



Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

TAMIL NADU OPEN UNIVERSITY
Regulations and Overview for
Master of Business Administration
(Shipping and Logistics Management) (MBA)
(Non-Semester) in Distance Mode

[w.e.f Academic Year 2020-2021]



School of Management Studies
Tamil Nadu Open University
Chennai- 600 015



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SCHOOL OF MANAGEMENT STUDIES M.B.A – Shipping and Logistics

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Programme's Mission and Objectives

MBA Programme in Shipping and Logistics Management is developed keeping in view of high growth of Shipping and Logistics Sector in globe and thereby growing employment opportunities. The Programme aims at equipping the candidates with adequate skills and knowledge in General Management functional areas and in the Shipping and Logistics business sectors and to help participants to meet their personal expectations by providing an industry-specific content which helps them to gain a thorough understanding of the Maritime business and logistics.

Relevance of the Programme with HEI's Mission and Goals

MBA Programme in Shipping and Logistics through distance learning mode is providing all the fundamental concepts of Management, and designed specialized competencies in consultation with experts belong to Shipping and Logistics sectors.

Nature of prospective target group of Learners

The growth in Shipping and Logistics Sector is estimated to contribute 23% of GDP in India. India is estimated to have 82,000 seafarers (people working on board Indian & Foreign Flagged ships). Aforesaid reasons encourage the seafarers working as captains / class 1 engineers, graduates (B.Sc., Nautical Science & B.E Marine Engineering) desirous of changing from a career at sea to shore based careers. Graduates in any other discipline, currently working in junior positions in Shipping & Logistics companies and Graduates in any discipline, interested in pursuing career opportunities in organisations under Shipping & Logistics industry.

Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence

Besides providing all the fundamental concepts of Management, this specialized MBA Programme in Shipping and Logistics integrates the learners with Shipping and Logistics sectors by adopting a holistic view of Shipping, integrating various aspects viz, Ship Management, Liner Shipping, Ship Agency Management, Port & Terminal Management, Maritime Law, Maritime Economics, Freight Forwarding, Logistics and



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Supply Chain Management through which graduates will develop a complete understanding of the opportunities in this sector.

Instructional Design

The Curriculum and the Syllabus for MBA (Shipping and Logistic Management) Programme has designed covering all the aspects of Management Concepts, Shipping Management, Logistics and Supply Chain Management. The duration of the Programme is two Years and the medium of instruction is English.

The MBA (Shipping and Logistic Management) Programme is offered through the Learner Support Centres established by TNOU in the affiliated Arts and Science College, where the same Programme is offered through Conventional Mode.

The Faculty Members available at School of Management Studies of Tamil Nadu Open University and the faculties approved as Academic Counselors of TNOU at Learner Support Centres will be used for delivering the MBA (Shipping and Logistic Management) Programme.

The credits systems suggested as per UGC-ODL Regulations-2020 have been assigned to MBA (Shipping and Logistic Management) Programme. The total number of credit assigned for the Programme is 72. The Self Learning Materials in the form of print, e-content and audio/video materials wherever required has also been developed for the Programme.

Procedure for Admissions, Curriculum Transaction and Evaluation

The eligibility for Admission to the MBA (Shipping and Logistic Management) Programme is Bachelor Degree from any recognized University. The Programme Fee is Rs.40000/- for two years, plus Registration and other Charges. The admissions are carried out by Tamil Nadu Open University and through its Regional Centres located within the State of Tamil Nadu. The Theory Counselling and the Practical Counselling (if any) will be conducted through the Learners Support Centres of Tamil Nadu Open University. The evaluation will be carried by Tamil Nadu Open University consists of Continuous Internal Assessment through Spot Assignment and External Assessment through Term End Examination.



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Financial Assistance

Scholarship for SC/ST category is available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Counselling schedule will be uploaded in the TNOU website and the same will be intimated to the students through SMS.

Evaluation System

Examination to M.B.A Shipping & Logistics Programme is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

Assignment: 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 4, then 2 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Assignment 1	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 30 = 30 Marks
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Term -End Examination: Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has two Sections: A & B for the duration of 3 hours.



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QUESTION PAPER PATTERN

Time: 3 Hours

Maximum Marks: 70

PART – A (5x5=25 Marks)

Answer any five questions out of eight questions in 300 words

All questions carry equal marks

Question Distribution Method:

1. From Block –I
2. From Block –II
3. From Block –III
4. From Block – IV
5. From Block – V
6. From any Block
7. From any Block
8. From any Block

PART – B (3X15=45 marks)

Answer any three questions out of five questions in 1000 words

All questions carry equal marks

9. From Block -I
10. From Block -II
11. From Block – III
12. From Block –IV
13. From Block -V

Passing Minimum: The candidate shall be declared to have passed the examination if the candidate secures not less than 33 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 marks in both external and internal taken together.



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Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	33	70	50	100

Classification of Successful Candidate

Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.

Requirement of laboratory and Library Resources

The Programme will be offered through the LearnerSupport Centre (LSC) maintained by Tamil Nadu Open University. The LSC has the required infrastructural facilities to conduct the Counselling for the students who wish to clear their doubts. There is no lab component in MBA (Shipping and Logistic Management) Programme.

A well equipped Library is available in the University Headquarters and the Regional Centres with required books and research journals. The Learners Support Centre through which the Degree Programme is to be offered is also equipped with a full-fledged library having books and journals related Management and Logistics Discipline.

Quality Assurance Mechanism and expected Programme Outcome

The Quality of the MBA (Shipping and Logistic Management) Programme is maintained by adopting the curriculum suggested by the UGC and AICTE. As per UGC guidelines the Core courses, Elective courses, Subject specific elective courses, Skill enhancement courses are included in the Programme. The Curriculum of MBA (Shipping and Logistic Management) Programme was approved by the Board of Studies held on 19.06.2020. As a part of Quality assurance the curriculum for the Programme will be updated once in three years. Necessary steps will be



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taken to obtain feedback from the students and the Academic Counsellors who are part of the Programme for effective delivery of the Programme.

The curriculum is developed with seven functional management courses and 12 courses are specialised in the field of shipping and logistics domain. The curriculum of the programme has developed with a help of academia and experts working in shipping and logistics industry. After designing the curriculum of the aforesaid programme, it is placed before the Board of Studies for its approval which includes subject experts from various Universities, Colleges and Industries. To ensure the quality of the programme curriculum will be updated once in a three year for incorporating new requirements the industry demands. The well equipped system is evolved to obtain feedback from the learners and the academic counsellors who are the main stake holders of the M.B.A programme in (Shipping and Logistics Management) for appraising the effective delivery of course content of the programme.

After completion of the MBA (Shipping and Logistic Management) Programme the Learners will acquire knowledge in Management Concepts and Logistics Management will be increased and this will in-turn help them to get employment or enabling entrepreneurial skill in the field Shipping Sectors, Logistic Sectors, Business Organization and Government.

Programme Learning Objectives (PLO)

- PLO 1. To provide the learners the greatest possible professional education and to get them ready for a competitive environment and global standards
- PLO 2. To develop your success, competence, and inventiveness while being productive and responsive to the needs of the business sector.
- PLO 3. To select and apply suitable tools for decision making required for solving complex managerial problems
- PLO 4. To choose and use the best tools for making decisions needed to solve complicated administrative situations
- PLO 5. To have a successful career in Shipping and Logistics Sector with sound technical and managerial leadership.



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- PLO 6. To pursue higher education or find the research opportunities in maritime areas of management.
- PLO 7. To develop professional, entrepreneurial skills and social awareness among students to shape them into a good citizen of our country.
- PLO 8. To inculcate moral and ethical ideals in order to create better society and citizens convey moral and ethical principles to produce better citizens and society

Program Specific Objectives (PSOs)

- PSO1 Demonstrate knowledge and techniques to manage shipping and logistics operations effectively using fundamental knowledge of functional management
- PSO2 Apply knowledge, skills and techniques of quantitative method to improve shipping and logistics operations.
- PSO3 Apply the fundamental concepts of shipping and logistics related to national and international business system.
- PSO4 Improve the logistics and shipping processes using the advanced operations such as quality, lean, strategy and green to ensure sustainable business practices.
- PSO5 Develop analytical skills using advancements in Information technology to implement the concepts of shipping and logistics system to aid decision making.
- PSO6 Plan and organize strategies for effective shipping and Logistics management.
- PSO7 Motivate students to participate in community development and undertake Research on maritime business
- PSO8 develop entrepreneurial skills to think strategically and encourage them to become Entrepreneurs



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Programme Outcomes (PO)

After completing the programme, they will be able to

- POC 1. Apply acquired knowledge on management theories and practices to solve business issues
- POC 2. Foster analytical and critical thinking skills for decision-making based on testimony.
- POC 3. Operate and manage in a global and multicultural environment in terms of maritime business.
- POC 4. Get insight knowledge on analyse and communicate global, economic, legal, and ethical aspects of business and recognize a talent for entrepreneurship, innovation, and creativity.
- POC 5. Gain knowledge on shipping and logistics management and the environment in which it operates and apply this to the global maritime and related fields
- POC 6. Apply systems and processes used in the functional areas of business and organisational development.
- POC 7. Evaluate and combine ethical considerations in making business decisions
- POC 8. Use research-based knowledge and methods including company analysis, and interpretation of data to find solution to business problems



