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| **PROGRAM** | **Master of Business Administration**  |
| **SEMESTER**  | **4** |
| **COURSE TITLE** | **International Logistics and Management** |
| **COURSE CODE** | **04MB0438** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42 Hrs** |

**COURSE OUTCOMES:**

**After studying this course, student should be able to**

* Remember the various issues of international transportation.
* Evaluate different transportation modes for fulfilling Organization’s need.
* Apply the concepts of Inventory Management in International Logistics
* Analyse the Importance of Chartering and Containerization in International Trade.
* Understand the concepts of Inventory Management in International Logistics.

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | International Trade: Need and Importance – Recent Trends in World Trade – Leading players – India’s Foreign Trade – Commodity Composition and Destination - Overview of International Logistics Components, Importance, Objectives; Logistic Subsystem;- Integrated Logistics; - Barrier to Internal Integration – Logistics Documents for International Trade. | 6 |
| **II** | Marketing and Logistics Customer Focused Marketing; International Marketing: International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics | 8 |
| **III** | Basics of Transportation Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice | 8 |
| **IV** | Containerization and Chartering Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration | 10 |
| **V** | Inventory Management and Packaging Inventory Management: Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking -Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned | 10 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
|  | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book**  | **Publisher** | **Edition and Year**  |
| T-01 | SakOnkvisit(1996) & John J. Shaw | International Marketing | Prentice Hall of India | Latest |
| T-02 | Multiah Krishnaveni | Logistic Management and World Sea Borne Trade | Himalaya Publication | 2011 |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book**  | **Publisher** | **Edition and Year**  |
| R-01 | Gupta and Varshney | International Marketing | Sultan Chand and Sons | 2000 |
| R-02 | Pierre David | International Logistics | Biztantra | 2003 |
| R-03 | Donald J. Bowersox | Supply Chain Logistics Management | McGraw Hill | 2017 |