

Logistics in International Trade			
Course Code	MLS 301	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning objectives: <ul style="list-style-type: none"> • To develop systematic understanding of the vital role of logistics in International Trade. • To understand different dimensions and the elements of international trade in logistics. • To understand policies, regulations, geopolitical to actual operation in transport system. 			
MODULE -1		9 Hours	
International Trade Logistics: Introduction to International Trade Logistics – Concept, Importance of Trade Logistics Services, India’s Logistical Challenges. Information & Order Processing, Logistics Information System, Logistics Operations Management, Acknowledgment, Scrutiny and Confirmation of Export Order.			
MODULE – 2		7 Hours	
Warehousing and Inventory Management: Concepts, Need and Functions of Warehousing, Features and Benefits of Free Trade and Warehousing Zones 2005 Scheme under SEZ Rules 2006. Types of Inventory in International Logistics, Inventory Management Techniques.			
MODULE – 3		8 Hours	
Packing, Packaging, Labeling and Marking of Cargo Packaging: vs. Packing of Goods, Need for Packaging, Objectives of Labeling and Marking, Commonly used Labels and Markings, Precautions in Packing, Labeling and Marking (Color, Number & Shape).			
MODULE – 4		9 Hours	
International Transport System : Air Transport – Factors affecting choice of Airfreight Transport, Procedure Involved in Air freighting Cargo, Challenges for Indian Air Cargo Sector. Ocean Transport – Factors determining Ocean Routes, Types of Shipping Vessels.			
MODULE – 5		9 Hours	
Liner Shipping Liner Shipping – Concepts, Causes and Impact of alliances in Liner Shipping. Liner Freight Practices – Types of rates, Pricing Principles and Surcharges. Tramp Shipping – Concept, Features, Types of Chartering – Voyage, Time, Bareboat Charter. Tramp Chartering Practices – Charter Party Agreements and their main clauses – Voyage and Time.			
MODULE- 6		9 Hours	
Foreign Trade Logistics: Logistics Introduction to global logistics, Customs bonded warehouses, Introduction to port operation, harbor facility. Introduction to custom procedure (logistics), Documentation (logistics), INCOTERM 2020, Selection of INCOTERM, Application of information technology in logistics. Cargo Insurance Introduction to need and importance of marine insurance. Basic principles of Insurance applicable to cargo clause A, B & C, Ocean, air and inland transit clause, Insurance premiums. Insurance claim procedures, documentation and time limit.			

Assessment Details (both CIE and SEE)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing A mark in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- 100 Percent theory in SEE

Book Resources

:

- Ram Singh “International Trade Logistics” Oxford University Press.
- V.V. Sople “Logistics Management”, Pearson
- IGNOU International Logistics Module.
- Francis Cherunilam, P. Subba Rao and Thakur & Mishra, “International Business”.
- S K Nandi & S L Ganpathi “Logistics Management”, Oxford University Press.
- Y H V Lun, K H Lai & TCE Chang, “Shipping and Logistics Management”, Springer.
- Varshney R.L. and Bhattacharya, “International Marketing Management”.
- Chaudhary B K & Agarwal O P, “Foreigh trade and Foreign Exchange”, Himalayan Publishing House, New Delhi.
- Parasram, “Export-What, Where and How”, Anupam Publishers.

Web links and Video Lectures (e-Resources)

- https://www.youtube.com/watch?v=kz_vShuvU7k&list=PLsh2FvSr3n7cO9A2cfS6x5GUghDdgsNAI
- https://www.youtube.com/watch?v=jAdd6_mMHps
- <https://www.youtube.com/watch?v=4LuSSdzK6aM>
- https://www.youtube.com/watch?v=NmVRaJ_9u6Y
- <https://www.youtube.com/watch?v=T8YLDmud2oI>

Course outcomes

At the end of the course, the student will be able to understand –

- Logistics services and challenges in international trade
- Warehousing and Inventory management in international trade
- Types of transportation used in international trade
- Understanding the outcome of port and harbor facility.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	Logistics services and challenges in international trade	L2,L4
CO2	Warehousing and Inventory management in international trade	L3,L4
CO3	Types of transportation used in international trade	L2,L3
CO4	Understanding the outcome of port and harbor facility	L4,L5

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	2	1			2	3		
CO2	3	3	2	1		3	3	2	
CO3	2	3	1	2		3	2	1	
CO4	3			3		3	3		1

GLOBAL SUPPLY CHAIN MANAGEMENT AND E LOGISTICS

Course Code	MLS 302	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3

Course Learning objectives:

1. To understand the emerging technologies applicable in field of Supply Chain Management.
2. To study data science as a tool for decision making in Supply Chain Management.
3. To understand the concept of AI, IOT and AR in Global Business Environment.
4. To study other emerging technologies in Management.

