OFFICE ORDER

Ref: AMRITA/UO/2017 /816

July 8, 2017

Sub.: Curricula and Syllabi – BBA Logistics Management

As per the recommendation of the University Level Under Graduate Programme Committee, the Vice Chancellor has approved the Curriculum and Syllabus of the new BBA Programme in Logistics Management (effective from 2017 admissions).

The curriculum and syllabi for the BBA Logistics Management are given as an attachment to this order

Dr. K Sankaran
Registrar

Encl. Curriculum and syllabi for BBA Logistics management

To

The Dean, Faculty of Arts, Media and Commerce

Copy:

The Pro-Chancellor
The Vice-Chancellor
Controller of Examinations
The AUMS Support Team
**B B A (Logistics Management)**

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**SEMESTER 3**

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**LANGUAGES**

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* Two Open Elective courses are to be taken by each student, one each at the 4th and the 5th semesters, from the list of Open electives offered by the School.

**Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.**
SYLLABUS FOR BBA IN LOGISTICS MANAGEMENT

17BUS101   Fundamentals of Logistics   3 0 0   3

Objectives: To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers.

Unit I Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retails logistics-Emerging concept in logistics.


Unit III Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers

Unit IV Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies :Designing & Implementing logistical strategy

Unit V Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging.

REFERENCE BOOKS


Satish C. Ailawadi&Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005


TEXTBOOKS


Objectives: To understand the general concepts of logistics information to better analyses the distribution channels, starting from producers to customers. To apply the global trends in logistics information such as the information systems application is provided.

**Unit I** Logistics Information-Meaning & Need Forms: LIS-Definition-Information functionality - Activities involved in transaction system-Principles of designing or evaluating LIS applications.

**Unit II** LIS Architecture: Components: Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

**Unit III** Information forecasting: Definition-Process- components-characteristics. Information Approaches-forecast techniques-Forecast error.


**Unit V** Information Technology for supply chain management: Bull whip effect-IT in supply chain-Business Process Reengineering-ERP and EDI problem; Impact of Internet on SCM.

**REFERENCE BOOKS**

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

**TEXTBOOKS**

MartinChristopher, Logistics and Supply Chain Management, Prentice-Hall, 1998
Unit III  Purchasing and Supply Management: Introduction-importance, Objectives. Purchasing process; purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-JIT purchasing.

Unit IV  Outsourcing in SCM: Meaning -Need-Outsourcing risks-outsourcing process -outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.


REFERENCE BOOKS


Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005


KrishnaveniMuthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999


Text book:


17MAT211  Fundamentals of Operation Research  3 0 0

Objectives: To understand the fundamental concepts of operation research, to provide the students with the practical relevance of the various business networking problems etc... to achieve the optimizing of cost.


UNIT III - Index numbers: concepts, Simple and Weighted Index numbers –Economic and business index numbers published in India.

UNIT IV –Introduction to Queuing Theory, Operating Characteristics of a Queuing System, Constituents of a Queuing System, Service Facility, Queue Discipline – Practical problems

Reference Book:

17BUS111 Introduction to Shipping 200


UNIT-2 Ship registration Tonnage & Load lines – Description of various tonnage and types of Ships, cargo gears, Crude oil and Product tankers. The Dry Cargo Chartering market: Introduction – Chartering – various charter parties and description of charter parties.


Text Books:

Reference Book:

17BUS211 Warehousing and Inventory Management 300


Unit-2 Introduction to inventory management – role in supply chain – role in competitive strategy: Role of inventory – functions of inventory – types of inventory – WIP inventory – finished goods inventory – MRO inventories – cost of inventories – need to hold inventory.
Unit-3 Warehouse management systems – the necessity of WMS – Logics of determining locations and sequences – independent demand systems – uncertainties in material management systems – dependent demand systems – distribution resource planning.


Text Book:

Reference Books:


Unit-4 Charter Parties - Freight - Liens - Laytime - Port and Berth Charterparties - General Average. Bills of Lading - Functions of B/L - Types of B/L - Mate’s Receipt.


