



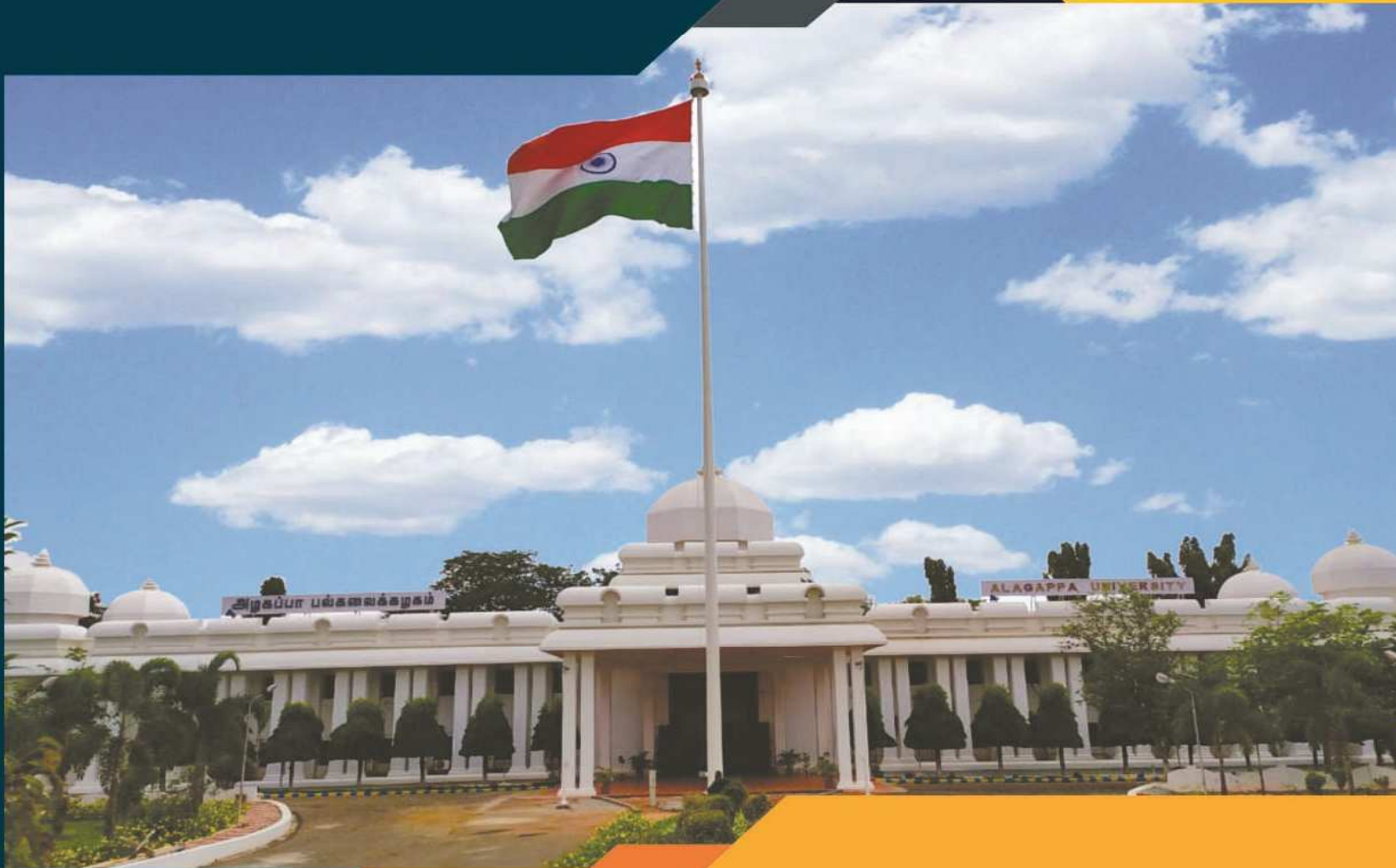
ALAGAPPA UNIVERSITY

(A State University Established in 1985)
Karaikudi - 630003, Tamil Nadu, India



2017 Accredited with A+ Grade by NAAC (CGPA : 3.84)	2018 MHRD Govt. of India University Grants Commission Graded as Category - 1 & Granted Autonomy	2018 MHRD UNIVERSITY OF INDIA Swachh Campus Rank : 4	2019 nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK Rank : 28	2019 QS India Rank : 28 BRICS Rank : 104 Asia Rank : 216
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DEPARTMENT OF LOGISTICS MANAGEMENT



M.B.A., LOGISTICS MANAGEMENT

[Choice Based Credit System (CBCS)]

[For the candidates admitted from the academic year 2019-2020]

**MBA
(LOGISTICS MANAGEMENT)**

Programme general objectives

MBA in Logistics is a holistic management program designed to train eligible candidates to become future managers in the field of industrial supply & chain management. The program' curriculum is tailored to match the modern skillset requirements of businesses dealing with goods carrier, inventory and transportation services. MBA in Logistics opens numerous doors of opportunities to students looking for a career in the operation, supply, and e-commerce industry. To reach out to professionals in other industries who wish to build careers in Logistics & Supply chain.

Programme specific objectives

1. To focus on building skills in students for delivering customized logistic solutions. The course explores subject areas such as product distribution, supply chain, inventory control, transportation management and customer services.
2. To train students over the complete cycle of distribution of goods from supplier to customer.
3. The program wants to be recognized as highest standard for building managerial skills and capacity building for Logistics, Supply Chain and related industries by teaching contemporary curriculum, using best in class teaching methodology and technology
4. To inculcate both functional / domain and personal skills to succeed as a manager in Logistics, Supply Chain and related industries.
5. To reach out to relevant aspirants who are working in the organised / un-organised areas of the Logistics & Supply chain or related industries who wish to move to managerial positions.

Programme outcome

On the successful completion of the programme

1. The students will be able to streamline the whole shipping process across E-commerce, Manufacturing, Retail, FMCG, Hospitality, Aviation and Shipping domains.
2. An MBA in Logistics would enable successful postgraduates find lucrative employment opportunities in product- based industries.
3. Students will be trained to tackle challenges such as business value scope and scale, customer requirements and supply side innovation, service level and quality management etc.

REGULATIONS AND SYLLABI

(2019 – 2020 onwards)

Programme:MBA (Logistics Management) is a Full-time Programme offered in the Regular mode.

Duration: The duration of the Programme is Two Academic Years consisting of Four Semesters.

Eligibility: Any degree from a recognized university in the 10+2+3 pattern or equivalent.

Pattern: Semester pattern.

Medium of Instruction: English only.

Number of Courses: The total number of courses for the Programme is 33 courses which includes Core, Elective, Non Major Elective Courses, Executive Empowerment courses, Summer Training Programme and Final Semester Project Work.

Programme Structure

FIRST YEAR: All students in the first year of the Programme have to take all the core courses and NME offered as listed in the Programme Structure.

SECOND YEAR: The participants are required to take-up the core and elective courses scheduled during the III and IV Semesters of MBA (LM) Programme besides a Summer Training Programme in the III Semester as given in the Programme Structure. Also, they are expected to undertake a project during the final semester.

Choice Based Credit System (CBCS)

Each student should take 90 credits to complete the Programme.

Attendance

- ❖ Normally, the student must have earned 75% of attendance in each course for appearing for the examination.
- ❖ Students who have earned 70% to 74% of attendance have to apply for condonation in the prescribed form with the prescribed fee.
- ❖ Students who have earned 60% to 69% of attendance have to apply for condonation in the prescribed form with less the 75% the prescribed fee along with the Medical Certificate.
- ❖ Students who have secured below 60% attendance are not eligible to appear for the examination and they have to redo the courses.

Redoing of the Courses

A student who has been debarred from the ESE for lack of attendance must repeat the Course at a later semester, paying the prescribed fees for the course. Students interested in redoing of course(s) have to get prior official permission for the same by applying to the Registrar through the HOD on or before 5th June (for redoing of Odd Semester Courses) or 5th November (for redoing Even Semester Courses) every year.

No student will be permitted to repeat a course or reappear for a CIA test or an ESE **just for improvement of Grade Points**. A student who have failed in a CIA / ESE need take only the CIA /ESE in that course when it is offered next. Such students need to pay the prescribed fee.

Break of Study

- ❖ A student may be permitted to break his/her study on valid grounds. Such break of study shall be entertained only if the student has completed at least two semesters of study. For availing break of study, the students have to apply to the Registrar along with the recommendations of the Class Advisor and the Head of the Department in the format prescribed by enclosing documentary evidence(s) as a proof for his/her claim for break of study and after paying the prescribed fee. Unauthorized break of study will not be permitted under any circumstances.
- ❖ Break of study will be permitted subject to the formalities of readmission as well as the availability of courses to be completed and the examination norms.

Assessment

Assessment of the students' assignment will be two- fold consisting of Continuous Internal Assessment (CIA) and End Semester Examination (ESE). The ratio between CIA and ESE will normally be 25-75.

Continuous Internal Assessment (CIA)

The CIA marks shall be awarded based on the following:

Marks for the two CIA tests	15
Marks for the Seminar /Quiz/Assignments/Class works / Attendance / Unannounced tests etc.	10
Total	25

A minimum of 40% of the allotted 25 marks for the CIA in each course (that is, 10 marks per course) is a must for securing a pass. Students who score less than the minimum must reappear for the CIA in that course/courses in which the minimum marks are not scored, in the immediate next semester following the rules and regulations of the University prevailing from time to time.

End Semester Examination (ESE)

Except in the case of project-work and exclusive Audit Course: Employability Enhancement Practices, the ESE will consist of a written examination of three hours duration for a maximum score of 75. A minimum of 40% of the allotted 75 marks for the ESE in each course (that is 30 marks per course) is a must for securing a pass.

Classification of Candidates

A candidate who obtains not less than 50% of total marks in each paper shall be declared to have passed in that paper. A candidate who secures 50% or more but less than 60% of aggregate marks shall be placed in Second Class. A candidate who secures 60% and more of aggregate marks shall be placed in First Class.

Failed Candidates

A candidate who fail in any paper/ papers may appear again in that paper/ those papers as per the university rules in force from time to time.

Completion of the Programme

The students have to complete their Programme within 3 years from the completion of the duration of Programme, failing which their registration will stand automatically cancelled and they have to register afresh, if they want to pursue the Programme.

Award of Degree

A student will be declared to be eligible for the award of a Degree if he/she has:

- i) Registered for and undergone all the courses under the different parts of the curriculum of his/her Programme.
- ii) No dues to the University, Hostel, NSS, Library Clubs, Associations etc. and
- iii) No disciplinary action pending against him/her.

Other Regulations

Besides the above, the common regulations of the University shall also be applicable to this Programme.

MBA (LM)

Pattern of Question Paper for End-Semester Examinations

Section	Number and Nature of Questions to be Asked			Questions to be Answered	Section-wise Marks per Question	Total Marks
	For Theory Courses	For Problem Oriented Courses				
		Theory Questions	Problem Questions			
I	5	2 or 3	3 or 2	5	3	15
II	5(Either Or)	2 or 3(Either Or Type)	3 or 2 (Either Or Type)	5	10	50
III	1 Case Study	1 Case Study [Preferably Problem Oriented]		1	10	10
Total	11	11		11	--	75

DEPARTMENT OF LOGISTICS MANAGEMENT

PROGRAMME STRUCTURE (From 2019 – 2020 onwards)

S. No	Paper Code	Title of the Paper		Credits	Hrs. /Week	Marks		
						I	E	Total
I Semester								
1	643101	Core1	Management Concepts and Organizational Behaviour	4	4	25	75	100
2	643102	Core2	Business Economics and Environment	4	4	25	75	100
3	643103	Core3	Accounting and Financial Management for Logistics	4	5	25	75	100
4	643104	Core 4	Principles of Logistics and Supply Chain Management	4	4	25	75	100
5	643105	Core 5	Quantitative Techniques	3	5	25	75	100
6		Information Technology for Business		3	3	25	75	100
		Library / Yoga/ Counselling/Field trip			5			
		Total		22	30	150	450	600
II Semester								
7	643201	Core 6	Business Research Methodology	4	5	25	75	100
8	643202	Core 7	Marketing Management for Logistics	4	5	25	75	100
9	643203	Core 8	Production and Operations Management	4	5	25	75	100
10	643204	Core 9	Logistics Legal Framework and Maritime Documentation	4	4	25	75	100
11	643205	Core 10	Export & Import Management	3	4	25	75	100
12		Library, Computer Lab/ GD + Interview, Yoga			4			
			NME(Offered to other Departments)					
		NME	Non Major Elective -I	2	3	25	75	100

