

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

## 934E911: Specialization Courses in Logistics and Supply Chain Management

| Subject Code | Subject Name                                     | Category | L | T | P | O | Credits | Inst. Hours | Marks |          |       |
|--------------|--------------------------------------------------|----------|---|---|---|---|---------|-------------|-------|----------|-------|
|              |                                                  |          |   |   |   |   |         |             | CIA   | External | Total |
| 934E911A     | Supply Chain Management                          | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911B     | Principles and Practice of Logistics Management  | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911C     | Inventory & Warehousing Management               | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911D     | Domestic and International Logistics             | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911E     | Purchasing Management                            | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911F     | Logistics legal framework and Maritime Documents | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911G     | Export & Import Management                       | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911H     | Strategic Logistics Management                   | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911I     | Distribution Management                          | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911J     | Multi-Modal Transportation                       | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911K     | Logistics Infrastructure                         | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911L     | Shipping Finance and Maritime Insurance          | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |
| 934E911M     | Packaging and Material Handling                  | Elective | 3 | - | - | - | 3       | 3           | 25    | 75       | 100   |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                                          | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |         |              | CIA               | External | Total |
| 934E911A                 | Supply Chain Management                                                                                                                                                                                                                                                                                                                                                                                               | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on the concepts of Supply Chain management                                                                                                                                                                                                                                                                                                                 |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the insights on Supply chain synergies                                                                                                                                                                                                                                                                                                                                                        |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions on Sales & Operation Planning                                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview on Customer value and supply chain management                                                                                                                                                                                                                                                                                                                                             |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of supply chain analytics                                                                                                                                                                                                                                                                                                                                                            |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Introduction to Supply Chain: Historical perspective Understanding Supply Chain key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon                                                                                                                           |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | Supply chain synergies: Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management                                                                                                                   |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Sales and Operations Planning: Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains-creating responsive supply chains lean and agile supply chain their characteristics. |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | <b>Leadership and Control:</b><br>Customer value and supply chain management: Dimensions of customer value-value added services – customer value measures Push-pull boundary –mass customization and supply chain management outsource - Third and Fourth - Party Logistics                                                                                                                                           |          |   |   |   |   |         | 9            | C4                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                             |                         |    |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
|                         | providers – managing risk in supply chains Creating a sustainable supply chain.                                                                                                                                             |                         |    |
| V                       | Supply chain analytics: Use of computer software in supply chain problems -Electronic commerce – emerging mega trends supply chain of the future – seeking structural flexibility–The multi-channel revolution 2020 vision. | 9                       | C5 |
| <b>Total</b>            |                                                                                                                                                                                                                             | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                             |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the basic concepts of Supply Chain management.                                                                                                                                                        | PO4, PO6, PO8           |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the insights on Supply chain synergies.                                                                                                                                          | PO1, PO2                |    |
| <b>CO3</b>              | Be able to learn and examine the insights on Sales & Operation Planning.                                                                                                                                                    | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the Customer value and supply chain management.                                                                                                                                    | PO4, PO5                |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of supply chain analytics.                                                                                                                                        | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                             |                         |    |
| 1.                      | Supply chain management and advanced planning, Springer.                                                                                                                                                                    |                         |    |
| 2.                      | Supply chain management: An international journal, Emerald.                                                                                                                                                                 |                         |    |
| 3.                      | Industrial marketing management, Elsevier.                                                                                                                                                                                  |                         |    |
| 4.                      | Journal of Business logistics, Wiley online.                                                                                                                                                                                |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                             |                         |    |
| 1.                      | The Supply Chain Revolution, Suman sarkar,2017, Amacom                                                                                                                                                                      |                         |    |
| 2.                      | Supply Chain Metrics that Matter, Lora M. Cecere , 2014,wiley publication.                                                                                                                                                  |                         |    |
| 3.                      | Supply Chain Strategy, Second Edition Unleash the Power of Business Integration to Maximize Financial, Service, and Operations Performance, Edward Frazelle, 2017,McGraw hill.                                              |                         |    |
| 4.                      | Managing Supply Chain Operations, Lei Lei , 2017, World scientific publications                                                                                                                                             |                         |    |
| 5.                      | Essentials of Supply Chain Management, Michael H. Hugos ,2018,wiley publication                                                                                                                                             |                         |    |