MODULE – 1

9 HOURS

INTRODUCTION TO GLOBAL SUPPLY CHAIN MANAGEMENT AND E LOGISTICS: Historical background; Introduction, Meaning and Definition; Evolution of global supply chain management; Emerging of E- logistics; Significance of global supply chain management and E- logistics; Tools and equipments used in E- logistics; Human-machine interaction (HMI); Future vogue in E- logistics;

MODULE – 2

7 HOURS

SUPPLY CHAIN DESIGN AND NETWORK OPTIMIZATION: Meaning and definition; Supply Chain Strategy and Design; Supply chain mapping and network optimization; Global Sourcing and Procurement; Key Concepts in Supply Chain Network Design; Types of Supply Chain network Structures; The Role of Technology in Network Design; Current Trends in Supply Chain Network Design,

MODULE – 3

9 HOURS

E-LOGISTICS AND E-DISTRIBUTION: Meaning and definition; The Impact of E-Commerce on Logistics and Distribution; Key Components of E-Logistics and E-Distribution; Technology Enablers of E-Logistics and E-Distribution; Key Challenges in E-Logistics and E-Distribution; E-Logistics and E-Distribution Models; The Role of Customer Experience in E-Logistics and E-Distribution; E-Logistics and E-Distribution in the Future.

MODULE – 4

9 HOURS

E-LOGISTICS AND THE DIGITAL SUPPLY CHAIN: The Digital Supply Chain meaning and definition; The Evolution of Supply Chain Management in the Digital Era; Key Features of a Digital Supply Chain; Technologies Driving E-Logistics and the Digital Supply Chain; Key Functions of E-Logistics in the Digital Supply Chain; Benefits of E-Logistics and the Digital Supply Chain; Challenges in Implementing E-Logistics in the Digital Supply Chain; The Future of E-Logistics and the Digital Supply Chain.

MODULE – 5

7 HOURS

RISK MANAGEMENT IN GLOBAL SUPPLY CHAINS: Meaning and definition; The Increasing Complexity of Global Supply Chains; 3Types of Risks in Global Supply Chains; **Risk Management Framework and Strategies;** Risk Monitoring and Continuous Improvement; The Role of Technology in Risk Management; The Future of Risk Management in Global Supply Chains.

MODULE – 6

9 HOURS

SUSTAINABILITY AND ETHICAL ISSUES IN SUPPLY CHAINS : Meaning and definition; **Three Pillars of Sustainability;** Ethical Issues in Supply Chains; Key Drivers of Sustainability in Supply Chains; Challenges in Achieving Sustainable and Ethical Supply Chains; Frameworks and Standards for Ethical and Sustainable Supply Chains; Tools for Managing Sustainability and Ethics in Supply Chains; The Future of Sustainability and Ethical Practices in Supply Chains;

Assessment Details (both CIE and SEE)

The weight age of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing Marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

a) Tests (for 25Marks) and

b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is

Compulsory.

- 100 Percent theory in SEE

Book Resources

1. "Global Supply Chain Management: A Strategic Perspective" Author: J. K. Sharma.
2. "Supply Chain Management: Strategy, Planning, and Operation" Authors: Sunil Chopra and Peter Meindl.
3. "E-Logistics and Supply Chain Management: Applications and Strategies" Author: S. G. Deshmukh.
4. "Managing E-Commerce and E-Logistics: Perspectives and Trends" Editor: Sanjay S. Tiwari.
5. "Global Logistics and Supply Chain Management" Author: John Mangan, Chandra Lalwani.

