1. About the University

Indian Maritime University was established through an Act of Parliament on 14.11.2008 as central university is poised to play a key role in the development of required human resource for the maritime sector. The Indian Maritime University, being the first of its kind in the country will cater to the educational requirement of the maritime fraternity. The IMU has a panel of dedicated and experienced faculty members, state of the art infrastructure and efficient administration. The IMU’s strength and uniqueness lie in its ability to integrate theories and practice and it is committed to provide maritime education and training and consultancy based on the realities of local and global business.

The IMU will have its headquarters at Chennai and regional campuses at Chennai, Mumbai, Kolkata and Visakhapatnam.

2. About M.B.A Programme

Indian Maritime University offers two M.B.A Programmes for this academic year 2009-10 viz., **MBA in Port and Shipping Management** and **M.B.A in International Transportation and Logistics Management**. The duration of the MBA programme is two academic year consisting of four semesters. Each academic year shall be divided into two semesters. The first academic year shall comprise of first and second semesters, the second academic year shall comprise of third and fourth semesters. The odd semesters shall consist of the period from August to January of each academic year and the even semesters from February to June of each academic year. There shall be not less than 90 working ‘days for each semester.

**MBA in Port and Shipping Management** is designed to provide the students with adequate skills and knowledge in functional areas of the port and shipping sectors. It also gives a holistic view of the sector integrating various aspects viz. port management, maritime law and maritime economics which helps them to gain a thorough understanding of the maritime business and to provide opportunity for undertaking employment oriented courses and projects which will facilitate the students to opt for career changes.

**M.B.A in International Transportation and Logistics management** is a program which deals with the management of the domestic and international modes of transportation in today’s rapidly changing economic environment. Logistics management assumes the systems approach to the management of a wide variety of activities related to movement of traffic from origin to destination point.
3. **Entry Requirements**

- Candidates seeking admission into the programme should possess any degree (10+2+3 system) from recognized university (or)
- Master Foreign Going Certificate issued by Directorate General of Shipping, Ministry of Shipping Government of India or its counterparts in other countries. (or)
- First class engineering certificate issued by Directorate General of Shipping, Ministry of Shipping Government of India or its counterparts in other countries.
- The applicant should have CAT/MAT/GMAT/IMU/TANCET Entrance score not older than 5 years prior to the commencement of the academic session.

4. **Payment of Fee**

The students are instructed to remit the course fee on or before the commencement of the course for every year. They need not wait for a separate intimation/communication from the University regarding the fee. The University also encourages enrolment of candidates sponsored by their organization.

The course fee is Rs 2 lakhs per year as non-residential and should be paid by way of Demand Draft drawn in favour of “Indian Maritime University”, payable at Chennai. Rs 60,000 will be charged extra for boarding/lodging, if available. The students have to enclose the DD with a covering letter and have to write their name, Enrolment/Registration Number, Course name and the purpose for remittance of fee on the back of the Demand Draft. Further, the Students have to retain a photo copy of the DD for their future reference.

5. **Credit Systems**

The University follows the “Credit System” for this programme. One credit in this system is equivalent to one lecture hour per week. This helps the learner to understand the academic effort one has to put into successfully completion of a course. Completion of the programme requires minimum of 95 credits for successfully gaining the master degree.

6. **Attendance**

Students who secure minimum of 90 percent attendance in a semester are required to appear for the examination of that semester.
7. **Course Continuation**

Students, who have secured the required attendance (90%) in all the courses of a semester, will be permitted to proceed to the subsequent semester. Those who fail to secure the required attendance shall seek readmission into the same semester/course during the subsequent academic year.

8. **Course Completion**

Students shall complete the programme within 5 years from the date of completion of the programme.

9. **Continuous Internal Assessment**

The respective course faculty will continuously assess the student based on their performance in the case studies, paper presentation, quizzes, test, and other assignments. The maximum internal assessment mark for every course is 25. There is no stipulation as to the minimum level of performance in the internal assessment.

**Internal Assessment**

- a) Assignment - 10 Marks
- b) Test - 10 Marks
- c) Seminar - 5 Marks

**Total** - 25 Marks

10. **University Examinations**

The University examinations will be held at the end of each semester for duration of three hours per course for a maximum of 75 marks

11. **Pattern of Question Paper**

The question paper for all the courses will be set for a maximum mark of 75 and will have three sections. Questions for Section A, Section B and Section C will be taken from each unit of the syllabus.

