gear Certificate-Maritime Declaration of Health Certificate-Surveys and Inspections Charter parties - Time Charter-Delivery-Owner's Agent-Agent's Influence Upon Charter-Port Agent's Role in Charter party negotiations/Implementation.

UNIT-3 Time Counting - Importance of Time-Notice of Readiness-Demurrage and Despatch- Statements of Facts & Timesheets-Stoppages, Operations - Arrangement and Supplying of Services Upon Behalf of Principal-Cargo-Ship-Crew Repatriation- Desertion-Mail.

UNIT-4 Cargo Documentation - Introduction-Letter of Indemnity-Collecting Freight- Discharging Port Agent and Bill of Lading-Functions of Bill of Lading-Mate's Receipt- Manifest, Geography of Trade - Introduction-Political Factors-Labour - Port-Places of Source-Economic Factors-Environmental Issues.

UNIT-5 Port Agents and Law - Introduction-Practical Duties and Obligations-Noting Protest- P&I Associations-General Average-Sensible Precautions taken by Prudent Port Agent, Relationships with Principals - Introduction-Disbursement Accounting-Division of Costs-Final Disbursement Invoice-Operational Accounting-Office Organization

Text Books:

1. Introduction to shipping , institute of chartered ship brokers. 2. Witherby seamanship international limited - second edition

Reference books :

1. Lambert M surhone , Miriam T.Timpledon – Port agency

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2.8. Dry Cargo Chartering

Unit- 1 Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming - Tweendeckers - Cargo Stowage - Cargo Gear - Air Draft - LASH; Dry Cargo Ship - various Tonnages, Loadlines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight- DWAT-DWCC-Plimsoll Lines-Grain Capacity-Bale Capacity-Types of Cargoes.

UNIT-2 Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners-Flag of Convenience-Agency Agreement-Operators-Ship Brokers-Trading-Letter of Credit- Market Reporting-Methods of Ship Employment-Firm Offer; Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party-List of Time charter party Clauses-Bareboat Charter

UNIT-3 Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight-Bill of Lading-Bunkers / laytime formats - laytime importance - Laytime - Calculation of Laytime- List of Very Important Decisions all port related delays , clauses for calculating laytime and exemptions in charter party for calculating laytime.

UNIT 4 Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades-Despatch Trades-Port Charges - Bill of Lading and Cargo Claims - Functions of B/L-Elements of B/L-Types of B/L-B/L at Loading port-B/L at Discharging Port- Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea-Seaworthiness-Himalaya Clause.

UNIT-5 World Trades Ships for Cargoes- various dry cargo tramp trades- Various cargoes for ships size wise - Handy size-Trading Restrictions-Port Restrictions - Navigation restrictions - political restrictions - appointment of cargo claims - Disputes and Professional Indemnity P&I Clubs-English Maritime Arbitration application /interpretation of the charter party clauses -

Text Books:

1. Dry cargo chartering by institute of chartered ship brokers. 2. Witherby seamanship international limited - second edition

Reference books :

1.Lambert M surhone , Miriam T.Timpledon - Port agency /charterering. 2.Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.

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2.9. SHIPPING BUSINESS

Unit – 1 The business entity – Sole Trader, Partnerships, Limited liability companies, Horizontal and Vertical integration, Company organization and management, Management accounts, Statutory Accounts, Quality Management. The Practitioners in Shipping Business – The Merchant, The Chartering Markets, The Charter Party, The Anatomy of Charter Parties, Time Charters, The Market at Work, The Tanker Market, Chemicals and Other Products, Tanker Charter Parties, The Practitioners. The Practitioners (Contd...) – Ship Sale & Purchase, Scrapping- Mothballing, New buildings, Second hand tonnage, Financing the purchase, Valuations, Ship Managers, Crewing, Total Management, Technical, Operations, Administration, The contract.

Unit – 2 Port Agents, The Agents fee, European Community, The Agents Duties, Liner Agency, Dealing with the Ship, Dealing with outward Cargo, Dealing with Inward Cargo. Business Ethics – What are ethics?, Ethics in Shipping business, Maritime Fraud, Insurance Fraud, Documentary Fraud, Other areas of Fraud, Other Criminal Activities, Detecting and Avoiding Fraud.

UNIT-3 The Geography of Trade – Sea Borne Trade, Oil, Coal, Ores, Grains, Other dry Bulk Cargoes, Unitised Cargo, Ports, LOA, Beam, Draft, Air Draft, SWAD, FWAD, BWAD, Bar Draft, ST Lawrence Seaway, Panama Canal, Snez Canal, Political Restrictions, Trade Union Disputes, Natural Phenomena Tides, Weather and Navigation, Ocean currents, Ice, Weather Routine, Oceans, Navigational and Seasonal Zones International Trade and Finance : International Terms Of Sale – The Basic Contract, Goods, Property, Risk, International Contracts of Sale - Incoterms, FAS, FOB, Variants on FOB Contract, CIF, CFR, DES, DEQ, EXW, FCA, CPT, CIP, DAF, DDV, DDP, Remedies for Breach of Contract, Remedies of the Seller, Stoppage in Transitu, Lien, Remedies of the Buyer, Specific Performance, Law & Jurisdiction, Postscript

UNIT-4 Finance in International Trade – Methods of Payment, Cash with Order, Open Account, Bill of Exchange, Documentary Letter of Credit, Documents Confirming Houses, Foreign Exchange Fluctuations, Spot Rate, Forward Exchange Contracts, Foreign Currency options, Transaction cost in International Trade, Insurance, Insurable Interest, Trade Terms in Export Sales, Warranties, Types of policies for Cargo, Effecting Insurance, The Assessing of a Risk, Conditions of Insurance, Institute Cargo Clauses, Institute War Clauses, Premiums, Claims Procedures, The Principal of Average.

UNIT-5 International Shipping Organizations – Ship owners' Organization, Intercargo, INTERTANKO, BIMCO, Brokers & Agents Organizations, The Institute of Chartered Ship Brokers, The Baltic Exchange, Ethics, FONASBA, FIATA, United Nations Organizations, IMO, UNCTAT, ICC, IMB, The Corporations of Lloyds, Lloyds Agents, Classification Societies, Lloyds Register of Shipping, IACS, ITF. Communication in business – Basic Principals of Business Communication, Modes of Communication, Public Speaking and Broadcasting, The Telephone, Punctuation, Grammar & Syntax, Letters, Writing for the Media, Memoranda, Visual Communication, Graphs, Charts, Communication by computer, Electronic Mail, Electronic Data Interchange, Data Storage and Retrieval, The Internet & e-commerce

Text Books:

1. Shipping Business by institute of chartered ship brokers. 2. Witherby seamanship international limited - second edition

Refrence books :

1. Shipping Biography Introduction: Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, 1st Baronet, Llc Book, 1994.