S. No	Paper Code	Title of the Paper		Credits	Hrs. /Week	Marks		
						I	E	Total
		Total		21	30	150	450	600
III Semester								
14	643301	Core 11	Strategic Logistics Management	4	5	25	75	100
15	643302	Core 12	Distribution Management	4	4	25	75	100
16	643303	Core 13	Rail, Road and Air Cargo Logistics	4	6	25	75	100
17	643999	Core 14	Summer Project	3		25	75	100
			Electives – Choose any 2 Courses from (A) and (B)					
			(A) Logistics - Electives					
18	643501	Major Elective	Logistics Infrastructure	3	4	25	75	100
	643502		Multi-Modal Transportation	3		25	75	100
	643503		Packaging and Material Handling	3		25	75	100
			(B) Supply Chain Management - Electives					
19	643504	Major Elective	Global Supply Chain Management	3	4	25	75	100
	643505		Agile Supply Chain Management	3		25	75	100
	643506		Supply Chain Risk Management	3		25	75	100
			Library, Computer Lab/ GD + Interview, Yoga		4			
			MOOC Course - II					
			NME(Offered to other Departments)					
		NME	Non Major Elective -II	2	3	25	75	100
		Total		23	30	175	525	700
IV Semester								
20	643401	Core 15	International Logistics Management	4	5	25	75	100

S. No	Paper Code	Title of the Paper		Credits	Hrs. /Week	Marks		
						I	E	Total
21	643402	Core 16	Small Business Management	4	5	25	75	100
22	643403	Core 17	Warehouse Management	4	5	25	75	100
			Electives – Choose any 2 Courses from (A) and (B)					
			(A) Logistics - Electives					
23	643507	Major Elective	Logistics Project Planning Management	3	4	25	75	100
	643508		Port Management	3		25	75	100
	643509		Retail Logistics Management	3		25	75	100
			(B) Supply Chain Management - Electives					
24	643510	Major Elective	Procurement and Quality Management	3	4	25	75	100
	643511		Retail Supply Chain Management	3		25	75	100
	643512		Sustainable Supply Chain Management	3		25	75	100
			Library / GD + Interview		3			
			Computer Lab		3			
			Yoga		1			
25			Project Work –Viva Voce	6				100
		Total		24	30	150	450	600

Semester I			
Course Code: 643101	Management Concepts and Organizational Behaviour	Credits:4	Hours:4
Objectives:	<ul style="list-style-type: none"> • To describe the fundamentals of Management, significance, scope of management, levels of manager, functions of a manager and basics of organization • To discuss the development of management thought, contributions towards Taylor & Fayol principles. 		
Unit – I	Management: Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H. A. Simon and Peter F Drucker- Approaches to the Study of Management-Universality of Management-Relevance of management to different types of organization.		
Unit-II	Planning and Decision Making: Nature, Importance and Planning Process – Components of Planning- Vision, Mission, Objectives- Decision Making –Meaning – Types – Decision Making Process under conditions of certainty and Uncertainty. Organizing: Nature, Purpose and Kinds Of Organization -Structure -Principles And Theories of Organisation- Departmentalisation – Span of Control –Line And Staff Functions- Authority and Responsibility- Centralization and Decentralization- Delegation of Authority- Committees- Informal Organization.		
Unit-III	Staffing And Directing: General Principle Of Staffing-Importance And Techniques Of Directing-Motivation-Importance-Theories: Maslow, Herzberg, McGregor (X&Y), Ouchi (Z), Vroom, Porter-Lawyer, McClelland And Adam- Communication: Types – Process - Barriers; Leadership; Significance, Types Styles And Leadership Grid. Coordination And Controlling: Coordination: Concept, Need and Techniques; Controlling; Objectives and Process of Control-Integrated Control.		
Unit-IV	Organisational Behaviour: Meaning-Elements-Need And Importance-Approaches-Models-Levels-Socio Culture, Political and Economic Differences and Their Influence On Organization Behaviour Foundations of Individual Behaviour: Individual Differences-Personality; Personality Factors - Learning: Components Of Learning Process- Learning Theories – Values, Significance And Types- Attitudes-Perception- Motivation: Types-Importance- Stress: Meaning-Types-Sources-Impact and Consequences Of Stress On Behaviour-Management Of Stress-(Relevant One or Two Case Studies)		
Unit – V	Group Dynamics: Group: Definition – Reasons – Types – Formation and Development – Group Cohesiveness – Group Conflict: Reasons and Management of Group Conflict – Their Impact on Organizational Behaviour Power and Politics: Power Vs Authority- Types of Powers- Sources – Effective Use of Power – Politics: Definition – Organizational Politics		
Unit – VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments related to the course during the semester concerned		
REFERENCES			
Koontz & Weirich,(1998) <i>Essentials of Management</i> :Tata McGraw Hill Publishing Company:New Delhi. Michael A. Hitt, J. Stewart Black, & Lyman W. Porter, (2011). <i>Management</i> . (11 th ed.): Pearson Ricky W. Griffin & Gregory Moorhead.(2011). <i>Organisational Behaviour: Managing people and Organisations, category Learning</i> . Stephen P. Robbins & Timothy A. Judge. (2013). <i>Organisational Behaviour (15th ed.)</i> : Pearson. Stoner, Freeman & Gilbert(1995), <i>Management</i> : PHI, 6th Edition.			
Outcomes:	At the end of the course the student should be able to <ul style="list-style-type: none"> • Analyse the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behaviour and the teams and organizations, evaluating transaction analysis. • Summarize the perceptions, learning, attitudes, and motivation in organizations, describes about the line and staff authority and demonstrates the dynamics of organizational change 		

Semester I			
Course Code: 643102	Business Economics and Environment	Credits: 4	Hours:4
Objectives:	<ul 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. 		
Unit I:	Economics & Business Decisions: Meaning, nature and scope of Managerial Economics- Role of Managerial Economics in Business Decisions- Concepts of Opportunity cost, Time Value of Money, Marginalism, Equilibrium and Equi-marginalism and their role in business decision making.		
Unit II:	Demand and Supply Analysis, Cost, Return and Production Function:: Meaning, types and determinants of demand- Elasticity of Demand: Types, Measures and Role in Business Decisions- Determinants of supply- Elasticity of Supply- Measures and Cost function and cost-output relationship – Economics and Diseconomies of scale – Cost control and Cost reduction- Cobb-Douglas and other Production Functions.		
Unit III:	Price and Profit Function: - Pricing and output decisions under Monopoly, Duopoly, Monopolistic Competition and Perfect Competition –Penetrative and Skimming Pricing- Government control over and decontrol of pricing – Price discrimination –Concept of Profit- Types and Theories of Profit- Profit maximization – Cost volume profit analysis – Risk and Return Relationship.		
Unit IV:	Business Environment – Political and Economic: Dynamic factors of environment – Importance of scanning the environment – Opportunities and Threats as environmental issues to address by Businesses- Policy Environment: Liberalization, Privatization and Globalization– Political Systems, Political Stability and Political Maturity as conditions of business growth- Role of Government in Business - Government and Economic planning: Industrial policies and promotion schemes – Phase of Economic Development and its impact- Role of Financial Institutions- FDI and Foreign collaboration.		
Unit V:	Social, Technological and Legal Environment: Societal Structure and Features– Social and cultural factors and their implications for business- Technology Development Phase in the Economy as conditioner of Business opportunity- Technology Policy -Legal Aspects of Entering Primary and Secondary Capital Markets-Law on Patents- Law on Consumer Protection- Law on Environmental Protection.		
Unit – VI:	Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>		
REFERENCES			
Brooks, Weatherston, Wilkinson, (2010). <i>International Business Environment</i> : Pearson.			
Dominick Salvatore, (2011). <i>Managerial Economics in a Global Economy</i> : OxfordUniv. Press.			
Francis Cherunilam, (2008). <i>Business Environment and Development</i> : Himalaya Publishing House.			
Ian Brooks, Jamie Weatherston& Graham Wilkinson, (2010). <i>International Business Environment</i> : Pearson			
Ivan Png& Dale Lehman, (2007). <i>Managerial Economics</i> : Wiley-Blackwell.			
Sameer Kochhar, (2011). <i>Growth & Finance</i> : Academic Foundation.			
Steiner & Steiner, (2008). <i>Business, Government and Society: A Managerial Perspective</i> : McGraw-Hill.			
Outcomes:	<ol style="list-style-type: none"> 1. Analyze the environment of a business from the legal, regulatory, macroeconomic, cultural, political, technological and natural perspectives 2. Construct and present scenarios that synthesize business environment information. 		

Semester I			
Course Code: 643103	Accounting and Financial Management for Logistics	Credits:4	Hours:5
Objectives:	1. To acquaint the students with the fundamental principles of financial, cost and Logistics accounting 2. To enable the students to prepare, analyze and interpret financial statements and decision making using management accounting tools.		
Unit 1	Accounting Fundamentals: Financial Accounting Concepts –Uses of Accounting – Double Entry System- Preparation of journal and ledger, Subsidiary Books – Errors and Rectification - Accounting Statements: Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only) - Accounting from incomplete records – Statements of affairs methods – Conversion method- Accounting Standards: Concept, Need and Level of Harmonization.		
Unit 2	Financial Statement Analysis: Concept and Need for analysis of Financial Statements – Types and Tools of analysis- Financial Ratio Analysis- Turnover ratios – Liquidity ratios – Proprietary ratios –Profitability Ratios- Uses and limitations of Ratio analysis- Fund and Cash Flow: Fund Flow Concept- Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement- Cash Flow Concept – Preparation of cash flow statement – Managerial uses of cash flow statement.		
Unit 3	Financial Management: Managerial and Operative functions - Goals of Financial Management- Benefit Maximizing and Problem Minimizing Goals- Maximization Vs. Optimization - Risk-return trade off - Environment of Finance: Institutions and Issues–Use of discounting and compounding- Financing function: Long term financing sources and instruments – Shares and Debentures – Convertible securities & Term Loans – Foreign equity and debt securities - Capital Issue management: Functions and Functionaries –Working Capital: Components & Estimation – Financing– Sources and approaches		
Unit 4	Capital structure planning: Cost of capital: Equity, Debt, Retained earnings - Weighted average cost of capital - Capital structure theories- Net income, Net operating income, MM and Traditional Theories- Leverage - Types and significance- Concept of Budget and Budgetary control- Revenue Budget Preparation – Sales and Production Budgets- Cash Budget –Capital Budgeting: Features and Significance- Methods of Appraisal: Payback period, ARR, NPV and IRR.		
Unit 5	Capital Investment Proposals: Nature and types - Evaluation techniques: Payback period-Capital Rationing- Concept of Adjusted NPV for Global Projects- Dividend Decisions: Dividend policies - Factors affecting dividend decision - Dividend theories -Graham, Gordon, Walter and MM Theories - Ploughing back of earnings for expansion, diversification and modernization		
REFERENCES			
Apte P G, (2011). <i>International Financial Management</i> : TMH. Eugene F. Brigham & Michael C. Ehrhardt, (2010). <i>Financial Management: Theory & Practice</i> : South-Western College Publications. Gupta RL & Gupta VK, (2010). <i>Principles and Practice of Accounting</i> : Sultan Chand & Sons. Khan and Jain, (2011). <i>Management Accounting, Text, Problems and Cases</i> . Pandey L.M, (2010). <i>Financial Management</i> : Vikas Publishing House. Ravi M Kishore, (2010) <i>Management Accounting and Financial Analysis</i> : Taxmann’s. Rawat, DS, (2011). <i>Accounting Standards</i> : Taxmann’s. S.N. Maheswari, (2010). <i>Management Accounting & Financial Accounting</i> : Vikas Publishers.			
Outcomes:	Students, 1. Evaluates the financial data utilizing various financial statement analysis techniques. 2. Compares Logistics accounting strategic planning techniques.		

Semester I			
Course Code:643104	Principles of Logistics and Supply Chain Management	Credits:4	Hours:4
Objectives:	Develop an understanding of the role of logistics in a market-oriented society Examine the major functions of logistics		
UNIT – I	Logistics management and Supply Chain management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries		
UNIT – II	Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics		
Unit – III	Fundamentals of Supply Chain and Importance, Development of SCM concepts and Definitions Supply chain strategy, Strategic Supply Chain Management and Key components. Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.		
Unit – IV	Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships		
Unit – V	Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions		
UNIT – VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
REFERENCES			
Bower sox. (2011). <i>Supply Chain Logistics Management</i> : Mc Graw Hill.			
Bowersox, (2000). <i>Logistical Management</i> : Mc-Graw Hill,			
Reguram G, Rangaraj N. (1999). <i>Logistics and Supply Chain Management Cases and Concepts</i> : Macmillan India Ltd., New Delhi.			
Sahay B. S(2003). <i>Supply Chain Management for Global Competitiveness</i> : Macmillan India Ltd., New Delhi.			
Outcomes:	To understand the principles of logistics management To understand the logistics role in the economy and the organization		

Semester I			
Course Code: 643105	Quantitative Techniques	Credits:3	Hours:5
Unit I	Linear Programming: Introduction to the linear programming – Solving LP using graphical and simplex method (only simple problems) – Duality and Sensitivity analysis for decision-making– Interpreting the solution for decision-making- Transportation Algorithm: Balanced and Unbalanced Problem Formulation and solving methods – North West Corner, Vogel’s Approximation- MODI method- Assignment and Travelling Executive Algorithms.		
Unit II	Probability: Introduction to the Concept of probability – Concept of events – Probability of events – Joint, conditional and marginal probabilities- Probability distributions: Binomial, Poisson and Normal – Features and Applications.		
Unit III	Simulation & Queuing: Introduction to simulation as an aid to decision-making- Inventory, Cash, Project and Product launching problems using Monte Carlo simulation- Queuing Theory: M/M/1 queuing model and applications.		
Unit IV	Decision Theory: Introduction to Decision Theory: Pay-off and Loss tables – Expected value of pay-off – Expected value of Perfect Formation – Decision Tree approach to choose optimal course of action – Criteria for decision – Mini-max, Maxi-max, Minimizing Maximal Regret and their applications.		
Unit V	Functions & Statistical tools: Depicting Cost and Revenue behavior – Differentiation of Cost/Revenue functions to derive Marginal Cost and Marginal Revenue –Decisions on Minimizing Costs and Maximizing output/profits- Partial and Multiple Correlation and Regression- Interpretation of Multiple Regression Tables.		
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
REFERENCE:			
David R. Anderson, et al, (2008). <i>An Introduction to Management Science: Quantitative Approaches to Decision Making</i> : Cengage Learning.			
K. Gupta & D.S. Hira, (2008) <i>Operations Research</i> , S. Chand & CO.			
Lucey, (2002). <i>Quantitative Techniques</i> : Cengage Learning Business Press.			
Srivastava, Shenoy& Sharma, (2006). <i>Quantitative Techniques for Managerial Decision-making</i> : New Age International.			
V.K. Kapoor, (2008) <i>Operations Research</i> : Sultan Chand & Sons.			
Outcomes:	Students, Understand the basic Statistical measures of Central Tendency and Dispersion. Understand and apply Hypothesis Testing techniques to managerial problems.		