Web links and Video Lectures (e-Resources) –

1. <https://www.youtube.com/watch?v=mEIqLcGxZRM>
2. <https://www.youtube.com/watch?v=FJdA5omhnKc>
3. https://www.youtube.com/watch?v=Yu9G-F2zw_o
4. <https://www.youtube.com/watch?v=fdg9nhmZuJw>
5. <https://www.youtube.com/watch?v=ZiUCB6HDc-8>

Skill Development Activates Suggested

- Provide real-world supply chain case studies from industries like automotive, retail, and pharmaceuticals.
- Use online or offline supply chain management simulations (e.g., Beer Game) to help students understand the dynamics of inventory, demand, and supply.
- Conduct role-play exercises where students simulate negotiations with international suppliers.

- Assign students to assess the sustainability practices of a real or hypothetical global supply chain.
- Invite professionals from logistics, procurement, or supply chain industries to share insights and emerging trends.
- Assign tasks where students solve actual supply chain problems faced by companies (collaborate with local businesses if possible).
- Ask students to research and present on the impact of international trade regulations (e.g., tariffs, trade agreements) on global supply chains.
- Encourage students to propose innovative solutions to a current supply chain issue, incorporating new technologies such as IoT, AI, or block chain.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	Students will develop a thorough understanding of global supply chain structures and how to manage the flow of goods and services across international borders.	L2
CO2	Students will learn how to design, manage, and optimize global supply chains for efficiency and cost-effectiveness.	L3, L4
CO3	Students will understand how to manage global sourcing strategies and maintain effective relationships with international suppliers.	L2
CO4	Learners will understand the intersection of e-commerce and supply chain management.	L3,L5
CO5	Students will learn how to integrate sustainability practices into global supply chain and logistics operations	L2,L4

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	2	1						
CO2				1		3	3		
CO3	2	3						1	
CO4	1	2	3					1	1
CO5	3	2	2		3	3	2		

Multi-Modal Transportation			
Course Code	MLS 303	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning Objectives:			
<ul style="list-style-type: none"> • Understand the basic principles and components of multi-modal transportation in supply chains. • Evaluate the benefits and challenges associated with different transportation modes. • Analyze the operational and strategic aspects of integrating multiple transportation modes. • Develop cost-effective solutions for optimizing transportation networks. • Understand global trade practices, regulations, and the role of transportation in international logistics. 			
MODUEL-1			10 Hours
Introduction to Multi-Modal Transportation : Overview of Transportation Modes: Road, Rail, Sea, Air, and Intermodal, Concept of Multi-Modal Transport: Definition, importance, and scope, Key Benefits: Cost reduction, efficiency, flexibility, environmental considerations, Challenges in Multi-Modal Transport: Delays, lack of coordination, infrastructure limitations.			
MODULE-2			10 Hours
Sustainable Transportation and Warehouse Management: Road Transport: Characteristics, advantages, and limitations. Rail Transport: Strengths, weaknesses, and typical use cases. Sea Transport: Global trade, container shipping, bulk cargo, and environmental impact. Air Transport: Fast but costly transport, suitable goods, and regulations. Intermodal vs. Multi-Modal: Key differences and operational challenges.			
MODUEL-3			8 Hours
Multi-Modal Transportation Networks: Designing Multi-Modal Networks: Infrastructure, facilities, and route planning. Cargo Handling and Terminal Operations: Ports, rail terminals, airports, and logistics hubs. Intermodal Equipment: Containers, trailers, railcars, and flatbeds. Optimization Strategies: Balancing cost, time, and reliability in transportation networks.			
MODUEL-4			8 Hours
Integration of Transportation Modes: Coordination and Communication: Key stakeholders (shippers, carriers, customs, and freight forwarders). Information Technology in Multi-Modal Transport: Tracking, real-time data, and transportation management systems (TMS). Customs and Regulatory Compliance: International trade regulations, Inco terms, and documentation (e.g., Bill of Lading, customs declarations). Service-Level Agreements (SLAs) and Performance Metrics: Defining and managing transport service standards.			
MODULE-5			6 Hours
Cost Management and Financial Aspects of Multi-Modal Transportation: Cost Structure of Multi-Modal Transport: Fixed vs. variable costs, cost components by mode. Cost Optimization Strategies: Consolidation, backhaul, route planning, and capacity management. Impact of Fuel Prices, Environmental Regulations, and Sustainability Initiatives: Fuel surcharges, carbon taxes, and eco-friendly transportation practices. Risk Management and Insurance: Cargo insurance, liability, and risk			

mitigation strategies.

