

M.B.A. SHIPPING AND PORT MANAGEMENT

Off-Campus Programme REGULATIONS

NAME OF THE PROGRAMME: M.B.A. (Shipping and Port Management)

OBJECTIVE:

To develop a competent cadre of trained professionals in Shipping and Port Management.

DURATION:

The duration of the M.B.A.(Shipping and Port Management) programme is two academic years.

ELIGIBILITY:

- (i) A degree in Business Administration/ Commerce/ Management/ Engineering/ Technology/ Corporate Secretaryship/ Bank Management/ Computer Science/ Information Technology/ Mathematics/ Physics/ Chemistry/ Electronics/ Marine Engineering/ Nautical Science
- (ii) Master Foreign going Certificate of Competency (or) I Class Motor or Steam Certificate of Competency

SCHEME OF EXAMINATION: I Year

Sl.No.	Subject	Internal/ Practical	External (Written Exam)	Total
SEMESTER-I				
1.1	Management Concepts	40	60	100

1.2	Organizational Behaviour	40	60	100
1.3	Quantitative Methods	40	60	100
1.4	Financial and Accounting Management	40	60	100
1.5	Introduction to Shipping and Economics of Sea Transportation	40	60	100
1.6	Business Environment	40	60	100
1.7	IT Skill: Management Information System	40	60	100
1.8	MSCV-I: Oral Communication and Interpersonal Skills	40	60	100

Sl.No	Subject	Internal/ Practical	External (Written Exam)	Total
SEMESTER II				
2.1	Research Methods for Management	40	60	100
2.2	Financial Management	40	60	100
2.3	Marketing Management	40	60	100
2.4	Human Resources Management	40	60	100
2.5	Managerial Economics	40	60	100
2.6	Port Management	40	60	100
2.7	Computer Application Packages – Practical	40	60	100
2.8	MSCV-II: Written Communication and Report Generation	40	60	100

II Year

Sl.No	Subject	Internal/ Practical	External (Written Exam)	Total
SEMESTER III				
3.1	Strategic Management	40	60	100
3.2	Business and Shipping Laws	40	60	100
3.3	Chartering	40	60	100
3.4	Ship Management	40	60	100
3.5	Liner Trade and Multimodel Transportation	40	60	100
3.6	Fundamentals of E-Commerce	40	60	100
3.7	MSCV-III: Organising Skills	40	60	100
3.8	Summer Training, Project and Viva-voce Examination	40	60	100
			Sub Total	800
Sl.No	Subject	Internal/ Practical	External (Written Exam)	Total
SEMESTER IV				
4.1	Marine Insurance	40	60	100
4.2	Ship Agency	40	60	100
4.3	Development of Coastal Shipping in India	40	60	100
4.4	RDBMS	40	60	100
4.5	MSCV-IV: Entrepreneurship Skills	40	60	100
4.6	Project Work & Viva-voce Examination	60	40	100

CONTINUOUS INTERNAL ASSESSMENT: The respective course faculty will continuously assess the performance of students in each course. The continuous internal assessment marks shall be awarded by the concerned course faculty based on the performance of the students in test, assignments and seminar.

ATTENDANCE: Students who secure at least 80% of attendance in the year will only be eligible to appear for the examination of that year. Those who fail to secure the required attendance shall repeat the same year/course during the subsequent academic year.

UNIVERSITY EXAMINATIONS: The University examinations will be held at the end of each semester for a duration of three hours for each subject.

EVALUATION OF ANSWER PAPERS: Answer papers of the University examinations shall be subjected to evaluation by a Board of Examiners constituted by Alagappa University.

PATTERN OF QUESTION PAPER: The question paper for the courses will be set for a maximum mark of 60 and will have two sections. Questions for section A and section B will be taken from each unit of the syllabus.

SECTION A (5x4=20)

Section A will comprise of eight questions, out of which the students have to answer any five. The answer for the questions shall not exceed a paragraph (one page) each. Each answer will be evaluated for a maximum of 4 marks.

