

ALAGAPPA UNIVERSITY

(Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle ,
Graded as Category-I University and granted autonomy by MHRD-UGC)

DIRECTORATE OF COLLABORATIVE PROGRAMMES



M.B.A (Logistics and Supply Chain Management)

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

COLLABORATIVE PROGRAMMES

M.B.A. (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

REGULATION AND SYLLABUS

Name of the Programme: MBA (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

Pattern	: Semester System
Mode	: Collaborative Programmes
Medium	: English
Duration	: Two years

1. Eligibility:

Candidate for admission to **MBA (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)** shall be required to have passed in any bachelor degree with 55% marks from recognized University/Institution.

2. For the Degree:

The candidates shall have subsequently undergone the prescribed program of study in an institute for not less than three academic years, passed the examinations prescribed and fulfill such conditions as have been prescribed thereof.

3. Admission:

Admission is based on the marks in the qualifying examination prescribed thereof.

4. Duration of the course:

The course shall extend over a period of **Two years** under Semester pattern.

5. Standard of Passing and Award of Division:

- a. Students shall have a minimum of 50% of total marks of the University examinations in each subject. The overall passing minimum is 50% both in aggregate of Continuous Internal Assessment and external in each subject.
- b. The minimum marks for passing in each theory / Lab course shall be 50% of the marks prescribed for the paper / lab.
- c. A candidate who secures 50% or more marks but less than 60% of the aggregate marks, shall be awarded **SECOND CLASS**.
- d. A candidate who secures 60% or more of the aggregate marks, shall be awarded **FIRST CLASS**.
- e. The Practical / Project shall be assessed by the two examiners, by an internal examiner and an external examiner.

6. Continuous internal Assessment:

- a. Continuous Internal Assessment for each paper shall be by means of Written Tests, Assignments, Class tests and Seminars
- b. **25 marks** allotted for the Continuous Internal assessment is distributed for Written Test, Assignment, Class test and Seminars.
- c. Internal Assessment - Break-Up of Marks, suggested pattern (Faculty may change the pattern, according to the subject and need)
 - a. Two Internal Tests (choose one best out of two) – 50%
 - b. Model Test (One model test) – Nil – Should be conducted prior to the University examination. It is a mandate.
 - c. Assignments – 25%
 - d. Seminar / Case Study – 25%
- d. Conduct of the continuous internal assessment shall be the responsibility of the concerned faculty.
- e. The continuous internal assessment marks should be submitted to the University at the end of every semester, before the commencement of Semester Exams.
- f. The valued answer papers/assignments should be given to the students after the valuation is over and they should be asked to check up and satisfy themselves about the marks they have scored.
- g. All mark lists and other records connected with the continuous internal assessments should be in the safe custody of the institution for at least one year after the assessment.

7. Attendance:

- Students must have earned 75% of attendance in each course for appearing for the examination.
- Students who have earned 74% to 70% of attendance have to apply for condonation in the prescribed form with the prescribed fee.
- Students who have earned 69% to 60% of attendance have to apply for condonation on Medical grounds in the prescribed form with the prescribed fee along with the medical certificate / relevant documents.
- Students who have below 60% of attendance are not eligible to appear for the examination. They shall re-do the semester(s) after completion of the programme.

8. Examination:

Candidate must complete course duration to appear for the university examination. Examination will be conducted with concurrence of Controller of Examinations as per the Alagappa University regulations. **University may send the representatives as the observer during examinations.** University Examination will be held at the end of the each semester for duration of 3 hours for each subject. Certificate will be issued as per the AU regulations. **Hall ticket will be issued to the students at the end of every semester after submitting “No Dues” certificate to the exam cell, under the aegis of Controller of Examinations of the AU.**

9. Semester Pattern

Course Fee payment deadline
Fee must be paid before 10 th September of the academic year

10. Other Regulations:

Besides the above, the common regulation of the University shall also be applicable to this programme.

INDUSTRIAL EXPOSURE: The course being professional the students are required to undergo industrial exposure in the end of the 2nd Semester of the programme for a period of one month or 30 days (15th May to 15th June)

- The Internship / Project (any other viva-voce) where external examiner is assigned from the university, there may be changes in the exam dates as per the availability of the External Examiner.

ALAGAPPA UNIVERSITY
DIRECTORATE OF COLLABORATIVE PROGRAMME
M.B.A. (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

Sem.	Sub Code	Subject	T/P	No. of Credits	hours	Int., Max	Ext., Max	Total
I	80911	Management concepts	T	4	4	25	75	100
	80912	Corporate communication	T	3	4	25	75	100
	80913	Accounting For Management	T	4	4	25	75	100
	80914	Industrial Economics	T	4	4	25	75	100
	80915	Organisational Behaviour	T	4	4	25	75	100
	80916	Marketing Management	T	4	4	25	75	100
	80917	Business Environment	T	4	4	25	75	100
		Library/GD		-	2			
		Total		27	30	175	525	700
II	80921	Production and Materials handling in logistics	T	4	4	25	75	100
	80922	Human Resource Management	T	4	4	25	75	100
	80923	Financial Management	T	4	4	25	75	100
	80924	Research Methods for Business	T	4	4	25	75	100
	80925	Logistics and supply chain management	T	4	4	25	75	100
	80926	Applied Operations Research	T	4	4	25	75	100
	80927	Shipping and Port Management	T	3	4	25	75	100
		Library/GD		-	2			
		Total		27	30	175	525	700
III	80931	Logistics Management Information system	T	4	4	25	75	100
	80932	Liner trade and international transportation	T	4	4	25	75	100
	80933	Warehouse Management	T	4	4	25	75	100
	80934	Maritime and Transport Laws	T	4	4	25	75	100
	80935	International Business Management	T	4	4	25	75	100
	80936	Retail supply chain management	T	4	4	25	75	100
	80937	EXIM Procedure and documentation	T	4	4	25	75	100
			Library/GD		-	2		
	80938	Internship	I	6	-	25	75	100
		Total		34	30	200	600	800
IV	80941	Project	PR	15	30	50	150	200
		Total	--	15	30	50	150	200
		Grand Total	--	103	120	600	1800	2400

**ALAGAPPA UNIVERSITY,
KARAIKUDI
REGULATIONS – 2023
MASTER OF BUSINESS ADMINISTRATION
(LOGISTICS AND SUPPLY CHAIN MANAGEMENT)
PROGRAMME EDUCATIONAL OBJECTIVES
(PEOs):**

MBA programme curriculum is designed to prepare the post graduate students

- I. To have a thorough understanding of the core aspects of the business.
- II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
- III. To prepare them to have a holistic approach towards management functions.
- IV. To motivate them for continuous learning.
- V. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (POs):

On successful completion of the programme,

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue life long learning.
9. To have a fulfilling business career.