MODULE-6

6 Hours

Technology and Innovations in Multi-Modal Transportation: Block chain and Supply Chain Visibility: Enhancing traceability and transparency. Automation and Robotics: Automated ports, drones, and self-driving trucks. Electric and Green Transport Solutions: Sustainability trends in transportation (electric trucks, alternative fuels). AI and Big Data in Transportation Planning: Predictive analytics, route optimization, and demand forecasting.

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
 - Each full question is for 20 marks with 3 sub questions.
 - Each full question will have sub question covering all the topics.
 - The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:

Books:

1. "Logistics and Supply Chain Management" by Martin Christopher (Chapters on transportation)
2. Research articles on Multi-Modal Logistics

3. "Introduction to Logistics Systems Management" by G. L. T. L. K. H.
4. "Global Logistics and Supply Chain Management" by John Mangan and Chandra Lalwani.
5. "Transportation: A Global Supply Chain Perspective" by James M. L. L.

Web links and Video Lectures (e-Resources)

1. <https://www.youtube.com/watch?v=a-tg20tRLxA>
2. <https://www.youtube.com/watch?v=pSCJ6T4CY-Q>
3. https://www.youtube.com/watch?v=DpzCmnQOh_I
4. https://www.youtube.com/watch?v=_kJUCldphNA
5. https://www.youtube.com/watch?v=L_1KLnyWbtw

Course outcomes

At the end of the course the student will be able to:

Sl.No	Description	Blooms Level
CO1	This syllabus offers a comprehensive guide to multi-modal transportation and its critical role in optimizing supply chains globally.	L2
CO2	This course will provide an in-depth understanding of multi-modal transportation systems within the supply chain context.	L3
CO3	Students will gain the skills to evaluate and manage multi-modal transportation strategies to enhance efficiency, reduce costs, and improve service levels.	L4
CO4	Students will develop a thorough understanding of what multi-modal transportation entails, including its benefits, challenges, and applications.	L4
CO5	Students will be able to identify and manage risks associated with multi-modal transportation systems.	L5

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	2	1			3			
CO2	3	3	2			3	2		
CO3	2	3	3	3				1	
CO4	3	2	3	3	1				1
CO5	2	3	2	2		3	2	1	

Strategic Management			
Course Code	MLS 304	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning Objectives:			
<ol style="list-style-type: none"> 1. To provide insights into the core concepts of strategic management. 2. To evaluate various business strategies in dynamic market environments. 3. To gain insights into various strategic management models. 			
MODUEL-1			7 Hours
Introduction Meaning and Nature of Strategic Management, its Importance and Relevance and. Characteristics of Strategic Management, The Strategic Management Process. Relationship Between a Company's Strategy and its Business Model. Case Study related to the Module.			
MODULE-2			9 Hours
External Analysis Strategically Relevant Components of a Company's External Environment – Industry Analysis - Factors Driving Industry Change and its Impact - Porter's Dominant Economic Feature - Competitive Environment Analysis - Porter's Five Forces Model – Key Success Factors Concept and Implementation. Case Study on external analysis. Students Assignment: Industry External Analysis.			
MODUEL-3			8 Hours
Internal Analysis Describe Strategic Vision, Mission, Goals, Long Term Objectives, Short-Term Objectives and Discuss Their Value to the Strategic Management Process, Resources, Capabilities, Competencies, Resource Based View of the firm (RBV), Balanced Score Card, SWOC Analysis, Value Chain Analysis, Benchmarking. Case Study on internal analysis. Students Assignment: Industry Internal Analysis.			
MODUEL-4			9 Hours
Strategy Formulation .Business Strategies –Porter's Generic Strategies: Low Cost, Differentiation, Best Cost, Focused Low Cost and Focused Differentiation, Corporate Strategies – Growth Strategies (Internal Growth, External Growth, Integration, Diversification, Mergers, Strategic Alliances), Ansoff's Matrix, Stability Strategies (No-Change, Profit and Proceed With Caution), Retrenchment Strategies (Turnaround, Divestment and Liquidation), International Business Level Strategies. Case Study on Strategic Formulation. Students Assignment: Strategies of listed companies.			
MODULE-5			9 Hours
Strategy Implementation. Strategy Implementation -Organisational Structure, Strategic Leadership and Organisational Culture Strategy and Innovation - Introduction to Innovation: Process, Product and Platform; Creative Destruction and Disruptive Technologies; Designing Organisations for Innovation; Innovation Environments: Institutional Innovation and Environments, The Co-creation of Value, Open Innovation and Open Strategy, National Innovation Systems, Learning Networks and Clusters, Social Innovation. Case Study on Strategy Implementation.			
MODULE-6			8 Hours