Semester I			
Course Code: 643106		Information Technology For Business	
		Credits:3	Hours:3
Objectives	To impart basic computer skills those are necessary for the program participants. To educate the students on MS Office		
Unit 1	Introduction: Basics and Evolution of Computing – Operating Systems (System Software) and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet		
Unit 2	Working with Microsoft Office Suite: MS Word – Creating, Opening, Saving and Formatting Documents – Mail Merge- Working with Spread Sheets: MS Excel – Tables – Formulas and Functions – Data Analysis using excel – Linking Work Sheets and Work Books – Charts – Macros Forms – Pivot Tables.		
Unit 3	MS Power Point: Creating a Power Point Presentation (PPT) Using Slide Master, Animation and Graphics in PPT. MS Access – Creating and Modifying Data Bases – Report Generation – Linking Access Files with Excel Files. MS: Project: Creating Project Design, Schedules, PERT / CPM Charts and Reports		
Unit 4	Internet and E-Commerce:E-Mail Etiquette -Usages of Search Engines and Portals – Website and Web Based E-mail, FTP and Net Meeting– WiFi Environment in Modern Offices. Basic Models of E-Business: B2B, B2C, C2C and Mobile Commerce (M-Commerce)		
Unit 5	Buying and Selling through Internet: E-Payment and Electronic Fund Transfer – Payment Gateway and Security Systems – On Line Stores – Internet Banking – Smartcards and Plastic Money.		
Unit 6	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
REFERENCES:			
Goel, R. &Kakkar, D.N. (2008). <i>Computer Applications In Management</i> : New Age international.			
Rayudu, C.S., (2004). <i>E-Commerce and E-Business</i> : Himalaya Publishing Company.			
Sudalaimuthu& Anthony Raj. (2010). <i>Computer Applications In Management</i> : HPH.			
Vijayaraghavan, G. (2006). <i>Computer Applications for Management</i> : Himalaya Publishing Company.			
Course Outcomes:	The student should be able to conduct Net meeting The student should be aware of basic models of e-business		

Semester II			
Course Code: 643201	Business Research Methodology	Credits: 4	Hours: 5
Objectives:	To understand the types, process and design in doing research To enhance advance knowledge in research methods and techniques of data collection and analysis		
UNIT 1	Types, Process & Design of Research: Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research – Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation.		
UNIT 2	Sources and Collection of Data: Primary and secondary data – Observation: Types and Techniques –Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds – Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.		
UNIT 3	Processing of Data: Editing, Coding, Classification and Tabulation Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – measures of Relationship: Correlation and Regression Analysis – Association of Attributes. Hypothesis Testing: Parametric tests: Testing for Means – One and Two Populations – One Way and Two-Way ANOVA–Testing of Proportions :One and Two Populations Chi-square Test - Ideas on Non-parametric test-Result Interpretation.		
UNIT 4	Report Writing: Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay-out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions.		
UNIT 5	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
Reference and Textbooks:			
Burns B & Burns A.(2008) <i>Business Research Methods and Statistics Using SPSS</i> : Sage Publications.			
Christensen, Johnson & Turner. (2010). <i>Research Methods, Design, and Analysis</i> : Allyn & Bacon.			
Earl R. BabbieRobert. (2010). <i>The Practice of Social Research</i> :Cengage Learning.			
Jerry W. Willis. (2007). <i>Foundations of Qualitative Research: Interpretive & Critical Approaches</i> : Sage.			
John W. Best & James V. Kahn. (2009). <i>Research in Education</i> : Allyn & Bacon.			
Kothari C. R. (2009). <i>Research Methodology: Methods and Techniques</i> .			
Pauline V. Young. (2007). <i>Scientific Social Surveys and Research</i> : Prentice-Hall, (Digitalized).			
Wilkinson &Bhandarkar.(2003) <i>Methods and Techniques of Social Research</i> : HPH.			
Course Outcomes:	1. Ability to report research within a stipulated time period 2. To apply a range of quantitative and qualitative research techniques to business		

Semester II			
Course Code: 643202		Marketing Management for Logistics	
		Credits: 4	Hours: 5
Objectives:	<ol style="list-style-type: none"> 1. To enhance the importance of consumer behaviour and marketing research. 2. To enable various product mix and different strategies applied in marketing. 		
Unit I	Introduction: Modern Marketing Concept- Societal marketing concept – Approaches to the study of marketing –Meaning – Bases for segmentation, benefits – Systems approach – Features of industrial, consumer and services marketing-Four Ps of Product and Seven Ps Service marketing mix- Marketing Environment: External factor –Demographic factors– Internalfactors-MarketingPlanningProcess-Marketingstrategies of Leaders, Challengers, Followers and <i>Nichers</i> .		
Unit II	Consumer Behaviour and Marketing Research: Meaning and importance – Consumer buying process – Determinants and theories of consumer behaviour – Psychological, sociological determinants – Theories and their relevance to marketing-Marketing Research: Meaning– Objectives–Process-Demand Forecasting-Marketing Information System-Marketing segmentation: Bases–Targeting and Positioning.		
Unit III	Product Mix: Product planning and development–Meaning and process–Test marketing– New Product failures–Product lifecycles– Meaning and Stages – Strategies – Managing PLC- Product- Market Integration:Strategies–Productpositioning–Diversification– Productline management–Planned obsolescence–Branding Policies and Strategies– Packing and Packaging.		
Unit IV	Price and Place Mix: Pricing and pricing policies–Objectives and Bases for price fixing –Pricing and product life cycle- Distribution and Logistics Decisions- Intensity of distribution- Channel Choice considerations– Managing Conflict and Cooperation in channels – Types and Functions of Middlemen- Modern Trends in Retailing- Malls and Online-Direct Marketing-TeleMarketing-Event Marketing-Online and E- Marketing.		
Unit V	Promotional Mix: Personal selling Vs impersonal selling – Personal selling– Process– Steps in selling–Management of sales force– Recruitment and selection –Compensation plans – Evaluation of performance–Advertising–Importance–Objectives–Media planning and selection–Factorsinfluencingselection–Advertisementcopy–Evaluation of advertising – Advertising budget – Sales promotion: Methods and practices- Publicity and Public Relations – Customer Retention and Customer Relationship Marketing.		
UnitVI	DynamicComponentforContinuousInternalAssessmentonly: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>		
REFERENCES:			
Paul Peter & James Donnelly Jr. (2010). <i>Marketing Management</i> : McGraw-Hill. Philip Kotler & Gary Armstrong. (2010). <i>Principles of Marketing</i> : Prentice Hall. Ramaswamy&Namakumari. (2009) <i>Marketing Management-Global Perspectives</i> : MacMillan William O. Bearden. (2006). <i>Marketing: Principles & Perspectives</i> : McGraw-Hill.			
Outcomes:	<ol style="list-style-type: none"> 1. The student should have the ability of analytical skills in solving marketing related problems. 2. The student should have the awareness of marketing management process. 		

Semester II			
Course Code: 643203	Production and Operations Management	Credit: 4	Hours: 5
Objectives:	1. To understand production processes, operation functions and materials management. 2. To provide a broad introduction to the field of operations management		
UNIT – I	Introduction to Production and Operation Functions: Types of Manufacturing Systems: Job Shop, Batch/Intermittent, Continuous/Assembly Line, Process and Project Systems. Designing the Product – Standardization: Modularization: Reverse Engineering.		
UNIT – II	Capacity Planning – Importance, Capacity Determination for Manufacturing and Service Industry: Capacity Planning Strategies Facility Planning: Location of Facilities, Locational Flexibility, Facility Design Process and Techniques, Locational Break Even Analysis.		
Unit – III	Process Planning – Procedure, Characteristics of Production Process Systems- Introduction to Study Methods – Work-study, Time – Study and Method-Study, Evolution of Normal/Standard Time.		
Unit – IV	Layout, Importance and Function, Objectives, Flow patterns, Layout types – Product, Process, Group Technology/Cellular Layout, Factors for Good Layout, layout Design Procedure, CRAFT, ALDEP, REL Chart, Assembly Line Balancing. PPC: Functions – Planning Phase, Action Phase, Control Phase. Aggregate Production Planning, Line of balance.		
Unit – V	Material Requirement Planning (MRP-1) and Control. Inventory, Inventory Control, EOQ, Purchase Inventory models – P System & Q System. Stores Management – ABC, VED, FSN Techniques.		
REFERENCES			
Buffa E.S.(2007) <i>Modern Production and Operation Management</i> : Dennis Publications. Chary S.N. (2006). <i>Production and Operation Management</i> : TMH Publications. Jay Heizer, Larry Render. (2010). <i>Production and Operations Management</i> : Prentice Hall. Lee J. Krajewski, Larry P. Ritzman&Manoj K. Malhotra. (2009). <i>Production and OperationManagement</i> : Prentice Hall. Muhlemann, Oakland &Lockyer(2001). <i>Production and Operation Management</i> : Macmillan. Panneerselvam R. (2006). <i>Production and Operations Management</i> : PHI Learning.			
Outcomes:	1. Students would have knowledge on Effective Forecasting of Production functions, 2. Students would have Enhanced Planning of Product Design and Service Operations.		

Semester II			
Course Code: 643204	Logistics Legal Framework And Maritime Documentation	Credits: 4	Hours: 4
Objectives:	1. To create the knowledge of legal perspective. 2. Review the industry from a global perspective, its terminology and stakeholders		
UNIT I	Indian Contract Act, 1872-Contract-Meaning-Essential Elements -Offer and Acceptance-Consideration-Capacity-Consent-Legality of object-Quasi contract-Discharge of Contract-Breach of Contract- Remedies. Contract of Indemnity and Guarantee - Bailment: Rights and Duties of Bailor and Bailee-Contract of Agency:-Creation of Agency- Rights and Duties of Agent and Principal-Termination of Agency		
UNIT II	Lawson Carriage of Goods: The Bills of Lading Act 1855 And The Carriage of Goods by Sea Act 1924-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 Common Law And In Equity - Statutory Transfers.		
UNIT III	The Cargo Claim Enquiry-Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage by Road Act, 2007 (iv) The Carriage by Air Act, 1972- Indian Consumer Protection Act, 1986: Objects - Rights of Consumers - Consumer Dispute-Procedure of Filing Complaint-Procedure for redressal of Complaints.		
UNIT IV	Maritime Logistics: Concept, objectives, Importance and relevance to global marketing and Supply chain management- Coastal and Ocean transportation- World Sea-borne Transport- Global Sea Routes and the trade volume- Characteristics of shipping transport- Types of Ships- Container, Roll-on/roll-off (ro-ro) vessels, General cargo ships, Bulk carriers, Tankers, etc.- Busiest Sea routes: East-West and North-South and Intra Region- International Maritime Organization (IMO): Formation and functions-Regulations concerning dangerous and polluting cargoes, including the class structure.		
UNIT-V	Chartering Principles and Practices - Types of Charters- Voyage, Time and Bare Boat charters- Freight Determination and Determinants- Conference System Vs Competitive System- Freight structure and practice - Rate Dynamics- Multi-modal Transport system- Technological Developments in ocean transportation: Size, Tracking, Speed and Security.		
REFERENCES			
Alan E. Branch. (2007). <i>Elements of Shipping</i> : Rutledge. Kapoor N. D. (2010). <i>Mercantile Law</i> . New Delhi: Sultan Chand & Sons. Martin Stopford. (2008). <i>Maritime Economics</i> : Rutledge. Pandit M. S., Shobha Pandit. (2010). <i>Business Law</i> . Mumbai: HPH. Peter Lorange. (2007). <i>Shipping Strategy: Innovating for Success</i> : Rutledge. Shukla M. C. (2011). <i>Mercantile Law</i> . New Delhi: S. Chand & Co.			
Outcomes:	The purpose of this subject is to enable students to analyze the legal structure. Student should understand the processes through which international shipping is organized and regulated.		