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Mapping the Curriculum

Course Code Programme Learning Outcomes	MSPLN- 10	MSPLN -12	MSPLN -13	MSPLN -14	MSPLN- 15	MSPLN -17	MSPLN -19	MSPLN -100	MSPLN -101	MSPLN -102	MSPLN -23	MSPLN- 24	MSPLN- 25	MSPLN -103	MSPLN -104	MSPLN- 105	MSPLN -106	MSPLN -107	MSPLN- 109	MSPLN - P
Knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Science and Society										✓										
Life-Long Learning																				
Modern Tool Usage			✓				✓													
Project Management		✓																		
Environment and Sustainability					✓			✓	✓	✓	✓									



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Master of Business Administration – (Shipping and Logistics Management) (Distance Mode – Non-Semester)

Sl.No	Course Code	Title of the Courses	Credits	Exam Hrs	Marks Distribution		Max. Marks	Passing Minimum
					CIA	TEE		
First Year								
1	MSPLNN 10	Management Concepts and Behavior	3	3	30	70	100	50
2	MSPLN 12	Accounting for Managers	4	3	30	70	100	50
3	MSPLN 13	Quantitative Techniques	4	3	30	70	100	50
4	MSPLN 14	Information Systems for Managers	4	3	30	70	100	50
5	MSPLN 15	Marketing Management	3	3	30	70	100	50
6	MSPLN 17	Human Resources Management	3	3	30	70	100	50
7	MSPLN 19	Business Research Methods	4	3	30	70	100	50
8	MSPLN 100	Overview of Maritime Business	4	3	30	70	100	50
9	MSPLN 101	Shipping and Port Economics	4	3	30	70	100	50
10	MSPLN 102	Commercial Geography of International Trade	4	3	30	70	100	50
		TOTAL	34		300	700	1000	
Second Year								
11	MSPLN 23	Strategic Management	4	3	30	70	100	50
12	MSPLN 24	International Business Management	3	3	30	70	100	50
13	MSPLN 62	Supply Chain Management	4	3	30	70	100	50
14	MSPLN 103	Ship Management and Chartering Practices	4	3	30	70	100	50
15	MSPLN 104	Legal Aspects of Maritime Business	3	3	30	70	100	50
16	MSPLN 105	Liner Shipping and International Freight Forwarding	3	3	30	70	100	50
17	MSPLN 106	Logistics and Multimodal Transport	3	3	30	70	100	50
18	MSPLN 107	Shipping Finance and Insurance	4	3	30	70		50
19	MSPLN 108	Ports & Terminals Management	4	3	30	70	100	50
16	MSPLN 100	Project Work	6		--	200	200	
		TOTAL	38		270	830	1100	
		GRAND TOTAL	72		570	1530	2100	

Continuous Internal Assessment- (CIA) Term End Examination - (TEE)



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MBA - Shipping and Logistics Management - Syllabus

I Year –Distance Mode

Course Title : MANAGEMENT CONCEPTS & BEHAVIOUR

Course Code : MSPLN 10

Course Credit : 3

COURSE OBJECTIVES (COs)

- CO1 Examine management functions of planning, organizing, issues and controlling of an organisation
- CO2 Enumerate the staffing, techniques and communication in coordinating of a business unit
- CO3 Enable the learners' basic aspects of organizational behaviour pertaining to the personality, learning and attitude in current scenario
- CO4 Help learner for focusing on the group, group behaviour and leadership approach of the organization
- CO5 Discuss the appropriate organizational structure and change to the organisation

COURSE SYLLABUS

BLOCK I: Overview of Management

Evolution of Management thoughts – Management Theories – Approaches to Management– Management roles –skills for managers – Current trends in Management Practices Management functions: Planning – Process – Types of Planning and Techniques - Decision Making- Organisation: Organisation structure and design – Departmentation, Delegation and Decentralisation – Span of Management .

BLOCK II: Management Process

Staffing – Recruitment, Selection and training – Directing: Motivation–Leadership in Management -Communication – Process – Barriers and breakdown in communication –Control: process, techniques and types.



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BLOCK III: Organisation Behaviour

Organisation Behaviour an overview - Individual behaviour – Personality - Determinants of Personality - Influence of Personality on Behaviour— Perception and learning – Motivation – theories and applications – Attitudes – Theories of attitudes – Job satisfaction and its effect on employee performance and its Determinants.

BLOCK IV: Group Behaviour & Leadership

Definition and classification of groups- Stages of group development-Group structure-Difference between groups and teams- Types of teams- Leadership and theories of leadership: Trait theories, Behavioural theories, Contingency theories.

BLOCK V: Organisational Change & Development

Organisation change – Manager as a change agent – Organisation Development – O.D. interventions – Organisational Culture and Climate -Organisation Behaviour in global scenario – Future trends in Organisation Behaviour.

REFERENCES

1. Aswathappa.K ,(2017), Organisation Behaviour Text, Cases& Games, 12th Edition, Himalaya Publishing House, Mumbai
2. Gupta, C.B., (2017), Management Theory and Practice, latest Edition, Sultan Chand & Sons, New Delhi
3. Heinz Wehrich, and Mark V. Cannice, Harold Koontz, (2013), Management, 14th edition,McGraw Hill publication.
4. John Newstrom, Keith Davis, (2006) Organizational Behavior – Human Behaviour at work ,McGraw Hill Higher Education
5. Ramasamy. T.,(2010), Principles of Management, latest Edition, Himalaya Publishing House, Mumbai
6. Rao, V.S.P, (2016), Management Text and Cases Excel Books India, Third Edition, New Delhi, Taxmann Publications Pvt. Ltd.
7. Stephen P. Robbins, Timothy Judge, (2007) Organizational Behavior, latest Edition, PHI Learning, New Delhi.
8. Stoner J., (2012), Management, latest Ed., Prentice Hall of India, New Delhi
9. Thomas Kalliath, Paula Brough, Michael O’Driscoll, Mathew J Manimalla, (2011),Organizational Behavior, latest Edition, Tata McGraw Hill, New Delhi.



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WEB RESOURCES

1. [Management Concepts and Organizational Behaviour | Download book \(freebookcentre.net\)](#)
 2. [Introduction To Management by Jordan University of Science and Technology | Download book \(freebookcentre.net\)](#)
 3. [Organizational Behavior – Open Textbook \(umn.edu\)](#)
 4. [Business and administrative communication \(2008 edition\) | Open Library](#)
 5. [An Introduction to Organizational Behavior Management - Bing video](#)
 6. [Book release lecture of Fundamentals of Business Process Management \(2nd Edition\) - YouTube](#)
-

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Demonstrate the knowledge of management which provides efficacy level of managers.
- CLO2 Apply knowledge on recruiting people and maintain the integrate stability, motivate and utilize the resources of management
- CLO3 Develop the knowledge the Attitude, changing of attitude and aspects of learning and personality
- CLO4 Get insight knowledge on group behaviour and leadership quality which reflects in the journey of organisation.
- CLO5 Equip themselves the adaptation of organisational changes and overcome to resistance the change as per the present business environment.



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Course Title : ACCOUNTING FOR MANAGERS

Course Code : MSPLN12

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 To study the fundamentals of accounting systems and draw knowledge in accounting standards for presenting in the books of accounts. Acquaint knowledge in accounting cycle based on double entry system and interpretate the final accounts so as to know the financial position of the business
 - CO2 To analyse the accounting statement of an organisation to know financial situation in progressive financial year.
 - CO3 To equip the knowledge in application of cost accounting system including cost sheet, inventory, materials management for reducing cost, maintaining the inventory in economy manner.
 - CO4 To imbibe the concept of marginal costing which is used for making decision pertaining to the enhancement of sales, estimating profit, and to study the appropriate profit model. Estimating the various budgets for future progress
 - CO5 To inculcate the utilisation of standard costing which assesses both estimate and actual value. for rectifying the variance and study the computerised accounting system and its uses for the business units.
-

COURSE SYLLABUS

BLOCK I: Introduction to Accounting

Introduction to Accounting: Book-Keeping and Accounting - Financial Accounting - External and Internal users of Accounting Information, Concepts and Conventions – Double Entry System - Accounting cycle - Financial Accounting - Preparation of Journal, Ledger and Trial Balance - Preparation of Final Accounts - Income Statement and Balance Sheet With Adjustment Entries - Capital and Revenue Expenditure and Receipts.



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BLOCK II: Financial Statement Analysis

Financial Statement Analysis: Horizontal Analysis and Vertical Analysis of Company Financial Statements – Ratio analysis - Liquidity, leverage, solvency and profitability ratios - Preparation and analysis of cash flow statement and funds flow statement.

BLOCK III: Cost Accounting

Cost Accounting: Classification of Cost - Elements of Costs - Preparation of Cost Sheet - Materials Costs: Materials purchasing, receiving, storing and issuing including pricing of issues- EOQ – Overheads - Identifying the overheads with cost centre -Allocation, Apportionment and Absorption.