Programme Educational Objectives	Programme Outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
I	<input type="checkbox"/>	<input type="checkbox"/>					<input type="checkbox"/>		
I I				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
III	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
IV				<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
V		<input type="checkbox"/>	<input type="checkbox"/>					<input type="checkbox"/>	<input type="checkbox"/>

CODE	MANAGEMENT CONCEPTS	L	T	P	C
80911			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To expose the students to the basic concepts of management in order aid in understanding howan organization functions. To discuss and apply the planning, organizing and control processes. Identify the key competencies needed to be an effective manager. Develop the students' ability to work in teams 					
Unit I	Introduction: The concept of management - Development of management thoughts – Schools of Management thought – Process of Management - Contribution of F.W. Taylor, Henri Fayol, Elton Mayo and Peter F. Drucker - Emergence of modern management thoughts.				
Unit II	Planning: Nature and Purpose of planning- types of plans – characteristics - objectives of plans – Premises - importance - advantages - limitations of planning – methods of planning – obstacles in planning - MBO process – guidelines for setting effective objectives.				
Unit III	Organising: Nature and purpose of organizing - organisation levels and span of management - departmentation – line and staff relations - centralisation and decentralisation - Delegation of authority - Formal and informal organization - Introduction to committee and Types of committees				
Unit IV	Staffing and Directing: Elements of staffing – Functions – Process of staffing – Advantages of proper staffing – Nature and purpose - an introduction to acquisition, maintenance and development of manpower – Introduction to Leadership- Qualities and types of leadership – Communication: Importance – elements and barriers.				
Unit V	Controlling – The control process – common types of standards used in control Process – control techniques – requirement of effective control system – advantages and disadvantages - Co-ordination – Need – Types – Problems – Approaches to achieve effective co-ordination				
COURSE OUTCOMES	<ol style="list-style-type: none"> Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way. Understand the major internal features of a business system and the environment in which it operates. Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> T. Ramasamy, Principles of Management, Himalaya Publishing House, 9th edition 2015. Samuel, Essentials of Management , Pearson education, 12th edition 2014. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Koontz and O'Donnel, Management - A Global Perspective (10th ed.2014) McGraw Hill, Stoner James A.F.,Freeman R. Edwardand Daniel Gilbel, Management Practices, PHI, 2014 B.S. Moshal,Management- Theory and Practice, GalgotiaPublication, New Delhi. 					

CODE	CORPORATE COMMUNICATION	L	T	P	C
80912			4	0	0
COURSE OBJECTIVES					
<ol style="list-style-type: none"> To familiarize learners with the mechanics of writing. To enable learners to write in English precisely and effectively. To enable learners to speak fluently and flawlessly in all communicative contexts. 					
Unit I	Communication – Business Communication – components – types – formal communication network – work team communication – variables – goal – conflict resolution – non – verbal communication – cross cultural communication – business meetings – business etiquette.				
Unit II	Corporate communication – employee communication – managing government relations – writing for media and media relations- Types of interviews – preparation for interview – Time management.				
Unit III	Corporate communication in brand promotion – financial communication – crises communication –Correspondence of company secretary with shareholders and directors – agenda – minutes –circular preparation.				
Unit IV	Report writing - characterizing & business reports – types and forms & reports – project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading –Techniques of writing- principles for report writing.				
Unit V	Business presentation - Written and oral presentation – work – team presentation – delivering the business presentation visual aids – slides – electronic presentation – hand – outs – delivering the presentation – career planning – preparing resume – job applications – preparation for a job interview – employment interviews – follow –up.				
COURSE OUTCOMES	Learners should be able to <ul style="list-style-type: none"> ● Get into the habit of regular writing. ● Express themselves in different genres of writing from creative to factual writing. ● Identify their areas of strengths and weakness in writing. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> Ramesh , MS, , Business communication, R. Chand and Co, NewDelhi, 2013. Rajendra Paul, Essentials of Communication, Sultan Chand and co, New Delhi 2014; 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Scot Ober, Contemporary business communication, fifth edition,2012, biztantra. Lesiler& Flat lay, Basic Business communication. Tata McGrawHill, 2013 E.H. McGrath, S.J.,2015, Basic Managerial skills for All, 9th ed. Prentice-Hall of India, New Delhi. 					

CODE	ACCOUNTING FOR MANAGEMENT	L	T	P	C
80913			4	0	0
COURSE OBJECTIVES					
<ol style="list-style-type: none"> To acquaint the students with the fundamentals principles of financial, cost and management accounting. To enable the students to prepare, analyse and interpret financial statements. To enable the students to take decisions using management accounting tools. 					
Unit I	Accounting- Definition – Attributes and steps of accounting – objectives of accounting – Advantages and limitations of accounting – Groups interested in accounting – Basis of accounting – Accounting terminology - Accounting principles and conventions – Accounting concepts – Rules of debit and credit - Rules of Journalising.				
Unit II	Financial statements – Ledger posting and Trial balance – Manufacturing account – Trading & profit and loss account – Adjustments of stock, out standings, prepaid, accrued, depreciation, Bad debts ad doubtful bad debts - Balance sheet.				
Unit III	Financial statement analysis – Meaning – types of financial statements – nature – limitations- steps involved in financial statement analysis – Ratio analysis – classification of ratios: profitability ratios, turnover ratios, solvency ratios, balance sheet ratios- preparation of balance sheet by using ratios.				
Unit IV	Budgetary control – Principles –budgetary control as a management tool – limitations-forecasts and budgets-installation of budgetary system-types of budgets – Zero base budget – Problems in cash budget, flexible budget.				
Unit V	Costing – Elements of cost – components of total cost – cost sheet – classification of cost - Marginal costing: managerial uses – marginal costing vs absorption costing – CVP and Break Even analysis – decision making problems in make or buy and accept or reject order.				
COURSE OUTCOMES	<ol style="list-style-type: none"> Evaluate financial data utilizing various financial statement analysis techniques. Compare managerial accounting strategic planning techniques. Assess managerial accounting decision-making techniques. Evaluate managerial accounting performance techniques. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> T.S. Reddy, Financial Accounting, Margham Publications, 2016. Dr. S. N. Maheswari, Management accounting and control, Vikas Publishing house, 2014. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> M.Y.Khan&P.K.Jain – Management Accounting, McGraw Hill Publishing co., Ltd.3rd ed, 2015 R.L.Gupta&Radhaswamy, Advanced accountancy – Sultan Chand, 4thed, 2013. Sharma&Gupta, Management Accounting – Kalyani publishers, 2nded, 2014 					