Semester II			
Course Code: 643205	Export and Import Management	Credits: 3	Hours: 4
Objectives:	1. The program gives a foundation to participants who seek a career in International markets. 2. To focus on International trade barriers and risk management.		
Unit I	Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade—Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario.		
Unit II	Export-Import—Documentation and Steps, Export-Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes		
Unit III	Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.		
Unit IV	Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters		
Unit V	Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, Asean Countries, Australia and New Zealand, China and Japan		
Unit VI	Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>		
REFERENCES			
Justin Paul & Rajiv Aserkar(2010). <i>Export Import Management</i> : Oxford University Press			
Rama Gopal C.(2007). <i>Export Import Procedures - Documentation And Logistics</i> :New Age International			
UshaKiranRai.(2007) <i>Export-Import and Logistics Management</i> : PHI Learning Pvt. Ltd.			
Outcomes:	1. Programs will help to understand concept of foreign exchange. 2. Students should be aware of the documentation procedures for Export Import		

Semester II			
Course Code: 643601	Introduction To Logistics Management (Non Major Elective)	Credits: 2	Hours: 3
Objectives:	Develop an understanding of the role of logistics in a market-oriented society Examine the major functions of logistics		
UNIT - I	Logistics management - Definition, Evolution, Importance. The concepts of logistics. Logistics relationships. Functional applications – HR, Marketing, Operations, Finance, IT. Logistics Organization - Logistics in different industries		
UNIT - II	Logistics Activities: – functions, objectives, solution. Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement Transportation and Packaging. Third party and fourth party logistics - Reverse Logistics - Global Logistics		
Unit - III	Transportation management: Legal types - Modes of transportation –Transport mode selection –methods – transport costs – rate profiles–transport regulations– intra and interstate transport of goods. Transport IndustryinIndia- International Transport – Rail ways, Road transport, Ports – Transport Security - Trends in Modern Transport		
Unit - IV	Modelling logistics systems - Simulation of logistic systems - Dimensions of Logistics & SCM – The Macro perspective and the macro dimension – Logistic system analysis strategy, Logistical Operations Integration, Customer service – Supply Chain Relationships		
Unit - V	Order processing and Unitization. Defining Order Processing – order acquisition –order entry–document processing – status reporting – factors affecting processing time – Customer service. Unitization – functionsofPackaging –concept of unitization–Palletization Containerization–Costs of packaging – designing a package – packaging materials – choosing right materials – Contain in India.		
UNIT - VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
REFERENCES			
Agrawal D K. (2007). <i>Distribution and Logistics Management: A Strategic Marketing Approach</i> : Macmillan publishers India.			
Alan Ruston, Phil Crouches & Peter Baker. (2014) <i>The Handbook of Logistics and Distribution Management</i> . New Delhi: kogan page India.			
Bowersox. (2000). <i>Logistical Management</i> : Mc-Graw Hill.			
Kapoor Satish K &KansalPurva.(2003) <i>Basics of Distribution Management: A Logistical Approach</i> : Prentice HALL of India			
Outcomes:	<ol style="list-style-type: none"> 1. To understand the principles of logistics management 2. To understand the logistics role in the economy and the organization 		

Semester III			
Course Code: 643301	Strategic Logistics Management	Credits : 4	Hours : 5
Objectives:	<ol style="list-style-type: none"> 1. To describe the conceptual and theoretical backgrounds of strategy and strategic management. 2. To help the students understand and appreciate the process of strategic planning and execution. 		
Unit – I	Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process		
Unit – II	Environmental analysis: environmental scanning - Industry analysis - Competitive analysis -Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis- Strategy formulation/ alternatives: Corporate strategies: grand strategies- stability, expansion, retrenchment and combination		
Unit – III	Business level strategies: - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies		
Unit – IV	Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership		
Unit – V	Strategic evaluation and control: Balanced Score Card approach –EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and Techniques.		
Unit – VI	Dynamic Component for Continuous Internal Assessment only: <i>Contemporary Developments Related to the Course during the Semester concerned.</i>		
Reference:	<p>AzharKazmi. (2007). <i>Strategic Management and Business Policy – 3rd Edition</i>: Tata McGraw Hill. New Delhi.</p> <p>R. Srinivasan. (2007). <i>Strategic Management - 3rd Edition</i>: Prentice Hall India, New Delhi.</p> <p>Thomson, Strickland & Pearson. (2005). <i>Strategic Management</i>: Tata McGraw Hill, New Delhi. V.S. Ramasamy& S. Namakumari. <i>Strategic Planning-Formulation of corporate strategy</i>: Macmillan India pvt ltd.</p>		
Outcomes:	<ol style="list-style-type: none"> 1. Students will be able to understand the approaches of the theoretical bases of strategy and strategic management. 2. To imbibe the process of strategic management in logistics. 		

Semester III			
Course Code: 643302		Distribution Management	
		Credits : 4	Hours : 4
Objectives:	1. Develop an understanding of logistics operating areas and their interrelationship 2. Understand the importance and implications of a customer-focused logistics strategy		
UNIT 1	Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – System perspective. Physical distribution trends in India. Transportation: Scope – principles of transportation function – relationship of transportation to other business functions.		
UNIT 2	Channels of distribution: role of marketing channels– channel functionschannel structure designing distribution channel – choice of distribution channel factors affecting. Intermediaries: functions of intermediaries – types of intermediaries – variable s in selecting channel members – motivating – training – evaluating channel members – modifying channel arrangements.		
UNIT 3	Transportation management: Legal types - Modes of transportation – Transport mode selection –methods – transport costs –rateprofiles–transportregulations– intra and interstate transport of goods. Transport Industry in India - International Transport – Rail ways, Road transport, Ports – Transport Security - Trends in Modern Trans port		
UNIT 4	Order processing and Unitization. Defining Order Processing – order acquisition – order entry–document processing – status reporting – factors affecting processing time – Customer service. Unitization –functions of Packaging – concept of unitization – Palletization Containerization– Costs of packaging – designing a package – packaging materials – choosing right materials – Contain in India.		
UNIT 5	Distribution control & Evaluation: Distribution control – stages of control process – standards & goals–performance report - measurement – monitoring – corrective action. Organization for Distribution: Distribution Organization structure – Private & Public organizations - conflict resolution – Rising costs& need for control – complexities of physical distribution. Transport organization: Functions –structure – hierarchy – Transport & Logistics organizations		
UNIT 6	Assessment only: Contemporary Developments Related to the Course during the Semester concedes		
References:			
Alan Ruston, Phil Crouches, Peter Baker.(2014) <i>The Handbook of Logistics and Distribution Management</i> :kogan page India New Delhi.			
D K Agrawal. (2007). <i>Distribution and Logistics Management: A Strategic Marketing Approach</i> : Macmillan publishers. India.			
Kapoor Satish K &KansalPurva.(2003) <i>Basics of Distribution Management: A Logistical Approach</i> : Prentice HALL of India.			
Outcomes:	1. Evaluate logistics supply chain networks and strategies. 2. Formulate logistics strategies from a supply chain network perspective		

Semester III			
Course Code: 643303	Rail, Road and Air Cargo Logistics	Credits : 4	Hours : 6
Objectives	1. Rail and road terminal manning , Road safety management 2. Transit monitoring and Quality assurance of rail component		
Unit 1	Transportation and logic: significance of transportation logistics: utility created by transportation in logistics transportation as a means of conquering time and space features of inbound, outbound, local and medium, long and continental transportation-features of logistics Transportation.		
Unit 2	Railway and Logistics Contours: Features and facilities offered by Railways-Factors influencing growth in Rail Logistics- Suitability for different Cargo and distance Ranges segments – Innovative.		
Unit 3	Roadways and Logistics Contours: Roadways as a primary mode and complementary mode of transportation in Logistics – Features, Facilities and suitability- Innovations in road ways to make it Logistics-friendly- Factors influencing choice- Factors influencing growth in Road Logistics- Suitability for different Cargo and distance Ranges segments – Innovative schemes/facilities to popularize rail logistics in India- Share of Railways in Cargo movement in India and world-wide. Role of National Highways and the Toll highways- Outsourcing Fleets from others-Technology, Cost, Speed, Security and Dynamics- Competition with other Modes		
Unit 4	Air Transportation in logistics : Significance of air transportation in logistics: utility created by air transportation in logistics-Air transportation as a means of conquering time and space features and facilities offered by air cargo ways factors influencing growth in air logistics air suitability for different cargo- Innovative schemes facilities to popularize air cargo logistics in India –share cargo movement in India and worldwide Conventions covering the movement of dangerous goods by air.		
Unit 5	Coordination among different segments: Concept, needs and areas of coordination among different modes coordination among supply chain Partners- energy product prices and logistics environments and logistics problem and prospects in interstate logistics by road -role of Trucker's bodies in road rail air cargo movement.		
Unit 6	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments to the course during the semester concerned.		
References:			
Chi Chu, C. Leung, Van Hui & Cheung. (2004). <i>4th Party Cyber Logistics for Air Cargo</i> : Springer US.			
Coyle, Bardi & Novack Transportation. (2010). <i>A Supply Chain Perspective</i> : South-Western College.			
MB. Stroh. (2006). <i>A Practical Guide to Transportation and Logistics</i> : Logistics Network Inc.			
MOS West. (2005). <i>Transportation and Cargo Security</i> : Prentice Hall.			
Ritter, Barrett and Wilson, (2006). <i>Securing Global Transportation Networks</i> : McGraw Hill.			
Objectives	1. Student should have better understanding about Indian Railways. 2. Student should develop knowledge on innovative schemes under transportation in Logistics		

Semester: Odd

Credit: 3

Course Code: 643999

SUMMER TRAINING

Students will have to undergo training for 6 to 8 weeks at the end of the II semester. A training report should be submitted to the Department within 40 days after completing the training. Thereafter the students will appear for a Viva-Voce examination conducted by a Panel consisting of the HoD, faculty guide, and an external examiner.

EVALUATION:

1. The performance of students under this course will be assessed by the Faculty Guide and the report submitted by the students will be evaluated by the Faculty Guide and an External Examiner for 75 marks.
2. A Viva-Voce will be conducted by a panel consisting of an External Examiner, the HOD and the
3. Faculty Guide jointly for 25 marks.
4. The students who secure not less than 40% in each component and a cumulative 50% of the total shall be declared to have passed the course.
5. If a student fails to complete the training and / or fails to submit the training report in time, he / she has to redo the training in the ensuing semester or academic year as decided by the Department.
6. If a student scores less than 40 % (i.e., less than 30 marks) in the Training Report Valuation, he / she has to redo the training in the ensuing semester or academic year as decided by the Department.
7. If a student scores 40 % or above in the Training Report, but scores less than 40 % (10 marks) in the Viva Voce, he / she has to reappear for the Viva Voce in the ensuing semester or academic year as decided by the Department.
8. When a faculty guide is not present on the date of the Viva Voce, the HOD will nominate some other faculty to the Panel.

Semester III			
Course Code: 643501	Logistics Infrastructure	Credits : 3	Hours : 4
Objectives:	1. To understand the various operations involved in logistics 2. To understand the infrastructure requirements.		
Unit 1	Infrastructure: Salient Features - Importance - Types - Commercialization of Infrastructure - Infrastructure and Environment - Infrastructure and the poor- Policy framework -Indian Scenario - Phases of project development - Slow progress.		
Unit 2	Technology Infrastructure :Internet and World Wide Web, internet protocols- FTP, intranet and extranet, Cloud Service Models – SAAS, PAAS, IAAS, Cloud Deployment Models – Public Cloud, Private Cloud, Hybrid Cloud, Auto-Scaling in the Cloud, Internet information publishing technology- basics of web server hardware and software.		
Unit 3	Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology.		
Unit 4	Storehouse Operations and Control: Introduction, Objectives, Storehouse Operations and its Objectives, Daily Activities of Stores, Organising a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralisation and variety reduction of stores, Store Housekeeping, Stores Accounting.		
Unit 5	Infrastructure and Layout Of Container Terminals: Infrastructure and layout of container terminals - Berth and quay characteristics- Apron width, quay crane rails - Container yard size, layout and markings - Container Freight Station (CFS) -Gates, offices, maintenance facilities, fencing and traffic control. Types and purpose of equipment used in container terminals - Ship to shore handling equipment - Yard equipment for transfer, storage and delivery - CFS and other terminal equipment-Terminal automation		
Unit 6	Logistics Outsourcing: Introduction, Objectives, Concept of Logistics Outsourcing, Catalyst for logistics outsourcing, Benefits of logistics outsourcing, Issues in logistics outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider, Logistics Service Contract, Outsourcing-Value Proposition.		
References:	David Simchi, Levi, Philip Kaminsky, Ravi Shankar. (2010). <i>Designing & Managing the Supply Chain</i> : Tata McGraw Hill. 14 th Edition. JOSHI R. N. (2013). <i>Public Private Partnership in Infrastructure: Perspectives, Principles and Practices</i> : Vision Books. New Delhi. K. Hariharan. (2007). <i>Containerization, Multimodal Transport and Infrastructure Development in India</i> : Shroff Publishers and distributors Pvt. Ltd. 5th Edition.		
Outcomes:	1. Students will be able to discuss about port transportation and infrastructure for commodities. 2. Describe the infrastructure for E-commerce.		