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> |      |      |      | M    |      | M    |      | M    |
| <b>CO 2</b> | M    | S    |      |      |      |      |      |      |
| <b>CO 3</b> |      | S    |      |      | M    | M    | M    |      |
| <b>CO 4</b> |      |      |      | S    | S    |      | S    |      |
| <b>CO 5</b> |      |      | S    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                      | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              | CIA               | External | Total |
| 934E911B                 | <b>Principles and Practice of Logistics Management</b>                                                                                                                                                                                                                                                                                                                                            | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on the concepts & functions of logistics.                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of logistics & Inventory                                                                                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of transportation warehousing and distribution                                                                                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of operational need on effective logistic performance.                                                                                                                                                                                                                                                                                                                |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of logistics cost and need for integration.                                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                           |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.                                                                                                                                                          |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.                                                                                                                                                                                         |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations – Warehouse Management System. |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a                                                                                                                                                                                                                             |          |   |   |   |   |         | 9            | C4                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                      |                         |    |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
|                         | package factors affecting choice of packaging materials.                                                                                                                                                                                                                                                                                                                             |                         |    |
| V                       | Organization for effective logistics performance – centralized and decentralized structures – stages of functional aggregation in organization, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centers in Integrated Logistics Role of 3PL and 4PL – Principles of LIS. | 9                       | C5 |
|                         | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                      |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                         | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the broad concepts of evolution and functions of logistics management.                                                                                                                                                                                                                                                                                         | PO1, PO2                |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of logistics, warehousing and material handling                                                                                                                                                                                                                                                                      | PO1, PO2, PO3, PO8      |    |
| <b>CO3</b>              | Be able to learn and examine the process of transportation, distribution, packaging etc                                                                                                                                                                                                                                                                                              | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the knowledge on integrated logistics and linguistic information system.                                                                                                                                                                                                                                                                    | PO4, PO5                |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of logistics cost and need for integration in logistics facilities.                                                                                                                                                                                                                                                        | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                      |                         |    |
| 1.                      | Journal of Logistics Management, ingenta.                                                                                                                                                                                                                                                                                                                                            |                         |    |
| 2.                      | Periodicals of Engineering and Natural Sciences                                                                                                                                                                                                                                                                                                                                      |                         |    |
| 3.                      | The International Journal of Logistics Management, emerald.                                                                                                                                                                                                                                                                                                                          |                         |    |
| 4.                      | Advances in Logistics and Supply Chain Management, springer.                                                                                                                                                                                                                                                                                                                         |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                      |                         |    |
| 1.                      | 1st Edition Logistics Principles and Practice By Hessel Visser, 2007, Routledge.                                                                                                                                                                                                                                                                                                     |                         |    |
| 2.                      | Logistics and Supply Chain Management by Saikumari V. (Author), Purushothaman S (Author), Sultan Chand.                                                                                                                                                                                                                                                                              |                         |    |
| 3.                      | Logistics Management 1St Edn 2014 Edition by GANAPATHI AND NANDI, OXFORD                                                                                                                                                                                                                                                                                                             |                         |    |
| 4.                      | Textbook of Logistics and Supply Chain Management Agarwal D K, Trinity publications, 2018.                                                                                                                                                                                                                                                                                           |                         |    |
| 5.                      | Logistics Management 3rd ED Paperback,2012 by V.V Sople ,Pearson publication.                                                                                                                                                                                                                                                                                                        |                         |    |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> | S           | S           |             |             |             |             |             |             |
| <b>CO 2</b> | M           | S           | S           |             |             |             |             | S           |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             |             |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                             | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911C</b>          | <b>Inventory &amp; Warehousing Management</b>                                                                                                                                                                                                                                                                                                                                            | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of Inventory Management and its impact on Logistics                                                                                                                                                                                                                                                                                                 |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of various models, tools and techniques of Inventory control and inventory management                                                                                                                                                                                                                                                             |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of knowledge of various inventory ranking methods, and how to use technology in inventory control                                                                                                                                                                                                                                                              |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of basics of warehouse management, its location, layout and principles of warehouse design                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements on knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                  |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Introduction to Inventory – Definition, principles, role, functions and importance of Inventory, Types of Inventory, Inventory Policy, Costs Associated with Inventory, Inventory and Profitability, Impact of Inventory on total logical cost – Inventory management – objectives / importance, symptoms of poor inventory management, Improving effectiveness of inventory management. |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | Inventory Control and models – Importance and scope of Inventory control, Selective Inventory control, Inventory Models – Economic Lot size, EOQ, Economic Batch Quantity [EBQ], ROL – reorder level, P model, Q model, two bin system, fair share allocation model, MRP, ABC analysis, Just in Time (JIT). Modern methods Kanban, DRP and ERP.                                          |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Inventory Methods – Inventory ranking methods and Quadrant technique, FIFO. LIFC, Weighted average method, Inventory under certainly and uncertainly, Risk Management, Work in progress inventories, Finished Goods Inventories, Spare parts inventories, Use of Computers in Inventory Management – RFID,                                                                               |          |   |   |   |   |         | 9            | C3                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |    |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
|                         | EDI, Satellite tracking system.                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |    |
| IV                      | Warehouse Management – Definition, Principles, Roles, Importance of Warehouses, Need for Warehousing, Warehouse selection and planning, functions and operations of a warehouse, Warehouse location, Area of Warehouse, Factors affecting warehousing cost, Warehouse layout, Design principles.                                                                                                                                                  | 9                       | C4 |
| V                       | Planning – codification and standardization of the Materials, Incoming Materials Receipts, Retrieval and Transaction Processing System, Security and Loss Prevention, Consumption Based Planning – MRP and lot sizing procedure, Forecasting parameter and result, planned order planning file consolidation, Break bulk, Cross docking, Mixing, Assembly – competitive advantage, production support warehouse – ERP, Role of IT in warehousing. | 9                       | C5 |
|                         | Total                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the broad concepts of Inventory Management and its impact on Logistics.                                                                                                                                                                                                                                                                                                                                                     | PO1, PO4, PO6, PO8      |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of various models, tools and techniques of Inventory control and inventory management.                                                                                                                                                                                                                                                                                            | PO3, PO4                |    |
| <b>CO3</b>              | Be able to learn and examine the process of various inventory ranking methods, and how to use technology in inventory control.                                                                                                                                                                                                                                                                                                                    | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the basics of warehouse management its location, layout and principles of warehouse design.                                                                                                                                                                                                                                                                                                              | PO4, PO5                |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of standardization, codification, safety and security of inventory and the role of Information technology in warehouse management                                                                                                                                                                                                                                                       | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |    |
| 1.                      | International Journal of Supply Chain and Inventory Management, Inderscience.                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
| 2.                      | International Journal of Logistics Systems and Management, Inderscience.                                                                                                                                                                                                                                                                                                                                                                          |                         |    |
| 3.                      | Journal of Operations Management, wiley.                                                                                                                                                                                                                                                                                                                                                                                                          |                         |    |
| 4.                      | International Journal of Logistics Research and Applications, Taylor and francis                                                                                                                                                                                                                                                                                                                                                                  |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |    |
| 1.                      | Basics of Warehouse and Inventory Management: (The pillars of business Logistics) INDIA SPECIFIC EDITION 2022, by Villivalam Rangachari                                                                                                                                                                                                                                                                                                           |                         |    |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|    |                                                                                                                               |
|----|-------------------------------------------------------------------------------------------------------------------------------|
|    | Rangarajan, Notion Press                                                                                                      |
| 2. | Inventory Management: Principles and Practices Paperback 2008, by P. Narayan (Author), Jaya Subramanian (Author), Excel books |
| 3. | Best Practice in Inventory Management Hardcover, 1997 by Tony Wild (Author), Publisher A Butterworth-Heinemann Title.         |
| 4. | Hands-On Inventory Management (Resource Management) Hardcover 2007, Ed C. Mercado, Auer Bach Publications.                    |
| 5. | Inventory Management,2006, Chandra bose, Prentice Hall India Learning Private Limited.                                        |

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> | M           |             |             | M           |             | M           |             | M           |
| <b>CO 2</b> |             |             | M           | S           |             |             |             |             |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             |             |             |
| <b>CO 5</b> |             |             | M           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                       | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                    |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911D</b>          | <b>Domestic and International Logistics</b>                                                                                                                                                                                                                                        | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                    |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.                                                                                                 |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of planning & Decision making. To examine the role that logistics plays with the rest of the corporate functions.                                                                                                                           |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of legislation such as licensing, drivers working hours and vehicle dimensions.                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.                                                                                             |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of general understanding of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.                                                                                       |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                            |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Vehicle Selection – Types of Vehicles – Types of Operations – Load types and characteristics – main types of vehicle body – Implications of vehicle selection – vehicle acquisition.                                                                                               |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | Need for planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing and scheduling issues – data requirements – computer routing and scheduling – information system applications – GPS – RFID.                        |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Legislation – Operator licensing – Driver licensing – Driver’s Hours regulations – Road transport directive – tachographs – vehicle dimensions.                                                                                                                                    |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | Introduction to Air Cargo; Aviation and airline terminology – IATA areas – Country – Currency – Airlines – Aircraft layout – different types of aircraft – aircraft manufacturers – ULD – International Air Routes – Airports – codes – Consortium – Hub and spoke – Process Flow. |          |   |   |   |   |         | 9            | C4                |          |       |
| V                        | Air freight forwarding; Air Freight Exports and Imports – Special Cargoes – Consolidation – Documentation –                                                                                                                                                                        |          |   |   |   |   |         | 9            | C5                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                      |                         |  |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--|
|                         | Air way Bill (AWB) – Communications – Handling<br>COD Shipments – POD – conditions of contract –<br>Dangerous (DGR) or Hazardous goods.                                                              |                         |  |
|                         | <b>Total</b>                                                                                                                                                                                         | <b>45</b>               |  |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                      |                         |  |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                         | <b>Program Outcomes</b> |  |
| <b>CO1</b>              | Be able to understand the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.                                                           | PO1,<br>PO2, PO6        |  |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles on planning & decision making. They will examine the role that logistics plays with the rest of the corporate functions.             | PO1,<br>PO5             |  |
| <b>CO3</b>              | Be able to learn and examine the process on legislation such as licensing, drivers working hours and vehicle dimensions.                                                                             | PO5,<br>PO6, PO7        |  |
| <b>CO4</b>              | Be able to classify, appraise and assess the logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain. | PO3,<br>PO5             |  |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.         | PO3,<br>PO8             |  |
| <b>Reading List</b>     |                                                                                                                                                                                                      |                         |  |
| 1.                      | Journal of Marketing Theory and Practice, Taylor and francis.                                                                                                                                        |                         |  |
| 2.                      | International Journal of Physical Distribution, emerald.                                                                                                                                             |                         |  |
| 3.                      | Management Decision, emerald.                                                                                                                                                                        |                         |  |
| 4.                      | Periodicals of Engineering and Natural Sciences (PEN)                                                                                                                                                |                         |  |
| <b>References Books</b> |                                                                                                                                                                                                      |                         |  |
| 1.                      | T. A. S. Vijayaraghavan, Supply Chain Analytics, Wiley, 2021                                                                                                                                         |                         |  |
| 2.                      | Fundamentals of air transport management by P.S. Senguttuvan, Excel Books, 2006.                                                                                                                     |                         |  |
| 3.                      | Business Logistics;Supply chain management(5 <sup>th</sup> edition) L Ronald Ballou,Pearson,2007.                                                                                                    |                         |  |
| 4.                      | Warehouse management; a complete guide to improving efficiency and minimizing cost (2 <sup>nd</sup> Edition); Gwynne Richards, 3 <sup>rd</sup> Edition, Kogan Page. 2017.                            |                         |  |
| 5.                      | Pierre A. David and Richard D. Stewart, International Logistics: The management of International Trade Operations, Cengage Learning, 2013                                                            |                         |  |
| 6.                      | Wendy L Tate, The Definitive Guide to Supply Management and Procurement, 1 <sup>st</sup> Edition, Pearson, 2020.                                                                                     |                         |  |