BLOCK IV: Marginal Costing

Marginal Costing: Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis (CVP) – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a Foreign Order, Deciding Sales Mix - Budget and Budgetary control – Objectives - Type of budgets – Preparation of Cash, flexible and master budgets.

BLOCK V: Standard Costing

Standard Costing: Meaning and uses - procedure of setting standards - Variance Analysis- Classification of Variances- Material Cost, Labour Cost, Overhead Cost and Sales Variance– responsibility accounting and report writing - Excess present value method -Significance of Computerized Accounting System - Pre-packaged Accounting software.

REFERENCES

1. B. Singh (2020), “Computerised Accounting System Tally.ERP9”, Bharat Publications, Chennai.
2. J.K. Mitra (2009), “Advanced Cost Accounting”, New Age International Private Limited, New Delhi
3. M C Shukla, S C Gupta & T S Grewal (2019), “Financial Accounting” S. Chand Publishing, New Delhi
4. M.Y. Khan and P.K. Jain, (2017), “Management Accounting: Text, Problems and Cases”, 7th Edition, McGraw Hill Education, New Delhi
5. R L Gupta and Radhaswamy (2010) “Advanced Accountancy”, Sultan Chand and Sons, New Delhi



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6. R S N Pillai and Bagavathi (2010), “Cost Accounting”, 6th Edition, S Chand Publishing, New Delhi
7. R.S.N. Pillai and V. Bagavathi (2010), “Management Accounting” S Chand, New Delhi
8. S.N. Maheshwari, S.K. Maheshwari & Sharad K. Maheswari, “Financial Accounting”, 5th Edition, Vikas Publishing, Vikas Publishing
9. S.P. Jain, K.L. Narang Simmi Agrawal & Monika Sehgal (2020), “Financial Accounting” Kalyani Publisher, New Delhi
10. Shukla M.C., Grewal T.S., et al. (2007) “Cost Accounting: Texts and Problems”, S Chand & Company, New Delhi

WEB RESOURCES

1. [Book: Accounting in the Finance World - Business LibreTexts](#)
2. [Principles-of-Financial-Accounting.pdf \(ung.edu\)](#)
3. [Management Accounting - Course \(nptel.ac.in\)](#)
4. [accounting for managers nptel - Bing video](#)
5. [Managerial Accounting Video Lectures \(textbooksfree.org\)](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Improve the knowledge in applications of accounting and applying it in the business organisations by using appropriate accounting standards and evaluating the financial position of the concerned business in preparing the various financial statements
- CLO2 Diagnose the various financial statement analysis for making decisions and identify the progressive growth of the financial position of the business.
- CLO3 Prepare the costing accounting model with a view to reducing the cost in terms of material and inventory control of the manufacturing sectors
- CLO4 Apply the knowledge in estimating profit and cost with help of applications of CVP analysis for taking appropriate decision making to fix the price on commodity.
- CLO5 Identify the ways to deviate between actual and estimated cost for which making decision to combine the materials for expected output.



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Course Title : QUANTITATIVE METHODS FOR MANAGERS

Course Code : MSPLN 13

Course Credit : 4

COURSE OBJECTIVES

- CO1 get insight on use the equation of a function to determine whether it is linear or nonlinear both graphically and algebraically,
 - CO2 gain knowledge on concept of probability and calculate the probability of complementary events applied to Business.
 - CO3 Perform statistical inference in several circumstances and interpret the results in an applied context,
 - CO4 provide knowledge on the applications of the index number in the business decisions
 - CO5 explain the hypothesis testing in the different situation of the business in the relevant filed for expanding the wings of the business.
-

COURSE SYLLABUS

BLOCK I: Liner & Non-Liner Functions

Linear & Non-Linear functions – graphical representation of functions, Constants, Variables – notion of Mathematical models- Simple problem applied to business and industry - Decision making under risks and uncertainty: Minimax and Maximax Criteria – Their Implications Decision Tree.

BLOCK II: Probability

Probability – Definition – Addition and Multiplication rules (only) – Simple business application problems – Probability distribution – Binomial, Poisson and normal distribution – Simple problem applied to Business.

BLOCK III: Presentation of Statistical Data

Presentation of Statistical Data – Tables and Graphs – Frequency Distribution – Histogram – Cumulative Frequency Curves - Data Analysis – UniVariant ungrouped and grouped Data – Measures of Central Tendencies – Measures of Dispersion – Bivariate Analysis – Correlation and regression.



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BLOCK IV: Index Numbers

Index numbers – Simple and weighted index numbers Concept of Weights – Business Index numbers – CPI, WPI, Nifty, Production Index, Time series, variation in time series, trend - cyclical and random – Use of Time series for business forecasting.

BLOCK V: Testing of Hypothesis

Procedure for Testing of Hypothesis - One Sample t-test for the Population Mean - Two Sample t-test for independent Samples - Paired Sample t-test - F-test for two population Variances (Variance ratio test) - ANOVA one and two way.

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1. [Quantitative Analysis For Management | Quantitative Analysis Explained For Beginners | Simplilearn - Bing video](#)
2. [Quantitative Techniques for Decision Making Part 1 - Bing video](#)
3. [Quantitative Methods For Managers - ICM Subjects Of Study](#)
4. [\(PDF\) Quantitative Methods For Business Management \(researchgate.net\)](#)

COURSE LEARNING OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Identify, formulate and solve Linear Programming Problems graphically, mathematically and by using excel solver.
- CLO2 Apply the concept of probability to measure the risk so as to make business decisions.
- CLO3 Illustrate analysis and interpretation of business data in the form of business analytics which monitor the competitor movements.
- CLO4 Apply knowledge on index number which is useful to predict the future trend of the business walks
- CLO5 Assess the hypothesis testing for business decisions to successfully run the business



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Course Title : INFORMATION SYSTEMS FOR MANAGERS

Course Code : MSPLN 14

Course Credit : 4

COURSE OBJECTIVES (COs)

CO1 develop conceptual understanding about latest developments in the field of Information Technology and the impact of I.T. in managing a business

CO2 have the knowledge of the computer system resources both software and hardware developments for business purpose

CO3 learn to use Information Technology to gain competitive advantage in business

CO4 get insight on information system for planning and development of the business

CO5 learn the basic concept of the information systems in terms of Security and Ethical Challenges for the betterment of the business

COURSE SYLLABUS

BLOCK I: Information System

Information system: Managers' view – Concepts of systems and Organisations – Strategic uses of Information Technology.

BLOCK II: Computer System Recourses

Computer System Resources: Computer Hardware and Computer Software – File and DBMS – Distributed System – Internet and Office Communications.

BLOCK III: Applications of Information System

Application of Information System to functional Business Areas: Operational Information System – Tactical and Strategic Information System – Decision support system and expert system.

BLOCK IV: Planning & Development

Planning and development of Information system: Information system planning – System Analysis and design – Alternative application development approaches.

BLOCK V: Security and Ethical Challenges

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - Societal challenges of Information technology.



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- 10.Nina Godbole & SunitBelapure (2012), “ Cyber Security” latest Edition, Wiley India
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1. [MIS - Introduction \(tutorialspoint.com\)](https://www.tutorialspoint.com/mis/index.html)
2. [\(PDF\) Management Information Systems | Amrutha Sasidharan - Academia.edu](https://www.academia.edu/38484847/Management-Information-Systems)
3. [Management Information System Chapter 5 - Bing video](https://www.youtube.com/watch?v=...)
4. [1 - Introduction - I - Bing video](https://www.youtube.com/watch?v=...)



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COURSE LEARNING OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 evaluate the role of information systems in today's competitive business environment
- CLO2 get knowledge on basic concepts of systems concepts in computers and Management of Information System and utility of the systems for the managerial decisions.
- CLO3 Assess a real-world understanding of information systems and its application in business.
- CLO4 Equip themselves applications of information systems in the various domains of the business
- CLO5 Evaluate the Security and Ethical Challenges adopted in the business and to choose the right applications in these areas of information technology.



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Course Title : MARKETING MANAGEMENT

Course Code : MSPT 15

Course Credit : 3

COURSE OBJECTIVES (COs)

- CO1 Provide basic conceptual knowledge about the modern marketing and global marketing and applications of MIS in the marketing domain
- CO2 develop the ability to design the best marketing strategy and related marketing mix by analyzing the factors influencing the consumer decision.
- CO3 Describe product and price mix towards marketing strategies that initiate operating system in product life cycle and adopting the pricing strategies
- CO4 Explain the principles, tools and concept of place mix and promotion mix
- CO5 develop an understanding of the concepts, issues and strategies in different forms of marketing and its management.

COURSE SYLLABUS

BLOCK I: Introduction

Marketing – Meaning – functions – Approaches to the study of marketing – Marketing segmentation – Systems approach – Features of industrial, consumer and services marketing – Marketing information system.

BLOCK II: Marketing Mix

Marketing environment – External factors – Demographic factors – Internal factors – Marketing mix – 4ps' in marketing.

