

# **SYLLABUS**

**FOR**

**BBA- LOGISTICS V semester**

**(THREE YEARS PROGRAM)**

L	P	T	C
3	0	0	3

**Program: BBA LOGISTICS**

**Semester: V**

**Subject: MIS of Logistics**

**Code: L19C21**

**Objectives:**

- To develop competencies and knowledge of students to become MIS for logistics professionals
- To orient students in the field of Logistics
- To help Students to understand MIS for Logistics

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of MIS for Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

**Unit-I:**

Introduction-IT and management opportunities and challenges-Strategic planning and models - Information management & IT Architecture - IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.

**Unit-II:**

Database Technology-Data warehouse-Data Mart Technologies-Data and Text mining-Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies - Sustainability and Ethical issues -Internal control-Business Control and Auditing.

**Unit-III:**

Dissemination of technology information-and strategic planning - Technology choice and evaluation methods - Analysis of alternative technologies - Implementing technology programmes -Intellectual Capital -An introduction to Intellectual Property Right -Patent - Copyrights -Trademarks and other issues.

**Unit-IV:**

Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.

**Unit-V:**

Business Process and Project Management: -Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.

**Suggested Readings:**

1. Course Material Prepared by LSC
2. KENNETH C. L., JANE P. L., & RAJANISH DASS (2001) Management Information System -Managing the Digital Firm. Pearson Education: New Delhi.
3. RAVI, K., & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.
4. KENNETH, C. L., & JANEP, L. (2001) Essentials of MIS. Prentice Hall India: New Delhi.
5. SADAGOPAN, S. (2003) Management Information System. Prentice Hall India: New Delhi.
6. EFF, O.Z. (2003) Management Information Systems. Vikas Publishing House Pvt. Ltd.: New Delhi.

**Program: BBA LOGISTICS**

**Semester: V**

**Subject: International Logistics Management**

**Code: L19C22**

L	P	T	C
3	0	0	3

**Objectives:**

- To develop competencies and knowledge of students to become International logistics management professionals
- To orient students in the field of Logistics
- To help Students to understand international Logistics management

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of International Logistics management in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

**Unit-I:**

International Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsectors; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

**Unit-II:**

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 etc.

**Unit-III:**

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: 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:**

International commercial documents -International contracts, terms of payments, international insurance, packaging for export, custom clearance and infrastructure: transportation, communication and utilities -Brokerage

**Suggested Readings:**

1. Course Material Prepared by LSC
2. International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
3. International logistics by Pierre David, Publisher: Biztantra
4. Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
5. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India

**Program: BBA LOGISTICS**  
**Semester: V**  
**Subject: Marketing Management**  
**Code: L19C23**

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

**Objectives:**

- To emphasize the importance of the marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction
- To impart knowledge with respect to latest trends in Marketing, Marketing Mix, Social responsibility and ethical issues in Marketing
- Global Marketing approach

**Learning Outcomes:**

- Discuss the importance of macro and micro environment in molding the company's marketing function.
- Differentiate the consumer and institutional buyer behavior.
- Define the target segments for the products.
- Justify the importance of products, branding and new product development.
- Understand the importance of Channel of distribution.

**Unit-I:**

Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.

**Unit-II:**

1. Consumer Behaviour - Factors influencing buying behaviour - consumer buying decision process - Buying motives -influences.
2. Market segmentation - criteria -Bases of segmentation - benefits. Marketing research process: Defining research problem, research objective research techniques

### **Unit-III:**

1. Product Planning & Development -Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.-Product Planning - Genesis and Importance of Product Planning in Marketing. -Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products.
2. Pricing-Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.

### **Unit-IV:**

1. Distribution Channel-meaning, Types of Distribution channel-Direct & Indirect. Role of intermediaries and distribution channel management. Channel Management Decisions, Returns Management and Reverse Logistics.
2. Promotion - elements of promotion mix-Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.

### **Unit-V:**

1. An overview. Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.
2. Marketing and society-Social responsibility and ethical issues in marketing. Global marketing program. The old and new economies. Demand side marketing. Legal issues in marketing. marketing skills, Brand marketing skills, CRM. Marketing in Indian Context. Marketing in 21st Century

### **Suggested Readings:**

1. N. Rajan Nair, Marketing Management, Sultan Chand & Sons.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt., Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. Rajan Saxena, Marketing Management, TMH.

