

**CMS COLLEGE KOTTAYAM
(AUTONOMOUS) UNDERGRADUATE
VOCATIONAL PROGRAMMES
(HONOURS) SYLLABUS**

CMS-B.VOC. (Honours)

(2025 Admission Onwards)



ESTD:1817

Faculty: Management Sciences

BoS: Travel, Tourism and Logistics Management

Subject: Logistics Management

CMS COLLEGE KOTTAYAM (AUTONOMOUS)

CMS College Road

Kottayam – 686001, Kerala, India.

Syllabus Index

Name of the Minor: **Logistics Management**

Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25112103	Introduction to Transportation Management	MPC	4	5	3	2	0
CMSTT25112104	Fundamentals of Cargo Management	MPC	4	5	3	2	0

Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25122107	Principles of Logistics Management	MPC	4	4	4	0	0
CMSTT25122108	Air Cargo Operations	MPC	4	4	4	0	0

Semester 3

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25132211	Sea Cargo Operations	MPC	4	5	3	2	0
CMSTT25132212	Warehouse and Inventory Management	MPC	4	5	3	2	0

Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25142215	Human Resource Development in Logistics	MPC	4	5	3	2	0
CMSTT25142216	Supply Chain Management	MPC	4	5	3	2	0

Semester 5

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25152319	Operations and Distribution	MPC	4	4	4	0	0
CMSTT25152320	Marketing in Logistics Management	MPC	4	4	4	0	0

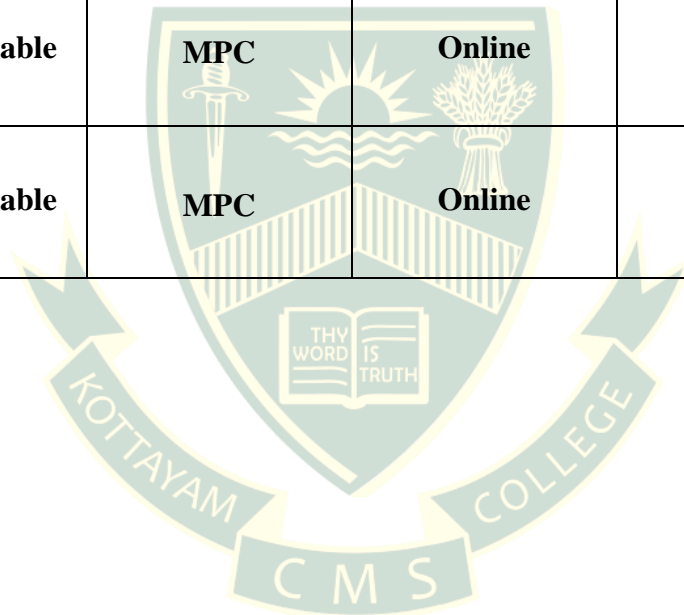
Semester 6

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25162323	Export and Import Management	MPC	4	4	4	0	0
CMSTT25162324	Entrepreneurship Development in Logistics	MPC	4	4	4	0	0

Semester 7 & 8

B.Voc. Honours

Course Code	Type of the Course	Methodology	Credits
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4

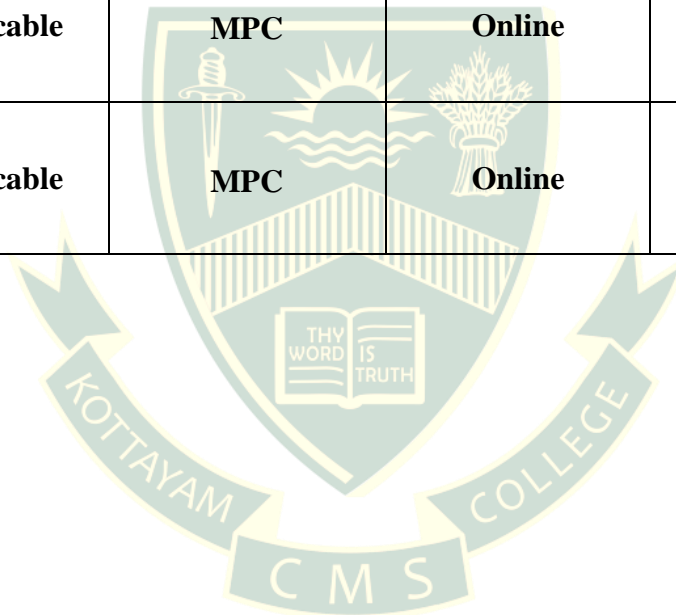


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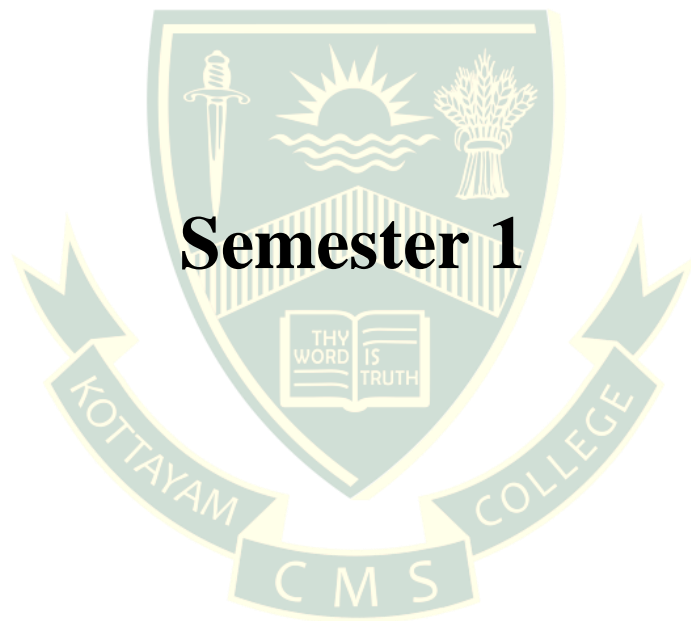
Semester 7 & 8