CODE	INDUSTRIAL ECONOMICS	L	T	P	C
80914			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To acquaint the students with the nature and scope of industrial economics. To understand the industrial policy of India and its role in national development. To know the problems of industrial labour. 					
Unit I	Industrial economics: Introduction and meaning – Definition and scope of industrial economics - Concept and importance of industry - Concept and organization of a firm; Classification of firms based on ownership, sector (industries, formal vs. Informal), size and use-based classification - Need for industrialization – factors affecting industrialisation – evolutions of industries in India – Micro, small and medium enterprise sectors – its problems and measures taken by the Government -; Structure-conduct-performance paradigm.				
Unit II	Location of Industries: Location – localization and planned location of industries – theories of industrial location – Weber’s and saragant’s theories – factors influencing location – balances regional development of industries – meaning and importance.				
Unit III	Industrial Labour: Nature and characteristics of labour Problems - Characteristics of Industrial Labour and casual labour in India - Labour market in India – Features of industrial labour – industrial disputes in India - causes for industrial disputes – settlement of industrial disputes .				
Unit IV	Industrial Policy of the Government : Evolution of industrial policy and industrial development in India - Competition policy of India – Latest Industrial policy – New economic policy – concepts of LPG – Meaning and Impact , e-governance, e-business, e-marketing and e-payments.				
Unit V	Foreign capital and Foreign collaborations: Meaning and types of foreign capital – recent trends in the inflow of foreign capital in India – Merits and demerits of inflow of foreign capital – Policy of Government in India towards foreign capital – foreign collaborations in India – Meaning and need for foreign collaborations.				
COURSE OUTCOMES	The course is designed to impart theoretical and analytical knowledge to the students for understanding the concepts and significance of industrial economics. They will learn the various aspects of Industrial policy, Foreign capital, Policy of Government towards foreign capital etc.				
TEXT BOOKS:					
<ol style="list-style-type: none"> Ahuwalia, I.J. (2015), Industrial growth in India, Oxford University press. Bhat, T.P. ‘Growth and structural changes in Indian Industries’, Academic Publications, 2010, Newdelhi. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Tirole.J (2012), The theory of industrial economics, MIT Publications, Newdelhi. Armstrong M (2013), Industrial economics , Palgrave Macmillan Publications, 3rd edition. Kari E , Principles of Economics, 12thed, Pearson publishers, Newdelhi. 					

CODE	ORGANISATIONAL BEHAVIOUR	L	T	P	C
80915			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To help the students to develop cognizance of the importance of human behaviour. To enable students to describe how people behave under different conditions and understand why people behave as they do. To provide the students to analyze specific strategic human resources demands for future 					
Unit I	Organisational behaviour – Definition and historical overview of the field – Elton Mayo and the Hawthorne Studies. Disciplines That Contribute to the Organisational Behaviour Field: Psychology, Social Psychology, Sociology and Anthropology. Challenges and opportunities for Organisational Behaviour.				
Unit II	Individual Behaviour – Personality – determinants of personality, theories of personality and Measuring Personality. Perception - perceptual process, selective perception and social perception. Learning – theories of learning – reinforcement and punishment.				
Unit III	Attitudes – Nature and components of attitudes, functions of attitudes and changing attitudes. Motivation- content and process theories of work motivation. Values- Concept – types – formation of values – development of values - values and behaviour.				
Unit IV	Group Behaviour – Dynamics of group formation – types of groups – reasons for group formation. Leadership – Leadership styles – Difference between a leader and manager. Stress – definition, causes of stress, managing stress.				
Unit V	Organisational Change – Types of change, process of change, resistance to change and overcoming resistance to change. Organisational Development – OD interventions. Organisational Culture.				
COURSE OUTCOMES	<p>On completion of this course, the students will be able to</p> <ol style="list-style-type: none"> Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization. Analyze the complexities associated with management of the group behavior in the organization. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> 1 Dr. S.S. Khanaka, Organizational behaviour, S. Chand publications, revised edition 2014. Etizioni Amitai, Modern organization, Prentice hall pvt.Ltd , New delhi 2013. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Fred Luthans, Organization Behavior McGraw Hill International Edition, Tenth Edition, Stephen P. Robbins, Organization Behavior (10th Ed) PHI Pvt ltd., Aswathappa, Organisational Behaviour , Himalaya Publishing House.4th ed. 					

CODE	MARKETING MANAGEMENT	L	T	P	C
80916			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To develop the students acquire knowledge of the principles and concepts of marketing. To enhance the importance of consume behaviour and marketing research. To enable various product mix and different strategies applied in marketing. 					
Unit I	Marketing- concepts and definitions – importance of marketing in developing countries – functions of marketing – objectives of modern marketing – Marketing management Vs sales management – relations with other disciplines – Marketing planning: elements – process – importance and difficulties in marketing planning.				
Unit II	Marketing mix and decision making : Meaning and definition of marketing mix – elements –Factors – Phases in decision making – types of marketing decisions – Marketing information system – Market information Vs marketing information system – sources of information – Designing of marketing system – components.				
Unit III	Market Segmentation: - Bases of segmentation – benefits. Product Mix: Dimension of product mix – factors – product mix strategies – product life cycle – product planning and development – stages in development process – test marketing – product modification – product elimination – product diversification.				
Unit IV	Buyer Behavior: Understanding industrial and individual buyer behavior-influencing factors – buyer behavior models – online buyer behavior – building and measuring customer satisfaction – customer relationship management – customer acquisition, retaining and defection.				
Unit V	Market research and trends in marketing: Marketing research process – applications of marketing research : concept research. Product research, pricing research, distribution research, advertising research and media research – Emerging issues – Marketing research in the internet era – ethics in marketing – on line marketing trends.				
COURSE OUTCOMES	<ol style="list-style-type: none"> The students should have the ability of analytical skills in solving marketing related problems, awareness of marketing management process. The students should be able to study the various aspects of Marketing strategies, Marketing Mix Decisions, Customer Relationships and Enhanced Advertising of Products. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> Rajendra, Marketing research , 3rded,Tata McGraw Hill publications, 2014. RajanSaxena, Marketing management, Tata McGraw Hill, 2013. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> PeterMudie and Angela Pirrie, Marketing, 3rded Elsevier 2014. Bhattachrjee, Marketing Text and Cases, S. Chand and co, 2015. Philip Kotler, Marketing Management , PHI 14thed, 2016. 					