Semester III			
Course Code: 643502		Multi-Modal Transportation	Credits : 3 Hours : 4
Objectives:	1. To understand various tariffs applicable in sea/air/rail/road/pipeline transportation 2. To examine about the air transport and IATA.		
Unit I	Multi Modal Transportation: Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, specialized container equipment – FCL, LCL and Customs facilitation.		
Unit II	Multimodal Trade Routes: Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators –Other provisions through Transport services.		
Unit III	Corporate Structures In Multimodal: Corporate structures in Multimodal Transport, System required by the Transport Operator, Transport Pricing-Modern Freight Tariffs, Meeting the Demand-Tracking the Container Fleet.		
Unit IV	Rail Transport: Rail Transport- Role of Rail Transport-Significance of Rail Transport, Railway networks, Air Transport- Role of Air Transport, Significance of Air Transport, Airline Scheduler-Air Line Schedule Planning, IATA, Maritime industries.		
Unit V	Bill of Lading : International contract of sale-Bill of Lading-Clauses-Way bills-Identity of Carrier-Liability and Insurance-Paperless Trading, Indian Multimodal Act-1993,Conventions related to Multi modal transport-Cargo liability conventions, Conventions relating to Dangerous Goods-Customs conventions-Statutory Regulations and Restrictions-National and International restrictions on the movement of goods-WTO.		
References: Hutchinson B.G. (2013). <i>Principles of Urban Transport Systems Planning</i> : McGraw Hill Book Company (latest edition). JotinKhisty C & Kent Lall B. (1998). <i>Transportation Engineering: An Introduction</i> : Prentice. Hall International, Inc. 12 th Edition.			
Outcomes:	1. Evaluate the multimodal and intermodal transportation and the maritime transportation. 2. Categorize the freight costing and pricing and illustrate the air mode of transportation		

Semester III			
Course Code: 643503	Packaging and Material Handling	Credits : 3	Hours : 4
Objectives	1. Learning to design packaging utilizing different materials: metal, glass, plastic, paper, and corrugated 2. Analyze and solve technical problems in packaging manufacturing through the application of packaging engineering principles.		
Unit – I	Packaging/Packing Materials & Components: Various Materials/Metals Flexible, Folding, Insulated, Corrugated Packing Materials-Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing- Stretch wrap – Time temperature indicator- Tinplate. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry- Packaging Demands of Industrial Users-Technology Trends in Packaging Industry – Aseptic processing -Authentication -Automatic identification and data capture - Blow fill seal - Blow moulding - Containerization -Electronic article surveillance -Graphic Design -Induction sealing - Plastic welding -Printing.		
Unit – II	Packing and Packaging: Meaning, Functions and Essentials of Packing- Packaging: Meaning, Functions and Essentials of Packaging- Difference between Packing and Packaging-Packing for Storage- Packing for Overseas Shipment- Packing for Inland-Transportation- Packaging for Product content Protection - Test of packaging: Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost.		
Unit – III	Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging – Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels- Heavy, Medium and small Packaging- Active packaging-Child-resistant packaging- Pilfer/Tamper Evident/Proof Packaging-Product-Packaging compatibility- Parma Packaging- Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy engineering Goods/Equipment Packaging.		
Unit – IV	Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition – Packing as a systems approach to Logistics- Transport/Storage Requirements- Physical, Chemical Environmental, Biological Nature of the Products- Packing as Protection Against Hazards- Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal-Biodegradation -Recycling: Glass, Plastic & Paper-Reuse- Sustainable packaging - Waste management.		
Unit – V	Packaging Economics: Packaging Cost Vs Product cost- Cost Reduction in Packaging- Packing for Inventory Control, Value Analysis- Packing and Value Engineering- Packaging Laws-Consumer Protection in Food Packaging, Marking and Labeling, Eco-friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging. Quality assurance-Radio- frequency identification -Track and trace -Vacuum forming- Verification and validation - Barcode printer - Barcode reader -Bottling line –Carton machine- Check weighed -Conveyor system -Heat gun - Heat sealer - Industrial robot- Injection molding machine –Logisticsautomation		
Unit – VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
References: Calver G. (2003). <i>What Is Packaging Design</i> : Rot vision. Dean D. A. (2000). <i>Pharmaceutical Packaging Technology</i> : Taylor & Francis. McKinley A. H. (2004). <i>Transport Packaging</i> : IoPP. Robertson G. L. (2005). <i>Food Packaging</i> .			

Scott Boylston. (2009). <i>Designing Sustainable Packaging</i> : Lawrence King.	
Outcome	<ol style="list-style-type: none">1. Students cansolve technology and applied engineering problems using design packaging software.2. Design protective packaging systems to solve hazards encountered in product distribution.

Semester III			
Course Code: 643504		Global Supply Chain Management	Credits : 3
		Hours : 4	
Objectives:	<ol style="list-style-type: none"> 1. To understand about the worldwide supply chain management practices. 2. To understand the moves of Global Supply Chain drives 		
Unit 1	Establishing a Global Supply Chain Strategy - Insight into global trade and global supply chains Expertise in emerging markets and global supply chains-Best practices for strategic global supply chain management- How to integrate global supply chain functions -Strategic benefits of global supply chains		
Unit:2	Implications of Industry Globalization -Drivers for Supply Chains Ways to identify key market global drivers- Knowledge of how market globalization drivers influence supply chains -Exploration of the declining role of governments as producers and customers, and how their new role adds value for global supply chains -How competitive globalization drivers better facilitate global supply chains -The influence of competitive globalization drivers, including the increase in world trade levels, increased “born-global” companies and the growth of global networks.		
Unit: 3	Evaluating Global Supply Chain Infrastructure -Analysis of transportation, communication, utilities and technology infrastructure -Supply chain security, risks and value Legal considerations, international contracts and insurance issues Commercial documents and customs clearance International commerce terms (incoterms)		
Unit: 4	Leveraging Logistics in Global Supply Chains -How to design a global logistics strategy- Managing global inventory -Global packaging and materials handling - Understanding of global distribution centers Ocean, air, land and intermodal transportation		
Unit: 5	Purchasing in Global Supply Chains Key elements of a global purchasing strategy- International to global purchasing - Types of global purchasing strategies for outsourcing and off shoring -Selecting suppliers and designing global supplier networks Maximizing Operations in Global Supply Chains- Expertise in international wholesaling, retailing and franchising How to go global online -Using global EDGE diagnostic tools for global market channel partners- Managing Global Supply Chains Value of managing global supply chains- Coordination mechanisms in global supply chains -Inter-organizational relationships in global supply chains Knowledge of stakeholders and global supply chain sustainability -Guidelines for managing global supply chains.		
References:			
C S VenkataRatnam. (2007). <i>Globalisation and Labour Management Relations</i> : Response Books.			
N Viswanadham& S Kameshwaran. (2013). <i>Ecosystem aware Global Supply chain Management</i> : world scientific publishing.			
Ross D F. (2009). <i>Competing through Supply Chain Management</i> . (6 th ed): Chapman & Hall.			
Outcomes:	<ol style="list-style-type: none"> 1. Demonstrate the various issues in supply chain management. 2. To establish streamlined supply chain management processes. 		

Semester III			
Course Code: 643505		Agile Supply Chain Management	Credits : 3
			Hours : 4
Objectives	To understand the wastages and model of agile logistics. To understand the tools and technique for implementation of agile manufacturing in logistics.		
Unit 1	Introduction to Lean Supply Chain: Business Challenges-Lean wins the Race-Supply Chains-Manufacturing-Procurement-Logistics-Information Technology-Agile Supply Chains-Implementation-Challenges of Supply Chains in India-Success Stories - Supply Chain Management-Flexibility in Supply Chain Operations- Lean Thinking-Lean Supply Chains-Integration of Supply Chains-The Fulfilment Stream-Competitiveness of Supply Chain.		
Unit 2	Lean Manufacturing- Introduction-Toyota Production System (TPS)-Lean Manufacturing-Principles Driving Lean Thinking-Tools for Waste Elimination-Sheet Metal Stamping, Forming, Painting- A Case Study Lean Procurement- Procurement-Lean Procurement- Lean Thinking For Suppliers-Values Creation By Suppliers-Suppliers As Lean Enablers-Supply Pricing In Lean Manufacturing-Lean In Vendor Managed Inventory(VMI)-Value Stream Mapping For Suppliers-Seven Wastes In Extended Value Stream- Applying 5S Tools In Lean Supply- Lean Supply Management.		
Unit 3	Lean Logistics: Lean Logistics Management-Lean Logistics-Lean Inbound Logistics-Lea Warehousing Management-Lean Distribution Management-Operational Excellence at Warehouse. Information Technology for Lean Supply Chain: Productivity Enhancement-ERP Systems for Supply Chain-Manufacture Execution Systems (MES) - QAD Lean Supply Chain Solution-Lean and Agile With ADC Technologies-Transportation Management Systems (TMS)-Manhattan Associates' Warehouse Management Systems (WMS)-WMS for Service Parts Distribution		
Unit 4	Lean – Agile Supply Chain : Agile Supply Chain-Characteristics Of Agile Supply Chain- Lean And Agile Supply Chains- Agile And Lean Supply Chain Strategy- Leagile Supply Chain- Collaborative Supply Chain-Quick Response Systems. Lean-Six-Sigma: Six Sigma- Lean Six Sigma Integration- Lean Six Sigma Approach-Lean Six Sigma Organisation- Lean Six Sigma For Suppliers-Lean, Agile And Six Sigma.		
Unit 5	Lean- Theory of Constraints: Theory of Constraints-TOC and Lean Thinking-Supply Chain and Theory of Constraints-Theory of Constraints in Distribution-Six Sigma, Lean and Theory of Constraints: A Comparison-Bottleneck in Assembly Operations. Lean Implementation: Implementation Strategy-Lean Culture-People for Lean Organization-Key Steps In Implementation-Implementation Process-Steps for Implementation-Lean Tools for Implementation-Issues in Implementation-Implementation in Indian Industries.		
References: Michael L. George, et al. (2005). <i>The Lean Six Sigma Pocket Tool book: A Quick REFERENCES Guide to Nearly 100 Tools for Improving Process Quality, Speed, and Complexity</i> : McGraw-Hill. R.V Ramakrishnan. (2013). <i>Lean and Agile Supply Chains: Productivity and Quality</i> Publishing Private Limited. Thomas Gold. (2005). <i>Lean Six Sigma Logistics – Strategic Development to Operational Success</i> : Ross Publication. 6th Edition.			
Outcomes	1. Summarize the concepts of Agile in logistics and explain the concepts of Six Sigma in logistics 2. Identify the wastages of Agile logistics		

Semester III			
Course Code: 643506		Supply Chain Risk Management	
		Credits : 3	Hours : 4
Objective	1. To gain knowledge in risk management and to do logistics management globally. 2. To understand the requirements and regulations involved in doing logistics globally		
Unit 1	Basics of Risk Management: Risk & Management, Growth of risk Management, defining Risk, Features of Risk. Decisions & Risk, Decisions with certainty, uncertainty, risk, ignorance, Managing Risk		
Unit 2	Risk in Supply Chain: Risks arising out of Trends affecting SC – Integration, Cost Reduction, Agile Logistics, E-Business, Globalization, Outsourcing, SC Risk Management – Aims, Steps & Principles		
Unit 3	Identifying & Analyzing Risks: Types of Risks, Identifying Risks, Tools for analyzing past events, collecting opinions, analyzing operations, Measuring Risk, Likelihood of a risky event, Consequences of risk, Responding to risks, Alternative responses, defining the options & choosing the best response, Network View of Risk Shared risks		
Unit 4	Creating resilient SC: Design of a resilient SC, Principles of designing resilient SC, Physical features of a resilient SC, relationship within a resilient SC, Risk compensation & Business Continuity		
Unit 5	Business Continuity Management: Emergencies & Crisis, Views of BCM & Steps in BCM		
References:			
Bernstein P L. (1998). <i>Against the Gods: The remarkable story of risk</i> : Wiley. London.			
Harrington L, Boyson, S, Corsi. (2011). <i>T. X-SCM: The New Science of Extreme Supply Chain Management</i> . Routledge. New York.			
Merna T, Al-Thani, F. (2011). <i>Corporate risk management</i> : (2nd ed.). John Wiley and Sons Ltd. Chichester.			
Wu T, Blackhurst, J. (2009). <i>Managing supply chain risk and vulnerability: Tools and methods for supply chain decision-makers</i> : Springer. London.			
Outcomes:	1. Identify the factors influencing technological forces and Outline the management of global risks 2. List the issues in international supply chain management and Clarify the regional and cultural differences in logistics		

NON MAJOR ELECTIVE -II
Syllabus and Schedule of coverage

Semester III			
Course Code:643602	Introduction To Supply Chain Management	Credits : 2	Hours : 3
Objectives:	1. To understand about the worldwide supply chain management practices. 2. To understand the moves of Global Supply Chain drives		
Unit 1	Fundamentals of Supply Chain and Importance- Development of SCM concepts and Definitions Supply chain strategy- Strategic Supply Chain Management and Key components- Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.		
Unit 2	Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics, E-Supply Chains - International and global issues in logistics - Role of government in international logistics and Principal characteristics of logistics in various countries and regions		
Unit 3	Establishing a Global Supply Chain Strategy - Insight into global trade and global supply chains- Expertise in emerging markets and global supply chains -Best practices for strategic global supply chain management- How to integrate global supply chain functions- Strategic benefits of global supply chains		
Unit 4	Leveraging Logistics in Global Supply Chains -How to design a global logistics strategy- Managing global inventory -Global packaging and materials handling - Understanding of global distribution centers Ocean, air, land and intermodal transportation		
Unit 5	Risks arising out of Trends affecting SC – Integration, Cost Reduction, Agile Logistics, E-Business, Globalization, Outsourcing, SC Risk Management – Aims, Steps & Principles		
References:	N Viswanadham& S Kameshwaran . (2013). <i>Ecosystem aware Global Supply chain Management</i> : world scientific publishing. Ross.D F. (2009). <i>Competing through Supply Chain Management</i> . (6 th ed.): Chapman & Hall. Sahay B S(2006), <i>Supply Chain Management for Global Competitiveness</i> : Macmillan India Ltd. New Delhi. Wu T., Blackhurst J. (2009). <i>Managing supply chain risk and vulnerability: Tools and methods for supply chain decision-makers</i> : Springer. London.		
Outcome:	1. Analyse the various activities and operations of all the key players in every supply chain network. 2. Demonstrate the various issues in supply chain management.		