Industrial Buyer Behaviour – Nature of Industrial Buying – Objectives in Organizational Buying – Product Analysis for identifying information needs of key influencers – Interpersonal dynamics of Industrial buying behaviour - Psychological Factors on decision making – Conflict and Resolution in Joint Decision Making – Supplier Choice and Evaluation. Marketing Research: Meaning - Objectives – Procedures

BLOCK III: Product Management

Product Management – New Product –Meaning –Product Mix- Product Planning and Development – Product Policies – Product Line Decisions – Product Positioning And



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Targeting –Managing Product Life Cycle - Product Failures –Branding and Packaging.

Pricing –Meaning-Pricing factors – Objectives and policies – pricing methods and Procedure.

BLOCK IV: Physical Distribution Mix

Physical Distribution Mix: Distribution channel policy –Choice of channel – Channel Management –Conflict and cooperation in channels – Middlemen functions - Logistics Promotion Mix decision –Advertising role – Budgeting copywriting, media selection measuring Advertising effectiveness – Sales promotion tools and techniques, personal selling –salesman qualities –sales force determination – determining sales territory, fixing sales quota and target, public relations on role and methods.

BLOCK V: Special Areas in Marketing

Special areas in Marketing –Rural marketing-Societal Marketing –Relationship Marketing –Direct Marketing - Green Marketing:- Evolution, Concept and Strategies-green product- Enviropreneur Marketing .

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5. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, (2012), principles ofmarketing, south Asian perspective, 13/Edition, Pearson Education, India
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1. [Marketing Management-1 - Bing video](#)
2. [Marketing Management Introduction by Prof. Dr. Manfred Kirchgeorg - Bing video](#)
3. [\(PDF\) MARKETING-MANAGEMENT-NOTES.pdf | banu divya - Academia.edu](#)
4. [Philip Kotler - Marketing Management.pdf - Google Drive](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Point out the concepts and approaches in marketing and analyse the role of marketing in economic development
- CLO2 Relate Marketing Mix as a framework for Marketing Decision making and ability to assess the behaviour of the consumers with help for the marketing research
- CLO3 Demonstrate the need, importance and process of product and price mix for appropriate solution of
- CLO4 Apply the strategy of the promotion and physical distribution mix and its elements
- CLO5 Acquire knowledge various forms of marketing in the present scenario



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Course Title : HUMAN RESOURCE MANAGEMENT

Course Code : MSPLN 17

Course Credit : 3

COURSE OBJECTIVES (CO)

- CO1 Develop strong association with the concepts and Practices of human resources management that aids to achieve organisational objectives.
- CO2 Create a conceptual understanding of planning, deployment and maintaining of human capital.
- CO3 Recognize the importance of Training-need analysis and designing training programs keeping in view of current and future requirements.
- CO4 Identify the crucial issues in compensation management and study various salary structures. List out various employee retention techniques.
- CO5 Discuss quality of work life, work life balance and theories underlying employee relations to introduce the learners on various aspects of human resources management.

COURSE SYLLABUS

BLOCK 1 INTRODUCTION TO HRM

Human Resource Management: Meaning, Nature, Objectives, Scope and Functions, Difference between Personnel Management & Human Resource Management- Policy and Procedures of the HRM - Department Structure and Functions – Managerial and Operating Functions – HRM as a Profession –Environmental Influence of HRM. Qualification of HR Manager, Line & Staff Roles and Responsibilities of HR Manager/Departments, HR as a factor of Competitive Advantage- e – HRM-GHRM-SHRM

BLOCK 2 HRP AND EMPLOYEE HIRING

Human Resource Planning: Manpower Planning – Strategy consideration of Planning –Job Analysis – Job Specification – Job Description – Approaches to Job Design – Job Simplifications – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism and Labour Turnover.



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Recruitment & Selection: Recruitment Policy - Problems - Source of Recruitment – Recruitment Practices in India – Selection – Placement and Induction –Promotions and Transfers – Demotions and Separations.

BLOCK 3 TRAINING AND DEVELOPMENT

Training & Development: Training – Need and Importance – Steps in Training Programme – Evaluation of Training Programmes – Concept of Management Development Programme – Techniques of Training and Development – Group Discussion- Conferences and Seminar – Case Studies – Role Playing – Business Games – Sensitivity Training – Stages of Career Development-,Competency Mapping, Talent Management.

BLOCK 4 PERFORMANCE MANAGEMENT

Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of Good Appraisal Plan – Problems in Performance Appraisal-Wage & Salary Administration: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits- ESOP (Employee Stock Ownership Plan)

BLOCK 5 EMPLOYEE RELATIONS

Quality of working life – Issues in Quality of Working life – Obstacles in QWL – Quality Circles – Management By Objectives –Grievance Handling and Conflict resolution - Participation in Management - Employee Collective Bargaining – Labour Welfare- Case Studies

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1. Anjali Ghanekar, (2010), Essentials of Human Resource Management, latest Edition, Everest Publishing House, New Delhi
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3. Indranil Mutsuddi, (2011), Essentials of Human Resource Management, latest Edition, Newage Publishing House, New Delhi.
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9. Seema Sanghi, (2012) Human Resource Management , latest Edition, Macmillan, Chennai
10. Shyamkant Gokhale (2012), Personnel Management, latest Edition, Everest Publishing House, New Delhi.

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2. [01. Human Resource Management author The Open University of Hong Kong.pdf - Google Drive](#)
3. [human resource management - Bing video](#)
4. [pdf \(free-ebooks.net\)](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to:

- CLO1 Summarize the strategies, policies and systems for managing people professionally in the context of rapidly evolving aspirations of individuals and changing business scenarios.
- CLO2 Recommend how the tasks of human resources planning, job analysis, recruitment and selection can be executed. Also apply the same in organizational context.
- CLO3 Appraise various training methods and design a training program.
- CLO4 Evaluate the components of a compensation package, how to structure them, and develop a company's compensation policy.
- CLO5 Apply different labour laws for harmonious employee-management relations.



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Course Title : RESEARCH METHODS IN BUSINESS

Course Code : MSPLN 19

Course Credit : 4

COURSE OBJECTIVES (CO)

- CO1 Explain research, types and process of research and identify the problems. Discuss the significance of research in social sciences and illustrate formation hypothesis
- CO2 Discuss methods of sampling design and various techniques used for constructing scale
- CO3 Explain different methods of collecting data; differentiate between primary and secondary data. State advantages and limitations of schedule and questionnaire
- CO4 Explain test of significance and techniques used for parametric and non-parametric test
- CO5 Discuss the significance of report writing, the procedure for writing the report and ethical issues in research

COURSE SYLLABUS

BLOCK I: Overview of Research

Research: Meaning – Scope and Significance – Types of Research – Research Process -Problems in Research – Significance of Research in Social Sciences – Identification –Selection and formulation of problem – Review of Literature - Research Hypothesis –Meaning – Sources – Types – Formulation of Research Design – Features of Good Design – Factors affecting Research Design – Evaluation of Research Design.

BLOCK II: Sampling Design & Techniques

Sampling Design: Senses Method and Sampling Method – Principles of Sampling – Methods of Sampling –Probability and Non-Probability Sampling Methods – Selection of a sample – Size – Criteria of Good Sample Design.

Scaling Techniques: Meaning, Types of Scale - Scale Construction Techniques.



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BLOCK III: Data Collection

Data Collection: Types of Data – Sources of Data – Primary Data and Secondary Data -Data Collection Methods – Observation – Survey – Questionnaire – Interview Schedule - Effective in Interview Techniques and Limitations of Interview – Constructing Questionnaire – Format of Good Questionnaire – Advantages and Limitations of Schedules and Questionnaire – Pilot Study. Analysis and Processing of Data: Meaning – Editing – Coding– Diagrams – Data Analysis – Transcription – Tabulation – Construction of Tables – Components of Tables – Principle of Table Construction – Types of Tables.

BLOCK IV: Parametric & Non - Parametric Tests

Tests of Significance – Assumption about parametric and non-parametric tests – Parametric Tests –Chi Square, T-Test, F-Test and Z Test. Non-Parametric Tests UTests– Kruskal Wallis – Introduction to ANOVA – One Way –Two Way – Multivariate Analysis –Correlation and Regression only - Role of Software packages– Uses of Software in Data Preparation and Analysis.

BLOCK V: Report Writing & Ethical Issues in Research

Report Writing: Significance-Tests in Report Writing –Layout of report – Types of Reports – Oral Presentation –Mechanics of writing Research Report –Norms for using tables – Charts and Diagrams – Appendix – Index and Bibliography – Ethical issues in Research - Ethical issues in Research- Concept of Ethics – Stakeholders in Research – Ethical Issues to Concerning Research Participants - Ethical Issues to consider Relating to the Researcher - Ethical Issues to consider Relating to the Sponsoring Organization.

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2. Dwiedi, R., (2011), Research Methods in Behaviour Science, latest Edition, Macmillan India Ltd., New Delhi.
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9. Mukul Gupta &Deepa Gupta (2013), Research Methodology, latest Edition, PHI, India.