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> | M    | M    |      |      |      | S    |      |      |
| <b>CO 2</b> | M    |      |      |      | S    |      |      |      |
| <b>CO 3</b> |      |      |      |      | M    | M    | M    |      |
| <b>CO 4</b> |      |      | S    |      | S    |      |      |      |
| <b>CO 5</b> |      |      | S    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                         | Category | L | T | P | O | Credits   | Inst. Hours    | Marks             |          |       |  |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|-----------|----------------|-------------------|----------|-------|--|
|                          |                                                                                                                                                                                                                                                                      |          |   |   |   |   |           |                | CIA               | External | Total |  |
| <b>934E911E</b>          | <b>Purchasing Management</b>                                                                                                                                                                                                                                         | Elective | 3 | - | - | - | 3         | 3              | 25                | 75       | 100   |  |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                      |          |   |   |   |   |           |                |                   |          |       |  |
| C1                       | To provide an in-depth understanding of principles, theories and practices of purchasing and supply management, critically evaluate these, and link to various aspects of performance (financial measures as well societal (e.g. ethical and environmental) aspects) |          |   |   |   |   |           |                |                   |          |       |  |
| C2                       | To analyze and evaluate the activities of purchasing and supply management in the organization, and also relative to other supply chain management processes                                                                                                         |          |   |   |   |   |           |                |                   |          |       |  |
| C3                       | To examine the dimensions of supply strategies and supplier relationships in various contexts                                                                                                                                                                        |          |   |   |   |   |           |                |                   |          |       |  |
| C4                       | To appraise on the overview to analyze and critically assess robustness of supplier relationship strategies                                                                                                                                                          |          |   |   |   |   |           |                |                   |          |       |  |
| C5                       | To appraise the various elements of related to supply strategy to externalities such as scarcity of natural resources, climate change, ethical and environmental issues and costs.                                                                                   |          |   |   |   |   |           |                |                   |          |       |  |
| UNIT                     | Details                                                                                                                                                                                                                                                              |          |   |   |   |   |           | No. of Hours   | Course Objectives |          |       |  |
| I                        | Introduction to purchasing: Introduction to purchasing, Importance of purchasing, change role of purchasing                                                                                                                                                          |          |   |   |   |   |           | 9              | C1                |          |       |  |
| II                       | Purchasing policies and activities: Importance of policies, policies to provide guidance and direction, and purchasing procedures. Objectives of purchasing, responsibilities, purchasing process, efficient purchase.                                               |          |   |   |   |   |           | 9              | C2                |          |       |  |
| III                      | Selection of supplier: Outsourcing or insourcing, supplier evaluation and selection, supplier evaluation criteria, supplier score cards.                                                                                                                             |          |   |   |   |   |           | 9              | C3                |          |       |  |
| IV                       | Developing and maintaining supplier relationships.                                                                                                                                                                                                                   |          |   |   |   |   |           | 9              | C4                |          |       |  |
| V                        | Importance of quality in purchasing decisions: overview of quality management, purchasing role in managing supplier quality, Total quality management (TQM).                                                                                                         |          |   |   |   |   |           | 9              | C5                |          |       |  |
| <b>Total</b>             |                                                                                                                                                                                                                                                                      |          |   |   |   |   | <b>45</b> |                |                   |          |       |  |
| <b>Course Outcomes</b>   |                                                                                                                                                                                                                                                                      |          |   |   |   |   |           |                |                   |          |       |  |
| <b>Course</b>            | On completion of this course, students will;                                                                                                                                                                                                                         |          |   |   |   |   |           | <b>Program</b> |                   |          |       |  |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

| Outcomes                |                                                                                                                                                                   | Outcomes      |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| <b>CO1</b>              | Students will Understand established principles, theories and practices of purchasing and supply management                                                       | PO4, PO6, PO8 |
| <b>CO2</b>              | Understanding the role of purchasing and supply management in the organization.                                                                                   | PO1, PO2      |
| <b>CO3</b>              | Understanding supply strategies and supplier relationships in various contexts                                                                                    | PO5, PO6, PO7 |
| <b>CO4</b>              | Understanding and analyzing and critical assess robustness of supplier relationship strategies                                                                    | PO4, PO5      |
| <b>CO5</b>              | Relating supply strategy to externalities and environmental issues and costs.                                                                                     | PO3, PO8      |
| <b>Reading List</b>     |                                                                                                                                                                   |               |
| 1.                      | <a href="https://www.projectmanager.com/blog/purchase-management">https://www.projectmanager.com/blog/purchase-management</a>                                     |               |
| 2.                      | Supply chain management: An international journal, Emerald.                                                                                                       |               |
| 3.                      | Industrial marketing management, Elsevier.                                                                                                                        |               |
| 4.                      | <a href="https://www.procurementexpress.com/purchase-orders/purchasing-management/">https://www.procurementexpress.com/purchase-orders/purchasing-management/</a> |               |
| <b>References Books</b> |                                                                                                                                                                   |               |
| 1.                      | Supply Chain Management 6/e Paperback, 2016, Chopra/Kalra,Pearson.                                                                                                |               |
| 2.                      | Purchasing and Supply Chain Management (English, Paperback, Johnsen Thomas E, 2014, Rutledge publication.                                                         |               |
| 3.                      | Purchasing and Supply Management, 15 th edition, Anna E. Flynn P. Fraser Johnson, 2019.Mcgraw hill.                                                               |               |
| 4.                      | Supply Management, 8th Edition By David Burt and Sheila Petcavage and Richard Pinkerton, 2010, McGraw hill.                                                       |               |
| 5.                      | Procurement and Principles Management.11 the edition,2018. Peter Baily,Barry Crocker, David Farmer, Pearson.                                                      |               |