CODE		L	T	P	C
80917					
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To accustom students with the issues of domestic and global environment in which business has to operate. To relate the impact of environment on business in an integrated manner. To give an exposure to important commercial and industry. 					
Unit I	Business environment :Meaning – Various elements affecting business – social environment , political and legal, culture-, competitive, demographic, technological and international environments.Threats and opportunities of industries – Globalization and enhanced opportunities and threats.				
Unit II	Business and culture: Culture – elements of culture – impact of foreign culture – traditional values and its impact – change and resistance to change – caste and communities – linguistic and religious groups – joint family system.				
Unit III	Political Environment: Government and business – political systems – political stabilityAndpolitical maturity as conditions of business growth – role of government in business: entrepreneurial, catalytic, competitive, supportive, regulative and control functions – Government and economic planning –Industrial policies and promotion schemes.				
Unit IV	Social and Technology Environment: Social structure and features – entrepreneurial society and its implications for business opportunities – monetary system and business capital: quantum, types, risk and cost – role of banks, role of financial institutions – role of central bank – fiscal system- fiscal systems and inflations – FDI and foreign collaboration – foreign capital by tapping business – export –import policy – impact of technology on business.				
Unit V	Liberalization in India: The new economic policy – Globalization – policy changes for liberalization – industrial policy – EXIM policy – Banking policy – FDI Policy – reforms in capital market -structural reforms – impact of reform measures – salient features of WTO.				
COURSE OUTCOMES	<ol style="list-style-type: none"> Analyze the environment of a business with surrounded environments. Construct and present scenarios that synthesize business environment information. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> Paul Justine, Business environment , Tata McGraw Hill, 3rd edition, 2015 Agarwal M, Economic environment of business , Excel Books, 2015. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Brooks, International Business environment, Pearson publications, 2014 FranchisCherunilam, Business environment, Himalaya publication, 2012. Amarchand, Government and Business, TMH P ublications, 3rded, 2016. 					

I YEAR – II SEMESTER

CODE	PRODUCTION AND MATERIALS HANDLING IN LOGISTICS	L	T	P	C
80921		4	0	0	4
COURSE OBJECTIVES:					
To provide a broad introduction to the field of production management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.					
Unit I	Introduction to Production function: Meaning and function of production management, role and responsibility of production function in org type of production system continuous, intermittent, job lots etc., plant layout objective type material flow pattern safety consideration and environment aspects. Production planning and control-meaning objective, scope, importance and procedure of production planning.				
Unit II	Plant Location - Introduction - Need for selecting a suitable location - Plant Location problem - Advantage of Urban, suburban and rural locations - Systems view of location - Factors influencing plant location. Plant layout - Plant layout problem - Objectives - Principles of plant layout - Factors influencing plant layout - Types of layout.				
Unit III	Work and Method Study - Importance of work study - Work study procedures - Time study - Human considerations in work study - Introduction to method study - Objectives of method study - Steps involved in method study Work measurement - Objectives of work measurement - Techniques of work measurement - Computation of standard time - Allowance - Comparison of various techniques.				
Unit IV	Materials Handling Equipment: Selection – Economics of Material Handling Equipment– Cost Considerations – Cost Analysis – Cost Account and Material Handling –Cost Indices Hoisting Machineries– Elevating Equipments – Cranes – Important Parts of cranes – Types of cranes – Rotatory or Revolving Cranes – Bridge & Mobile Cranes.				
Unit V	Conveying Equipments – Traction Type Conveyers – Traction less Type Conveyers – Surface Tension Equipments – Narrow gauge equipments – Cross Holding Equipments – ODC Material Handling				
COURSE OUTCOMES	<ol style="list-style-type: none"> Upon successful completion of this course, students will yield exposure on productions concepts, selection of location, methods of study etc., Exposed to be familiarize with the materials handling equipment. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> Pannerselvam . R, Production and operation management, Prentice Hall, 3rd edition, 2015. Mahadevan B, Operation management, theory and practice, PEARSON Edu, 2nded, 2014 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> R.B.Choudary&G.R.N.Tagore, Plant Layout and Material Handling, Khanna Publishers, 2015 Jacob .B. Materials Handling Hand Book, CBS Publishers & Distributers,2013 Dr.K.C.Arora, Aspects of Material Handling, Laxmi Publications (p) Ltd, 2nd ed., 2015 					

CODE	HUMAN RESOURCE MANAGEMENT	L	T	P	C
80922			4	0	0
COURSE OBJECTIVES:					
To provide knowledge about nature and scope of human resource management, methods of training, industrial relations and counselling.					
Unit I	Nature and scope of HRM.- History of Personnel / Human Resource Management - Evolution of the concept of HRM, Growth in India -importance of human factor – challenges - Functions of personnel / Human Resource Management. – computer applications in human resource management – human resource accounting and audit - Job Analysis – Job Description and Job Specification.				
Unit II	Training and Executive Development- Methods / Techniques. Performance Appraisal – Proces& Methods. Problems with performance Appraisal. Essential Characteristics of an Effective Appraisal System, Potential Appraisal System, performance Appraisal Practice in India – benefits of training – knowledge management.				
Unit III	Industrial Relations - Concepts –features of industrial relations – importance of industrial relations – suggestions to improve industrial relations - Industrial Relations in Emerging Socio - Economic Scenario = Employee grievances and Discipline. Collective Bargaining, Trade Union. Workers’ Participation and Empowerment - Industrial Disputes.				
Unit IV	Counselling- aims and fields of counselling – theories of counselling: client – centered theory and rational-emotive theory - Mentoring, personnel Records, Audit and Research - Human Resource Accounting and information system.				
Unit V	International HRM –Main functions of International human resource management – strategies - Pressures of Globalisation. Cultural differences, Economic factors, Recruitment policy, Selection criteria, Training & Development, International Compensation, Repatriation .				
COURSE OUTCOME	<ul style="list-style-type: none"> • After completion of course, students understood the essence of international human resource management, significance of counselling and importance of industrial relations. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> 1. Udaykumar, Human resource management, Oxford publications, 2014. 2. Memoria , Personnel management, Pearson publications, 2014, 3rd ed. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> 1. Aswathappa, Human Resource Management, Tata McGraw Hill, 2nded, 2016. 2. Edwin Flippo, Personnel Management, McGraw Hill, 3rded 2014. 3. V.S.P Rao, Human Resource Management – Text and cases, excel Books 2014. 					

CODE	FINANCIAL MANAGEMENT	L	T	P	C
80923		4	0	0	4
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To understand the operations functions, policies, theories, techniques of finance management. To enable the students develop necessary skills to take decisions on various financial matters. To understand the foundations of finance and financing decisions, working capital and long term sources of finance. 					
Unit I	Foundations of Finance Overview of Financial Management –Finance its interface with other disciplines– nature and scope of financial management - Key Decision of Finance management - Emerging Role of Finance manager in India – objectives of finance – role and responsibilities of finance manager- financial forecasting.				
Unit II	Long Term Sources of Finance Long term finance: Shares debentures and term loans- types of shares – types of debentures – rights of equity and preference shareholders – lease - hire purchase - project financing - venture capital financing – factoring.				
Unit III	Financing decision Cost of capital – meaning and measurement of cost of capital. Specific costs and overall cost of capital- capital structure –factors influencing capital structure- assumptions in capital structure theories- NI approach and NOI approach. Financial and operating leverage.				
Unit IV	Working Capital Management Principles of working capital: Concepts need; Determinants, issues and estimation of working capital, Accounts Receivables Management , Working capital finance, Trade credit, Bank finance and Commercial paper.				
Unit V	Investment Decisions Capital Budgeting: Principles and techniques, Nature of capital budgeting - Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index.(simple problems) – factors affecting investment decisions – significance of capital budgeting decisions				
COURSE OUTCOME	The student would get the confidence and exposure to generate and manage the funds while undertaking any business venture. Better portfolio management, dividend decisions, inventory management and long term financing decisions.				
TEXT BOOKS:					
<ol style="list-style-type: none"> Aswin, Finance theory and practice, Wiley and sons, 2014. S. N. Maheswari, Financial control, sultan and chand sons. 3rded, 2013. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> I.M.Pandey Financial Management, Vikas Publishing House Pvt. Ltd. 3rded, 2015. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill Publishing company Ltd, reprint, 2015. Sharma & Gupta – Financial Management – Kalyani Publishers, 2013. 					