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2. [BUSINESS RESEARCH METHODS free ebooks and study materials - Bing video](#)
3. [Business Research Methods \(PDFDrive.com \).pdf \(gitamskadapa.org\)](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to:

- CLO1 Comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.
- CLO2 Examine various methods of sampling techniques and the procedure to construct a scale
- CLO3 Analyse different techniques to collect data and suitability of such tool for presenting data.
- CLO4 Interpret the result of statistical parametric and non-parametric techniques for analysis of research data
- CLO5 State the significance of report writing and illustrate the format of report and the ethical issues in research



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Course Title : OVERVIEW OF MARITIME BUSINESS

Course Code : MSPLN 100

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 Provide the knowledge about fundamentals of shipping management
- CO2 discuss the concept & role of liner shipping in international trade logistics
- CO3 equip the knowledge of analyses the bulk shipping market under the points of view of Bulk pool operations
- CO4 study ports infrastructure which understands the Environmental issues.
- CO5 Analyze, compare container freight rates and interpret in in multimodal transportation.

COURSE SYLLABUS

BLOCK I: Introduction of Shipping

Ships and their specifications - Major Maritime Nations - Ship Registries - International Shipping organizations - Shipping terms and abbreviations.

BLOCK II: Liner Shipping

Liner Shipping Business -Types of Liner Service Operators -Container Liner Services -Break bulk liner services–Ro Ro liner services.

BLOCK III: Bulk Shipping

Bulk Shipping Business - Dry Bulk operations - Tanker operations -LPG LNG Shipping- Bulk pool operations.

BLOCK IV: Port Infrastructure

Port infrastructure - Inland Terminals -Inland waterways, navigable rivers and lakes - Strategic maritime passages (canals)- Environmental issues.

BLOCK V: Freight Forwarding

International Freight Forwarding - Logistics Service Providers - Project Cargo Forwarding -Multimodal operations - Warehousing Operations.

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1. Alan E. Branch and MichaelRobarts, (2014), Branch's Elements of Shipping, Ninth edition, Routledge, Taylor & Francis Group, London.



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2. Peter Brodie, (2015), Commercial Shipping Handbook, 3rd edition, Routledge, Taylor & Francis Group, London.
3. Pierre A. David, (2013), International Logistics: The Management of International Trade Operations, Fourth edition, Cicero books

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1. [\[PDF\] Maritime Operations and new Business Models elaboration \(researchgate.net\)](#)
2. [Download \[PDF\] Economics Of Maritime Business eBook \(ardhindie.com\)](#)
3. [Masterclass autonomous shipping - the maritime business services perspective - YouTube](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Discuss the basics of maritime business and the role of shipping.
- CLO2 explain the important elements for designing the liner services schedules
- CLO3 analyse the bulk shipping business using a business management approach.
- CLO4 Assess the facilities availability towards ports infrastructure in shipping and logistics management
- CLO5 Equip themselves in negotiating with shipping providers to get the best possible price for the company making the shipment.



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Course Title : SHIPPING AND PORT ECONOMICS

Code : MSPLN 101

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 explore the fundamental concepts of managerial economics and demand and supply functions.
- CO2 Get insight on practices of shipping industry and to assess the competitive and cost analysis
- CO3 have a sound knowledge of the factors affecting the demand of shipping cycles
- CO4 gain knowledge on factors influencing the supply of shipping cycles
- CO5 learn the port operations, interface the decisions made by port users and providers of port services.

COURSE SYLLABUS

BLOCK I: Overview of Managerial Economics

Managerial Economics and Business Decision Making - Fundamental concepts of Managerial economics - Demand Analysis - Elasticity of demand - Supply Analysis.

BLOCK II: Structure of Shipping Industry

Structure of Shipping industry - Oligopoly & perfectly competitive Shipping markets- Shipping cycles - Cost analysis in shipping-Economies of Scale.

BLOCK III: Demand Analysis for Shipping

The demand for shipping - derived demand, elasticity of demand - Demand Measurement-Demand forecasting- Freight Rate mechanisms.

BLOCK IV: Supply of Shipping

Factors influencing the supply of shipping – tonnage, number and flag - Productivity and supply -Four shipping markets -Ship building and demolition market.

BLOCK V:Port Economics

Port economics - Port operator operating options - Port operator production and cost functions -Port Agglomeration-Economics of Port pricing.



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2. Wayne K. Talley, (2017), Port Economics, 2nd Edition, Routledge, Taylor & Francis Group, London.
3. Review of Maritime Transport 2019, The United Nations Conference on Trade and Development (**UNCTAD**)

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1. [Port Economics, Management and Policy | Port Economics, Management and Policy \(porteconomicsmanagement.org\)](http://porteconomicsmanagement.org)
2. [Mod-01 Lec-05 Port planning - YouTube](#)
3. [Harbour Planning \(2180602\) GTU HAE: Harbour and Airport Engineering - YouTube](#)
4. [\(PDF\) Container Shipping And Ports: An Overview \(researchgate.net\)](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Review the fundamental concepts of managerial economics and evaluate the factors affecting demand and supply of shipping.
- CLO2 Examine the structure of the shipping industry to comprehend the competitive and cost analysis
- CLO3 Compare and contrast demand analysis in the shipping industries
- CLO4 Illustrate on the supply of shipping services.
- CLO5 Determine port operator production and cost functions in the shipping industries



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Course Title : COMMERCIAL GEOGRAPHY OF INTERNATIONAL TRADE

Code : MSPLN 102

Course Credit : 4

COURSE OBJECTIVES (COs)

- CLO1 provide the knowledge on various mode of transportation of sea in international trade
- CLO2 learn the bulk commodities of transportation in the water transport
- CLO3 Indicate India's agricultural resources, major agricultural exports through water transport
- CLO4 Point out evaluation of Liquid bulk Commodities transportation and its risk factors
- CLO5 discuss the various gateways of Multimodal trade corridors

COURSE SYLLABUS

BLOCK I: Global trade of Transportation

Global trade by modes of transportation -Significance of Water transport - Geographical influence on shipping activity - Continents and countries - Commercially important locations.

BLOCK II: Dry bulk Commodities Transported by Sea

Dry bulk Commodities transported by sea -Iron ore and steel - Coal - Agricultural commodities - Chemicals and fertilizers.

BLOCK III: Liquid Bulk Commodities Transported by Sea

Liquid bulk Commodities transported by sea -Crude oil-Petroleum products-Gases carried as liquids - Chemicals and Edible oil.

BLOCK IV: Geography of container trade

Geography of container trade – Top container ports –Transshipment ports-Regional hub characteristics-Major inland locations.

BLOCK V: Multimodal Trade Corridors

Multimodal trade corridors – Pacific gateway – West Asian gateway – Scandinavian gateway - Mediterranean gateway.



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1. [INTERNATIONAL TRADE AND BUSINESS FOR BEGINNERS \(2022\) / IMPORT-EXPORT BUSINESS - Bing video](#)
 2. [Trade Definition in Finance: Benefits and How It Works \(investopedia.com\)](#)
 3. [International \(Global\) Trade: Definition, Benefits, Criticisms \(investopedia.com\)](#)
 4. [Commercial Geography Notes \(commercenotesonline.blogspot.com\)](#)
-

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Familiarise in various mode of transportation contributed towards international trade.
- CLO2 Discuss the Dry bulk Commodities transportation in the geographical factors that affect international trade.
- CLO3 Apply knowledge on Liquid bulk Commodities transportation towards to cope up with the risk factors
- CLO4 Analysis the Geography of container trade in the international business.
- CLO5 Discuss the path of gateways of Multimodal trade corridors and examine the multimodal and intermodal transportation.



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MBA Shipping and Logistics Management - II Year Syllabus

Course Title : STRATEGIC MANAGEMENT

Course Code : MSPLN 23

Course Credit : 4

COURSE OBJECTIVES (CO)

- CO1 To expose learners to various perspectives and concepts in the field of Strategic Management
- CO2 To draw strategic policies plans to take decisions in business-related problems after assessing the environmental studies
- CO3 To gain knowledge in the principles of strategy formulation and analysis in organizations.
- CO4 To examine the ways to implement the successful strategies of the business organisation
- CO5 To discuss the analytical tools in evaluation and control of strategic management

COURSE SYLLABUS

BLOCK I: Introduction to Strategic Management

Strategic Management: Meaning and definition- Strategic Planning and Strategic Management – Strategic Management process – Mission – Vision and Objectives- Approaches to Strategic Decision Making; Strategic Role of Board of Top Management-Global Strategic Management; Strategic flexibility and learning organization.

BLOCK II: Environment Analysis

Analysis of Environment and Resources - Environmental Analysis-Industry Analysis-competitive Analysis –Internal Analysis - Constructing Scenarios-Techniques of Environmental Scanning: ETOP, PEST and SWOT – scenario planning –Creating an Industry Matrix.

BLOCK III: Strategy Formulation and Analysis

Strategy Formulation and Analysis: Strategy Formulation – Strategic factor analysis Corporate level strategy – Global Strategy – Business strategy-TOWS matrix - Strategic Analysis and choice.