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> | M    |      |      |      |      | M    |      | M    |
| <b>CO 2</b> | M    | S    |      |      |      |      |      |      |
| <b>CO 3</b> |      |      |      |      | M    | M    | M    |      |
| <b>CO 4</b> |      |      |      | S    | S    |      |      |      |
| <b>CO 5</b> |      |      | S    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                                    | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                                 |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911F</b>          | <b>Logistics Legal Framework and Maritime Documents</b>                                                                                                                                                                                                                                                                                                                                                         | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                                 |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on legal perspective.                                                                                                                                                                                                                                                                                                                                |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of Lawson Carriage of Goods                                                                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of process of The Cargo Claim Enquiry                                                                                                                                                                                                                                                                                                                                                 |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of Maritime Logistics                                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of Chartering Principles and Practices                                                                                                                                                                                                                                                                                                                                         |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                                         |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | <b>Indian Contract Act, 1872</b> -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 |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | <b>Lawson Carriage of Goods:</b> The Bills of Lading Act 1855 And The Carriage Of Goods By Sea Act 1992 - Non-Contractual Actions- Functions Of The Bill Of Lading Contracts Of Carriage - Modifications To The Traditional Carriage Contract Model-Third-Party Rights Under The Initial Carriage Contract Act Common Law And In Equity - Statutory Transfers.                                                  |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | <b>The Cargo Claim Enquiry-</b> Duties, Rights and Liabilities of Common Carriers under:(i) The Carriers Act,186. (ii)TheRailwaysAct,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.                                   |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | <b>Maritime Logistics:</b> Concept, objectives, Importance and relevance to global marketing and Supply chain management- Coastal and Ocean transportation-                                                                                                                                                                                                                                                     |          |   |   |   |   |         | 9            | C4                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
|                         | 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. |                         |    |
| V                       | <b>Chartering Principles and Practices</b> – 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.                                                                                         | 9                       | C5 |
| <b>Total</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the broad concepts of legal perspective.                                                                                                                                                                                                                                                                                                                                                                                      | PO1, PO2                |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of Lawson Carriage of Goods                                                                                                                                                                                                                                                                                                                                                         | PO1, PO2, PO3, PO8      |    |
| <b>CO3</b>              | Be able to learn and examine the process of the Cargo Claim Enquiry                                                                                                                                                                                                                                                                                                                                                                                 | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the Maritime Logistics                                                                                                                                                                                                                                                                                                                                                                                     | PO4, PO5                |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on Chartering Principles and Practices.                                                                                                                                                                                                                                                                                                                                                                           | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
| 1.                      | Supply chain management: An international journal, Emerald.                                                                                                                                                                                                                                                                                                                                                                                         |                         |    |
| 2.                      | Industrial marketing management, Elsevier.                                                                                                                                                                                                                                                                                                                                                                                                          |                         |    |
| 3.                      | <a href="https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/">https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/</a>                                                                                                                                                                                                                                           |                         |    |
| 4.                      | <a href="https://uncitral.un.org/en/texts/transportgoods">https://uncitral.un.org/en/texts/transportgoods</a>                                                                                                                                                                                                                                                                                                                                       |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
| 1.                      | Alan E. Branch. (2007). Elements of Shipping: Rutledge, 9 <sup>th</sup> Edition                                                                                                                                                                                                                                                                                                                                                                     |                         |    |
| 2.                      | Kapoor N. D. (2020). Mercantile Law. New Delhi: Sultan Chand & Sons, 38 <sup>th</sup> Edition                                                                                                                                                                                                                                                                                                                                                       |                         |    |
| 3.                      | Maritime Economics : Rutledge. Pandit M. S., ShobhaPandit. (2010). Business Law. Mumbai: HPH, 1 <sup>st</sup> Edition                                                                                                                                                                                                                                                                                                                               |                         |    |
| 4.                      | Peter Lorange. (2009). Shipping Strategy: Innovating for Success : Rutledge.                                                                                                                                                                                                                                                                                                                                                                        |                         |    |
| 5.                      | Shukla M. C. (2011). Mercantile Law. New Delhi: S. Chand & Co, 13 <sup>th</sup> Edition                                                                                                                                                                                                                                                                                                                                                             |                         |    |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> | S           | S           |             |             |             |             |             |             |
| <b>CO 2</b> | M           | S           | M           |             |             |             |             | S           |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             |             |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                           | Category | L | T | P | O | Credits   | Inst. Hours      | Marks             |          |       |  |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|-----------|------------------|-------------------|----------|-------|--|
|                          |                                                                                                                                                                                                        |          |   |   |   |   |           |                  | CIA               | External | Total |  |
| <b>934E911G</b>          | <b>Export &amp; Import Management</b>                                                                                                                                                                  | Elective | 3 | - | - | - | 3         | 3                | 25                | 75       | 100   |  |
| <b>Course Objectives</b> |                                                                                                                                                                                                        |          |   |   |   |   |           |                  |                   |          |       |  |
| C1                       | To provide an in-depth understanding of the career in International markets.                                                                                                                           |          |   |   |   |   |           |                  |                   |          |       |  |
| C2                       | To analyze and evaluate the activities of Exim documentation.                                                                                                                                          |          |   |   |   |   |           |                  |                   |          |       |  |
| C3                       | To examine the dimensions of logistics and shipping characteristics.                                                                                                                                   |          |   |   |   |   |           |                  |                   |          |       |  |
| C4                       | To appraise on the overview of logistics and shipping procedures and pricing.                                                                                                                          |          |   |   |   |   |           |                  |                   |          |       |  |
| C5                       | To appraise the various elements of role of IT in International business.                                                                                                                              |          |   |   |   |   |           |                  |                   |          |       |  |
| UNIT                     | Details                                                                                                                                                                                                |          |   |   |   |   |           | No. of Hours     | Course Objectives |          |       |  |
| I                        | Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario. |          |   |   |   |   |           | 9                | C1                |          |       |  |
| II                       | Export-Import—Documentation and Steps, Export–Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes.                                       |          |   |   |   |   |           | 9                | C2                |          |       |  |
| III                      | Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.                                                |          |   |   |   |   |           | 9                | C3                |          |       |  |
| 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.                              |          |   |   |   |   |           | 9                | C4                |          |       |  |
| V                        | Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, ASEAN Countries, Australia and New Zealand, China and Japan.                |          |   |   |   |   |           | 9                | C5                |          |       |  |
| <b>Total</b>             |                                                                                                                                                                                                        |          |   |   |   |   | <b>45</b> |                  |                   |          |       |  |
| <b>Course Outcomes</b>   |                                                                                                                                                                                                        |          |   |   |   |   |           |                  |                   |          |       |  |
| Course Outcomes          | On completion of this course, students will;                                                                                                                                                           |          |   |   |   |   |           | Program Outcomes |                   |          |       |  |
| <b>CO1</b>               | Be able to understand the broad concepts of logistics who seek a career in International markets.                                                                                                      |          |   |   |   |   |           | PO1, PO6, PO8    |                   |          |       |  |
| <b>CO2</b>               | Be able to apprehend, analyze and evaluate the basic                                                                                                                                                   |          |   |   |   |   |           | PO3, PO4         |                   |          |       |  |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                     |               |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|                         | principles of Exim documentation process                                                                                                                                            |               |
| <b>CO3</b>              | Be able to learn and examine the process of logistics and shipping characteristics.                                                                                                 | PO5, PO6, PO7 |
| <b>CO4</b>              | Be able to classify, appraise and assess the logistics and shipping procedures and pricing.                                                                                         | PO4, PO5      |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of IT in International business.                                                                                          | PO3, PO8      |
| <b>Reading List</b>     |                                                                                                                                                                                     |               |
| 1.                      | Supply chain management: An international journal, Emerald.                                                                                                                         |               |
| 2.                      | Industrial marketing management, Elsevier.                                                                                                                                          |               |
| 3.                      | <a href="https://in.sagepub.com/en-in/sas/export-and-import-management/book276434">https://in.sagepub.com/en-in/sas/export-and-import-management/book276434</a>                     |               |
| 4.                      | <a href="https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html">https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html</a> |               |
| <b>References Books</b> |                                                                                                                                                                                     |               |
| 1.                      | Rama Gopal C.(2007). Export Import Procedures - Documentation And Logistics : New Age International.                                                                                |               |
| 2.                      | Usha KiranRai.(2007) Export-Import and Logistics Management : PHI Learning Pvt. Ltd.                                                                                                |               |
| 3.                      | Justin Paul & Rajiv Aserkar(2010). Export Import Management : Oxford University Press.                                                                                              |               |
| 4.                      | Export Business-A Beginner's Guide: A practical guide for starting export business: Notion Press,2020                                                                               |               |
| 5.                      | India's Trade Analytics: Patterns And Opportunities: Sage India Pvt Ltd.2019.                                                                                                       |               |