SECTION B (4x10=40)

This section will consist of seven questions, out of which the students have to answer any four. Answers for these questions should not exceed three pages each. Each answer will be evaluated for a maximum of 10 marks.

PASSING MINIMUM: The passing minimum for the university examination is 50% of the total marks of the university examination in each subject. The overall passing minimum is

50% both in the external and aggregate of internal and external in each subject. There is no minimum prescribed marks for pass in the internal assessment.

CLASSIFICATION: The classification of marks will be as follows.

80% and above	- I class with distinction (provided the student pass all the courses in one attempt)
60% and above	- I class
50% to 59%	- II class

AWARD OF DEGREE: Students who successfully complete the programme within the stipulated period will be awarded the degree of M.B.A. (Shipping and Port Management).

COURSE COMPLETION: Students shall complete the programme within a period not exceeding 5 years from the year of completion of the period of study.

PAPER 1.1: MANAGEMENT CONCEPTS

UNIT I

Management: Definition – Nature – Scope and functions – Evolution of management thought – Relevance of management to different types of organisation like, Insurance, Hospitals, Universities, Hotels, Social Service organisations etc.

UNIT II

Planning: Nature, importance and strategic considerations in planning – Planning premises – Components of planning as objectives, policies, strategies, procedures, methods, rules, projects and budgets – Making plans effective - Planning and decision-making.

UNIT III

Organising: Nature, purpose and kinds of organisation – Structure – Principles and theories of organisation – Departmentation – Span of control – Line and staff functions – Authority and responsibility – Centralisation and decentralisation – Delegation of authority – Committees – Informal organisation.

UNIT IV

Staffing and Directing: General principles, importance and techniques.

UNIT V

Controlling: Objectives and process of control – Devices of control – Integrated control – Special control techniques – Coordination – Need and techniques.

UNIT VI

Recent trends and new perspectives in management - Strategic alliances – Core competence – Business process reengineering – Total quality management – Bench marking.

REFERENCES :

1. Stoner, et-al, *Management*, Prentice Hall.
2. Koontz and O'Donnel, *Management: A Systems Approach*, Tata McGraw Hill.
3. Wehrich and Koontz, *Management: A Global Perspective*, McGraw Hill.
4. John Argenti, *Management Techniques: A Practical Guide*.
5. Gene Burton and Manab Thakur, *Management Today: Principles and Practice*, Tata McGraw Hill.
6. Griffin, *Management*.

PAPER 1.2: ORGANISATIONAL BEHAVIOUR

UNIT 1

Introduction to Organisational Behaviour – Meaning – Elements – Need – Approaches – Models – Global scenario.

UNIT 2

Individual Behaviour – Personality – Learning – Attitudes – Perception – Motivation – Ability – Their relevance to organisational behaviour. Group Behaviour – Group dynamics – Group norms – Group cohesiveness – Their relevance to organisational behaviour.

UNIT 3

Leadership – Styles – Qualities – Organisational communication – Meaning, importance, process, barriers – Methods to reduce barriers – Principles of effective communication.

UNIT 4

Stress – Meaning – Types – Sources – Consequences – Management of stress. Power and Politics – Definition – Types of powers – Sources – Characteristics – Effective use of power.

UNIT 5

Organisational Dynamics – Organisational Design – Organisational effectiveness – Meaning, approaches – Organisational Culture – Meaning, significance – Organisational Climate – Implications on organisational behavior.

UNIT 6

Organisational Change – Meaning – Nature – Causes of change – Resistance to change – Management of change – Organisational Development – Meaning – OD Interventions.

REFERENCES BOOKS:

1. Fred Luthans, Organisational Behaviours, McGraw Hill Book Co., 1995.
2. Stephen P. Robbins, Organisational Behaviour, Prentice Hall, 1997.
3. Keith Davis, Human Behaviour at Work, McGraw Hill Book Co., 1991.
4. Gregory Moorehead and R.S. Griffin, Organisational Behaviour - Managing People and Organisations, Jaico, 1994.
5. Judith R. Gordon, A Diagnostic Approach to Organisational Behaviour, Allyn & Bacon, 1993.