BLOCK IV: Strategy Implementation

Strategy Implementation: Structural Implementation – Corporate Culture – Matching Organisation Structure to Strategy – Mergers and Acquisition and Diversification – Strategic Leadership.

BLOCK V: Strategy Evaluation and Control

Strategy Evaluation and Control: Overview – Strategic control process – Operational control – Techniques – Dupont control model – Quantitative and qualitative tools – Porters Approach for globalization – Emerging Strategic Management issues- Strategic Information System.

REFERENCES:

1. Charles W.L.Hill & Gareth R.Jones (2007), Strategic Management Theory, An Integrated approach, Biztantra, Wiley India.
2. Hill, Charles W.L. and Gareth R. Jones, (2012), Strategic Management: An Integrated Approach, 9th Edition, Cengage Learning, India.
3. Davidson, W.H., (2018), Global Strategic Management, 4th Edition, Macmillan Publishers, India
4. Thompson, Arthur A. and A. J. Strickland (2003), Strategic Management, McGraw Hill, New York.
5. Kazmi, A., (2014), Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi.
6. Subbarao, (2017), Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.
7. Rao, V.S.P., & Harikumar, V., (2014), Strategic management, First Edition, Excel Books, New Delhi.
8. Wheelen, T.L. & Hunger, J. D., (2012), Essentials of Strategic Management, Fourth Edition, Prentice Hall India, New Delhi.

WEB RESOURCES

1. [Strategic Management I Lecture Notes | Download book \(freebookcentre.net\)](#)
2. [Strategic-Management-Book.pdf - Google Drive](#)
3. [Strategic Management \(vt.edu\)](#)



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4. [\(PDF\) FUNDAMENTALS of STRATEGIC MANAGEMENT Second edition \(researchgate.net\)](#)
 5. [strategic management - Bing video](#)
-

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Apply strategies and analyze the role of strategist in the business policy of an organization
- CLO2 Analyse the internal and external environment of business for the purpose of effective strategic planning.
- CLO3 Formulate strategic plans for making appropriate business decisions
- CLO4 Devise and implement strategic approaches to manage a business successfully in a global context
- CLO5 Evaluate various strategies to develop effective strategies implementation for an organization.



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Course Title : INTERNATIONAL BUSINESS MANAGEMENT

Course Code : MSPLN 24

Course Credit : 3

COURSE OBJECTIVES (CO)

CO1 To acquaint the learners with concepts of international business and emerging global trends in the business environment.

CO2 To study various theories of international business, and list of agreements which disclose the procedure and impact on international trading activities.

CO3 To describe foreign collaboration and joint venture for various purposes specifically transfer of technology based on industrial policy of nation.

CO4 To point out various tariff and non-tariff barrier for international trade and to make out foreign exchange markets

CO5 To comprehend international business Conflict, Negotiation & Ethics

COURSE SYLLABUS

BLOCK I: International Business

International Business: Definition, Importance, Nature and Scope -Concept of international business – Classification of international business – Factors influencing international business – Economic, Political, Cultural and policy environment – Regulation of international business- Liberalization of Global business environment.

BLOCK II: Trade Theory & Trade Agreement

International Trade Theory Overview – Mercantilism - Absolute advantage – Comparative Advantage- Heckscher- ohlin theory-the new trade theory – National competitive advantage – Porters Diamond – WTO and role in world trade- Structure of various regional economic agreements such as ASEAN, SAARC / SAPTA, NAFTA, EC - their procedure and impact on the trading activities of the member states.

BLOCK III: Foreign Collaborations and Joint Ventures

Foreign Collaborations and Joint Ventures: Industrial policy and foreign direct investment in the World Economy – Horizontal and Vertical Foreign Direct Investment and its advantages - Kinds of collaboration and joint ventures – Negotiating foreign collaboration / joint venture – Drafting of agreement – Restrictive



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clauses in the foreign collaboration / joint venture – UN Code of conduct of transfer of technology – Indian joint ventures abroad.

BLOCK IV: World Trade & Foreign Exchange

World Trade in Goods and services – Major trends and developments – World Trade and Protectionism – Tariff and Non-Tariff barriers – Movements in Foreign Exchange and Interest rates and their impact on Trade and Investment flow – Functions of Foreign Exchange Market.

BLOCK V: Conflict, Negotiation & Ethics in International Business

Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – Drafting of arbitration agreements – Procedure for international commercial arbitration- International Business and Ethics, National Differences in Ethics, Ethical issues in international business – Ethical decision making.

REFERENCES:

1. John D. Daniels and Lee H. Radebaugh (2010), International Business, Pearson Education Asia, New Delhi.
2. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak (2008), International Management, 13th editon, Tata McGraw Hill, India.
3. Crane, A. and Matten, D.,(2007). Business Ethics. 2nd edition, Oxford University Press, India.
4. Oded Shenkar and Yaong Luo, (2007), International Business, 2nd edition, John Wiley Inc, Noida.
5. Devendra Thakur, (2009), Globalisation and International Business ,Balaji World of Books, New Delhi.
6. Francis Cherunilam,(2011), International Business, 5th Edition, PHI Learning, New Delhi.
7. K Aswathappa, (2017), International Business,6th Edition, Tata McGraw Hill Education private limited, 7th west Patel Nagar, New Delhi.
8. Bimal Jaiswal,(2017), International Business, 2nd revised Edition, Himalaya Publication, New Delhi.

WEB RESOURCES

1. [International Business Lecture Notes | Download book \(freebookcentre.net\)](#)



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2. [INTERNATIONAL BUSINESS MANAGEMENT \(ascdegreecollege.ac.in\)](http://ascdegreecollege.ac.in)
3. [\(PDF\) BA7401 International Business Management \(1\) pdf | ASRAF ALI S.R - Academia.edu](#)

COURSE OUTCOMES (CLO)

On completion of this course, learners would be able to

- CLO1 Recite the regulation of international business and its liberalization of global business, diagnose the international business environment
- CLO2 Analyse international trade agreements and their procedure for involving international business.
- CLO3 Compute the foreign collaboration and its code, restrictive method of joint venture.
- CLO4 Identify the major developments in international trade in terms of tariff and non-tariff and calculate the foreign exchange rate under its market movements
- CLO5 Detect the various current issues, negotiation and ethics in international business.



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Course Title : SUPPLY CHAIN MANAGEMENT

Course Code : MSPLN 62

Course Credit : 4

COURSE OBJECTIVES (COs)

CO1 learn about Supply chain performance fit into the various types of Business.

CO2 discuss the management and operational components of supply chain management

CO3 discuss the importance of warehouse management & inventory control

CO4 Examine integration of IT solutions for Logistics and Supply Chain

CO5 Study the importance of use and role supply chain in the E-business

COURSE SYLLABUS

BLOCK I: Introduction to Supply Chain Management

Introduction to Supply Chain Management –Concept of SCM Building –Components of Supply Chain - a strategic framework to analyze supply chains. Understanding the supply chain – Supply chain performance: Achieving strategic fit and scope –Supply chain Drivers and Obstacles-Value Chain Management.

BLOCK II: Supply Chain Management

Customer Focus in SCM -Planning demand and supply in a supply chain. Demand forecasting in a supply chain – Aggregate planning in a supply chain – Planning supply and demand in a supply chain. Managing predictable variability.

BLOCK III: Managing Inventories

Planning and managing inventories in a supply chain - Managing Economies of scale in a supply chain: Cycle inventory – Managing uncertainty in a supply chain. Safety inventory – Determining optimal level of product availability.

BLOCK IV: Network Design

Transportation, Network design and information technology in a supply chain- Facilities decisions. Network Design in a supply chain – Information Technology in a supply chain



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BLOCK V: Recent Trends in Supply Chain

Coordinating a supply chain and the role of E-Business - Coordination in a supply chain- E-business and the supply chain- Financial evaluation of supply chain decisions-Best Practice in Supply Chain.