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> | M    |      |      |      |      | M    |      | M    |
| <b>CO 2</b> |      |      | M    | S    |      |      |      |      |
| <b>CO 3</b> |      |      |      |      | M    | S    | M    |      |
| <b>CO 4</b> |      |      |      | S    | S    |      |      |      |
| <b>CO 5</b> |      |      | M    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                          | Category | L | T | P | O | Credits      | Inst. Hours       | Marks |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|--------------|-------------------|-------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |              |                   | CIA   | External | Total |
| <b>934E911H</b>          | <b>Strategic Logistics Management</b>                                                                                                                                                                                                                                                                                 | Elective | 3 | - | - | - | 3            | 3                 | 25    | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |              |                   |       |          |       |
| C1                       | To provide an in-depth understanding of various concept of strategy                                                                                                                                                                                                                                                   |          |   |   |   |   |              |                   |       |          |       |
| C2                       | To analyze and evaluate the process of environmental analysis                                                                                                                                                                                                                                                         |          |   |   |   |   |              |                   |       |          |       |
| C3                       | To examine the dimensions of business level strategy                                                                                                                                                                                                                                                                  |          |   |   |   |   |              |                   |       |          |       |
| C4                       | To appraise on the overview of strategy analysis and choice                                                                                                                                                                                                                                                           |          |   |   |   |   |              |                   |       |          |       |
| C5                       | To appraise the various elements of strategy analysis and control                                                                                                                                                                                                                                                     |          |   |   |   |   |              |                   |       |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                               |          |   |   |   |   | No. of Hours | Course Objectives |       |          |       |
| I                        | <b>Strategy:</b> Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process                                                                                                          |          |   |   |   |   | 9            | C1                |       |          |       |
| II                       | <b>Environmental analysis:</b> 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 |          |   |   |   |   | 9            | C2                |       |          |       |
| III                      | <b>Business level strategies:</b> - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies                                                                                                          |          |   |   |   |   | 9            | C3                |       |          |       |
| IV                       | <b>Strategic analysis and choice:</b> 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                                                   |          |   |   |   |   | 9            | C4                |       |          |       |
| V                        | <b>Strategic evaluation and control:</b> Balanced Score Card approach –EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and Techniques.                                                                                                        |          |   |   |   |   | 9            | C5                |       |          |       |
| <b>Total</b>             |                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   | <b>45</b>    |                   |       |          |       |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| <b>Course Outcomes</b>  |                                                                                                                          |                         |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                             | <b>Program Outcomes</b> |
| <b>CO1</b>              | Be able to understand the broad concepts of strategy                                                                     | PO1, PO2, PO6           |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of environmental analysis                                | PO1, PO5                |
| <b>CO3</b>              | Be able to learn and examine the process of business level strategy                                                      | PO5, PO6, PO7           |
| <b>CO4</b>              | Be able to classify, appraise and assess the strategy analysis and choice                                                | PO3, PO5                |
| <b>CO5</b>              | Be able to appraise, and evaluate on the strategy analysis and control                                                   | PO3, PO8                |
| <b>Reading List</b>     |                                                                                                                          |                         |
| 1.                      | International Journal of Operations & Production Management. Emerald.                                                    |                         |
| 2.                      | International Journal of Physical Distribution & Logistics Management, Emerald.                                          |                         |
| 3.                      | Logistics Information Management, Emerald.                                                                               |                         |
| 4.                      | Journal of business logistics, ProQuest.                                                                                 |                         |
| <b>References Books</b> |                                                                                                                          |                         |
| 1.                      | AzharKazmi. (2007). Strategic Management and Business Policy – 3 rd Edition: Tata McGraw Hill. New Delhi.                |                         |
| 2.                      | R. Srinivasan. (2007). Strategic Management - 3rd Edition: Prentice Hall India, New Delhi.                               |                         |
| 3.                      | Thomson, Strickland & Pearson. (2005). Strategic Management: Tata McGraw Hill, New Delhi. V.S., 2 <sup>nd</sup> Edition  |                         |
| 4.                      | Ramasamy& S. Namakumari. Strategic Planning-Formulation of corporate strategy: Macmillan India pvt ltd, 2001             |                         |
| 5.                      | James R Stock, Douglas Lambert Strategic Logistics Management - McGraw-Hill Higher Education; 4th edition (1 April 2001) |                         |