**SECTION A (15 x 1 = 15 Marks)**

Section A will comprise of fifteen multiple Choice questions, all of which have to be taken by the students. Each answer will be evaluated for 1 mark.
SECTION B (5 x 4 = 20 Marks)

This section will consist of seven questions, out of which the students have to take any five. Answers to these questions should not exceed 200 words each. Each answer will be evaluated for a maximum mark of 4.

SECTION C (5 x 8 = 40 Marks)

This section will consist of eight questions, the first question of the section is compulsory and out of the remaining seven questions the students have to take any four. A descriptive question may be asked in those courses where writing cases is not possible. A detailed analysis of the case is expected of the students. The analysis of the case / answer to the descriptive question shall not exceed 500 words and will be assessed for a maximum of 8 marks.

Question Paper Pattern

SECTION - A (MCQ)

Answer all the Questions: 15 x 1 mark = 15 marks

SECTION - B (200 words)

Answer 5 out of 7 questions: 5 x 4 marks = 20 marks

SECTION - C (500 words, Case study / Essay Type)

i. First question of the section is compulsory 1 x 8 marks = 8

ii. Answer 4 out of 7 Questions: 4 x 8 marks = 32 40 marks

TOTAL = 75 marks

12. Evaluation of Answer Papers

Answer papers of University examination will be courséd to two valuations by a Board of Examiners constituted by the competent authority. Guidelines for valuation and declaration of results framed from time to time by the competent authority will apply.
13. **Passing Minimum**

The internal assessment component does not have any passing minimum. The passing minimum for the university examination is 50% of the total marks of university examination in each course. The overall passing minimum taking the continuous assessment and university examination marks is 50% of the total in each course.

14. **Project work**

Each candidate shall be required to take up a Project work and submit a report in the second year (end of the IV semester). The project shall be only individual projects. The students shall not engage in group projects. Each student shall work under a guide. The faculty members in the university shall be the guides. Each faculty may be permitted to guide a maximum of 20 students in one academic year. The guide shall be responsible for certification of the data and the final report. The students shall submit their project report to the guide on or before the specified date. A student has to submit three copies of the project report and take back one copy after signed by the guide. The guide shall retain one copy and send another copy to the university after the Viva-voce Examination. The Project Work will be evaluated jointly by TWO Examiners (i.e. one for Internal and the other for External) for a Maximum of 150 Marks (6 Credits). The Viva-voce will be conducted with Two Examiners (i.e. one for Internal and the other for External) for a Maximum of 50 Marks (2 Credits). The student who fails to submit his /her project reports at the end of the respective academic year shall be permitted to submit the same only at the end of the next academic year.

15. **Arrear paper**

A student with arrears can repeat the semester examinations along with the subsequent semester examinations. The internal marks obtained by the student will be carried over for declaring the result.

16. **Improvement**

Improvement is allowed only for the end-semester examination. Candidate who has passed in theory paper/ papers are allowed to take the improvement examination only once in order to improve his/her marks, by paying the fee prescribed. If candidate improves his/her marks, then his/her improved marks will be taken into consideration for the award of Classification only. Such mark obtained from improvement examination shall not be considered for the award of Prizes/ Medals, Rank or Distinction. If the candidate does not show improvement, his/ her previous marks will be taken into consideration.

No candidate shall be allowed to apply for improvement marks in the Project work and Viva - Voce Examination.
17. Classification of Marks

The classification of marks will be as follows.

- 75% of the marks and above – Distinction
- 60% and above but below 75% - 1st class
- 50% and above but below 60% - 2nd class
- Below 50% - Fail

18. Letter Grades

The percentage of marks obtained by a candidate in a course will be indicated in a letter grade as follows.

<table>
<thead>
<tr>
<th>MARKS</th>
<th>LETTER GRADE</th>
<th>CLASSIFICATION</th>
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<tbody>
<tr>
<td>75-100</td>
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<td>DISTINCTION</td>
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<tr>
<td>65-74</td>
<td>A+</td>
<td>FIRST CLASS</td>
</tr>
<tr>
<td>60-64</td>
<td>A</td>
<td>FIRST CLASS</td>
</tr>
<tr>
<td>55-59</td>
<td>B+</td>
<td>SECOND CLASS</td>
</tr>
<tr>
<td>50-54</td>
<td>B</td>
<td>SECOND CLASS</td>
</tr>
<tr>
<td>Below 50</td>
<td>F</td>
<td>FAIL</td>
</tr>
</tbody>
</table>

A student is considered to have completed a course successfully and earned the prescribed credits if he/she secure a letter grade other than “F”. A letter grade F in any course implies a failure in that course.