PAPER 1.3: QUANTITATIVE METHODS

UNIT 1

Basic Mathematical Concepts: Name of quantitative analysis in the practice of management – Problem definition – Models and their development – Concept of trade off – Notion of constants – Variables and function – Linear and Non-linear – Simple examples.

Graphical representation of functions and their application – Concepts of slope and its relevance – Plotting graphs of functions. Use of functional relationships to understand elasticity of demands. Productive function – Costs of operating a system – Measuring the level of activity of a system in terms of volume – Value and other parameters – Relationship between costs and level of activity – Costs and profits – Relevance of marginal average and

total costs. Importance of “relevant costs” for decision-making – Break-even analysis and its uses.

UNIT 2

Introduction to the linear programming – Concepts of optimisation – Formulation of different types of linear programming – Duality and sensitivity analysis for decision-making.

UNIT 3

Solving LP using graphical and simplex method (only simple problems) – Interpreting the solution for decision-making – Other types of linear programming – Transportation – Formulation and solving methods.

UNIT 4

Introduction to the notion of probability – Concept of events – Probability of events – Joint, conditional and marginal probabilities.

UNIT 5

Introduction to simulation as an aid to decision-making. Illustration through simple examples of discrete event simulation. Emphasis to be on identifying system parameter, variables, measures of performance etc.

UNIT 6

Introduction to Decision Theory: Pay-off and Loss tables – Expected value of pay-off – Expected value of Perfect Formation – Decision Tree approach to choose optimal course of action – Criteria for decision – Mini-max, Maxi-max, Minimising Maximal Regret and their applications.

REFERENCES :

1. Sharma, *Operations Research: Theory and Applications*.
2. Handly A Taha, *Operations Research: An Introduction*.
3. P.K. Gupta an D.S. Hira, *Operations Research*.
4. U.K. Srivastava, Gr. Shenoy, S.C. Sharma, *Quantitative Techniques for Managerial Decision-making*.

5. N.D. Vohra, *Quantitative Techniques in Management*.
6. V.K. Kapoor, *Operations Research*.
7. Dharani Venkatakrishnan, *Operations Research: Principles and Problems*.

PAPER 1.4: FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT 1

Accounting – Definition – Accounting for historical function and managerial function – Scope of accounting – Financial accounting and Management accounting – Managerial uses – Differences. Financial Accounting: Accounting concepts – Conventions – Principles – Accounting standards – International Accounting standards.

UNIT 2

Preparation of Financial Statement – Trial balance – Manufacturing account - Trading, Profit & Loss Account – Profit and Loss Appropriation account – Balance Sheet – Problems.

UNIT 3

Financial Statement Analysis – Financial statements – Nature of financial statements – Limitations of financial statements – Analysis of interpretation – Types of analysis – External vs Internal analysis – Horizontal vs Vertical analysis – Tools of analysis – Trend analysis – Common size statements – Comparative statements. Ratio Analysis – Types – Profitability ratios – Turnover ratios – Liquidity ratios – Proprietary ratios – Market earnings ratios – Factors affecting efficiency of ratios – How to make effective use of ratio analysis – Uses and limitation of ratios – Construction of Profit and Loss Account and Balance Sheet with ratios and relevant figures – Inter-firm, Intra-firm comparisons.

UNIT 4

Fund Flow Statements – Need and meaning – Preparation of schedule of changes in working capital and the fund flow statement – Managerial uses and limitation of fund flow statement. Cash Flow Statement – Need – Meaning – Preparation of cash flow statement –

Managerial uses of cash flow statement – Limitations – Differences between fund flow and cash flow analysis.

UNIT 5

Budgeting and Budgetary Control: Preparation of various types of budgets – Classification of budgets – Budgetary control system – Mechanism – Master budget.

UNIT 6

Costing – Elements of cost – Cost sheet – Standard costing and variance analysis – Marginal costing and Break even analysis.