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> | M           | M           |             |             |             | M           |             |             |
| <b>CO 2</b> | M           |             |             |             | M           |             |             |             |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             | S           |             | S           |             |             |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911I</b>          | <b>Distribution Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of logistics operating areas and their interrelationship.                                                                                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of planning and decision making and process steps.                                                                                                                                                                                                                                                                                                                                                                                            |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of organizing structure in distribution.                                                                                                                                                                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of distribution organization and its leadership and Control                                                                                                                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of Business Ethics of the organization.                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Introduction to Distribution 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.                                                                                                     |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | <b>Planning &amp; Decision Making:</b> Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models                                                                                                                                                                      |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | <b>Nature of Organizing:</b> Organization Structure and Design - Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organization. Span of control – Pros and Cons of Narrow and Wide Spans of Control –Optimum Span - Managing Change and Innovation. |          |   |   |   |   |         | 9            | C3                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                                       |                         |    |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
| IV                      | <p><b>Leadership and Control:</b><br/>Leadership: Approaches to Leadership and Communication.<br/>Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line).<br/>Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organization – Management by Exception (MBE)</p> | 9                       | C4 |
| V                       | <p><b>Business Ethics:</b> Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - Business Ethics and - CSR Models.</p>                                                                                                                                                                                            | 9                       | C5 |
| <b>Total</b>            |                                                                                                                                                                                                                                                                                                                                                                                                       | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                                       |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                          | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the broad concepts of logistics operating areas and their interrelationship.                                                                                                                                                                                                                                                                                                    | PO4, PO6, PO8           |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of planning and decision making and process steps.                                                                                                                                                                                                                                                                                    | PO1, PO2                |    |
| <b>CO3</b>              | Be able to learn and examine the process of organizing structure in distribution.                                                                                                                                                                                                                                                                                                                     | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the structure of distribution organization and its leadership and Control                                                                                                                                                                                                                                                                                    | PO4, PO5, PO7           |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of Business Ethics of the organization.                                                                                                                                                                                                                                                                                                     | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                                       |                         |    |
| 1.                      | Supply chain management and advanced planning, Springer.                                                                                                                                                                                                                                                                                                                                              |                         |    |
| 2.                      | Supply chain management: An international journal, Emerald.                                                                                                                                                                                                                                                                                                                                           |                         |    |
| 3.                      | Industrial marketing management, Elsevier.                                                                                                                                                                                                                                                                                                                                                            |                         |    |
| 4.                      | Journal of Business logistics, Wiley online.                                                                                                                                                                                                                                                                                                                                                          |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                                       |                         |    |
| 1.                      | D K Agrawal. (2007). Distribution and Logistics Management: A Strategic Marketing Approach: Macmillan publishers. India.                                                                                                                                                                                                                                                                              |                         |    |
| 2.                      | Kapoor Satish K & Kansal Purva (2003) Basics of Distribution Management: A Logistical Approach: Prentice HALL of India.                                                                                                                                                                                                                                                                               |                         |    |
| 3.                      | Alan Ruston, Phil Crouches, Peter Baker (2014) The Handbook of Logistics and Distribution Management: Kogan page India New Delhi.                                                                                                                                                                                                                                                                     |                         |    |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|    |                                                                                                     |
|----|-----------------------------------------------------------------------------------------------------|
| 4. | Basics of distribution management: a logistics approach by Purva Kansal and Satish K. Kapoor, 2003. |
| 5. | The strategy of distribution management, by Martin Christopher , 1985                               |

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> |             |             |             | M           |             | M           |             | M           |
| <b>CO 2</b> | M           | S           |             |             |             |             |             |             |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             | S           |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                  | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911J</b>          | <b>Multi-Modal Transportation</b>                                                                                                                                                                                                                                                                                                                                                             | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on various tariffs applicable in sea/air/rail/road/pipeline transportation                                                                                                                                                                                                                                                         |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of Multimodal Trade Route                                                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of corporate structures in Multimodal                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of concept of International Conventions                                                                                                                                                                                                                                                                                                                           |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of Multimodal Transport                                                                                                                                                                                                                                                                                                                                      |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | <b>Multi Modal Transportation:</b> Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, Modal interfaces - Function of infrastructure in various modes - Ports, airports, inland depots, railheads - Intermodal systems – road/rail/ sea - sea/ air - road/ air - road / rail.                           |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | <b>Multimodal Trade Routes:</b> Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators –Other provisions through Transport services.                                                                                                                                                                                  |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | <b>Corporate Structures In Multimodal:</b> Corporate structures in Multimodal Transport, Pricing aspects in transport modes - price measurements – relationship between price and demand - importance of revenue and cash flow - pricing strategies - Calculation of through transport pricing - Multimodal carrier service contracts - Modern Freight Tariffs, Tracking the Container Fleet. |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | <b>International conventions:</b> pertaining to multimodal transport - Hague Rules – Hague V is by Rules - Hamburg Rules - Rotterdam Rules - CMR - CIM - TIR - Warsaw Convention - Montreal convention -Regulations regarding Carriage of Dangerous Goods by various modes                                                                                                                    |          |   |   |   |   |         | 9            | C4                |          |       |
| V                        | <b>Marketing of Multimodal Transport:</b> Indian                                                                                                                                                                                                                                                                                                                                              |          |   |   |   |   |         | 9            | C5                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |  |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--|
|                         | Multimodal Act-1993, Conventions related to Multimodal 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. Measurement of quality of services - Importance of Quality management systems (ISO 9000) - Application of Total Quality Management (TQM) - Benchmarking. |                         |  |
| <b>Total</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>45</b>               |  |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |  |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                                                    | <b>Program Outcomes</b> |  |
| <b>CO1</b>              | Be able to understand the broad concepts of multimodal and intermodal transportation and the maritime transportation.                                                                                                                                                                                                                                                                                                           | PO1, PO2                |  |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of Multimodal Trade Route                                                                                                                                                                                                                                                                                                                                       | PO1, PO2, PO3, PO8      |  |
| <b>CO3</b>              | Be able to learn and examine the process of the corporate structures in Multimodal                                                                                                                                                                                                                                                                                                                                              | PO5, PO6, PO7           |  |
| <b>CO4</b>              | Be able to classify, appraise and assess the International Conventions                                                                                                                                                                                                                                                                                                                                                          | PO4, PO5                |  |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of Multimodal Transport                                                                                                                                                                                                                                                                                                                                               | PO3, PO8                |  |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |  |
| 1.                      | Journal of Logistics Management, ingenta.                                                                                                                                                                                                                                                                                                                                                                                       |                         |  |
| 2.                      | Periodicals of Engineering and Natural Sciences                                                                                                                                                                                                                                                                                                                                                                                 |                         |  |
| 3.                      | The International Journal of Logistics Management, emerald.                                                                                                                                                                                                                                                                                                                                                                     |                         |  |
| 4.                      | Advances in Logistics and Supply Chain Management, springer.                                                                                                                                                                                                                                                                                                                                                                    |                         |  |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |  |
| 1.                      | Hutchinson B.G. (2013). Principles of Urban Transport Systems Planning: McGraw Hill Book Company (latest edition).                                                                                                                                                                                                                                                                                                              |                         |  |
| 2.                      | JotinKhisty C & Kent Lall B. (1998). Transportation Engineering: An Introduction: Prentice. Hall International, Inc. 12th Edition                                                                                                                                                                                                                                                                                               |                         |  |
| 3.                      | A simulation instructor's handbook: the learning game. Nautical Institute, 2010<br>Clark, Ian. Stability, trim and strength for merchant ships and fishing vessels (2nd edn). Nautical Institute, 2008                                                                                                                                                                                                                          |                         |  |
| 4.                      | Bray, Capt David. DP operator's handbook: a practical guide. Nautical Institute, 2009<br>Carson-Jackson, Jilian, 3 <sup>rd</sup> Edition                                                                                                                                                                                                                                                                                        |                         |  |
| 5.                      | Michiel Spanjaart (2017) multimodal transport law, 1st edition routledge, Singapore.                                                                                                                                                                                                                                                                                                                                            |                         |  |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> | S           | S           |             |             |             |             |             |             |
| <b>CO 2</b> | M           | S           | S           |             |             |             |             | S           |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             |             |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                  | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              | CIA               | External | Total |
| 934E911K                 | Logistics Infrastructure                                                                                                                                                                                                                                                                                                                      | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                               |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of salient logistics infrastructure and environment.                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of technical infrastructure and web.                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions modes of transportation and the infrastructure.                                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of storage operations and control.                                                                                                                                                                                                                                                                                |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of Infrastructure and Layout Of Container Terminals                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                       |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | <b>Infrastructure:</b> Salient Features - Importance - Types - Commercialization of Infrastructure - Infrastructure and Environment - Infrastructure and the poor-Policy framework -Indian Scenario - Phases of project development - Slow progress.                                                                                          |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | <b>Technology Infrastructure :</b> 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 webserver hardware and software. |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness–3PLadvantages – Indian transport infrastructure – IT solutions–EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology                                                           |          |   |   |   |   |         | 9            | C3                |          |       |
| IV                       | <b>Storehouse Operations and Control:</b> Introduction, Objectives, Storehouse Operations and its Objectives, Daily Activities of Stores, Organizing a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralisation and variety reduction of stores, Store Housekeeping, Stores Accounting        |          |   |   |   |   |         | 9            | C4                |          |       |
| V                        | Infrastructure and Layout Of Container Terminals: Infrastructure and layout of container terminals -                                                                                                                                                                                                                                          |          |   |   |   |   |         | 9            | C5                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |  |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--|
|                         | 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. |                         |  |
| <b>Total</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>45</b>               |  |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |  |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                                              | <b>Program Outcomes</b> |  |
| <b>CO1</b>              | Be able to understand the broad concepts of the salient logistics infrastructure and environment.                                                                                                                                                                                                                                                                                                                         | PO4, PO6, PO8           |  |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of technical infrastructure and web.                                                                                                                                                                                                                                                                                                                      | PO1, PO2                |  |
| <b>CO3</b>              | Be able to learn and examine the process modes of transportation and the infrastructure.                                                                                                                                                                                                                                                                                                                                  | PO5, PO6, PO7           |  |
| <b>CO4</b>              | Be able to classify, appraise and assess the storage operations and control.                                                                                                                                                                                                                                                                                                                                              | PO4, PO5                |  |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of Infrastructure and Layout Of Container Terminals                                                                                                                                                                                                                                                                                                             | PO3, PO8                |  |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |  |
| 1.                      | <a href="https://www.projectmanager.com/blog/purchase-management">https://www.projectmanager.com/blog/purchase-management</a>                                                                                                                                                                                                                                                                                             |                         |  |
| 2.                      | Supply chain management: An international journal, Emerald.                                                                                                                                                                                                                                                                                                                                                               |                         |  |
| 3.                      | Industrial marketing management, Elsevier.                                                                                                                                                                                                                                                                                                                                                                                |                         |  |
| 4.                      | <a href="https://www.procurementexpress.com/purchase-orders/purchasing-management/">https://www.procurementexpress.com/purchase-orders/purchasing-management/</a>                                                                                                                                                                                                                                                         |                         |  |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |  |
| 1.                      | David Simchi, Levi, Philip Kaminsky, Ravi Shankar. (2010). Designing & Managing the Supply Chain:TataMcGrawHill. 14 <sup>th</sup> Edition JOSHI R. N. (2013).                                                                                                                                                                                                                                                             |                         |  |
| 2.                      | Public Private Partnership in Infrastructure: Perspectives, Principles and Practices: VisionBooks. NewDelhi.K. Hariharan. (2007).                                                                                                                                                                                                                                                                                         |                         |  |
| 3.                      | Containerization, Multimodal Transport and Infrastructure Development in India: Shroff Publishers and distributors Pvt. Ltd. 5th Edition.                                                                                                                                                                                                                                                                                 |                         |  |
| 4.                      | Lean Logistics: High- velocity Logistics Infrastructure and C-5 Galaxy Timothy L. Ramey,1999.                                                                                                                                                                                                                                                                                                                             |                         |  |
| 5.                      | The fundamentals of military logistics: a primer of the logistics infrastructure,2005.                                                                                                                                                                                                                                                                                                                                    |                         |  |