CODE	RESEARCH METHODS FOR BUSINESS	L	T	P	C
80924			4	0	0
COURSE OBJECTIVES:					
<p>1. To understand the types, process and design in doing research.</p> <p>2. To enhance advance knowledge in research methods and techniques of data collection and analysis.</p> <p>3. To prepare students for conducting an independent study including formulating research questions and selecting a research approach, applying research methodology, designing a study and selecting specific methods and techniques appropriate for answering the questions.</p>					
Unit I	Introduction to Business Research – Research objectives - Research Process – classification of research-ethics in research- research problem-characteristics of good research – ethics in research.				
Unit II	Research Design – Types of Research Design – Research Design for data acquisition (measurement scales) – Sample Design – Sampling Process – Sampling Methods – Determination of Sample size – Hypothesis testing.				
Unit III	Data Collection Methods – Primary and Secondary Data – Primary Data Collection Methods Questionnaire, schedule , Observation and Experimentation. Sources of secondary data – Tabulation – questionnaire vs schedule- scaling techniques.				
Unit IV	Application of statistics: Measures of Central Tendencies – Measures of Dispersion – Simple correlation and Regression. Chi-Square Test. Analysis of Variance. (Simple problems only)				
Unit V	Report writing: Research report – different types – Contents of report - Presenting Insights and Findings – Style and Composition of the report – Format of reporting – Types of reports – principles and techniques.				
COURSE OUTCOME	The students will attain a thorough knowledge in planning, designing, executing, interpreting, evaluating and reporting research within a stipulated time period and to apply a range of quantitative and qualitative research techniques to business and management problems or issues.				
TEXT BOOKS:					
<p>1. Kothari C.R., Research Methodology, Methods & Techniques, New Age International.,2014.</p> <p>2. Krishnaswamy K.N., Management Research Methodology, Integration of Principles Methods and Technique, Pearson Education, 2012.</p>					
REFERENCE BOOKS:					
<p>DonnaldR.Cooper&Pamala Schindler, Business Research Methods McGraw Hill Publication, 2012</p> <p>Krishnaswamy O.R., Research Methodology for Social Science Himalaya Publication, 2013</p>					

CODE	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	L	T	P	C
80925			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> 1. To describe the theoretical back round of logistics and supply chain management. 2. To simulate the knowledge for managing flows. 3. To know the key aspects of inventory and warehousing. 					
Unit I	Introduction –Businesslogisticsand supply chain–importance,objectivesanddrivers.Strategy–planning, selectingproperchannel, performancemeasurement.Outsourcing-Makevsbuyapproach– sourcingstrategy.				
Unit II	MANAGING FLOWS - Planning Networks –Decisionmaking under risk – Decision trees – Decision making under uncertainty - Distribution NetworkDesign–Role-FactorsInfluencingOptions - ValueAdditionSupply ChainNetworksoptimization models - Logistics information system-Role ofIT–Framework for IT adoption.				
Unit III	INVENTORY AND WAREHOUSING Inventory–objectives,bullwhipeffect,control-Probabilisticinventory models,Riskpooling,Vendor managedinventory,Multi-echeloninventory - WarehousingFunctions–Types–SiteSelection–DecisionModel–LayoutDesign–Costing–VirtualWarehouse.				
Unit IV	TRANSPORTATION AND PACKAGING - Transportation–Drivers,Modes,Measures-StrategiesforTransportation,3PLand4PL - Vehicle Routingand Scheduling. Packaging-Designconsiderations -MaterialandCost. PackagingasUtilization..				
Unit V	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 logistic strategy – strategic logistics planning – implementation of strategy.				
COURSE OUTCOME	<ol style="list-style-type: none"> 1. Being expertise in the concepts of logistics and supply chain management. 2. Acquirement of knowledge in transportation and packaging. 3. Exploring knowledge on organization and control. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> 1. BowersoxDonaldJ,LogisticsManagement–TheIntegratedSupplyChainProcess,TataMcGrawHill, 2010 2.Vinod V, LogisticsManagement-TheSupply Chain Imperative,Pearson.2012. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> 1. Coyle etal.,TheManagement ofBusinessLogistics,ThomsonLearning, 7thEdition,2004. 2. Mohanty R.P and DeshmukhS.G,Supplychaintheoriesandpractices,Biztantra publications, 2007. 3.Leenders. J, Purchasing and supplymanagement, Tata McGrawHill,2010 					

CODE	APPLIED OPERATIONS RESEARCH	L	T	P	C
80926		4	0	0	4
COURSE OBJECTIVES:					
<p>This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making & to provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.</p> <ol style="list-style-type: none"> To understand why operation research techniques are important for making business decisions. To learn the concepts of operations research applied in business decision making. 					
Unit I	Introduction to Operations Research – Origin and development of operations research - Application of operations research in functional areas of management- Modelling in operations research – Classification of models – Opportunities and shortcomings of operations research.				
Unit II	Linear programming – Basic assumptions – Mathematical formulation of the problem – Graphical solution method – Simplex method for solving maximisation problems.				
Unit III	Transportation Problem – Initial Basic Feasible Solution – North West Corner Rule, Lest Cost Method and Vogel's Approximation Method – Optimal solution using Modi Method – Degeneracy in transportation problem - Unbalance transportation problem - Assignment problem – Hungarian method – Special cases in assignment problem.				
Unit IV	Dynamic Programming – Characteristics – Dynamic programming algorithm - Game theory – Two person zero sum games – Basic terms - Pure and Mixed Strategy – Dominance Rule – Graphical Solution method.				
Unit V	Queuing Theory – Elements of a queueing system - Single Channel Unlimited Queue Model and Multiple Channel Unlimited Queue Model. Simulation – Process of Simulation – Monte Carlo Method				
COURSE OUTCOME	<ol style="list-style-type: none"> Being expertise in operation research concepts. To understand why operation research techniques are important for making business decisions. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> Handy A. Taha, Operations Research – An introduction – Pearson Publications, 2014 Gupta and Man mohan, Operations Research, Sultan Chand and co, 2015. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> R. Panneerselvam, Operations Research , Prentice Hall of India, 3rded, 2015 Hiller and Lieberman, Introduction to Operations Research ,McGraw-Hill Intl edition, 2014. 					