SEMESTER IV

Semester IV			
Course Code: 643401		International Logistics Management	
		Credits: 4	Hours: 5
Objective	1. To introduce the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport. 2. To understand the basic concepts of Containerization and also focuses on Chartering.		
Unit – I	Overview Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.		
Unit – II	Marketing and Logistics Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics		
Unit – III	Basics of Transportation Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice		
Unit – IV	Containerization and Chartering Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.		
Unit – V	Inventory Management and Packaging Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking.		
Unit – VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester Concerned.		
REFERENCES: Donald J. Bowerson. (2017) <i>Logistic and Supply Chain Management</i> : Prentice Hall of India. Muthiah Krishnaveni. (2011) <i>Logistic Management and World Sea Borne Trade</i> : Himalaya Publication. SakOnkvisit & John J. Shaw. (1996) <i>International Marketing</i> : Prentice Hall of India.			
Outcome	1. Students should be able to impart basic knowledge on Inventory management, Packaging and various kinds of packing. 2. Students should know about tariff structure.		

Semester IV	
Course code: 643402	Small Business Management
Credits: 4	Hours: 5
Objectives	<ol style="list-style-type: none"> 1. To understand the policy initiatives and infrastructural support for establishing a small scale enterprises 2. To analyse the opportunities for starting a small enterprise.
Unit I	Small Scale enterprises – An Introduction and overview – Definition – Scope and importance – relative advantages of small scale enterprises vis - a - vis –Large and medium scale industries – Efforts to development of SSE- Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, agencies in entrepreneurship management and future of entrepreneurship.
Unit II	Policy and institutional infrastructure for small enterprises – Development agencies for small enterprise – small enterprises growth and environmental factors influency – funding agencies and their role in Developing SSE.- Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.
Unit III	Establishing the small scale enterprises – opportunities scanning – Choice of enterprise – Market assessment for SSE – Choice of technology and selection of site – Financing the new/small enterprise – Preparation of business plan – Ownership structure and organizational frame work - Business ideas, methods of generating ideas, and opportunity recognition
Unit IV	Operating the small-scale enterprise – Financial management issues in SSE – Operation management issues in SSE – Marketing management issues in SSE- Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks
Unit V	Performance appraisal and growth strategies – Management performanceassessment and control – Growth and stabilization strategies for small enterprises – Managing family enterprises – Related Cases- Exit strategies for entrepreneurs, bankruptcy, and succession and harvesting strategy
Unit VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.
REFERENCES:	
MathurS.P.(1979) <i>Economics of small-scale industries.</i>	
Siropolis.(1986) <i>Entrepreneurship and small Business Management</i>	
Vasant Desai.(1979) <i>Organization and management of small scale industries.</i>	
Outcomes	<ol style="list-style-type: none"> 1. The student should be able find out a suitable idea for starting a small enterprise 2. The student should be able to visualize the importance of small scale enterprises in economic development.

Semester IV			
Course Code: 643403		Warehouse Management	Credits:4
			Hours: 5
Objectives	1. To understand the basic concepts and various functions of Warehouse. 2. To impart knowledge on various types of warehouses and their advantages.		
Unit 1	Receiving: Logistics support for Inward Transportation, Unloading, Inspection, Acceptance and Recording; Storing: Space allocation, Facilitation to stocking, Guarding & Recording; Risk bearing- Processing- Grading and branding – Disinfecting services -Issuing: Order preparation, Picking, Dispatching/ Delivery & Recording- Handling, Transportation & Storage of ISO Containers– Utility and Advantages of warehouses- Problems and issues in receiving processes		
Unit 2	Warehouse Types: Own Warehouses- Hired Warehouses- Private Warehouses- Public Warehouses- Government Warehouses- Bonded Warehouses- Co-operative Warehouses- Distribution Warehouses- Fulfilment/ Consolidation Warehouses- Warehouses Providing Value Added Services- Cross Docking and Trans-loading Warehouses- Break Bulk Warehouses- Storage Warehouses- Refrigerated Warehouses- Characteristics of ideal warehouses- Warehouse Layout- Principles and Facilities- Types.		
Unit 3	Internal Operations: Measures and metrics of warehouse operations- Logistics in the warehouse- Localization of materials in a warehouse- Identification and classification of Materials and products in the warehouse- Managing the material/products turns in warehouse (FIFO/LIFO) – Problems and issues in shipment processes. Warehousing Equipment: Material Handling equipment and Systems Safety Matting, Industrial Safety Equipment- Storage types and storage unit management- Material Storage Systems - benefits – methods- Industrial Shelving, Industrial Storage Bins - Industrial Storage Cabinets - Spill Containment Systems- Industrial Waste Disposal.		
Unit 4	Inventory Management: Inventory Management- Need and functions- Stock Levels under Conditions of Certainty, Risk and Uncertainty- Cost of carrying or not holding adequate inventory- EOQ- Stock-out cost based inventory decisions- Inventory Classification: ABC, VED and FSN-Methods of Inventory Issue Pricing- Cost and Profit implications- Inventory Ledger- Goods Receipt processing with inbound delivery/without inbound delivery - Goods issue with outbound delivery/internal consumption- Stock Transfer Scenarios.		
Unit 5	IT for Warehouse Management (WM):documentation- Information flows in the warehouse-ERP-WMS - Bar code – RFID- Organization Data- Warehouse Structure- Warehouse Master Data - WM Material master view- Organization Data- Define Warehouse structure- Warehouse number - Storage type- Storage section - Storage Bin – Picking Area - Storage unit – Quantity- Creating Transfer requirement automatically/ manually - Creating Transfer requirement for storage		
Unit 6	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.		
REFERENCES			
David J. Piasecki.(2003). <i>Inventory Accuracy: People, Processes, & Technology</i> : Ops. Pub., Jeroen P. Van Den Berg. (2009). <i>Integral Warehouse Management</i> : Management Outlook. Max Muller. (2009). <i>Essentials of Inventory Management</i> : AMACOM. Napolitana M. (2003). <i>The Time, Space & Cost Guide to Better Warehouse</i> Distribution Group Steven M. Bragg. (2011). <i>Inventory Best Practices</i> : Wiley			
Outcomes	1. The student should be able to understand the various functions of Warehouse and also about its various types and their advantages. 2. The student should be able to measure the metrics of warehouse operations.		

Semester IV				
Course Code:643507		Logistics Project Planning Management	Credits: 3	Hours: 4
Objectives	1. It is to impart the knowledge on various sectors of economic development like agricultural, industrial and educational. 2. To understand the basic concepts of Project management, its various types and classification of projects.			
Unit 1	Economic Planning and Development: Need in the globalisation era – Project and sectoral development: Agricultural, industrial, infrastructural, educational and social welfare sectors			
Unit 2	Conceptual Framework of Project Management: Project – Meaning and definition – Features of projects – Classification – Types – Overseas and projects – Turnkey projects and its significance-Project life cycle-significance– Stages – Approaches of privatization Projects: BOOM,BOT,BOO, BOOT			
Unit 3	Project Identification: Scouting and screening of project ideas – Basic criteria for selecting the best project opportunities – Project identification for an existing company.			
Unit 4	Project Formulation: Meaning – Stages in project formulation – Need for feasibility studies – Technical and organizational aspects – Economic and commercial aspects – Project report preparation – Steps in project report Preparation- Project Appraisal: Market appraisal – Appraisal of managerial and technical aspects – Financial and commercial appraisal			
Unit 5	Economic analysis: Economies of scale – Employment generation – Social cost and benefit analysis – Contribution to Government Revenue – Political stability – Priority and evaluation of international competitiveness- Feasibility Studies: Need – Components – Feasibility report preparation – Project Report Preparation: Need for detailed report – Contents of ideal- Project report.			
Unit 6	Dynamic Component for Continuous Internal Assessment only- Contemporary Developments Related to the Course during the Semester Concerned.			
REFERENCES				
Choudhry S. (2012) <i>Project Management</i> .				
Goel B. B. <i>Project Management (2002): A Development Perspective</i> .				
<i>Turnkey Plants and Project Engineering Services (1995)</i> . Geneva: ITC Publication.				
Outcomes	1. The student should be able to spell out the importance of various economic development activities sector wise. 2. The student should be able to identify suitable project at the end of the semester and to prepare a suitable project report for the same.			

Semester IV				
Course Code: 643508		Port Management	Credits: 3	Hours: 4
Objectives	1. The course analyses how ports are organized, managed and planned, and how ports interface with the logistics chain. 2. The course provides knowledge and analysis of the principles and evolution of container terminal management, port indicators and supply chain management.			
Unit-I	Port Structure and Functions Definition-Types and Layout of the Ports–Organizational structure-Fundamental observations. Main functions and features of ports: Infrastructure and connectivity-Administrative functions-Operational functions. Main services: Services and facilities for ships-Administrative formalities-Cargo transfer-Services and facilities for cargo -Additional “added value” service -Ports and their stakeholders like PHO , Immigration, Ship agents ,Stevedores, CHA.			
Unit-II	Port Operations Berths and Terminals - Berth Facilities and Equipment –ship Operation -Pre-shipment planning, the stowage plan and on-board stowage- cargo positioning and stowage on the terminal-Developments in cargo/ container handling and terminal operation -Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.			
Unit-III	Port Development Phases of port development - Growth in world trade - Changes in growth-Development in terminal operation. Shipping technology and port: Ship knowledge - Ship development and port development - Port time and ship speed - Other technical development affecting port.			
Unit - IV	Regulatory Framework for Ports Global regulatory organizations: Conventions and Reports. Environment regulation: Port environmental pollution - Environmental Management System- HAZMAT (Hazardous Materials)- BWM (Ballast Water Management). Port Security: ISM, ISPS, Occupation Safety and Health Administration - ISO1400			
Unit-V	Port Administration Ownership and Management Port ownership structure - Types of port ownership and administration – Organizations concerning ports - Boards governing the ports - Port management development - Rise and fall of Ports - information technology in ports. Port ownership in Indian context: Acts governing the Ports in India - Port ownership structure in India. Port reform: Framework for port reform- Evolution of ports in a competitive world - Alternative Port Management Structure and Ownership Models.			
Reference Books: Jay Heirer, Barry Render.(2017) <i>Operations Management”- Sustainability and Supply chain Management</i> (12 th ed.) Justin Paul & Rajiv Asekar. (2013) <i>Export Import Management</i> (2 nd ed.); Oxford Higher Education Lee J Krajewski, Maney K Malhotra.(2018) <i>Operations Management Process and Supply chains</i> :pearson lean Management				
Outcome	1. Identify the interface of ports with logistics and the position of ports in the supply chain. 2. Analyse port performance and relevant quality management systems.			