REFERENCES

1. Bowersox, Closs, Cooper, (2012), Supply Chain Logistics Management, latest Edition, McGraw Hill, New Delhi
 2. Burt, Dobbler, Starling, (2003), World Class Supply Management, latest Edition, TMH, New Delhi
 3. Chopra, S, and P. Meindl, (2010), Supply Chain Management Strategy, Planning and Operation, latest Edition, Pearson Education New Delhi
 4. D. Simchi-Levi, P. Kaminski and E. Simchi-Levi, (2012), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, latest Edition, McGraw-Hill, New Delhi.
 5. Donald J Bowersox, David J Closs, (2010), Logistical Management (The integrated Supply Chain Process), latest Edition, TMH, New Delhi
 6. Janat Shah , (2010), Supply Chain Management latest Edition, Pearson Education, New Delhi
 7. Joel D. Wisner, G. Keong Leong, KeahChoon Tan (2010), Principles of Supply Chain Management: A Balanced Approach, latest Edition, Cengage Learning, India
 8. Raghuram, G. and N. Rangaraj, (2010), Logistics and Supply Chain Management: Cases and Concepts, latest Edition, Macmillan, New Delhi
 9. Sunil Chopra, Peter Meindl,(2012), Supply Chain Management (Strategy, Planning and Operation), latest Edition, Pearson Education, India.
 10. Sunil Sharma, (2010), Supply Chain Management, latest Edition, Oxford University Press, New Delhi
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WEB RESOURCES

1. [Supply Chain Management - Introduction \(tutorialspoint.com\)](http://www.tutorialspoint.com/supply-chain-management/)
2. [Supply Chain Management Notes, PDF | MBA 2022 \(geektonight.com\)](http://www.geektonight.com/supply-chain-management-notes/)
3. [Lecture 15 Supply Chain Management - Bing video](https://www.bing.com/videos/search?q=Lecture+15+Supply+Chain+Management)



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4. [Supply Chain Management \(18ME653\) \(M1-L2\) -VTU- Importance of SCM and Decision phases - YouTube](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Provide the analytic model-based approach for solving logistics and supply chain problems and identify the suitable Supply chain Drivers to the business
- CLO2 Analyze functional activities of supply chains that process the flow of products
- CLO3 Appraise the strategies that can be taken to manage inventories.
- CLO4 explore the network design techniques useful in implementing supply chain management
- CLO5 identify the Best Practice in Supply Chain in the E- business



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Course Title : SHIP MANAGEMENT AND CHARTERING PRACTICES

Course Code : MSPLN 103

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 Identify the role of the ship manager within the context of the marine industry and in any relevant organisation
- CO2 know the basic factors of world trade as well as analyse the procedures to conclude a contract between ship owners and charterers.
- CO3 Discuss the prepare annual / special surveys in the technical management towards the ship maintenance & emergency repairs
- CO4 familiarize students with and to appreciate the major aspects related to Seafarers in crew management
- CO5 learn about the International Safety Management and ship management contracts

COURSE SYLLABUS

BLOCK I: Organisation of a Shipping Company

Organisation of a shipping company – Roles of Commercial, Technical & Crewing departments – In-house vs. outsourcing of Ship Management functions – Ship Registries, National vs. open registries – Ship Classification societies.

BLOCK II: Commercial Ship Management

Commercial ship management – Chartering practices – Time chartering– Voyage chartering – Lay time calculation.

BLOCK III: Technical Management

Technical Management – Ship acquisition methods –Planned maintenance & emergency repairs – Dry-docking and annual / special surveys. –Management of ship spares.

BLOCK IV: Crew Management

Crew Management – Manning regulations and international conventions –Crew management companies –Maritime Training administration – Port state control.



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BLOCK V: Standard Ship Management contracts

Standard Ship Management contracts (BIMCO Shipman) – International Safety Management (ISM) code – ISMA code of Ship Management Practice.

REFERENCES

1. Captain J W Dickie,(2014), Reeds 21st Century Ship Management, Adlard Coles Nautica, New York.
2. Photis Panayides,(2001), Professional Ship Management: Marketing and Strategy , Ashgate Publishing Limited, United kingdom.
3. Malcolm Willingale and John Spruy, (1998), Ship Management , Lloyds of London Press.

WEB RESOURCES

1. [What are the basics of Ship Chartering? - YouTube](#)
2. [1st year Shipping Practice Contact Class 2016 - YouTube](#)
3. [BCA GIME Online MCs in Shipping: an introduction to Chartering Practice and Methods - YouTube](#)
4. [Ship Chartering Process - The Ultimate guide \(marineinsight.com\)](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Explain the performance of the shipping company using shipping reports
- CLO2 Analyse the role of commercial employment of ships under chartering arrangements
- CLO3 Create and present professional written business reports in the technical management in terms of Management of shipping repairs
- CLO4 establish knowledge and understanding of the variable structures of Crew department that presently Shipping Companies have adopted
- CLO5 Explore the essential elements of International Safety Management and shipping practice.



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Course Title : LEGAL ASPECTS OF MARITIME BUSINESS

Course Code : MSPLN 104

Course Credit : 3

COURSE OBJECTIVES (COs)

- CO1 Gain knowledge on the basic legal principles of maritime
- CO2 Explain the rights and liabilities arising under a contract of carriage and law related to international sale of goods.
- CO3 Gain knowledge on legal implications of the agreements for the transport of cargoes by sea and for the chartering of vessels
- CO4 Explain the common issues in B/L disputes as well as on how this is legally dealt with worldwide.
- CO5 demonstrate knowledge on main principles which govern the enforcement of claims in the Admiralty court,

COURSE SYLLABUS

BLOCK I: Overview of Law

Importance of the understanding of the Law & General principles of Law – Sources of Law– Common law, Case law, statute law – Types of courts & their jurisdiction – Limitation statutes & Time bars.

BLOCK II: Law of Contracts, Law of Agency & Law related to Sale of Goods

Law of Contracts – Different types of tortious liabilities – Law of Agency – Agent's Authority & warranty of authority – Law related to Sale of Goods – INCO Terms.

BLOCK III: Law pertaining to Carriage of Goods by Sea

Law pertaining to Carriage of Goods by Sea – International conventions on carriers liability – Hague Rules – Hague Visby Rules – Hamburg Rules – Rules governing liability of Multimodal Transport Operators.

BLOCK IV: Bill of Lading

Functions of Bill of Lading – Analysis of various clauses in B/L – Features of various types of Bs/L used by Ship owners, Charterers, Freight Forwarders & Multimodal Transport Operators.



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BLOCK V: Admiralty Law

Admiralty Law – Law of General Average, Salvage – Alternative methods of dispute resolution – Law related to environmental pollution by ships.

REFERENCES:

1. Christopher Hill, (2016), Maritime Law, Taylor & Francis Ltd, London.
2. Wilson J.,(2010), Carriage of Goods by Sea, 7th Edition, Longman, London
3. Richardson J.,(1999), The Hague-Visby Rules, 4th Edition, Informa publications, London
4. Nicholas Gaskell, R.Asariotis & Y.Baatz, (2014), Bills of Lading: Law and Contracts, 1st Edition, Informa Law from Routledge,
5. Stephen J. Hazelwood,(2010), P & I Clubs: Law & Practice, 4th revised Edition, Lloyd's List.
6. F.D. Rose, (2005), General Average :Law & Practice, 2nd Edition, Informa law.

WEB RESOURCES

1. [Autonomous shipping, the perspective of Maritime Business Service Providers - YouTube](#)
2. [Legal Aspects of Marine Insurance in India \(lawteacher.net\)](#)
3. [Masterclass autonomous shipping - the maritime business services perspective - YouTube](#)
4. [Exposed to Harmful Chemicals, How Is The Next - Bing video](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Implement efficient strategies that include the legal framework of Marine Law
- CLO2 Get insight on international laws in terms of contracts and other related laws towards sale of goods
- CLO3 Discuss the law related to the implication of Hague and Hague–Visby Rules in the in marine law
- CLO4 Imbibe the concept of international conventions regulating the rights and obligations of the parties to the bill of lading contract
- CLO5 Identify and explain the scope, nature and relevance of the Admiralty Jurisdiction



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Course Title : LINER SHIPPING BUSINESS

Course Code : MSPLN 105

Course Credit : 3

COURSE OBJECTIVES (COs)

CO1 Acquire basic knowledge about various types of liner service

CO2 Study the functions and organization structure of a containerized liner shipping

CO3 Gain knowledge on liner cargo handling in the containerisation

CO4 Describe the various types of liner services in the maritime business.

CO5 Explain the overview of e-commerce in shipping business.

COURSE SYLLABUS

BLOCK I: Fundamentals of Liner Services

Characteristics of Liner Services – Liner Trade routes – Types of Liner shipping operators – Break Bulk Liner services – Roll on / off Liner services – Container Liner services – Passenger / Cruise Liner services.

BLOCK II: Functions

Organization structure of a containerized Liner Shipping company – Operations, Technical & Commercial functions – Marketing of Liner services – Appointment & management of Liner Agencies – Standard Liner Agency Agreement.

BLOCK III: Liner Cargo Handling

Handling of Liner cargo – Liner cargo stevedoring – Types of cranes used for handling Liner cargo – Unitization of cargo & evolution of containerization – Types of containers & their features, applications – World container fleet & methods of container acquisition viz. purchase, leasing.

BLOCK IV: Types of Liner Services

Types of Liner Services – Independent service – Consortium / Alliance services – Direct vs Transshipment services – Short Sea feeder services – Liner freight rate structure & economics of a typical liner voyage – Liner conferences.

BLOCK V: E-Commerce Role

E-commerce applications in Liner companies – Internet Portals – Electronic Direct Interchange (EDI) of data by Liner companies with Terminals, Liner agents – Equipment control systems – Container Interchange services.



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REFERENCES:

1. Abrahamsson, B.J. (2020). International Ocean Shipping: Current Concepts And Principles. S.L.: Routledge.
2. Gilman, S. (1986). The competitive dynamics of container shipping. Aldershot: Gower.
3. Pearson, R., & Fossey, J. (1985). World deep-sea container shipping: A geographical, economic and statistical analysis. Aldershot: Gower
4. Deakin, B. M., & Seward, T. (1973). Shipping conferences: A study of their origins, development and economic practices. Cambridge: Cambridge University Press.