The F grade once awarded stays in the grade card of the student and is not deleted even when he/she completes the course successfully later. The grade acquired later by the student will be indicated in the grade sheet of the subsequent semester in which the candidate has appeared for clearance of the arrears.

A student who secures F grade in any course has to pass it compulsorily. A Student who does not pass any course in the stipulate period (ten semesters from the year of admission), me be permitted to re-register for the same course or a substitute course by paying the prescribed fee.
If a student secures F grade in the Project Work / Dissertation, either he / she shall improve it and resubmit it if it involves only rewriting / incorporating the revisions suggested by the evaluators or the student can re-register by paying the prescribed re-registration fee and complete the same in the subsequent semester.

19. Consolidated Mark Statement

The consolidated marks statement indicating marks scored in all the courses will be issued when the students pass all the courses of the MBA programme. The Students have to pay the fee for consolidated marks statement along with the examination fee while registering for the IV semester examination.

20. Rank Certificate

Students who secure the first two ranks in the overall performance (internal assessment and University examination) in the first attempt itself will be issued Rank Certificates on written request through a prescribed form.

21. Provisional Certificate

For those who are declared qualified for the M.B.A degree, provisional Degree certificate will be issued to the candidate in person or sent by post two months after publication of the results. All the students have to pay the fee for the provisional certificate along with IV semester exam fee.

22. Award of Degree:

Students who have successfully completed the programme within the stipulated period will be awarded the degree of Master of Business Administration with their specialization. For those who are declared qualified for the M.B.A degree, the convocation form will be issued on receipt of requisition from the students. The degree certificate will be issued to the students only if they apply for the same in the prescribed convocation form, along with the fee for convocation. The fee payable towards the convocation will be specified in the application form. The degree will be conferred in person or in absentia.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit</th>
<th>Internal Assessment Mark</th>
<th>Semester Exam Mark</th>
<th>Total Marks</th>
<th>Lecture Hour per Week</th>
<th>Group Discussion /Tutorial Hour per Week</th>
<th>Total contact Hours Per Week</th>
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<td>MTL01</td>
<td>Management Principles and Practice</td>
<td>4</td>
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**Indian Maritime University**
(A Central University)
Course Curriculum for Master of Business Administration (M.B.A.)
International Transportation and Logistics Management

**Semester - 1**
<table>
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<th>Course Code</th>
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<th>Lecture Hour Per Week</th>
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<th>Group Discussion/Tutorial Hour Per Week</th>
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**INDIAN MARITIME UNIVERSITY**  
(A Central University)  
Course Curriculum for Master of Business Administration (M.B.A.)  
International Transportation and Logistics Management

### Semester - III

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* Internship will be carried out during the summer vocation of the first year and a report will be submitted to the University. Marks will be awarded to the report for a maximum of 100 and the same will be included in the Third Semester Marks Statement.
## Course Curriculum for Master of Business Administration (M.B.A.)
### International Transportation and Logistics Management

### Semester - IV

<table>
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<tr>
<th>Course Code</th>
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<th>Credit</th>
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<td>Business Consultancy (Soft Skill)</td>
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</tbody>
</table>

* The Project Work will be evaluated jointly by Two Examiners (i.e. one for Internal and the other for External) for a Maximum, of 150 Marks (6 Credits). The Viva- Voce will be conducted with Two Examiners (i.e. one for Internal and the other for External) for a maximum of 50 marks (2 Credits)
I SEMESTER

MTL01 - MANAGEMENT PRINCIPLES AND PRACTICES

UNIT I


UNIT II


UNIT III

Leading: Foundations of leadership - Concept- Types- Contemporary Issues; Motivating and Rewarding Employees- Motivation Theories- Contemporary Issues; Leadership and Trust- Behavioural and Contemporary Theories- Emerging Approaches – Issues; Building trust as the essence of leadership. Communication and Interpersonal Skills- understanding communication, Communication and Information Technology, Developing Interpersonal skills.

UNIT IV

Managerial Ethics, Social Responsibility and Managerial Control: Determinants of managerial ethics- Ethical guidelines for managers; Social responsibility of business towards different groups- Social Audit- Business ethics and Corporate Governance. Foundations of Control- Importance of control- Types- Implications for managers- Dysfunctional side of control- Contemporary issues.
UNIT V


REFERENCE

1. Stephen P Robbins and David A DeCenzo (2008); Fundamentals of Management: Essential Concepts and Applications; Pearson Education.