CODE	SHIPPING AND PORT MANAGEMENT	L	T	P	C
80927			4	0	0
COURSE OBJECTIVES:					
1. Aims to offer complete information about the operations and management that goes behind the shipment of substances from one port to another that furthers the global economy. 2. Provide you with the essential skills and knowledge required in functional areas of port and shipping sectors.					
Unit I	International Trade – General Introduction to International Trade – Overall Perspective of Shipping as a Function – Principles and Practices of Shipping – Roles and Functions of Intermediaries – Inco Terms – The Markets of Maritime Transport – Ship Types.				
Unit II	Cargo & Trade Routes – International Seaborne Trade – Containerization, Port – Terminal Management – Economic Impact of Ports – Economic Impact of Ports on Regional Economy – Location Characteristics – Organization Structure in Ports				
Unit III	Interface of Rail & Road Infrastructure – Inter Modal Connections – Port Operations – Services rendered by Ports – Performance Indicators – Terminal Operations – Factors affecting Terminal Productivity – Cargo & Container Handling Equipment.				
Unit IV	Marketing of Port Services – Identifying Stakeholder – Concept of Hinterland – Identifying Customer Needs Handling Competition & adding values – Port Development to tap the potential of Coastal Shipping Cabotage Law & Practices affecting coastal movement of cargo.				
Unit V	Infrastructure in Ports & Terminal – Comparative Analysis Coastal Shipping Vsinland Movement, Environmental issues connected with ports & terminals health and safety issues, port security issues, International Ships and port Facility code.				
COURSE OUTCOME	<ul style="list-style-type: none"> • Learners will become expertise in marketing of port services and comparative analysis. • Knowledge on various infrastructure information in shipping and port. 				
References:					
1. Patrick Aldertor Port Management and Operations. 2. Kenneth Christopher, Ports Security Management, Auerbach Publications. 3. David Pinder and Brian Slack, Shipping and Ports in the Twenty First Century, Routledge Taylor & Francis Group.					

II YEAR – III SEMESTER

CODE	LOGISTICS MANAGEMENT INFORMATION	L	T	P	C
80931	SYSTEM	4	0	0	4
COURSE OBJECTIVES:					
1. Understand the nature of management information systems and their applications in business. 2. Use information management process for business value.					
Unit I	Concept of Management information system: concept of information system and management information systems – information system design and development – implementation testing and conversion= evolution and element of MIS – definition – characteristics and basic requirements of MIS – STRUCTURE OF MIS – approaches to MIS development – computerized MIS – pre-requisites of an effective MIS – limitations.				
Unit II	MIS and Decision Support system (DSS): MIS Vs data processing – MIS and decision support system – MIS and information resource management – MIS and operations research – executive information and decision support systems – artificial intelligence and expert system – MIS in Indian organization – recent developments in information technology.				
Unit III	Computers and communication: Information technology and global integration – on line information n services – electronic bulletin board systems – the internet, electronic mail, interactive video – communication channels – communications netwOrks – local area networks – wide area networks – video conferencing – relevance to MIS.				
Unit IV	Functional information system: MIS for research production – MIS for marketing – MIS for personnel – MIS for finance – MIS for inventory – MIS for logistics – MIS for product development – MIS for market development – Enterprise resource planning systems (ERP Systems) – inter organizational information systems – value added networks – networking.				
Unit V	Client/Server computing: Communication servers – digital networks – electronic change and its applications. Electronic Commerce and Internet: E-Commerce bases – E-Commerce and Internet-M-Commerce-Electronic Data Inter change (EDI)-applications of internet and website management.				
COURSE OUTCOME	OUTCOME: 1. Design and create an excel solution to a business problem. 2. Document and communicate solutions in a professional manner.				
TEXT BOOKS:					
1. Murdick and Ross, Management Information System, Prentice Hall, 2ed., 2014. 2. K. Subramanian K, Computer applications in business, Sultan Chand and co, 2014					
REFERENCE BOOKS:					
1. Sadagopan, S, Management Information System, Prentice Hall of India, 2015. 2. O'Brien, James A, Management Information system, Golgotha Publications Ltd., India. 3. Sudalaimuthu , Computer applications in management, HPH, 2010.					

CODE	LINER TRADE AND INTERNATIONAL	L	T	P	C
80932	TRANSPORTATION	4	0	0	4
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To provide an overview of Liner Trade and its elements. To make familiarity in Bill of Lading and its legal Aspects. 					
Unit I	Definitions of liner trades - History of liners – Evolution and development of Liner Trades – Concepts of Liner Trades – Liner Operations – Port Organization – Vessel loading and discharging - Liner Service Options – Ship Types – Container Ships – Economy of Scale – Shipboard Handling Equipment – Ro-Ro Access equipment.				
Unit II	Cargoes & Cargo Equipment – Liner Cargo - Dangerous Goods IMO Special Goods – Cargo Handlings – Port Handling Equipment – Port Terminals – Cargo Storage – Terminal Management – The role of Ships Officers – The ships agent – Liner Shipping operations - Management and Policy – Insurance – Trade of Commercial Department – Liner Operation – Liner Documentation.				
Unit III	The Bill of Lading and other Documentation – The Bill of Lading UK bill of lading Act 1855 and UK Carriage of Goods by Sea Act 1992 – Bill of Lading Documentary Credits – Bill of Lading Clauses – The Evidence of the Contract, Other forms of Bill of Lading – Other Liner Documents – Legal Aspects of the Bill of Lading.				
Unit IV	Containerization Unitization and Intermodalism - Growth in World Trade Unitization – Benefits & Drawbacks of Intermodal Transportation – Characteristics of Intermodal Freight Transportation – Container Dimensions – Container Inventory – Owning – Leasing –Tracking the container fleet – Container Control – Legal & Insurance Implications in the Container Trade.				
Unit V	Container Freight Station (CFS) - Inland Container Depot (ICD) – Difference b/w CFS & ICD – Functions of ICDs & CFSs – Operations of ICDs & CFSs – Benefits of ICDs & CFSs – Customs procedures and functioning at Ports & CFSs – Intermodal Terminals.				
COURSE OUTCOME	<ol style="list-style-type: none"> The students will learn the practices and ways of to promote liner trade, containerization and allied business. The learners will have a complete idea about the different concepts, trends and strategies used in Liner trade and international transportation. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> K.V. Hariharan, Multimodal transport & infrastructure Development, 6th ed., Shroff publishers, 2015. Lee, C.Y. Meng, Hand book on shipping transport, Springer 2016. 					
REFERENCE BOOKS:					
<p>J.W. Konings, The future of Intermodal freight transport, Transport research board, National research council.</p> <p>James V. Jones, Integrated logistics support hand book, 3rd ed., Mcgraw hill education.</p>					