Strategic Control Strategic Control: Focus of Strategic Control, Establishing Strategic Controls (Premise Control, Strategic Surveillance, Special Alert Control, Implementation Control), Exerting Strategic Control (through Competitive Benchmarking, Performance and Formal and Informal Organisations). Case Study on Strategic Control.

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:**Books:**

1. Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases
Arthur A. Thompson Jr. Margaret A. Peteraf John E. Gamble A. J. Strickland III Arun K. Jain
McGraw Hill Education 19/e 2017
2. Strategic Management: A South-Asian Perspective Michael A. Hitt R. Duane Ireland Robert E.
Hoskisson S. Manikutty Cengage Learning 9/e 2016
3. Strategy: Theory & Practice Stewart Clegg Chris Carter Marting Kornberger Jochen Schweitzer
Sage Publications 3/e ,2020
4. Strategy Management: Theory & Practice John Parnell Biztantra 2004
5. Strategic Management: Planning for Domestic and Global Competition John A. Pearce Richard B.
Robinson McGraw Hill Education 14/e 2015

Web links and Video Lectures (e-Resources)

1. <https://www.youtube.com/watch?v=5xD2JLleGqk>
2. https://www.youtube.com/watch?v=JUU5_x7nR8A
3. <https://www.youtube.com/watch?v=unEzMj9xHE8>
4. <https://www.youtube.com/watch?v=dfmhEYAO3TY>
5. <https://www.youtube.com/watch?v=Z3fOukW2KhY>

Skill Development Activates Suggested

1. Analyzing the Mission and Vision statements of selected Indian companies.
2. Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc(Industry Note to be submitted)
3. Internal Analysis & Strategies of a listed company in the form of the report to be submitted.
4. Pick a company that has performed very badly compared to its competitors. Collect information on why the Page 34 of 123 companies failed. What were the issues in strategy and execution that were responsible for the company's failure in the market; analyze the internal and external factors .
5. Map out GE 9-cell matrix and BCG matrix for some companies and compare them.
6. Conduct SWOT analysis of companies around your campus.

Course outcomes

At the end of the course the student will be able to:

Sl.No	Description	Blooms Level
CO1	Understand the concept of strategic management, its relevance, characteristics, process, nature, and purpose.	L2
CO2	Acquire knowledge on how firms institutionalize strategies and develop organizational structures for domestic and international operations to gain a competitive advantage.	L2
CO3	Analyze strategy formulation at different organizational levels to achieve competitive advantage.	L4
CO4	Understand the strategic approaches of multinational firms and their decision-making in diverse markets.	L2
CO5	Apply knowledge of strategy implementation and control mechanisms for effective decision-making.	L3

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	2				3	2		
CO2	3	3	2			3			
CO3	2	3	3	3	2	3			
CO4	2	3		2	1	3	2	1	
CO5	3	3	2	3	2	3			2