MTL02  -  MANAGERIAL ECONOMICS

UNIT I

Definition, nature and scope of managerial economics- Managerial Economics and Micro-economics - Managerial Economics and Macro-economics - Applications of Economics in Managerial decisions making- Role of Managerial Economists.

UNIT II

Types of Business Organisations- Proprietary Firms- Partnership Firms, Joint Stock Companies, Public Sector Undertakings, Cooperative Societies, Non-profit Organizations, Business Organizations in New Millennium - Organizational Goals - Profit Maximization, Sales Maximization, Satisfying Theory - Enhancing value of the firm and its goals

UNIT III

Demand Analysis - Determinants of Market Demand - Law of Demand - Elasticity of Demand - Measurement and its use - Demand Forecasting – Methods of Demand Forecasting

UNIT IV


UNIT V

Pricing and output determination - Pricing decisions under different market forms- perfect competition, monopoly, oligopoly - Pricing Methods - Pricing in Public Sector Undertakings and Cooperative Societies

REFERENCE

MTL03 - INTERNATIONAL ACCOUNTING

UNIT-I


UNIT –II


UNIT-III


UNIT-IV

Managerial Accounting Complexities in International Business-Planning-Costing-Control-Organizing-International Financial Analysis – Analysis per employee, per equity share – analysis of information from sources other than Annual Reports and Inter Company Comparison-Consolidation of Subsidiaries –Analysis of Group performance- Consolidate Financial Reporting.

UNIT-V


REFERENCE

1. International Accounting, Shirin Rathore-DFS, Prentice Hall of India, New Delhi, 1996
2. International Dimensions of Accounting by Dhia D.AlHashim, Jeffrey S.Arpan.
MTL04 - INTERNATIONAL TRANSPORT SYSTEMS

UNIT-I

Transportation Modes: Introduction to International Transport System- Basic terms, characteristics and relations- Significance of transportation services - Modes -Road Transportation - Rail Transportation -Maritime Transport -Air Transport -Intermodal Transportation - Technical Performance Indicators -Transport Economic Indicators -Maritime Routing Patterns -The Containerization of Commodities -Maersk Shipping Line - Transcontinental Bridges

UNIT-II

Transportation and Space -The Geography of Transportation Networks -Methods in Transport -Geographic Information Systems for Transportation (GIS-T) -Transport and Location -Future Transportation -The Notion of Accessibility -Route Selection - Traffic Assignment -Transport Corridors

UNIT-III

Transport Terminals Function - Terminals and Location -Port Terminals -Rail Terminals -Airport Terminals -Transport Terminal Governance -Gini Coefficient -Linear Programming -Delphi Forecasting -Dallas / Fort Worth : The Emergence of a Large Airport Terminal -The Port Authority of different countries -The Port of Montreal - Inland Ports

UNIT-IV

International Transportation Strategic Space - Transportation, Globalization and International Trade -Commodity Chains and Freight Transportation -Logistics and Freight Distribution – International Oil Transportation -UPS: Logistical Management of a Distribution Network - The Repositioning of Empty Containers -Commodity Chain Analysis -The Cold Chain

UNIT-V

REFERENCE

4. Desai, H.P: Indian Shipping Perspectives, Anupam Publications, Delhi,
7. Shipping Documents and Reports, UNCTAD
9. LaLonde, Bernard J. “Intermodal Freight Requirements,” TR News 192,
MTL05 - INTERNATIONAL MARKETING

UNIT-I
Marketing environment – customer oriented organization – marketing interface with other functional areas marketing in a globalised environment – The concept of global marketing – Importance, Growth and Benefits – Scope and challenge of international marketing.

UNIT-II
Product life cycle - Market segmentation - Developing Global Marketing strategies - Global marketing management - Planning and Organization – Understanding Global Consumers – Cultural Dynamics in assessing Global markets

UNIT-III

UNIT-IV
International promotional policy – International advertising – Developing International advertising strategy – International sales force and their management – Other forms of promotion for global markets - International marketing of services

UNIT-V
Overseas marketing channel policy – Managing international distribution channels - Multinational retailers and Wholesalers - Global Logistics – Contemporary issues in International marketing – International Marketing Information System and Research – Future prospects in International marketing/ International products & services customization.