CODE	WAREHOUSE MANAGEMENT	L	T	P	C
80933			4	0	0
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> 1. To understand the basic concepts and various functions of Warehouse. 2. To impart knowledge on various types of warehouses and their advantages. 3. To study the identification of various materials and materials storage systems, material handling equipment. 					
Unit I	Introduction to Warehousing - Position of Warehouse - Organization Structure of Stores Division - Organization matters for efficient working of stores division - Need for requisitioning the material - Replenishment of stock items - Requisition for new and out of stock items - Preparation of material requisition for purchase.				
Unit II	Receipt of materials - Inspection - Control samples - Documentation of accepted materials - Issues of materials - Stocking - Need for stocking - Reporting of shortage/excess - Discrepancies and their resolution - Reasons for discrepancies - Delays in inspection - Preparation and distribution of DR				
Unit III	Control of tools - Surplus materials - Scrap materials - Storage of conveyor belts - Storage of belt, splicing materials, V belts, Tires & Tubes, etc. - Handling of bearings - Criticism of stores division – Performance evaluation – Performance indicators – Parameters to be evaluated – performance evaluation methods.				
Unit IV	Computerization of warehouse activities – Tasks for computerization in ware house activities – Benefits of computerization – Appropriate software for store keeping and Inventory control – Creating a Database for Transactional tasks – Setting up user’s own inventory control Database system – Internal communication – Leading Store keeping and Inventory control packages.				
Unit V	ISO Standards - Need for ISO Standards – Registration for ISO Certification – ware house activities and quality assurance – Stores division activities in conformance to ISO 9001- Warehouse location, layout & Facilities planning – warehouse security, safety & Maintenance				
COURSE OUTCOME	<ol style="list-style-type: none"> 1. The student should be able to understand the various functions of warehouse and also about its various types and their advantages 2. The students should be able to measure the metrics of warehouse operations and identifying different materials and classifying them in a logical manner. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> 1. James A. Tompkins, Warehouse management Handbook, Tompkins Press, 1998. 2. David Mulcahy, Warehouse Distribution and Operations Handbook, McGraw Hil 1993. 					
REFERENCE BOOKS:					
<p>J.P. Saxena, Warehouse Management, 3rd ed., Vikas Publications 2014.</p> <p>M . Napolitana , Integral Warehouse Management, Management outlook, 2009.</p>					

CODE	MARITIME AND TRANSPORT LAWS	L	T	P	C
80934		4	0	0	4
COURSE OBJECTIVES:					
To create the knowledge of legal perspective and its practices to improve the business in shipping and maritime.					
To impart the knowledge on Maritime and transport laws.					
Unit I	Laws of Carriage of Goods: The Bill of lading Act 1855 – Carriage of Goods by sea Act 1992 - Non-Contractual Actions – Functions of the bill of lading contracts of carriage – modifications to the traditional carriage contract model – third party rights under the initial carriage contract act at common and law and in equity – statutory transfers.				
Unit II	The cargo claim enquiry: – duties , rights and liabilities of common carriers under The Carriers Act 1865 – The Railways Act 1989 – The carriage by Road Act 2007 – The carriage by Air Act 1972 – Indian consumer protect Act 1986 – Objects – rights of consumers – consumer dispute – procedure of filing complaint – procedure for redressal of complaints.				
Unit III	Multimodal transportation of goods act 1993 - Statement of objects & Reasons on the multimodal transportation of goods act 1993 - Proposed amendments to the multimodal transportation goods act 1993 - Powers and Functions of the Competent Authority - Liability of the MTO - Justification				
Unit IV	Customs Act 1962: Short title - Extent and commencement - Definitions - Officers of customs- Appointment of customs ports - Airports, Warehousing stations, etc. - Prohibitions on importation and exportation of goods - Prevention and detection of illegal export of goods.				
Unit V	Customs duties: Indicating amount of duty in price of goods, etc., For purpose of re-fund, Advance rulings, Provisions relating to conveyances carrying imported or exported goods, Clearance of imported goods and export goods, Goods in transit, Confiscation of goods and conveyances and imposition of penalties, Settlement of cases, appeals and revision.				
COURSE OUTCOME	Students will analyze the legal structure and processes through which international shipping is organized and regulated and to develop a good outlook as maritime law is inherently global in nature.				
TEXT BOOKS:					
1. Gururaj G, Guide to Customs Procedures, Centax Publications Pvt Ltd., 2012.					
2. Vinod V, Shipping laws and regulations, Pearson Publications 2010.					
References:					
Hand book on Multimodal Transport of goods Act, 1993.					
S.Pattabhiraman, Logistic Management, Excel Books, 1 st ed., 2008.					
R.A.Garg, The Customs Act, 1962, Commercial lawpublishers, 2 nd ed., 2008					

CODE	INTERNATIONAL BUSINESS	L	T	P	C
80935	MANAGEMENT	4	0	0	4

COURSE OBJECTIVES:

1. Provide the students with the capability to apply theoretical knowledge in International Business scenario.
2. Expertise the students to be familiar with international business environment.

Unit I
Introduction: Evolution – nature of international business – why do international – stages of internalization –International business approaches – Theories of international business – Problems of international business - The Globalization of the World Economy – The Changing Nature of International Business - Differences in International Business.

Unit II
Modes of entering business: Exporting – licensing – franchising- turnkey projects – foreign direct investment –merger-acquisition-joint venture – comparison of different modes of entry – break up of alliance – GATT – WTO: Establishment – organization structure of WTO – WTO and anti-dumping measures- India and WTO – The Uruguay Round Package. Competitive advantage – counter trade.

Unit III
Global Strategic Management: Peculiarities of global strategic management – global strategic management process – analysis of mission and goals – organizational analysis – analysis of international environment – International SWOT analysis – Alternate corporate level strategies – business unit level strategies – selection of best strategy – strategy implementation – evaluation and control – ethics and global business - Global Trade and Investment Environment - Regional grouping of countries and its impact.

Unit IV
Foreign Direct Investment: Introduction - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries- The Global Monetary System - The Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market.

Unit V
International Marketing and information technology in international business: Product development – models of international product life cycle – branding decisions – Pricing and pricing decisions – factors affecting international pricing - New information technologies – Re engineering the International business process – E- Business –conceptual analysis – advantages of Ecommerce - Internet and E-commerce in India.

COURSE OUTCOME

1. Critically assess the international business environment for a business firm using selected choice and benefits.
2. Relate the impact of opportunities at international business level.