Risk Management in Supply chain Management

Course Code	MLS 305	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
<p>Course Learning objectives:</p> <ul style="list-style-type: none"> • As the nature of supply chains evolves with increasing globalization, consolidation and just in time inventories, the amount of risk continues to increase. • This course enables the students to get an insight into valuable perspectives on supply chain vulnerabilities. With emphasis on data, models and modeling systems, the students can analyze supply chain planning problems. • To understand the emerging Risk Management Framework applicable in the field of Supply Chain Management. 			
MODULE 1			8 HOURS
Supply Chain Management - Integrated Planning and Models - Supply Chain Models– Supply Chain Decision Databases – Data Aggressions, Facility Data, Transportation Network data, Supplier Data – Integrating Supply Chain & Demand Management, Price & location Sensitive Revenue Curves			
MODULE – 2			9 HOURS
Emerging Risk Management framework – framework supporting the new supply chain risk management – Enterprise risk management (ERM) framework, Committee of Sponsoring Organizations of the Tread way Commission (COSO) framework, ISO standards, Governance, risk and Compliance (GRC) framework. Risk Taxonomies – An operational framework for supply chain risk management.			
MODULE – 3			7 HOURS
Supply chain risk management-Concept, Definition, Scope and Importance. Important risk concepts – categorizing the risk – generic risk management approaches – Risk mitigation, Risk avoidance, Risk prevention, Risk acceptance, Risk sharing – Prevention Vs Responsiveness – Four pillars of Supply chain risk management – Supply chain risk management adoption.			
MODULE – 4			8 HOURS
Trends affecting Supply chain– Integration of supply chains, cost reduction, agile logistics, e-business, globalization, outsourcing, changing practice in logistics. Approaches to Risk management – Development of risk management, steps in risk management, Principles of supply chain risk management-Marine Insurance-Cargo underwriting-Hull underwriting –Settlements of claims			
MODULE – 5			9 HOURS
Fundamentals of Optimization Models - linear programming, resource allocation model, inventory models, scenario analysis, network models, and simulation model and systems. Stochastic system and Deterministic simulation, Monte Carlo Simulation - Inventory Theory Models –Deterministic Models, Probabilistic Models, ABC Classification. (Problems on ABC Models)			
MODULE- 6			9 HOURS

Future directions in supply chain risk management – Supply chain risk management predictions, An evolving risk management maturity model – Supply chain risk maturity model – Visibility, predictability, resilience, sustainability – A call to action - Establish the Risk Leadership Team, Establish Risk Crisis Teams, Focus on the Risk-Management Enablers, Assess the Current State of Risk Management Preparedness, Perform Risk Assessments and Develop Risk Management and Business Continuity Plans, Gain Visibility across the Supply Chain, Benchmark Risk Management Practices against Industry Leaders, Develop or Obtain the Tools, Techniques, and Risk Protocols.

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- The SEE Question paper should have the weight age of 70% theory and 30% problems

LEARNING RESOURCES: Books

1. Gregory L. Schlegel, Robert J. Trent Supply Chain Risk Management: An Emerging Discipline (Resource Management) Hardcover – Import, 3 Nov 2014.
2. Donald Waters – Supply Chain Risk Management, Published by the Chartered Institute of Logistics & Transport, U.K
3. Jeremy F. Shapiro, Modeling the Supply Chain, Duxbury C.K

Web links and Video Lectures (e-Resources)

1. <https://www.youtube.com/watch?v=NmMWTPcU5dg>
2. https://www.youtube.com/watch?v=I1vSkkmd_oc
3. https://www.youtube.com/watch?v=_jmttbfpEw0
4. <https://www.youtube.com/watch?v=ORJPZPGIDJs>
5. <https://www.youtube.com/watch?v=iRuF11XSqs4>

Course outcomes

At the end of the course the student will be able to:

1. Identify and Analyze Business Models, Business Strategies and, corresponding Competitive Advantage.
2. Formulate and implement the Warehouse Best Practices and Strategies by evaluating risk factors involved.
3. Students will gain a comprehensive understanding of various risks affecting supply chains, such as operational, financial, environmental, and geopolitical risks.
4. Students will learn to apply risk assessment methods, such as Failure Mode and Effects Analysis (FMEA) and Probability Impact Matrix, to evaluate and prioritize risks.
5. Understand how to build resilient supply chains by incorporating flexibility, redundancy, and contingency planning to minimize disruptions.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	To understand the integrated planning, supply chain models and decision database, supplier database	L2
CO2	Understand the emerging risk management framework -ERM, GRC, COSO & ISO	L2
CO3	Learning the Basic concepts of risk management in supply chain management	L1
CO4	Familiarity with the recent trends that affect the supply chain management	L2
CO5	To learn the fundamentals of optimization models involved in risk management in supply chain management	L3