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

|      | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|------|------|------|------|------|------|------|------|------|
| CO 1 |      |      |      | M    |      | M    |      | M    |
| CO 2 | M    | S    |      |      |      |      |      |      |
| CO 3 |      | S    |      |      | M    | M    | M    |      |
| CO 4 |      |      |      | S    | S    |      |      |      |
| CO 5 |      |      | S    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              | CIA               | External | Total |
| <b>934E911L</b>          | <b>Shipping Finance And Maritime Insurance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of various frameworks on Investment Appraisal Concept                                                                                                                                                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of Ship Registration, Tax Issues & Depreciation Policies                                                                                                                                                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of Classes of Risk Covered by Marine Insurance                                                                                                                                                                                                                                                                                                                                                                                                            |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of the General Principles of Marine Insurance.                                                                                                                                                                                                                                                                                                                                                                                                          |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of the Principles of Protection & Indemnity (P&I) Insurance                                                                                                                                                                                                                                                                                                                                                                                        |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| I                        | Investment Appraisal Concept. Project cost (cost & revenue) - The time value of money – net present value & internal rate of return methods of calculation - Return on capital employed. Methods of accounting for depreciation and asset replacement. Financing of Shipping Business: Equity and debt financing – The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Financing of new building ships – Appraising risk on shipping investment. |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | Ship Registration, Tax Issues & Depreciation Policies. Swaps and Options in Ship financing – Sale & lease back – Derivatives in shipping finance – Analysis of the share price movements of a public limited company. Sales and purchase of second hand ships: Financing of secondhand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.                                                                        |          |   |   |   |   |         | 9            | C2                |          |       |
| III                      | Classes of Risk Covered By Marine Insurance. Hull & Machinery - Disbursements and increased value of hull – Shipowners’ third party liability (including collision liability, contact damage to the property, death and personal injury, pollution liability) - Excess liabilities in hull insurance - Protection and                                                                                                                                                               |          |   |   |   |   |         | 9            | C3                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                                                                                                                         |                         |    |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
|                         | Indemnity - Mortgagees indemnity - Employee liability - Freight at risk and Freight for Hire - Cargo insurance - Cargo liability - War and Strikes risks – hulls - War risks – cargo - Strikes risks - cargo.                                                                           |                         |    |
| IV                      | General Principles Of Marine Insurance. Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations. | 9                       | C4 |
| V                       | Principles Of Protection & Indemnity (P&I) Insurance. Types of P&I covers available & their modes of operation – Third party liability claims processing – Insurance cover for Pollution claims – Insurance cover for professional indemnity.                                           | 9                       | C5 |
| <b>Total</b>            |                                                                                                                                                                                                                                                                                         | <b>45</b>               |    |
| <b>Course Outcomes</b>  |                                                                                                                                                                                                                                                                                         |                         |    |
| <b>Course Outcomes</b>  | On completion of this course, students will;                                                                                                                                                                                                                                            | <b>Program Outcomes</b> |    |
| <b>CO1</b>              | Be able to understand the broad concepts of Investment Appraisal Concept                                                                                                                                                                                                                | PO1, PO2                |    |
| <b>CO2</b>              | Be able to apprehend, analyze and evaluate the basic principles of Ship Registration, Tax Issues & Depreciation Policies                                                                                                                                                                | PO1, PO2, PO3, PO8      |    |
| <b>CO3</b>              | Be able to learn and examine the process of Classes of Risk Covered by Marine Insurance                                                                                                                                                                                                 | PO5, PO6, PO7           |    |
| <b>CO4</b>              | Be able to classify, appraise and assess the procedural General Principles of Marine Insurance.                                                                                                                                                                                         | PO4, PO5                |    |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of Principles of Protection & Indemnity (P&I) Insurance                                                                                                                                                                       | PO3, PO8                |    |
| <b>Reading List</b>     |                                                                                                                                                                                                                                                                                         |                         |    |
| 1.                      | Supply chain management: An international journal, Emerald.                                                                                                                                                                                                                             |                         |    |
| 2.                      | Industrial marketing management, Elsevier.                                                                                                                                                                                                                                              |                         |    |
| 3.                      | <a href="https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/">https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/</a>                                                                               |                         |    |
| 4.                      | <a href="https://uncitral.un.org/en/texts/transportgoods">https://uncitral.un.org/en/texts/transportgoods</a>                                                                                                                                                                           |                         |    |
| <b>References Books</b> |                                                                                                                                                                                                                                                                                         |                         |    |
| 1.                      | Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books, 2 <sup>nd</sup> Edition,                                                                                                                                                                             |                         |    |
| 2.                      | Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press, 2 <sup>nd</sup> Edition, 1997                                                                                                                                                 |                         |    |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|    |                                                                                                                             |
|----|-----------------------------------------------------------------------------------------------------------------------------|
| 3. | Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press, 6 <sup>th</sup> Edition, 2012 |
| 4. | Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press, 2 <sup>nd</sup> Edition, 2013     |
| 5. | General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press, 3 <sup>rd</sup> Edition, 2017      |