REFERENCE
MTL06 - MANAGERIAL COMMUNICATION

UNIT-I


UNIT-II


UNIT-III

Report Writing-Writing an Effective Report, Stages of Writing, Composing Business Messages, Style and Tone, Five Ws and one H of Report Writing-Planning and Types of Reports, Divisions, Numbering and use of Visual Aids-Creativity in Written Communication, Use of Pictures, Diagrams in Written Communication.

UNIT-IV


UNIT-V

Routine Correspondence-Circulars, Drafting Notices, Handling Complaints, Evaluating Interview Performance, Articles, Formal Invitations-Proforma for Performance Appraisals, Letters of Appointment, Captions for Advertising, Company Notice related Shares, dividends, MoA, AoA, Annual Reports, Minutes of Meetings, Action taken on Previous Resolution.
REFERENCE

1. Scot Ober, Contemporary Business Communication, Biztantra

2. Bovee, Thill & Schatzman, Business Communication Today, Pearson

3. Nageshwar Rao and Rajendra Das, Business skills, HPH

4. Mary Ellen Guffy, Business Communication, Thomson

5. M Ashraf Rizvi, Effective Technical Communication, TMH


7. Micheal Osborn and Suzanne Osborn, Public Speaking, Biztantra

8. John Seely, Oxford Writing and Speaking, Oxford

9. Parag Diwan, Business Communication, EB
II SEMESTER

MTL07 - QUANTITATIVE TECHNIQUES FOR BUSINESS

UNIT I


UNIT II

Testing of Hypotheses & Chi-Square test - Meaning and procedure of Hypothesis testing - Important of parametric tests - Hypothesis testing of proportions - Chi-square as non-parametric test. Yates correction – Caution in using Chi-Square.

UNIT III

Analysis of variance & Testing of Hypothesis - II – ANOVA - Basic principle - ANOVA technique - One way and two way ANOVA- ANOCOVA technique - Important Nonparametric test

UNIT IV


UNIT V


REFERENCE

1. Richard A. Johnson, Dean W. Wichern, ‘Business Statistics - Decision Making with data,
2. John Willey and Sons Asia
5. S.P. Gupta, “Statistical Methods”, New Delhi, Sultan Chand &Co

- 21 -
UNIT I


UNIT II

Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Exchange Rate system – Multiple Exchange Rates – Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, Inflation and capital budgeting. Concept and measurement of cost of capital, Specific costs and overall cost of capital

UNIT III

Financial and operating leverage - capital structure - Cost of capital and revaluation, designing capital structure. Dividend policy- Aspects of dividend policy - practical consideration - forms of dividend policy - practical considerations - forms of dividends- share splits

UNIT IV


UNIT V

REFERENCE


MTL09 - IMPORT EXPORT DOCUMENTATION AND PROCEDURES

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Export credit insurance – services of Export Credit and Guarantee Corporation in export credit insurance – specific policy and small exporters Policy – Guarantees- Procedure for availing credit insurance and necessary documents. Methods and Terms of Payments for Exports; Cargo, Credit and Foreign Exchange Risks: Procedure for Filing Claims

UNIT-V

Quality control and Pre-shipment inspection - Quality maintenance provisions of Exports (Quality Control and Inspection) Act – Types of pre-shipment inspection – Procedure and documents for pre-shipment inspection - Export Inspection Agencies

REFERENCE

MTL10 - HUMAN RESOURCE MANAGEMENT

UNIT-I


Unit -II


Unit -III


Unit -IV

Training and Development: Training- need- areas- applicability- methods and evaluation of training programmes- learning principle and philosophy of training. Executive Development-concept- importance- methodology/ techniques and selection of suitable methods- evaluation of training and development- Career and succession planning- problems and issues in career planning and development- succession planning, career stages and career management in Indian scenario.

Unit -V

Trade Unionism and Employee Welfare- objective- function and contributions in industrial relations. collective bargaining- objectives- types- issues; suggestions and recommendations of various governing bodies for effective collective bargaining in the process of solving industrial disputes. Employee Welfare- importance- types and statutory provisions- Social Security- types, regulatory mechanisms and applicability in Indian context.

REFERENCE

MTL11 - LOGISTICS AND OPERATIONS MANAGEMENT

UNIT - I


UNIT - II


UNIT - III

Transportation- Position of Transportation in Logistics and Supply chain management- Road, Rail, Ocean, Air, Transport Multi model transport- Containerization – CFS- ICDS –Selection of transportation mode – Transportation Network and Decision- Insurance Aspects of logistics.