WEB RESOURCES

1. [Liner Shipping & It's Advantages \(Explained\) | TransAsia Group \(tassgroup.com\)](https://www.tassgroup.com)
2. [History of Global Liner Shipping Company - Hapag Lloyd - Bing video](#)
3. [LESSON 4I PRICING IN LINER SHIPPING - Bing video](#)
4. [Tramp and Liner Shipping - Bing video](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Describe the characteristics of liner services and their types.
- CLO2 Explain different functions of liner services and roles of liner shipping company
- CLO3 Explore the activities of liner cargo handling in the marine business
- CLO4 List the different types of liner services.
- CLO5 Describe the role of e-commerce in shipping.



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Course Title : LOGISTICS & MULTIMODAL TRANSPORT

Course Code : MSPLN 106

Course Credit : 3

COURSE OBJECTIVES (COs)

- CO1 describe the introduction of Multimodal Transportation management and its various distribution models.
- CO2 Discuss about inbound and outbound logistics.
- CO3 Get knowledge on third party logistics and performance related issues in logistics and supply chain
- CO4 Demonstrate the various warehouse operations.
- CO5 Describe the regulatory issues for logistics and supply chain managers.

COURSE SYLLABUS

BLOCK I: Introduction

Concept of multi modal transport – Different transport modes – Modal interfaces – Intermodal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals

BLOCK II: Structure

International distribution and the role of logistics – Supply chain concept – Inbound Logistics System – Material management – Just in Time (JIT) concept – Importance of forecasting – Outbound Logistics System – Logistics / Marketing interface – Distribution Resource Planning (DRP)

BLOCK III: Third Party Logistics

Role of Third-Party Logistics (3PL) Service Providers – Types of 3PL service providers – Transportation Carriers – Warehousing Providers – Logistics Management Providers – Emergence of 4PL service providers.

BLOCK IV: Development

Development of Warehouse Resources – Location strategies – Identification of key measures of supply chain performance – Integrated Logistics – Contribution of SCM and logistics to improve competency – Role of benchmarking



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BLOCK V: Performance related to Logistics and Supply Chain

Human Factors and Performance related Issues in Supply Chain & Logistics Management – Warehouse Management Systems (WMS) – Accident prevention and safety programs – Ergonomics – Monitoring off-site employees– regulatory issues for logistics and supply chain managers.

REFERENCES

1. Pienaar, W., & Vogt, J. (2016). Business Logistics Management. Cape Town, South Africa: Oxford University Press.
2. Wood, Donald F., Barone, Anthony., Murphy, Paul., &Wardlow, Daniel. (2013). International Logistics. Springer Verlag.
3. Lun, Y. H. V., Lai, K., & Cheng, T. C. E. (2010). Shipping and logistics management. London: Springer.
4. Bowersox, D. J., &Closs, D. J. (2011). Logistical management: The integrated supply chain process. New Delhi: Tata McGraw-Hill.

WEB RESOURCES

1. [NITC Webinar: Data-Driven Mobility Strategies for Multimodal Transportation - YouTube](#)
2. [Multimodal Transportation: Meaning, Challenges & Solutions | Track-POD](#)
3. [Multimodal Transportation Commission - YouTube](#)
4. [Universal Transport - Multimodal transport of two transformers - YouTube](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Describe about the multimodal and intermodal transportation.
- CLO2 Explain about the logistics channel participants and supply chain relationships.
- CLO3 explain the different drivers /services providers of Third-Party Logistics
- CLO4 apply the concept and implementation of analytics based on the supply chain drivers such as location, logistics and inventory.
- CLO5 Elaborate the use of warehouse management systems to manage warehouse operations.



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Course Title : SHIPPING FINANCE & INSURANCE

Course Code : MSPLN 107

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 think in a new and more creative way when analysing or forecasting financial information and assessing a shipping investment
 - CO2 gain knowledge on background and development of Ship Registration
 - CO3 study the concept and procedure of Sales and purchase of second-hand ships
 - CO4 Explain Marine insurance market structure.
 - CO5 Identify and explain the Principles of Protection & Indemnity (P&I) insurance underpinning the law relating to marine insurance.
-

COURSE SYLLABUS

BLOCK I: Financing of Shipping Business

Financing of Shipping Business – Equity and debt issues – 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.

BLOCK II: Registration

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.

BLOCK III: Purchase & Sales

Sales and purchase of second-hand ships – Financing of second-hand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.

BLOCK IV: Marine Insurance

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



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BLOCK V: Protection & Indemnity Insurance

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.

REFERENCES

1. Institute of Chartered Shipbrokers. (2013). Shipping finance. London: ICS.
2. Harwood, S. (2018). Shipping finance: A practical handbook.
3. Goldrein, I. S., Hannaford, M., & Turner, P. (2012). Ship sale and purchase. London: Informa.
4. Rose, F. D., & McMeel, G. (2012). Marine insurance: Law and practice, London: Informa.

WEB RESOURCES

1. [Multimodal Transportation: Meaning, Challenges & Solutions | Track-POD](#)
2. [SHIPPING FINANCE AND INSURANCE MSPL 107 Session 1 GET TNOU MBA S&L SY AY 2019-21 - YouTube](#)
3. [FINANCIAL MANAGEMENT & ACCOUNTING MSPL 12 Session 1 GET TNOU MBA S&L FY AY 2020-22 - YouTube](#)
4. [LOI – Letters of Indemnity – Used in Shipping and Trade Finance - Bing video](#)
5. [Shipping Insurance for Ecommerce — Is it Worth It? - Bing video](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Explain equity and debt issues related to shipping business.
- CLO2 Get insight on concerning Ship registration and analyse the share price movements.
- CLO3 Analysis the second-hand ship sales which are negotiated through sale and purchase brokers
- CLO4 Explore the important aspects of marine insurance, ranging from terms and conditions to the practical handling of claims.
- CLO5 Discuss Insurance cover for Pollution and professional indemnity.



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Course Title : PORTS & TERMINALS MANAGEMENT

Course Code : MSPLN 108

Course Credit : 4

COURSE OBJECTIVES (COs)

- CO1 ensure a thorough knowledge on economic impact on port and terminal management.
- CO2 Explore clearly about the port operations in the shipping business
- CO3 Prioritize the resources to manage the operational needs of ports and terminals development
- CO4 Evaluate the Marketing of Port services which is identifying stakeholders in the maritime business.
- CO5 teach the implication of today's most pressing environmental issues
□connected with Ports & Terminals

COURSE SYLLABUS

BLOCK I: Economic Impact

Economic impact of ports on the regional economy – Location characteristics – Organization structure in Ports – Interface of Rail & Road infrastructure – Factors affecting the future of ports & terminals.

BLOCK II: Port Operations

Port operations – Services rendered by ports & performance indicators – Terminal operations – Factors affecting Terminal productivity – Cargo handling equipment – Intermodal connections.

BLOCK III: Marketing Aspect

Marketing of Port services – Identifying stakeholders – Concept of hinterland – Identifying customer needs – Handling competition & adding value. – I.T. infrastructure in ports & terminals.

BLOCK IV: Port Development

Port development to tap the potential of Coastal Shipping – Cabotage law & practices affecting coastal movement of cargo – Green field projects for development of minor ports – Comparative analysis coastal shipping vs. inland movement.



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BLOCK V: Environmental Issues

Environmental issues connected with Ports & Terminals – Health and safety issues – Port security issues – International Ships and Port facility security (ISPS) code.

REFERENCES

1. Alderton, P. (2017). Port management and operations. Place of publication not identified: Informa Law.
2. Samanta, D. P. K., & Mohanty, D. A. K. (2006). Port Infrastructure And Economic Development. Delhi: Global Media.
3. United Nations Conference on Trade and Development. (1978). Port development: A handbook for planners in developing countries. New York: United Nations.
4. Emmett, S. (2013). Excellence in warehouse management: How to minimise costs and maximise value. Hoboken, N.J: Wiley.

WEB RESOURCES

1. [Port and Terminal Management | Institute of Chartered Shipbrokers \(ics.org.uk\)](http://ics.org.uk)
2. [On My Way: A Day in the Life of a Port Operations Manager - Bing video](#)
3. [#2 Using Real-time Data at Container Terminal Operator TraPac - YouTube](#)
4. [APM Terminals - Lifting Global Trade - Bing video](#)

COURSE OUTCOMES (CLOs)

On completion of this course, learners would be able to

- CLO1 Discuss the factors affecting port & terminal and performance indicators.
- CLO2 Elaborate port operational aspects and Intermodal connections.
- CLO3 Describe marketing activities performed by Liner Agents with application of Information technology
- CLO4 Explain legal aspects related to ports.
- CLO5 Discuss environmental issues in port and terminals.



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Course Title : PROJECT
Course Code : MSPLN - 100
Course Credit : 6

GUIDELINES FOR PROJECT COURSE MSPLN-100

Students can register for the Project Course with Course Code **MSPLN-100** in the second year. For registration purposes, the Project Course is treated as one Course, carrying a weight of 8 credits.

OBJECTIVE

The objective of the Project Course is to help the student develop his/her ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical frame work.