TEXT BOOKS:

1. Shivaramu S, International Business, Wheeler Publications 3rd ed., 2012.
2. Francis Cherunilam, International Business, Wheeler Publications.

REFERENCE BOOKS:

Hill.C.W., International Business : Competing in the Global market place, Irwin- McGraw Hill,1999.

Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9thedn.

Charles W.L., Hill, International Business, Irwin-McGraw Hill,12015.

CODE	RETAIL SUPPLY CHAIN	L	T	P	C
80936	MANAGEMENT	4	0	0	4
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> To study the importance of logistic operations and its competitive edge for retailers. To become expertize and analyze retail supply chain environment 					
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 chainmetrics.				
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 retailreturns				
COURSE OUTCOME	The student at the end of the course should be able to understand the various logistics operations and their importance in improving the business of retailers.				
TEXT BOOKS:					
<ol style="list-style-type: none"> Swapanapradhan, Retail management, S.Chand and co, 2nded, 2013. DravidGilber, Retail marketing, Auerbach publications, 2009. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> Ray, Supply chain management for retailing, TMH, 2010. Dawson, Strategic issues in international retailing, Routledge, 2007. Reguram and Rangaraj, Logistics and Supply chain management cases and concepts, Macmillan India Ltd., India, 2012. 					

CODE	EXIM PROCEDURE AND DOCUMENTATION	L	T	P	C
80937		4	0	0	4
COURSE OBJECTIVES:					
<ol style="list-style-type: none"> 1. Cover the export and import procedure by step by step. 2. Provide the students with the capability to apply theoretical knowledge in exim procedure and documentation. 					
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 – Liberalisation 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	Steps in Export Procedure –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 – Customs EDI System.				
Unit IV	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.				
Unit V	Policy and Institutional Framework for Exports and Imports Foreign Trade Policy – Highlights – Special Focus Initiatives – Duty Drawback – Deemed Exports - EPCG Scheme – Incentives for Exporters – Functions of Export Promotion Councils, EOUs, SEZs, ITPO, ECGC and EXIM Bank.				
COURSE OUTCOME	<ol style="list-style-type: none"> 1. Understand the major documentation procedures and provisions used in export and import business. 2. Make the student to be theoretically strong and familiar with of documentation procedures in international business. 				
TEXT BOOKS:					
<ol style="list-style-type: none"> 1.Usha Kiran Raj, Export and Logistics management, Asoke publications, 2015. 2.T E. Johnson, D L. Bade, Export/Import Procedures and Documentation, AMACOMpublication, 2014. 					
REFERENCE BOOKS:					
<ol style="list-style-type: none"> 1. Justin Paul, Export and Import Management, Oxford University Press, 2014. 2. Ram Gopal C, Export import procedures- documentation and logistics, New age International, 2007. 					

CODE	INTERNSHIP	I	Credits: 6
80938			

Period for Internship

Students will have to take up a project work for 4 to 6 weeks at the end of the II semester.

Submission of Report

A report of the project work should be submitted to the Department within 30 Days after completing the project work.

Viva-Voce

The performance of the students for the internship work will be evaluated for a total of 100 marks, of which 25 marks for internal (Evaluation of project) and 75 marks for Viva-Voce and Evaluation. The Viva-voce will be conducted by a panel consisting of the Course Director, Faculty guide and an External Examiner.

Students have to secure not less than 50% of marks in the two components to get a pass in the summer project. Students who fail in the project work or who fail to submit the project report before the due date will have to redo the summer project during the subsequent summer and attend the Viva-Voce during the subsequent academic year. Students who have submitted their project report but absent for the Viva-Voce due to valid reasons may be permitted to appear for the Viva-Voce during the subsequent academic year.

II YEAR – IV SEMESTER

CODE	PROJECT	PR	Credits: 15 Hours:30
80941			
Period for Project Work			
Students will have to take up a project work for a minimum 12 weeks after third semester .			
Submission of Report			
A report of the project work should be submitted to the Department within 30 Days after completing the project work.			
Viva-Voce			
The performance of the students for the project work will be evaluated for a total of 100 marks, of which 25 marks for internal (Evaluation of project) and 75 marks for Viva-Voce and Evaluation. The Viva-voce will be conducted by a panel consisting of the Course Director, Faculty guide and an External Examiner.			
Students have to secure not less than 50% of marks in the two components to get a pass in the summer project. Students who fail in the project work or who fail to submit the project report before the due date will have to redo the summer project during the subsequent summer and attend the Viva-Voce during the subsequent academic year. Students who have submitted their project report but absent for the Viva-Voce due to valid reasons may be permitted to appear for the Viva-Voce during the subsequent academic year.			

PG Programme

19.1 Passing minimum

- A candidate shall be declared to have passed each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous Assessment and End Semester Examinations marks together.
- The candidates not obtain 40% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed the Project/Dissertation/Internship if he/she gets not less than 40% in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate in each of the Project/Dissertation/Internship Report and Viva-Voce.
- A candidate who gets less than 50% in the Project/Dissertation/Internship Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted Project report.

19.2 Grading

The following table gives the marks, Grade points, Letter Grades, and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper/ Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- a) Successful candidates passing the examinations and earning a GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning a GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning a GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning a GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning a GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning a GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have an Average (B).
- g) Candidates earning a GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance in a semester and continuous performance starting from the first semester are indicated respectively as Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA). These two are calculated by the following formulae

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

19.3 Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0 9.0 and above but below 9.5	O+ O	First Class – Exemplary*
8.5 and above but below 9.0 8.0 and above but below 8.5 7.5 and above but below 8.0	D++ D+ D	First Class with Distinction*
7.0 and above but below 7.5 6.5 and above but below 7.0 6.0 and above but below 6.5	A++ A+ A	First Class
5.5 and above but below 6.0 5.0 and above but below 5.5	B+ B	Second Class
0.0 and above but below 5.0	U	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- a) Successful candidates passing the examinations and earning a CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), and those who earned a CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- b) Successful candidates passing the examinations and earning a CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned a CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned a CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- c) Successful candidates passing the examinations and earning a CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned a CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned a CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- d) Successful candidates passing the examinations and earning a CGPA between 5.0 and 5.4 shall be given a Letter Grade (B), and those who earned a CGPA between 5.5 and 5.9 shall be given a Letter Grade (B+) and declared to have passed in Second Class.
- i) Candidates who earned a CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.

e) Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni} \cdot G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = Sum of the multiplication of Grade Points by the credits of the entire Programme
Sum of the credits of the courses for the entire Programme

Sum of Grade Points X credits of the entire Programme

Where 'Ci' is the Credit earned for Course i in any semester; 'Gi' is the Grade Point obtained by the student for Course i and 'n' refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.