UNIT IV


UNIT V


REFERENCE

UNIT - I

The entrepreneurial culture and structure—competing theories of entrepreneurship—entrepreneurial traits—types—behavioural patterns of entrepreneurs—entrepreneurial motivation—establishing entrepreneurial systems—idea processing, personnel, financial information and intelligence, rewards and motivation—concept bank—Role of Industrial Fairs.

UNIT - II

Search for a business idea—sources and selection—project classification and identification—constraints—features of ancillary units—consumer products—feasibility, prospects, project objectives, design and appraisal—format for report—net work analysis—activity performance—time schedules—factory design—design requirements—applicability of the Factories Act.

UNIT - III

Financial analysis—capital cost, operating cost, cost estimation and budgeting under uncertainty—risk and inflation—proforma profit and loss balance sheet—cash flow statement—social costs—cost benefit analysis. Project—sources of project finance, credit facilities—types evaluation by financial institutions—role of consultancy organizations—uses of leasing arrangements—instutions providing technical, financial and marketing assistance.

UNIT - IV

Marketing channel—selecting channel members—setting quality standards—recruitment strategies
Types of relevant institutions—entrepreneurship development programmes in India—prospects.

UNIT - V


REFERENCE

MTL13 – INTERNSHIP

Internship will be carried out by the students during the summer vacation of the first year (end of the second semester) and a report will be submitted to the University. The report will be evaluated by the University Faculty for a maximum of 100 marks and the same will be included in the Third Semester Marks Statement.
III SEMESTER

MTL14 - COST AND MANAGEMENT ACCOUNTING

UNIT-I


UNIT-II


UNIT-III


UNIT –IV


UNIT-V

REFERENCE

3. Principles of Management Accounting – Sultan Chand & Sons
7. Practical Costing- P C Tulsian – Vikas, 1/e, 2008
MTL15 - RESEARCH METHODOLOGY

UNIT-I


UNIT -II


UNIT –III

Sources and Collection of Data- : Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires – schedules and Instruments – Coding, data entry, tabulation & cross tabulation-and Graphic presentation - Examining Data.

UNIT –IV


UNIT –V

Presenting results and writing the report: - Written and Oral Reports. The written research report, preparatory items, introduction, methodology, findings and conclusions- writing the draft to presentation – Oral presentation – preparation, delivery and audiovisuals.

REFERENCE

1. William C Emory, Business Research Methods, Richard D Irwin, NJ,
5. Research Methodology by C.R. Kothari
MTL16 - INTERNATIONAL TRANSPORTATION LAW

UNIT- I

A general introduction in defining international Trade and its items- A general approach to the international Trade Law/principles, traits, sources and usages

UNIT-II

Efforts of United Nations and World Trade Organization (WTO) in unifying the basis of the International Trade Law-General principles in the international trade contracts/ negotiations, formulation and impact of the international trade contracts.

UNIT- III

Applied training in the formulation and negotiations of international contracts-International tenders contracts and their rules-International maritime sale contracts: types and rules Documentary Credit contracts/ international basis and usages

UNIT- IV

Applied practice/ examining sample contracts for the International Transport, International Sales and Documentary Credits- International commercial arbitration/ definition and advantages, traits and principles-International commercial arbitration/ basis, rules and procedures-Applied practice on international commercial arbitration

UNIT -V


REFERENCE

1. Rosa Greaves, EC Transport Law, Pearson Education, Maritime & Transport Law area
2. Dr. Talib H. Musa, Almujaz in the International Trade Law, Althaqafeh Publishers, 2001
3. Hamzah Haddad, The International Trade Law
MTL17 - MANAGEMENT INFORMATION SYSTEMS

UNIT – I


UNIT - II

Data base management systems – Objectives and Components – Database design – Creation and control – Recent trends in database.

UNIT – III

Developing information system – Planning, Designing and redesigning – Approaches for system development – System analysis and Design – system Implementation and Maintenance.

UNIT – IV

Transaction processing and Support system – Transaction processing system – Office automation systems – Decision support systems – Executive information systems – Artificial intelligence and Expert systems.