|             | <b>PO 1</b> | <b>PO 2</b> | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PO 7</b> | <b>PO 8</b> |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>CO 1</b> |             |             | S           | S           |             |             |             |             |
| <b>CO 2</b> | M           | S           | S           |             |             |             |             | S           |
| <b>CO 3</b> |             |             |             |             | M           | M           | M           |             |
| <b>CO 4</b> |             |             |             | S           | S           |             |             |             |
| <b>CO 5</b> |             |             | S           |             |             |             |             | S           |

**S-Strong      M-Medium      L-Low**

# UNIVERSITY OF MADRAS

MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME  
SYLLABUS WITH EFFECT FROM 2023-2024

| Subject Code             | Subject Name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Category | L | T | P | O | Credits | Inst. Hours  | Marks             |          |       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|---|---|---|---------|--------------|-------------------|----------|-------|
|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |   |   |   |         |              | CIA               | External | Total |
| 934E911M                 | <b>Packaging and Material Handling</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Elective | 3 | - | - | - | 3       | 3            | 25                | 75       | 100   |
| <b>Course Objectives</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |          |   |   |   |   |         |              |                   |          |       |
| C1                       | To provide an in-depth understanding of packaging materials and design.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |   |   |   |   |         |              |                   |          |       |
| C2                       | To analyze and evaluate the activities of Functions and Essentials of Packaging.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |          |   |   |   |   |         |              |                   |          |       |
| C3                       | To examine the dimensions of consumer packaging Identification codes, bar codes, and electronic data interchange.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |   |   |   |   |         |              |                   |          |       |
| C4                       | To appraise on the overview of the Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |          |   |   |   |   |         |              |                   |          |       |
| C5                       | To appraise the various elements of Eco friendly Packaging for Exports-Scientific Packaging-Standardization in Packaging.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |          |   |   |   |   |         |              |                   |          |       |
| UNIT                     | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |          |   |   |   |   |         | No. of Hours | Course Objectives |          |       |
| 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 molding - Containerization -Electronic article surveillance -Graphic Design -Induction sealing -Plastic welding -Printing |          |   |   |   |   |         | 9            | C1                |          |       |
| II                       | 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                                                                                                                                                                                                                                                                                                                                                                           |          |   |   |   |   |         | 9            | C2                |          |       |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                         |    |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----|
| 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- Pharma Packaging- Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy engineering Goods/Equipment Packaging.                                  | 9                       | C3 |
| 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.                                 | 9                       | C4 |
| 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 –Logistics automation | 9                       | C5 |
| <b>Total</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>45</b>               |    |
| <b>Course Outcomes</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                         |    |
| <b>Course Outcomes</b> | On completion of this course, students will;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Program Outcomes</b> |    |
| <b>CO1</b>             | Be able to understand the broad concepts of types of packaging materials and design.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | PO1, PO6, PO8           |    |
| <b>CO2</b>             | Be able to apprehend, analyze and evaluate the basic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | PO3, PO4                |    |

# UNIVERSITY OF MADRAS

## MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE PROGRAMME SYLLABUS WITH EFFECT FROM 2023-2024

|                         |                                                                                                                                                                                     |               |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
|                         | principles of Functions and Essentials of Packaging.                                                                                                                                |               |
| <b>CO3</b>              | Be able to learn and examine the process of consumer packaging Identification codes, bar codes, and electronic data interchange.                                                    | PO5, PO6, PO7 |
| <b>CO4</b>              | Be able to classify, appraise and assess the packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.                                       | PO4, PO5      |
| <b>CO5</b>              | Be able to appraise, and evaluate on the various elements of Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.                                 | PO3, PO8      |
| <b>Reading List</b>     |                                                                                                                                                                                     |               |
| 1.                      | Supply chain management: An international journal, Emerald.                                                                                                                         |               |
| 2.                      | Industrial marketing management, Elsevier.                                                                                                                                          |               |
| 3.                      | <a href="https://in.sagepub.com/en-in/sas/export-and-import-management/book276434">https://in.sagepub.com/en-in/sas/export-and-import-management/book276434</a>                     |               |
| 4.                      | <a href="https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html">https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html</a> |               |
| <b>References Books</b> |                                                                                                                                                                                     |               |
| 1.                      | Calver G. (2003). What Is Packaging Design: Rot vision.                                                                                                                             |               |
| 2.                      | Dean D. A. (2000). Pharmaceutical Packaging Technology: Taylor & Francis.                                                                                                           |               |
| 3.                      | McKinley A. H. (2004) Transport Packaging: IoPP.                                                                                                                                    |               |
| 4.                      | Robertson G. L. (2005). Food Packaging.                                                                                                                                             |               |
| 5.                      | Introduction to Materials Management   Eighth Edition   By Pearson, 2017.                                                                                                           |               |

|             | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 |
|-------------|------|------|------|------|------|------|------|------|
| <b>CO 1</b> |      | M    |      |      |      | M    |      | M    |
| <b>CO 2</b> |      |      | S    | S    |      |      |      |      |
| <b>CO 3</b> |      |      |      |      | M    | M    | M    |      |
| <b>CO 4</b> |      |      |      | S    | S    |      |      |      |
| <b>CO 5</b> |      |      | S    |      |      |      |      | S    |

**S-Strong      M-Medium      L-Low**