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	3	2			3	2		
CO2	2	3		2		2			
CO3	3	2				3			
CO4	2	3		2	1	2	2		
C05	3	2	3	3	2	3		1	1

Port and Airport Management in Logistics

Course Code	MLS 306	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3

Course Learning Objectives:

1. Understand the key components and functions of port and airport systems.
2. Analyze logistical processes and their impact on global supply chains.
3. Explore regulatory, economic, and environmental factors affecting port and airport management.
4. Develop strategies for improving operational efficiency and service quality.
5. Examine case studies to identify best practices and innovative solutions in port and airport management.

MODUEL-1 **7 Hours**

Introduction to Port and Airport Management, Overview of Ports and Airports: Definition, types, and functions of ports and airports-Role of ports and airports in logistics. Economic Significance: Impact on national and regional economies-Trade facilitation and development. Challenges and Opportunities: Emerging trends and challenges in port and airport management-Opportunities for growth and innovation

MODULE-2 **9 Hours**

Port Operations and Management Port Infrastructure: Types of port facilities (berths, terminals, warehouses)-Design and layout of port areas. Port Operations: Cargo handling processes (loading, unloading, storage)-Stevedoring and terminal operations. Port Management: Port authorities and their roles. Port regulations and policies, Port security and safety measure

MODUEL-3 **8 Hours**

Airport Operations and Management, • Airport Infrastructure: Types of airport facilities (runways, terminals, hangars) Design and layout of airport areas. Airport Operations: Aircraft operations (take-offs, landings, parking) Passenger handling and services. Airport Management: Airport authorities and their roles, Airport regulations and policies. Airport security and safety measures.

MODUEL-4 **9 Hours**

Intermodal Transportation and Logistics Intermodal Concepts: Definition and benefits of intermodal transportation, Integration of different modes of transport (sea, air, rail, road). Intermodal Terminals: Design and operations of intermodal terminals Equipment and facilities. Intermodal Challenges and Solutions: Issues related to intermodal transport, Strategies for improving intermodal efficiency

MODULE-5 **8 Hours**

Port-Airport Coordination and Collaboration **Collaborative Planning:** Joint planning and development of port-airport infrastructure, Coordination of operations and services. **Information Sharing:** Data exchange and communication between ports and airports. Use of technology for information sharing. **Shared Facilities:** Development and utilization of shared facilities (warehouses, terminals)

MODULE-6 **9 Hours**

Emerging Trends and Future Perspectives **Technology in Port and Airport Management:** Automation and robotics, Internet of Things (IoT) and smart infrastructure, Digitalization of port and airport operations. **Sustainability and Environmental Impact:** Green port and airport initiatives. Sustainable practices and technologies. **Global Trade and Economic Outlook:** Impact of global trade trends on port and airport demand, Future challenges and opportunities

Assessment Details (both CIE and SEE)

The weight age of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
 - Each full question is for 20 marks with 3 sub questions.
 - Each full question will have sub question covering all the topics.
 - The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:

Books:

1. "The Future of Ports and Airports" by Michael J. Taaffe and Edward N. Rappaport
2. "Intermodal Transportation: Principles and Practices" by John W. Rickenbacker

3. "Port Operations Management" by Peter T. Norton
4. "Airport Management: Principles and Practices" by Kenneth M. Dueker

Web links and Video Lectures (e-Resources)

1. https://www.youtube.com/watch?v=2JcHMhtH6_s
2. <https://www.youtube.com/watch?v=qsgP9p7ODA4>
3. <https://www.youtube.com/watch?v=jiUtCThfSbo>

Skill Development Activates Suggested

1. Analyze real-world case studies of port and airport operations, including challenges faced in handling cargo, security, customs clearance, and multi-modal transportation.
2. Gain hands-on experience in cargo handling, warehouse operations, and terminal management.
3. Observe and understand the real-life operations and infrastructure of ports and airports.
4. Develop technical skills in using tools like TOS (Terminal Operating Systems), WMS (Warehouse Management Systems), and ERP systems.
5. Understand the procedures and documentation involved in customs clearance at ports and airports.