**Program: BBA LOGISTICS**  
**Semester: V**  
**Subject: Retail Logistics & E-Commerce**  
**Code: L19C24**

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**Objectives:**

- To develop competencies and knowledge of students to become Retail logistics and E-commerce professionals
- To orient students in the field of Logistics
- To help Students to understand Retail logistics and E-commerce

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of Retail logistics and E-commerce in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

**Unit-I:**

Concept and Scope: Concepts of Retail Logistics and supply chain-Importance of Logistics in these days global Sourcing, Production and consumption-Dimension of Logistics: Macro and Micro aspects-Supply chain contours: Backward and forward linkages-Supply chain efficiency-Logistics as a competitive edge driver-Peculiarities and diversity of needs of Logistics for Retailing.

**Unit-II:**

Logistics and Retail Marketing: Logistics as a Support function of Order Fulfilment, Assembling & Labelling 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-III:**

E-Commerce: introduction to E-commerce logistics including delivery and pickup models and the overall logistic setup - Order Processing - Activities associated with order processing like



identifying order request from MIS, creating customer account for new customers, identifying the order requirements and placing a processing request in MIS, notifying customers through system, updating the delivery requirements, checking with stock, coordinating with vendor, etc -Types of order processing -Roles and responsibilities associated with order processing -Procedures for generating plans and schedules through MIS

#### **Unit-IV:**

Reverse Logistics: Basic of reverse logistics -The concept of reverse logistics. The key activities involved in terms of identifying daily pickups, scheduling pickup for the day, coordinating with carriers, route map optimization, collecting pickup and feedback -Types of reverse logistics - Return from customer, return by carrier, return of damaged product, etc -Roles and responsibilities associated with reverse logistics -Global best practices and statistics associated with reverse logistics

#### **Unit-V:**

Types of Ecommerce-B2B-B2C and intra business. Retail Ecommerce - Retailing through internet, Direct Online Sales model and its types-Business Models for e commerce-meaning definition importance. E business models based on the relationships of transaction types-manufacture model, advertising model, value chain model, brokerage Model Marketing on the web-marketing strategies, creating web presence, advertising, customer service and support, web branding strategies, web selling models.

Electronic Payment system Electronic CRM Applications. E-Security-Understanding of Key terms of E-Commerce: Electronic Commerce & Banking-Electronic Payment Systems, Electronic Payment Technology, On-line credit card, ECommerce Security. -Electronic Data Interchange (EDI); EDI definition; Overview of advantages and disadvantages; EDI application in business development; EDI technology.

#### **Suggested Readings:**

1. Course Material Prepared by LSC
2. Mr. Gibson G, "Retail Management: Functional Principles& Practices", Jaico Publishing house, 6th Edition, 2003.
3. Ray, Supply Chain Management For Retailing, TMH, 2010.
4. James B. Ayers, Retail Supply Chain Management, Auerbach Publications, 2007

**Program: BBA LOGISTICS**  
**Semester: V**  
**Subject: Logistics Network Design**  
**Code: L19C25**

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**Objectives:**

- To develop competencies and knowledge of students to become Logistics network design professionals
- To orient students in the field of design and configuration of the logistics network.
- To help Students to understand Logistics network design

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of design and configuration of the logistics network. in the real-life situation
- This subject will enable them to enhance their ability and professional skills in design and configuration of the logistics network

**Unit-I:**

Introduction -Components of Logistics network: Facilities -Plants/Vendors -Ports --Warehouse Retailers/Distribution Centres -Customers -Raw materials and finished products that flow between the facilities.

The three models of Network Design: 1. Logistics network design with differentiated delivery lead time 2. Logistics network design with price discount 3. Consolidated logistics network design using consolidation hubs

**Unit-II:**

Key issues of Network design: Pick the optimal number, location, and size of warehouses and/or plants -Determining optimal sourcing strategy -Which plant/vendor should produce which product? -Determining best distribution channels -Which warehouses should service which customers?