UNIT – V


REFERENCE

MTL18 — STRATEGIC MANAGEMENT

UNIT- I


UNIT- II

**Environment Scanning and Industry Analysis:** Internal and external environment and components thereof- Environmental scanning- Organizational responses to the environment- A framework for industry analysis- Michael Porter’s Analysis- Usefulness of industry analysis. Competitive analysis- Sources, Forces shaping competition in an industry- Strategic groups- Competitor analysis. Internal Analysis- Sources- Resources- Capabilities and competencies- SWOT Analysis- Concept and building of synergy.

UNIT- III


UNIT- IV

**Strategic Implementation and Functional Strategies:** Strategy implementation- activating strategy- resource allocation- strategy- structure relationship- strategic business units- factors influencing organization structure- Behavioural issues in strategy implementation- operations strategy- financial strategy- marketing strategy and human resource strategy.

UNIT- V

**Strategic Leadership and Control:** Strategic Leadership- functions of leadership- traits of effective leaders- strategic leadership and competitive advantage- Strategic evaluation and control- importance- barriers- evaluation criteria- strategic control- operational control- characteristics of an effective control system.
REFERENCES

2. Ghemawat, Pankaj (2009); Strategy and the Business Landscape; Pearson Education.
4. Gerry Johnson (2002); Exploring Corporate Strategy; Prentice Hall.
5. Maisana Mazzucato (2004); Strategy for Business; Sage Publication.
6. Craig Fleisher et.al (2002); Strategic and Competitive Analysis; Prentice Hall.
MTL19 - CULTURAL DIVERSITY AND BUSINESS

UNIT- I

Cultural Anthropology and International Business – Need for greater awareness of Cultural Environment – Culture and its effect on Organisations – Culture Variables and dimensions – Contrasting cultural variables.

UNIT - II

Cross-cultural research on motivation – need hierarchy in International contest – motivating the culturally diverse workforce- rewards system.

UNIT – III

Leadership across cultures – contingency leadership – the culture variable – leadership around the world- Effective international leader.

UNIT – IV


UNIT – V

Conceptualisation of work, family and leisure by managers in western and eastern cultures. Meaning and determinants of quality of life in different cultures. Negotiating styles. Cross-cultural research finding.

REFERENCE


IV SEMESTER

MTL20 - TRANSPORT ECONOMICS

UNIT - I

Introduction to transport economics-Traffic and transportation system- difference between traffic and transportation system measuring traffic transport performance-Regulation of road, rail transport and inland waterway transport

UNIT- II

Economics of transport management-Direct cost of transportation and cost recovery-cost calculation in a transport- Time cost and distance costs- Hour efficient and kilometer efficient-variable costs-common costs-costs for peak and off-peak periods-Waiting time in transport firms.

UNIT- III

Routing-shortest path method- Round trip method-assignments of origin and destination-pricing in a transport firm- optimum size and composition of the vehicle fleet- optimal replacement logistical costs- concept of business logistics- transportation costs- Handling costs- Inventory costs-External costs of transport

UNIT- IV

Transport supply and demand- Demand for transport-Aggregate models- micro economic approach to transport –choice behaviour- empirical application- demand analysis

UNIT- V

Transport policy –charging for external costs- pricing policy- Infrastructure policy- role of transport economist in government.

REFERENCE

2. Emile Quinet and Roger Vickermand, Principles of Transport Economics, EE publication
3. Pradeepta Kumar Samanta, Port Infrastructure and economic development, Kalpaz publ. (Delhi)
MTL21 - MULTIMODAL TRANSPORT

UNIT-I

Liner trade- The liner trades of the world and the geography of their routes and ports- Liner conferences-Rating policies- Loyalty rebate schemes- consortium agreements- slot chartering- Non-conference operations-Use of chartered ships-speculative operations- The U.N Liner code

UNIT-II

Bills of lading and their paramount importance in liner traffic- Transferability- Hague/Hague-Vishy/Hamburg Rules-‘Clean Bill of lading and clauses-avoidable of fraud-Different types of bills of lading- Liner waybills, House bills of lading- Other documentation-Liner documents including booking notes-shipping notes, mate’s receipts, manifests, LCL packing lists, hazardous cargo lists- Letter of indemnity

UNIT-III

Containerization and Intermodal Transportation-FCL, LCL, ICD, CFS- Pre and post shipment carriage including methods of subsidy-Moving cargo overland under customs bond- concept and rationale of multimodalism-implementation- Problems and progress in the Indian scene including legislation and customs Convention-legal aspects, container leasing methods, infrastructure requirements- Loss prevention and insurance-institutional and economic aspects-multimodal and international trade logistics

UNIT-IV

Tariffs: Principles of Liner Tariff- Rate calculations and quotation to shippers Surcharges- Theory of FAK v/s commodity based tariff. Different types of rates for breakbulk and containerized cargoes-Methods of rating containers-Application of marginal costing-The relevance of tariffs in times of severe competition- Merchants: The methods of financing/paying for goods- impact of Letter of credit on shipping documents-identifying the parties viz., shippers, endorse, consignees, forwarders, notify parties, banks etc.