Course outcomes

At the end of the course the student will be able to:

S. No	Description	Blooms Level
CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases	L1
CO2	Use appropriate quantitative techniques to get feasible and optimal solutions	L3
CO3	Understand the usage of game theory , Queuing Theory and Simulation for Solving Business Problems	L2
CO4	Understand and apply the network diagram for project completion	L4

Mapping of COs and Pos

	PO1	PO2	PO3	PO4	PO5	PS0	PS0	PS0	PS0
						1	2	3	4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2

INTERNSHIP

Course Code	MLS307	CIE Marks	50
Teaching Hours/Week (L:P: SDA)	0:8:0	SEE Marks	50
Total Hours of Pedagogy	00	Total Marks	100
Credits	06	Exam Hours	00

OBJECTIVE

To provide industry insights to the students in order to get acquainted with the industry environment and to apply theoretical concepts in real life situation at the work place for various Functions of the organization.

STRUCTURE

The Internship shall consist of study of an organization for 4 credits for 4 weeks.

GENERAL GUIDELINES

- The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes.
- The Course code of the Internship shall be and shall be compulsory for all the students.
- No two students of an institute shall work on the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance. Student need to identify an external guide (Working in the organization) and seek guidance from him/her.

SUBMISSION OF REPORT

Students shall submit one hard copy of the report to the college with hard bound color of royal Blue and a soft copy in PDF file (Un-editable Format).

EVALUATION

Internal evaluation will be done by the internal guide.

Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or Internal Guide of the department and The external guide will be from the industry/ faculty from VTU PG Centre's or faculty from affiliated institutions of VTU as examiner for the viva voce of Internship.

The affiliated institutions can have the external guide from the industry/ faculty from other VTU

affiliated institutions/ VTU PG Centers. Viva-Voce on internship shall be conducted at the college and the date of Viva-Voce shall be fixed in consultation with the external Guide. The Examiners shall jointly award the Viva - Voce marks. In case of non availability of industry professional, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce examination. Internship carries 100 marks consisting of 50 marks for Internship report (evaluated by internal guide) and 50 marks for viva-voce examination.

CONTENTS OF THE INTERNSHIP REPORT

- Cover page
- Certificate from the Organization (scanned copy)
- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Internship by the student.
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs

Executive summary

Chapter 1: Introduction about the Organisation & Industry.

Chapter 2: Organization Profile

- i. Back ground,
- ii. Nature of business,
- iii. Vision, mission, quality policy
- iv. Workflow model
- v. Product/service profile
- vi. Ownership pattern
- vii. Achievements/awards if any
- viii. Future growth and prospects

Chapter 3: Mckensy's 7S framework and Porter's Five Force Model with special reference to Organization under study.

Chapter 4: SWOT Analysis

Chapter 5: Analysis of financial statements

Chapter 6: Learning experience.

Bibliography

Annexure relevant to the Internship such as figures, graphs, photographs, Financial, statements, etc.,

FORMAT OF THE INTERNSHIP REPORT

Report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1" margin all sides (1.5" on left side due to binding) and 1.5 line spacing. The Internship report shall be minimum of 50 pages.

RUBRICS FOR INTERNSHIP

Sl.No.	Evaluation Type	Particulars	Marks
1	CIE	Assessment by the Guide- Interaction with the Student by Seminars, etc.,	25
2	CIE	Report Evaluation by the Guide	25
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	50
		TOTAL	100

MARK SHEET FOR VIVA VOCE EXAMINATION (SEE)

Visvesvaraya Technological University

Name of the Institution

Name of the Department

Course Code:

Course Title: Internship

Sl.No	Aspects	Marks
1	Introduction and Understanding the Industry	5
2	Understanding the Corporate Functions/Company profile	10
3	Mckensy's 7S framework and Porter's Five Force Model	10
4	SWOT/SWOC analysis justification	10
5	Financial statement analysis	5
6	Learning experience	10
	TOTAL	50

Marks Sheet for Internship Viva Voce examination

Sl.No.	USN	1	2	3	4	5	6	Total
1								
2								
3								
4								

5									
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