

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION (HONS.)</b>
<b>SEMESTER</b>	<b>5</b>
<b>COURSE TITLE</b>	<b>PACKAGING MANAGEMENT</b>
<b>COURSE CODE</b>	<b>04BH0507</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Understand the important Packaging in Logistics.
- 2 Gain knowledge about different types packaging.
- 3 Apply the different techniques used for packaging.
- 4 To identify the factors affecting the costing of packaging.
- 5 To evaluate the legal and environmental factors in packaging.

**Pre-requisite of course:**NONE

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
3	0	0	50	50	0	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Packing and Packaging</b> Meaning, Functions and Essentials of Packing- Packaging: Meaning, Functions and Essentials of Packaging, Difference between Packing and Packaging-Packing for Storage- Packing for Overseas Shipment- Packing for Inland Transportation- Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost	12
2	<b>Packaging Types</b> Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging , Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels	12

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Packing Considerations</b> Protection, Convenience, Environment, Use/Re- use- Cost and Competition – Packing as a systems approach to Logistics, Transport/Storage Requirements- Physical, Chemical Environmental, Biological Nature of the Products Packing as Protection Against Hazards, Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal	12
<b>Total Hours</b>		<b>36</b>

**Textbook :**

- 1 What Is Packaging Design, Calver G, Rot Vision , 2003

**References:**

- 1 Packaging Technology, Packaging Technology, Dean D. A , Taylor & Frnaxis, 2017
- 2 Transport Packaging, Transport Packaging, McKinley A. H., IoPP , 2019

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
10.00	20.00	25.00	25.00	10.00	10.00

**Instructional Method:**

- 1 THEORY