REFERENCES :

1. Arulanandam & K.S. Raman, *Advanced Accounting*.
2. Gupta & Radhasamy, *Advanced Accounting*.
3. Shukla & T.S. Grewal, *Advanced Accounting*.
4. Jain & Narang, *Advanced Cost Accounting*.
5. Das Gupta, *Advanced Studies in Cost Accounting*.
6. Maheswari, *Management Accounting & Financial Accounting*.
7. Manmohan & Goyal, *Principles of Management Accounting*.
8. Prasad, *Advanced Cost Accounting*.

PAPER 1.5: INTRODUCTION TO SHIPPING AND ECONOMICS OF SEA TRANSPORTATION

UNIT 1

Introduction to International Trade: The need for shipping – The different trades of tramps and liners. Types of Cargoes: Ship types – General purpose – Bulkers – Tankers – Cargo liners – Containerships – Ro-Ro etc.

UNIT 2

Contracts of Carriage: Dry cargo ships in the tramp trades – Basic anatomy of charter parties (voyage and time) with glossary of main specialist expressions – Tankers: Specialist expressions – Dirty, clean, products, chemicals, gas etc – Cargo Liners: Basic anatomy of bill of lading – Difference between break-bulk and unitised methods (including containers).

Law of Carriage: The fundamental elements – Hague/ Hague-Visby/ Hamburg rules – ‘Sanctity’ of the bill of lading – Limitation of liability – The role of P&I Associations etc.

UNIT 3

Ship Registration and Classification, the Practitioners in Shipping Business: An outline of the duties of those involved in Dry cargo chartering – Tanker chartering – Ship sale and purchase – Port agency – Liner agency – Ship management.

Rudiments of Commercial Geography: Continents – Oceans – Currents and tides – Geographical regions (Far East, Mediterranean, South East Asia etc.) Location of major countries and ports – Latitude and longitude. Basic Accounting: Definitions and roles of Cost – Profit – Cash flow – Interest – Limited liability etc.

UNIT 4

Demand for Shipping: Demand for sea transport – A study of the factors influencing the demand for shipping services – Elasticity – Overall levels and patterns of trade – Competition from within the industry and from other transport modes.

Supply of Sea Transport: A study of the factors influencing the supply and development of shipping services – The elasticity of supply and the substitution of other transport modes – The cost of sea transport – Influences on the capital cost of ships – Shipping cost structure – Relationship of capital - Manning – Fuel – Cargo handling and maintenance costs – Variations related to ship size, speed, distance, number of ports, turn-round time etc – The development and effect of containerisation.

The Pricing of Shipping Services: The tramp market – Determination of tramp freight rates – The tanker market and the determination of tanker freight charges – Liner tariffs and the conference system.

Economics of Scale: The theory of scale economies and diseconomies – Their application to trade and international transport with particular reference to shipping – Size and scope of ship-owning undertakings.

UNIT 5

Influence of Ports, Ship Canals and Waterways: The complementary nature of ports to shipping including facilities – Cargo handling and labour aspects – Ship canals and waterways – Basis of charges and their influence on ship design and volume of world tonnage.

The Theory of International Trade: A brief introduction to the theory of international trade – The principle of comparative cost and recent theoretical developments – The patterns of trade – The interrelationship between economic growth – Patterns of trade and shipping.

UNIT 6

Protection of Trade and Shipping: The arguments for and against protection for both trade and shipping – Methods of protection – Tariffs, quotas, subsidies, exchange control, embargoes and their effects – Flag discrimination – The role of the state.

Balance of Payments and Exchange Rates: The components of the balance of payments with particular reference to the role of transport and shipping – Factors influencing the balance of payments – Methods of correcting long and short run deficits and their implications – The theory of exchange rates and their influence on trade and shipping.

PAPER 1.6: MANAGEMENT INFORMATION SYSTEM

UNIT 1

Concept of a system – Its components – Boundaries – Characteristics – Data information – Information support for decision making – Classification of information system – Organising Information System – Capture classification – Sorting.