Text Books:
1. Legal principles in shipping business by Institute of chartered ship brokers.
2. Maritime law desk book by Charles M. Davis
Reference Books:
1. Maritime law journal – Articles by Capt. A.K. Bansal (Faculty Indian Institute of Logistics)
3. Maritime law by Christopher Hill.

17LAW351  Shipping Finance and Marine Insurance  3 0 0

Unit 1 Overview of the Shipping Industry - Importance of the Sector - Participants in the Shipping Business (Redefining Agency Cost) - Shipping Cycles and their Drivers - Ship (Asset) Valuation - Models of Ship Valuation: Case Study - Probability of Default: Case Study - (Basel II & Basel III criteria)

Unit 2 Sources of Ship Finance - Equity (IPO’s): Case Study - Debt Financing and the Bond Markets: Case Study - KG Funds - KS Funds: Case Study - Islamic Finance: Case Study - Debt/Equity Structure Decision of a Shipping Company - Corporate Governance in Shipping: Discussion of Empirical Results - Corporate Social Responsibility: Discussion of Empirical Results


Text Books:
1. Marine insurance by Institute of charted ship brokers
2. Marine insurance clauses by Hudson.
3. Marine cargo insurance by Dunton.

Reference Books
Reference book of marine insurance by Whither by Publishers UK
Collected papers on marine claims by Goodacre J.K.

17BUS301  Retail Logistics  3 0 0

Unit 1 Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing and Unitization, Control and Communication.

Unit II Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics.

Unit III Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities, Considerations and Framework, Trade-offs Associated with each Approach, Mapping the Different Approaches, Capacity Expansion Issues, Information Management for

**Unit IV** Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control, Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectorial Integration.

**Unit V** Organizational Structure for Global Logistics excellence, The Organizational Implications of Sectorial Logistics Co-Operation, The International Factor in Global Organizations.

**SUGGESTED READINGS:**

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**UNIT - 1 : INTRODUCTION**
Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

**UNIT - 2 : TQM PRINCIPLES**

**UNIT - 3 : STATISTICAL PROCESS CONTROL (SPC)**
The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

**UNIT - 4 : TQM TOOLS**

**UNIT - 5 : QUALITY SYSTEMS**

**TEXT BOOKS**
REFERENCES

17BUS311 Air Cargo Logistics Management 3-0-0


Unit – III Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.


Books for Reference:
1. Simon Taylor, Air transport logistics, Hampton
3. Peter S. Smith, Air Freight: operations, marketing and economics, Faber.

Text books
Reaching for the sky by Oliver Press Ecommerce : An Indian persoective, 2nd Ed. PT Joseph, SJ

17BUS351 Shipping Management 3 0 0

Course Objective: To make the students understand the commercial, operational and technical components of ship management.

Unit-I: Functions of Shipping
Ship: Types of ships-Principal dimensions-Ship’s tonnages (GT, NT, DWT)-Cargo carrying capacity. Ship owners, operators and managers: Ship manager-Structure of ship owning and management organizations-Ship’s personal-Agents.
Unit-II: Ship Registration, Classification and Insurance
Registration-Types of registries-Flag-Classification-Port State Control-Inspections-Surveys-Conditions of survey and inspections-Other surveys. Insurance: Hull and machinery insurance-General average-Salvage-Third party recoveries-Claims and handling-Protection and indemnity.

Unit-III: Operations and Voyage Estimation

Unit-IV: Cargo and Geographic Factors

Unit-V: Crew Management and Ship Manager's Legal Relations

Text Book

Reference Books

Websites
1. www.consulting.xerox.com/case-studies/...shipping-co/ enus.html(International Shipping Company Case Study)
2. www.sugarcrm.com/industry/shipping-and-transport/case- study(CRMShipping and Transport Case Studies)
3. http://businesscasestudies.co.uk (Shipping Sector-Case Studies)
4. www.tcs.com › Home › Resources › Case Studies (TCS Resources: Case Study Leading Indian Shipping)