**Unit-III:**

Data required for Network Design: A listing of all products -Location of customers, stocking points and sources -Demand for each product by customer location -Transportation rates -Warehousing

costs -Shipment sizes by product -Order patterns by frequency, size, and season, content -Order processing costs -Customer service goals

#### **Unit-IV:**

1. The strategic decisions in terms of warehouses when plants and retailer locations are fixed; Pick the optimal number-location -size of warehouses -Determining optimal sourcing strategy -Which plant/vendor should produce which product -Determining best distribution channels -Which warehouses should service which retailers -The objective is to design or reconfigure the logistics network so as to minimize annual system-wide costs, including Production/ purchasing costs Inventory carrying costs, and facility costs (handling and fixed costs) Transportation costs.

2. Find a minimal-annual-cost configuration of the distribution network that satisfies product demands at specified customer service levels.

#### **Unit-V:**

1. Data Collection -information on :a) Location of customers, stocking points and sources— location theory-b) A listing of all products -c) Demand for each product by customer location- forecast technique - d)Transportation Cost -Transportation rates by mode—information system, like rating engine -e)Mileage estimation— f) Warehousing costs (handling and fixed)—inventory management g) Service level requirement—probabilistic technique h) Shipment sizes by product

2. Data Aggregation -The impact of aggregate demand -a heuristic to aggregate data.

3. Data Validation and Model

4. Optimization.

#### **Suggested Readings:**

1. Course Material Prepared by LSC

1. 2 Supply Chain Management: Logistics Network Design by Donglei Du, Faculty of Business Administration, University of New Brunswick, NB Canada Fredericton.

2. Joseph D. Patton, Logistics Technology and Management, Soloman, 1986.

3. Philip T. Frohne, Quantitative Measurements for Logistics, McGraw Hill, 2007

**Program: BBA LOGISTICS**  
**Semester: V**  
**Subject: Port Terminals Logistics**  
**Code: L19C26**

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**Objectives:**

- To develop competencies and knowledge of students to Port terminals logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Port terminals logistics

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of Port terminals Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

**Unit-I:**

Difference between Major and Minor Ports -Ports in India -Natural Harbours -New Ports to be developed in India -Major Ports of the World -Largest Port in the world -Port Officials and their roles -Role of Ports -Who are Port users

**Unit-II:**

Container Terminals -Privatisation of Terminals -Reason for Privatisation -Major Terminal Operators in India -Terminal Operators of the world -Privatisation the need of the hour -Agreement between and existing Port Terminal and the new operator

**Unit-III:**

Import Cycle -Export Cycle -Positions and Places in a Terminal -Facilities in a Terminal -Container Monitoring and stacking -CFS inside a Terminal -Reasons for Congestion of a terminal -de-congesting the terminal -Window system in a terminal.

**Unit-IV:**

Major Port Trust Act -Port as a custodian of the cargo -Transit sheds -Cargo receivers -Wharfs and Berths -Various berths in a Port -Meaning of Berth Restrictions -Port equipment's and damage -Extra services -Berth reservation schemes

**Unit-V:**

Port Tariff -Pilots and their duties -Tugs and its usage -Night navigations -Light Dues -Tariff Authorities of Major Port -Revision of rates -Port Trustees -Safety Procedures -Introduction of ISPS -Damage to Port property by ships -Compensation and confiscation of cargo to adjust dues

**Suggested Readings:**

1. Course Material Prepared by LSC
2. Major Port Trust Act - Government of India
3. Port Industry Statistics, American Association of Port Authorities
4. AP MOLLOR Guide book on Terminal
5. DUBAI PORT AUTHORITIES Manual

**Program: BBA LOGISTICS**

**Semester: V**

**Subject: Liner Logistics**

**Code: L19C27**

L	P	T	C
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**Objectives:**

- To develop competencies and knowledge of students to Liner logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Liner logistics

**Learning Outcomes:**

- Students will be able to apply the Basic knowledge of Liner Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics.

**Unit-I:**

Definitions of liner trades; tramp trades; containerization-Unitization -containerization, liner operations, port organization - Vessel loading and discharging , liner trade routes, The major ports, liner service options -Liner trade - ship types - Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.

**Unit-II:**

Cargoes & cargo equipment - Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers -agent. Liner Shipping operations -Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.

**Unit-III:**

Containerization unitization and inter-modalism -Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS , legal & insurance implications in the container trade.

#### **Unit-IV:**

The Bill of Lading and other Documentation -The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses - The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading

#### **Unit-V:**

The Exchange of goods transfer -Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects of the liner trades -The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

#### **Suggested Readings:**

1. Course Material Prepared by LSC
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.
5. Ocean Shipping -Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010.