

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.Com LSM

Semester: VI

GLOBAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code: 18BL603

No. of Hours: 60

COURSE OBJECTIVES:

- It is to impart the basic components of International Logistics and integrating all the subsystems of Logistics.
- To understand the various processes involved in International Trade and the various types of Marketing Channels and its role in Logistics.
- To introduce the Concept of Multimodal transportation, their legal classifications, Characteristics and the choice of transport.
- To understand the basic concepts of Containerisation and also focuses on Chartering.
- To impart basic knowledge on Inventory management, Packaging and various kinds of packing.

LEARNING OUTCOMES:

- The students should understand the various components of International Logistics management and be able to relate the importance of international marketing with the logistic functions.
- The students should be able to apply the knowledge in designing suitable marketing channel for international trade and to suitably design a packaging.
- It also deals with the international logistics and introduces various transportation modes their advantages.
- The inventory management and containerisation also taught with the focus towards international logistics.

UNIT 1:

10 HRS

Overview

Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsystem; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

UNIT 2:**10 HRS****Marketing and Logistics**

Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics.

UNIT 3:**10 HRS****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

UNIT 4:**15 HRS****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.

UNIT 5:**15 HRS****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

Information Technology

Information and Communication: Information Functionality, Principles of Logistic Information, Information

Skill Development:

- Generating logistic sub - system with reference to export of a company
- Recording multimodal transport to an export import port.

BOOKS FOR REFERENCE:

- International Marketing by SakOnkvisit & John J. Shaw, Publisher: Prentice Hall of India
- International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
- Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
- Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India