Semester IV				
Course Code: 643509	Retail Logistics Management		Credits: 3	Hours: 4
Objectives	1. To study the importance of Logistics operations and its competitive edge for Retailers. 2. To impart the knowledge on the procurement and vendor management for regular supply of goods.			
Unit I	Concept and Scope: Concepts of Logistics and supply chain- Importance of Logistics in these days global Sourcing, Production and consumption- Dimension of Logistics: Macro and Micro aspects- Logistics as a competitive edge driver- Peculiarities and diversity of needs of Logistics for Retailing.			
Unit II	Logistics and Procurement: Logistics as a Support function of Procurement and Vendor Facilitation - Logistics as interface function of Demand Forecasting, Global procurement, Tracking inward shipments and Storage Planning- Logistics as an enabler of Just-in-Time (JIT), Kanban (A scheduling system for lean inventory), Vendor Managed Inventory (VMI) for Vendors and the firm.			
Unit III	Logistics and Marketing: Logistics as a Support function of Order Fulfillment, Assembling & Labeling from Multi-storage points and Delivery- Logistics as an interface of Market forecasting, Stock level management, invoice or sales documentation, picking products, consolidation, transport-packaging, packing, marking, preparing outbound documentation and shipping out by loading into containers- customer facilitation tracking out-bound shipments.			
Unit IV	EXIM Logistics: Importance of Global Logistics- Export Logistics: Special Aspects of EX-IM logistics- Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents collection- Bonded Warehousing Customs Formalities- Clearing- Distribution to Units- Security & Insurance- Multimodal Transport- UN International convention on MT of Goods- Terminal Networks: Types and Roles.			
Unit - V	Invoice management, call centers, warehouse/distribution facilities – Carrier management- 4PL Specialties: Implementation Center: Business process analysis/scoping, Development of all activities into an open systems framework- Product/Skill Centers: Added services: Knowledge Transfer, Business Development and Functional Support. Special Logistics: Inter-modal and Multimodal Logistics- Logistics for Trade Fairs and Events - Consolidation and Groupage- Logistics of Time Perishable and Logistics of Quality Perishables- E-Logistics –Warehouse Logistics- Reverse Logistics.			
Unit - VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.			
REFERENCES Alan E. Branch.(2009) Global Supply Chain Management and International Logistics Dawson, Larke&Mukoyama.(2007). Strategic Issues in International Retailing: Routledge. James B. Ayers.(2007). Retail Supply Chain Management: Auerbach Publications. Managing Supply Chains(2011): Harvard Business Review Paul R. MurphyJr. & Donald Wood.(2010) Contemporary Logistics Ray.(2010). Supply Chain Management For Retailing: TMH. Sahay B. Supply Chain Management for Global Competitiveness. New Delhi: Macmillan India Ltd.,				

Simchi-Levi, Kaminsky&Simchi-Levi. Managing the Supply Chain: The Definitive Guide.	
Outcomes	<ol style="list-style-type: none">1. The student has to design suitable invoice management system for a retailer.2. The student should have knowledge on 4pl logistics, its various operations and the role played in retailing operations.

Semester IV				
Course 643510	Code:	Procurement And Quality Management	Credits: 3	Hours: 4
Objectives	1. Demonstrate needed skills in negotiating pricing mechanism 2. Apply procurement theories in workplace and create adding value to the organization			
Unit 1	Definition of Quality, Quality Standard, Quality Control, Aspects of Quality Control, Quality Control of Purchased Materials in a Supply Chain.			
Unit 2	General Problems of Vendor Quality, Suppliers Quality Survey, Model for evaluation of Suppliers Quality.			
Unit 3	Management Action for Quality Assurance, Activities under Quality Assurance, Evaluating Product Quality, Control Chart – Mean & Range.			
Unit 4	Element of Quality Management, Benefits, Six Sigma Quality Control, Principles, Benefits, Steps of Six Sigma			
Unit 5	Benefits and Risk of Outsourcing, What is E-Procurement, Framework of E-Procurement			
REFERENCES &TEXT BOOKS:				
Mahaian M. I.(2007). <i>Impart Do It Yourself</i> (7 th ed.): Jain Book.				
Parasram.(2010). <i>In Coterms Exports Coartind and Pricing with Practical Guide to in Co-Terms</i> , (1 st ed.): Jain Book ,(6th ed.)				
Vance, Charles m, Paik &Yongsun.(2013). <i>Managing a Gobal Workforce Challenges and Opportunity In International HRM</i> (2 nd ed.): Eastern Economic Editors, Latest edition				
Outcomes:	1. Analyse and apply appropriate techniques and methods in the integration of procurement management and global sourcing operations. 2. Evaluate and measure alternative procurement management and global sourcing options in the context of a flexible global supply chain.			

Semester IV				
Course Code: 643511		Retail Supply Chain Management	Credits: 3	Hours: 4
Objective:	1. To study the importance of SCM operations and its competitive edge for Retailers. 2. To impart the knowledge on the procurement and vendor management for regular supply of goods.			
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- Supply chain contours: Backward and forward linkages- Supply chain efficiency			
Unit – II	Retail supply chain environment: drivers of retail supply chain change– globalization–nature of demand– quality function deployment– retail supply chain risk– retail supply chain metrics			
Unit – III	Retail strategy and supply chains: Product lifecycle– innovative and functional products– retail market segments– supply chain management excellence– skill requirement			
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: Barcoding, RFID			
Unit – V	Finance And retail supply chain: Supply chain costs– root causes for cost – retail returns–opportunities in retail returns- Supply chain engineering –4PL Value- GS1 System of world-wide supply-chain standards system			
UNIT – VI	Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.			
REFERENCES				
Alan E. Branch (2009). <i>Global Supply Chain Management and International Logistics</i> . Dawson, Larke&Mukoyama.(2007). <i>Strategic Issues in International Retailing</i> :Routledge. James B. Ayers. (2007). <i>Retail Supply Chain Management</i> : Auerbach Publications. <i>Managing Supply Chains(2011)</i> : Harvard Business Review Martin Christopher.(2016) <i>Logistics and Supply Chain Management</i> Ray.(2010). <i>Supply Chain Management For Retailing</i> : TMH. Simchi-Levi, Kaminsky&Simchi-Levi.(2004) <i>Managing the Supply Chain: The Definitive Guide</i> .				
Outcome	1. The student has to design suitable invoice management system for a retailer 2. The student at the end of the course should be able to understand the various SCM operations and their importance in improving the business of retailers.			

Semester IV			
Course Code: 643512		Sustainable Supply Chain Management	Credits: 3
		Hours:4	
Objectives:	1. Comprehensive understanding of the relationships and implications for sustainable development and supply chain operations 2. Awareness about new SCM models		
Unit –I	Supply chain sustainability concepts Introduction to supply chain sustainability management, Supply Chain Sustainability in Business (CSR reports).		
Unit –II	Closed loop supply chains and New SCM models Natural resources management, Case Study: Unilever Tea (A): Revitalizing Lipton’s Supply Chain (Ref.IMD-6-0327), Managing reverse logistics, Case Study: Whirlpool Corporation: Reverse logistics (Ref. 9B11D001), Collaborating for sustainability, Humanitarian logistics.		
Unit –III	Tools to measure Greenhouse gas protocols and carbon foot printing + Life cycle Assessment, Case Study: Supply Management In Cradle To Cradle® Programmes: Desso Approach (Ref. 715-052-1)		
Unit –IV	Corporate responsibility Thinking strategically and corporate responsibility, Case Study: The Wal-Mart Supply Chain Controversy (Ref. 706-043-1)		
Unit -V	Scenario Planning Future proofing and scenario planning, Case Study: Defining a future path (based on chosen companies)		
REFERENCES:			
David B Grant/Alexander Trautrim, Chee Yew Wong (2017). <i>Sustainable logistics and Supply Chain Management</i> :Kogan Page			
Joel V Wisner, G Kiong Leong &Keahchoon-tan (2012). <i>Principles of SCM –A balanced Approach</i>			
John Gattorna . <i>Living Supply Chains(2007)</i> : Dorling Kindersley India Pvt. Ltd –Pearson Education			
Scott Webster. <i>Principles and Tools for Supply Chain Management</i> : Mc Graw Hill			
Sunil Chopra, Peter MeindlDharamVirKalra(2007). <i>Supply Chain Management Strategy, Planning and Operations</i> :Pearson			
Sunil Jain.(2010) <i>Supply Chain Theory and Practice</i> :APH publishing			
Outcomes	1. Students should have better understanding on humanitarian logistics, fair trade, and sustainable collaborative networks 2. Ability to evaluate and appraise emerging supply chain sustainability models andStrategies		

Profile of Broad-Based Board of Studies Members

1. Name: Dr. M. Senthil

Designation: Chairperson, School of Management.

Address: Professor & Head, DoLM, Alagappa University, Karaikudi 630004

Phone: 9443183584

Email: drmsenthil@gmail.com

Educational Qualification:

1. Ph.D., in MANAGEMENT from Bharathiar University, 2000.
2. MBA from Bharathidasan Institute of Management, 1987
3. B.E., Government College of Technology, University of Madras, 1984.

Professional Experience:

- Professor & Head, Alagappa University, from 01.06.2016 to till date.
- Director cum Professor, Saveetha University, 1.02.2008 to 31.01.2009
- Professor- 01.01.2010 – till date; Associate Professor, 01.01.2006 to 31.01.2008 and 01.02.2009 to 31.12.2009; Reader, 05.04.2002 to 31.12.2006; Senior Lecturer, 7.07.1998 to 04.04.2002; Lecturer, Alagappa University, 30.03.1995 to 26.07.1998
- 5 Years (From Nov.1987 to Oct.1992) - Worked as a Scientist and Management Analyst at DRDL, Hyderabad under the then Director, DRDL with the Honorable Late President of India and Bharat Ratna Dr. A.P.J. Abdul Kalam and With Padma Shree Dr. A. Sivathanu Pillai, Distinguished Scientists and Chief Controller, DRDO and CEO, BarhMos, at DRDL, Hyderabad).

Honours and Rewards:

1. Conferred HONORARY CITIZENSHIP OF GEORGIA, by the Governor State of Georgia, USA, 2000.
2. Recipient of CERTIFICATE OF MERIT for the Conference Paper “Medical Tourism in India: Opportunities and Obstacles”
3. Received CASH AWARD AND CITATION as part of Performance Linked Incentive Scheme on the Teachers Day 2006.
4. Recipient of CERTIFICATE OF MERIT for the research paper “Medical Tourism: An opportunity on a platter for India”, presented in the National seminar MANEGMA '09

Publications:

1. Saravanan S., & Senthil M., (2015) “Latent Potential and Impediments of Mobile Banking,” Indian Journal of Applied Research, Volume 5, Issue 4, April, 2015, ISSN - 2249-555x, 360-364. (Impact Factor 5.336)
2. Saravanan.S & Senthil.M (2014), “Customer Segmentation – Shifting targets: Amalgamation of Customer Value into Social Marketing Strategy”, Management Innovator, Peer Referred Research Journal from Researcher’s Forum, Institute of Management in Kerala, Vol 7, No. 1 Jan 2014, ISSN No: 0974 – 6749.
3. Balanagarajan .K & Senthil.M (2014), “Marketing of B-Schools in Tamil Nadu – Journey towards a Social Good”, Management Innovator, Peer Referred Research Journal from Researcher’s Forum, Institute of Management in Kerala, Vol 7, No. 1 Jan 2014, ISSN No: 0974 – 6749.
4. Balanagarajan .K & Senthil.M (2013), “Factors Responsible for Placements at B- Schools in Tamil Nadu”, Annamalai Journal of Management ‘Journal of Virtu’, Vol.6, Special Issue-1, Nov 2013, Pg. 11-15.

Citations : 24

h-index : 3

10 index : 1

2. Name: Dr. V. Sivakumar

Designation: Associate Professor

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Email: sivakumar18@gmail.com

Educational Qualification: B.E (Agri), MBA., M, Phil., PhD

Professional Experience:

Teaching Experience: 21 Years

Research Experience: 11 Years

Publication:

1. Sivakumar V (2019) Leveraging Communication Skills Through the Usage of Smart Phones Among the Students, The Journal of Social Sciences Research ISSN(p) 2413 – 6670 (Scopus Indexed)
2. T Dinesh Babu and Sivakumar V (2019) Exploring Confluence of Agile and Traditional Project Management Methodologies in IT Projects, Indian Journal of Applied Research; Volume-9, Issue-1, January-2019, ISSN - 2249-555X
3. Sivakumar V and Rohini. S. Nair (2018). Investigating the impact of workplace spirituality on ethical climate. The IUP Journal of Management Research, 2018 Mar 1: ISSN - 0972-5342
4. Sivakumar V and Suganya M (2018). A study on factors influence the selection of multimodal transport. Paripex - Indian Journal of Research; Volume-7; Issue-5; May-2018; ISSN - 2250-1991
5. Sivakumar V and Ananth S (2017). A Study on Factors to Effectively Manage the Dyeing Process House. Research Journal of Economics and Business Studies, : Volume: 06, Number: 08, June-2017 ISSN: 2251-1555.
6. Sivakumar V and Rohini. S. Nair (2017). Exploring the effect of workplace spirituality on job embeddedness among higher secondary school teachers in Ernakulam district. Cogent Business & Management. 2017 Jan 1; 4(1):133441
7. Sivakumar V and Dinesh Babu T (2016). Study of the Professional ethics and social responsibilities in corporate sectors. Shanlax International Journal of Management, 3(2), 37-41, ISSN-2321-4643.
8. Sivakumar V and Suganya M (2016). An Assessment of operational and productional management of cashew industry. Shanlax International Journal of Management 3(2), 88-92, ISSN-2321-4643.
9. Sivakumar V and Abdul Sibril M (2016). HR strategy and performance in the Textile industry, India. Shanlax International Journal of Management 3(2), 119-121, ISSN-2321- 4643.
10. Sivakumar V and Muthupriya A (2016). Study on factors affecting consumer decision to buy online books. Shanlax International Journal of Management 3(2), 229-232, ISSN-2321- 4643.

Citations: 3

h-index: 1

3. Name:Dr. P. RajanChinna

Designation: Assistant Professor

Address: Department of Logistics Management, Alagappa University, Karaikudi 630004

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Educational Qualification: M.Sc. (Software Engineering). M.B.A., Ph.D.

