

MBA428: INTERNATIONAL LOGISTICS

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test - 12 Marks Teachers Assessment - 6 Marks Attendance - 12 Marks End Semester Exam - 70 marks

Course Objectives:

- To understand Marketing logistics concept, objective, scope and its elements.
- To understand Interface between international marketing and logistics & supply chain management.
- Role of transport in logistics.
- Concept of customer service.

Hours: 40

UNIT I (10 Hours): Introduction Objectives, Key tasks of logistics, Role of Government in controlling international trade and its impact on Logistics, Different type of Ships, Shipping Routes, Operating Ships-Linear and Tramp, Organization of Shipping Company

UNIT II (10 Hours): Volume and value of World Trade, World Tonnage, Flags of Convenience, Conference System, Chartering, Principles of Freight Rates, Linear Freight Structure, Tramp Freight Structure, Shipping Agents, Freight Brokers, Freight Forwarders Stevedores

UNIT III (10 Hours): Ports in India, Ports Infrastructure Development, Shipping Association, Shipment of Govt. Controlled Cargo, Concept of Containerization, Classification of Constraints in Containerization, I.C.D's

UNIT IV (10 Hours): Concept of Air Transport, Air Cargo, Tariff Structure, I.A.T.A. Air freight insurance, International air freight tariffs, AWB (Air Waybill), Main airports of the world, International Contracts, Terms of Payment, Incoterms.

Suggested Readings:

1. International Logistics, Pierre David, Biztantra



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2. Logistic Management, Donald & David, Tata McGraw Hill
3. Strategic Logistic Management, Lambert, D et al, Tata McGraw Hill


COURSE OUTCOMES : After completion of this course, the student will be able to

COURSE OUTCOMES DESCRIPTION	
CO1	<i>Able to understand marketing logistics concept, objective, scope and its elements.</i>
CO2	<i>Able to understand Interface between international marketing and logistics & supply chain management..</i>
CO3	<i>Able to demonstrate an understanding of the role of logistics management in international supply chains.</i>
CO4	<i>Able to Identify the activities, which go to make up the 'links' in an international supply chain.</i>
CO5	<i>Able to evaluate the relative merits of using each of the most commonly used transport modes and judge which is most appropriate in different circumstances</i>
CO6	<i>Ability to describe multi-modal logistics and demonstrate an understanding of when it is appropriate.</i>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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