UNIT 2

Decision type and Information System requirements – Information system for strategic decisions – Strategic roles like improving operational efficiency – Business innovation – Resource building – Value chain – Strategic information system – Information system for tactical decision – Classifications – Transaction – Processing – Process control – Office automation – Decision support system.

UNIT 3

Database Management: Fundamental of data processing – Logical data elements – File organisation – File processing and management problems – Database planning and development – Database organizing – Database management and its usage for business application.

UNIT 4

System Study: Introduction – Understanding the flow of information and physical objects – Fact finding techniques – Data flow diagrams and other aids – System documentation – Introduction to system analysis and design.

UNIT 5

Information System Planning: Role – Strategic and factorial system planning – BSP approach – CSF approach – Implementation – Acquisition of H/W, S/W and Services – Evaluation Process – System testing and documentation – Maintenance.

Control: Procedure controls – Facility control – Auditing.

UNIT 6

Effective use of information and decision support system – Importance of computer hardware, software and telecom devices and users involvement – Basic considerations in computerization – Creating an environment for computerization.

REFERENCES :

1. O'Brien, James A, *Management Information System*, Galgotia Publ. Ltd.
2. Sadagopan S, *Management Information System*, PHI.

3. Murdjo and Ross, *Management Information Systems*.
4. Optner, *Systems Analysis for Business*.
5. Lucas, *Management Information Systems*.
6. Sen, *Management Information Systems*.

PAPER 1.7

MANAGEMENT SEMINAR AND COMPREHENSIVE VIVA-I

The thrust of Management Seminar and Comprehensive Viva-I is to develop oral communication skills among students.

Four hours per week will be devoted to several of following activities to reinforce the theoretical inputs given in the courses.

- (a) Discussions on Contemporary Management topics
- (b) Role plays, Management games, in Basket Exercises
- (c) Student Presentation
- (d) Panel Discussions and Symposia

EVALUATION

The students will be evaluated for this course for a total of 100 marks. Out of this Faculty in charge of this course will assess the students for maximum of 60 marks on the basis of the performance of the students in activities assigned to them. The students will appear for a comprehensive Viva-Voce Examination at the end of the Semester in which they will be assessed for a maximum of 40 marks for their understanding as well as presentation of theoretical inputs and current practices. The Viva-Voce will be conducted by a panel of Examiners appointed by the University.

PAPER 1.8: BUSINESS ENVIRONMENT

UNIT 1

Business Environment: Concept – Significance and factors – Environmental influence on business – Environmental awareness and scanning for business planning.

UNIT 2

Economic Environment: Planning – Industrial policy – Monetary and fiscal policies – National income – Foreign trade – Public sector – Private sector – Joint sector – Industrial sickness.

UNIT 3

Social and Cultural Environment: Demographic trend and social structure in India – Caste and communal system – Significance of the growing middle class – Social and cultural factor.

UNIT 4

Ethics and Values in Business: Ethical problems in business – Types of corporate crime – Measures for improving ethical performance in business – Social responsibility – Concept – Types – Debates on social responsibility.

UNIT 5

Political Environment: Fundamental Rights – Directive Principles of State Policy – Their implications for business – Centre State relations – Impact of political environment on business – Business-government interface – Public policy formulation – Implications for business – Strategies followed by business for influencing public policies.

UNIT 6

Technological Environment – Its implications on business – Features of technology – Phases of technology and the social systems they create – Economic effects of technology – Social consequences of technological change – Management's responsibility for technological change.

REFERENCES :

1. Mohinder Kumar Sharma, *Business Environment in India*.
2. Adhikary M, *Economic Environment of Business*.
3. Amarchand D, *Government and Business*.

4. Francis Cherunilam, *Business and Government*.
5. Mahewari & Gupta, *Government, Business and Society*.
6. Kuchal S.C, *Industrial Economy of India*.
7. Fredrick Davis, *Business and Society*.
8. Parag Diwan & Aggarwal, *Business Environment*.