UNIT-V

Agency agreements: Terms and conditions-Agents duties-Sales and marketing-container control-Freight collection including granting of credit- Cargo Claims: Agents involvement in handling cargo claims- Role of owners, P&I clubs-Types of insurance carried by merchants

REFERENCE

MTL22 - OPERATIONS RESEARCH

UNIT-I


UNIT-II

Transportation problem-General Structure-Methods for findings critical and optimal solutions-Degeneracy-Transportation problems

UNIT-III


UNIT-IV

Net Work analysis-PERT/CPM-Basic concepts-Preparation of Network diagram-Computation of Critical Path-PERTcost-Applications of PERT- Limitations of PERT/CPM.

UNIT-V

Waiting Line Theory – Meaning, concepts used, elements of Queuing system- Basic Structure of Queuing models –Single Channel, Multichannel queuing models – Limitations of queuing theory.

REFERENCE

MTL23 - BUSINESS CONSULTANCY

UNIT – I

Introduction- the challenges of consulting-Defining and framing business problem- Develop a business plan- Creative problems solving

UNIT – II

Questioning –Interviewing and Data gathering skills- Persuasively making the business case- Organizational structure and function

UNIT – III

The Credit/ Sales controversy- Basic Strategic Analysis- Market the business-Financial Strategies- Contemporary Strategic issues- E-Commerce Strategy.

UNIT – IV


UNIT – V

Competency mapping – Corporate network –Business simulation games- Knowledge Management-Project Analysis.

REFERENCE


MTL24 - PROJECT WORK

Each candidate shall be required to take up a Project work and submit a report in the second year (end of the IV semester). The project shall be only individual project. The students shall not engage in group project. Each student shall work under a guide. The faculty members in the university shall be the guide. Each faculty may be permitted to guide a maximum of 20 students in one academic year. The guide shall be responsible for certification of the data and the final report. The students shall submit their project report to the guide on or before the specified date. A student has to submit three copies of the project report and take back one copy after signed by the guide. The guide shall retain one copy and send another copy to the university after the Viva-voce Examination.

The Project Work will be evaluated jointly by TWO Examiners (i.e. one for Internal and the other for External) for a Maximum of 150 Marks (6 Credits). The Viva-voce will be conducted with Two Examiners (i.e. one for Internal and the other for External) for a Maximum of 50 Marks (2 Credits). The student who fails to submit his/her project reports at the end of the respective academic year shall be permitted to submit the same only at the end of the next academic year.

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MASTERC OF BUSINESS ADMINISTRATION (MBA)
International Transportation and Logistics Management

GUIDELINES & SYLLABUS
(Effective from the academic year 2009 – 2010)
FOREWORD

It is my pleasure to note that the University is heading for admission of the first batch of students for its full time regular Course on MBA in port and Shipping Management and International Transportation and Logistics. I am sure this would go a long way in meeting the demands of the new generation of students for ‘Management Studies’.

Sea borne trade forms ninety per cent of the total world trade and ship operations is one of the main activities to execute the trade. Nowadays, the maritime industry faces numerous challenges with respect to technological innovation. There has been a new look at the sphere of the organizational management. Organizational efficiency today is a cumulative product of interaction between structure and process. And in determining the process every man down the line has to play a proactive role.

Placed in this backdrop, our University will adopt a three-pronged strategy to consolidate the programme. First, we will depend on the resourceful and rich in-house interdisciplinary faculty support, which we have in our University. Second, we will pull in external resources – people having their expertise and skill and experience – to the extent it is required, involving people both from the academia and the industry and providing a platform for interaction among them. The guiding principle here would be providing exposure to our students. And thirdly, we will provide adequate infrastructural support to our students so that they can take advantage of the technology with a view to place them in the ‘world of management’.

To that extent, it is less theoretical, more job-oriented, less teaching-learning oriented, more a guide to practical world. To facilitate this process, course materials and evaluation thereof have been appropriately designed with the help of recognized experts in the field.

Chairman-Syllabus Committee
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