Professional Experience: Teaching Experience: 03Years 4 Months

Industry Experience: 10 Years 5 Months

Publications:

No. of Books Authored: 02

1. P. RajanChinna, (2016) “The Potential impact of Green Technology (GT) Initiatives for sustainable development in Indian Micro, Small and Medium Size Enterprises (MSMEs)-A conceptual review -2016 IJARCSMS JOURNAL, Issue 12, Page Number: 126- ISSN:2321-7782 (Impact Factor:6.047)
2. P. RajanChinna, (2016) “Issues and Challenges of Supply Chain Management in FMCG Sector”, Pune Research World- Volume 1, Issue 3, ISSN 2455-359x, (Impact Factor: 2.54)
3. P. RajanChinna, (2016) “Logistic Management: A Feedback Study on Selected Automobile Transportation Systems”, Pune Research Discovery, Volume 1, Issue 2, ISSN 2455-9202 (Impact Factor: 2.01)
4. P. RajanChinna& B. L. Saroj (2016),“A Conceptual Study of Organizational Citizenship Behaviour”, PARIPEX: Indian Journal Research, Volume 05 Issue 01, ISSN - 2250-1991, 2015, (Impact Factor – 3.4163). 5. P. RajanChinna& B. L. Saroj (2016),“A Study on Effectiveness of Recruitment Process with Reference to Marie gold Exports Pvt LTD, Nellai, PARIPEX: Indian Journal Research, Volume 05 Issue 01, ISSN - 2250-1991, 2015 (Impact Factor – 3.4163).
5. P. RajanChinna, (2016) “Job Scheduling algorithms in Grid Computing – An Bird View”, International Journal of Advanced Research Trends In Engineering And Technology , Volume 3, Issue 20, ISSN 2394-3777.
6. P. RajanChinna, (2016) “Conceptual Review on Mobile Application that Drives Growth of Insurance in India”, International Journal of Commerce, Management and Computer Application, ISSN 2395-2083.
7. V. A. Anand& P. RajanChinna, (2016) “Paradigm Shift of Indian Life Insurance Sector – An Overview”, Emerging Trends in Indian Insurance Sector – ISBN 978-81- 92581-7-0.
8. James Paul & P. RajanChinna, (2016), A Study on E-Shopping Behavior Among the Indian Consumer with Special Reference ToTamilnadu, Online Marketing of Services in the Globalisation ERA, Sourashtra College, ISBN- 978-81-929458-4-2.

4. Name:Dr. V.A. Anand

Designation: Assistant Professor

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Educational Qualifications: B.Tech. (IT), M.B.A., Ph.D., M.S.W.

Professional Qualifications: Teaching Experience: 9 Years
Research Experience: 03 Years

Publications:

Total No. of Publication in refereed journals:

National: 01

International: 06

1. Assessing the Validity of IS success models: An Empirical Test in SMEs, Jamal Academic Research Journal vol 6 , No 1 &2 June 2012 /PP67, ISSN 0973-0303
2. Linkage between information systems in SMEs and the performance of Firms- A Causal path analysis, SMART Journal of Business Management, Vol 9 No 2 July-Dec 2013/PP44
 - a. ISSN 0973-1598
3. The Accessible Road Blocks in Implementing Total Quality Management (TQM) in Indian Telecom Industry Limited, GE-International Journal of Management Research ISSN(O):2321-1709,ISSN(P): 2394-4226 Volume 5,Issue 8,August 2017
4. A study on FDI on manufacturing industry in India: An emerging economic opportunity of GDP growth and challenges, Roots International Journal of Multidisciplinary Researches ISSN:2349-8684,Vol:4 Special issue 1 Pg 211, March 2018 UGC Approval No:48991
5. Analysis of the Innovative ways for value creation within the Smartphone market: A case study approach Exploitation Blue ocean framework, Shanlax International Journal of management,ISSN:2321-4643,pg 127,vol 5,Special issue 3, March 2018 UGC Approval No:44278
6. A Survey based study to replenish the soil wealth based on knowledge management in the colony of Indian Telecom Industries Limited, International Journal of Advance and Innovative Research (UGC Journal No:63571)Volume 5,Issue 4 (XVI)October – December 2018
7. Impact of COTS components in software Utility, Global Journal of Engineering Science and Researches(UGC Approved)ISSN – 2348-8034, April 30,2019
 - a. **Number of Publications in Conference Proceedings**
8. Talent Management: The way to optimize employee performance , 29th to 30th January 2015,DOMS, Madurai Kamaraj University, Madurai, ISBN: 978-93-80657-40-0, New Dimensions of management in the Globalized ERA -2015
9. Challenges and Opportunities of Entrepreneurship in India in the Rural Context, 15th March 2016,Department of commerce with computer Applications, SourashtraCollege (Autonomous), ISBN: 978-81-929458-4-2, National Seminar on Online Marketing of Services in the Globalization ERA
10. Paradigm shift of Indian life Insurance sector-An Overview, 23rd March 2016,Department of Bank Management, Alagappa University, ISBN: 978-81-929581-7-0, National Seminar on Emerging Trends in Indian Insurance Sector (ETIIS 2016).

5. Name:Dr. R. Magesh
Designation: Professor & Head
Address: Department of Management Studies
College of Engineering,
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Educational Qualification:

- M.B.A. in Marketing and HR, Dept. of Management Studies, Madurai Kamaraj University (1994 - 1996).
- Ph.D. in Marketing from Faculty of Management, Alagappa Institute of Management, Alagappa University (1999 - 2009).

Professional Experience:

- Associate professor, Department of Management Studies, College of Engineering Guindy, Anna University, Chennai from June-2012.
- Lecturer Sr. Grade, Anna University, College of Engineering Guindy, Anna University, Chennai during December-2005 and June-2012.
- Lecturer, Anna University, College of Engineering Guindy, Anna University, Chennai during December-2003 and June-2005.

Honours and Awards:

- Member Editorial Board in Editorial Board, Venus Apex Committee, International Journal from 25-Feb-2015
- Selection Committee Member in Teacher Recruitment Board from 21-Jun-2011 to 21-Jun-2012.
- Expert Member in Selection Panel in University of Madras IDE from 19-Sep-2012 to 21-Nov-2012.
- Recruitment Board Member in Coal India Limited- A Govt of India Enterprises from 20-Aug-2012 to 20-Dec-2012.

Recent Publications:

- Research Papers Presented in International Programmes: 13
- Research Papers Presented in National Programmes: 28

Books Published

- "LEGAL ASPECTS OF BUSINESS" authored by Dr.R.Magesh and published by ANNA UNIVERSITY.
- "Strategic Management" authored by Dr.R.Magesh and published by ANNA UNIVERSITY, CHENNAI.
- "HUMAN RESOURCE AUDIT AND ACCOUNTING" authored by Dr.R.Magesh and published by ANNA UNIVERSITY, CHENNAI.
- "Strategic Management in Indian Context" authored by Dr.R.Magesh and published by Prentice Hall of India, INDIA. (2014)

Total Citation: 46

h-index: 3

i10- index: 1

6. Name: Dr. BalanSundarakani**Designation:** Associate Professor**Address:** Supply Chain Management, Faculty of Business & Management,
University of Wollongong in Dubai, United Arab Emirates**Phone:** +971 4 2781946**Email:** (@uowdubai.ac.ae): BalanSundarakani

Educational Qualification:

- Graduate Certificate(2017 – 2018), Swinburne University of Technology
- Doctor of Philosophy (PhD) (2003-2006), Indian Institute of Technology, Roorkee
- Master of Engineering (M.Eng.) (2000-2001), National Institute of Technology Tiruchirappalli.
- Bachelor of Engineering (B.Eng.) (1996-2000), ManonmaniamSundaranar University

Professional Experience:

1. **Associate Professor and Program Director, University of Wollongong in Dubai, Total Duration: 10 yrs 4 mos**
2. Title: Executive Board Member, **Supply Chain Asia Community Ltd (2010 – 2014), Singapore**
3. **Title: Adjunct Research Fellow**, Company Name : ETH Zürich. 2009 -2012, Switzerland

Honors and Awards:

- Highly Commended, Teaching Excellence Award, Nov 2015 honor issuer-Vice Chancellor, University of Wollongong, Australia and President , UOWD
- Best Research Paper Award, Artificial Intelligence Track, Jan 2014 honor issuer4th International conference on Industrial Engineering and Operations Management, Bali, Indonesia
- Certificate of Appreciation, Feb 2013 honor issuer-Road Transport Authority (RTA), Government of Dubai, UAE
- Supply Chain and Transportation (SCATA) Award Runner Up, 2013 honor issuer: ITP and Logistics Industries UAE

Recent Publications:

1. **Sundarakani, B**, Rukshanda, K., Piyush, Jain, V., (2019) Designing a Hybrid Cloud for a Supply Chain Network of Industry 4.0: A Theoretical Framework, Benchmarking: An International Journal, Emerald Publications, (Accepted and in-press), Vol.26, Issue 3
 2. Ioannis, M., **Sundarakani. B.** and Iakimenko, V., (2019) Time-based responsive logistics for a maintenance service network: A case study of an automated teller manufacturer, Journal of Quality in Maintenance Engineering, Emerald Publications, Forthcoming, Vol.25, Issue 2., DOI: 10.1108/JQME-01-2018-0002
 3. Shqairat, A, and **Sundarakani. B** (2018), An empirical study of oil and gas value chain agility in the UAE, Benchmarking: An International Journal, Emerald Publications, Vol.25, Issue 9, pp.3541-3569.
 4. **Sundarakani, B**, Abdul Razzak, H., Manikandan. S. (2018) Creating competitive advantage in the global catering supply chain: a case study of flight catering, International Journal of Logistics: Research and Applications, Taylor and Francis, Vol.21, Issue 5, pp.481-501
 5. **Sundarakani, B.**, (2017) Transforming Dubai Logistics Corridor into a Global Logistics Hub, Asian Journal of Management Cases, SAGE Publications, Vol.14, Issue 2, pp.135-156.
- Total Citation: 821
 - h-index: 12
 - i10- index: 16

7. Name: Mr. Srinivasan Mohandas
Designation: CEO
Address: Ethna Attributes Soft Technologies Pvt. Ltd., Chennai
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Educational Qualification:

MBA, Alagappa Institute of Management, 1995-1997

B.Sc.(Physics, Maths) Bharathidasan University, 1992-1995

Professional Experience:

- Sr. Vice President – Information Management & Advanced Analytics
Ethna Attributes Soft Technologies Pvt Ltd – India, Mar 2014 – Till Date
- E1 – Head Competency – Cpm, Big Data & Analytics
Tech Mahindra – India, Feb 2011 - Feb 2014
- Founder & Value Creator
Sha Dairy and Agro Research – India, Feb 2009- Jan 2011

Honors and Awards:

- Managed a team of 300 delivery professionals as FLCL with P&L accountability close to **USD 36M** for US region.
- Led a product conceptualization for vendor collaboration management system for major Auto suppliers.
- Developed enterprise data management strategy for quality data acquisition and use for analytics.
- Designed and implemented Enterprise Data Governance programs for large customers in the USA.
- Evangelized Master data management, Meta data management solutions for large DWBI ecosystems.
- Led and implemented business transformation programs for fortune 50 US customers.
- Created Data Quality practice to cater to International financial reporting for fortune 10
- Lead presales team of 30 for Sales integration and delivery.
- Founded Analytics practice for US clients to leverage EDW data for monetization to realize ROI

8.Name: Mr. LakshamananChinnachetty
Designation: Category Demand Planner
Address: Johnson & Johnson, Maidenhead, UK
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Educational Qualification:

- Massachusetts Institute of Technology-Zaragoza International Logistics Program ,Aug 2016-May 2017
- **Master of Engineering| Specialization: Logistics & Supply Chain Management**
London Metropolitan University, London, UK, Sep 2006 – Mar 2008
- **Master of Arts |Specialization: International Business**
Thiagarajar School of Management, Madurai, India, Jul 2003 – May 2005
- **Master of Business Administration |Specialization: Marketing**

Professional Experience:

- Johnson & Johnson, Maidenhead, UK
Category Demand Planner, May 2017-Present
- BP Oil, oil & Gas Company, Reading, UK, Jun 2014 – Jul 2016
Global Demand Controller
- TATA Global Beverages, food and beverage company, London, UK , Nov 2012 – Jun 2014
Capacity Controller and Co-pack Planning Manager
- GLAXOSMITHKLINE, pharmaceuticals company, London, UK , Nov 2010– Oct 2012
Supply Chain Analyst
- B&Q, retail chain, Southampton, UK , Dec 2009– Oct 2010
Supply Chain Analyst
- XEROX, document company, Uxbridge, UK , Jul 2008– Dec 2009
Forecasting Planning Analyst
- Motorsense ltd, 3rd party logistics company, Wembley, UK , Feb 2007– Jun 2008
Supply Chain Analyst

Honours and Awards:

- Ability to take lead and influence stakeholders at all levels to implement objectives.
- Worked and studied with people across the globe, which helps me to listen, work and communicative effectively based on stakeholder's culture, need and personality.
- Mentored & managed a team to continuously improve process and helped them to achieve career aspiration.
- Have implemented statistical forecasting process, Sales & Operations planning process for European region.