B.Voc. Honours with Research

Course Code	Type of the Course	Methodology	Credits
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4
Not Applicable	MPC	Online	4



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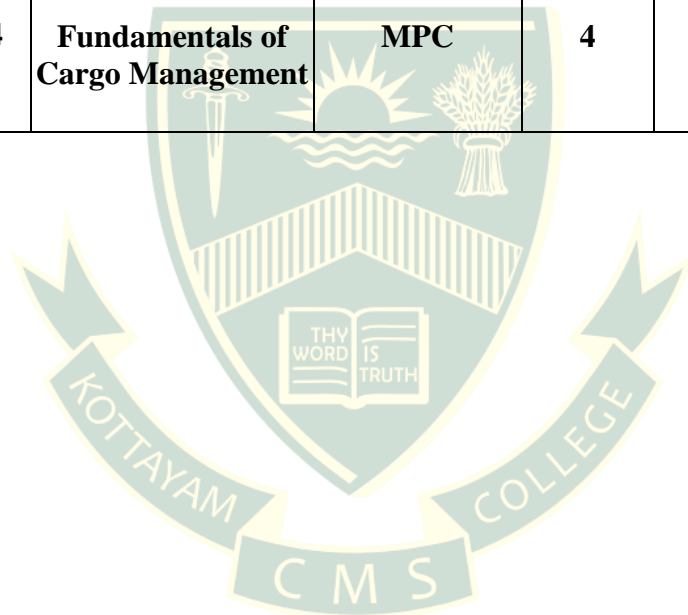


Semester 1

ESTD:1817

Semester 1

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25112103	Introduction to Transportation Management	MPC	4	5	3	2	0
CMSTT25112104	Fundamentals of Cargo Management	MPC	4	5	3	2	0



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CMS College Kottayam (Autonomous)

Course Name	Introduction to Transportation Management
Type of Course	MPC
Course Code	CMSTT25112103
Course Level	100-199
Course Summary	<p>This course provides a comprehensive understanding of the transportation systems that support the tourism industry, both globally and within India. It begins by exploring the historical development of various means of transport and their vital role in shaping tourism. Learners are introduced to Leiper's Tourism System Framework, which highlights how transport acts as a critical linkage in the tourism chain. The course also differentiates the travel patterns of up-market and budget travelers and identifies major tourist entry points in India. The curriculum covers different types of transportation modes and examines their significance in tourism. The surface transport module includes India's road networks, public transportation systems, car rentals, coach and bus tours, and related transport documentation like insurance and permits.</p> <p>The rail transport section provides insights into the Indian Railways, its history, classes of travel, high-speed trains, booking procedures, and passenger amenities. It also introduces the concept of rail tourism in India, covering luxury trains like the Palace on Wheels, heritage hill trains, and the globally recognized Mountain Railways of India. The module on water transport explores coastal shipping, inland waterways, and the growing cruise tourism sector, including types of cruise liners and houseboats. In the air transport section, students learn about India's major airlines, airports, ground handling processes, and both departure and arrival formalities, including immigration, customs, and baggage clearance procedures. The course integrates a practicum component,</p>

	where students visit transportation-related organizations like airports, railway yards, shipping ports, logistics companies, or bus terminals to observe operations, management systems, and the challenges associated with tourist transportation. By the end of the course, students gain practical and theoretical knowledge of how transportation systems function as the backbone of the tourism industry, enabling smooth mobility for travelers domestically and internationally.					
Semester	1	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the evolution, structure, and significance of tourist transportation systems in India.	U	1,2,10
2	Explain the types and features of surface transport systems and their relevance to the tourism industry.	U	2,3,10
3	Remember knowledge of railway operations, booking methods, and luxury train services offered in India.	K	2,3,4,10
4	Understand air and water transportation systems, airport operations, cruise services, and international travel procedures.	U	2,4,6,10
5	Remember travel formalities and passenger handling procedures including customs, immigration, and security processes.	K	1,4,6,10
6	Understand the operational processes, management practices, and challenges involved in transportation management and effectively communicate insights.	S	1,2,4,6,10

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Tourist Transportation		
	1.1	Development of means of transport – Tourist transport system –	1	10
	1.2	Leiper’s frame work., Role of transport in tourism	1	
	1.3	Up market and Low budget travelers – Major entry Points of Tourists to India.	1	
2		Type of Transportation		
	2.1	Various type of Transportation systems Surface Transportation.	2	10
	2.2	Road transport system in India	2	
	2.3	Types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), and Transport& Insurance documents.	2	
3		Rail Transportation and Rail tours in India		
	3.1	General information about Indian Railways. Brief History – high speed trains - Classes of Journey – Types of trains & tracks.	3	12
	3.2	Railway Reservation – modes – circle trip – Tatkal – i-ticket – e- ticket - Passenger amenities (Railway station and on-board) .	3	
	3.3	Introduction to the types of rail tours in India. Luxury trains, hill trains, express train, mail and passenger IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass.	3	
4		Water Transport & Air Transportation		

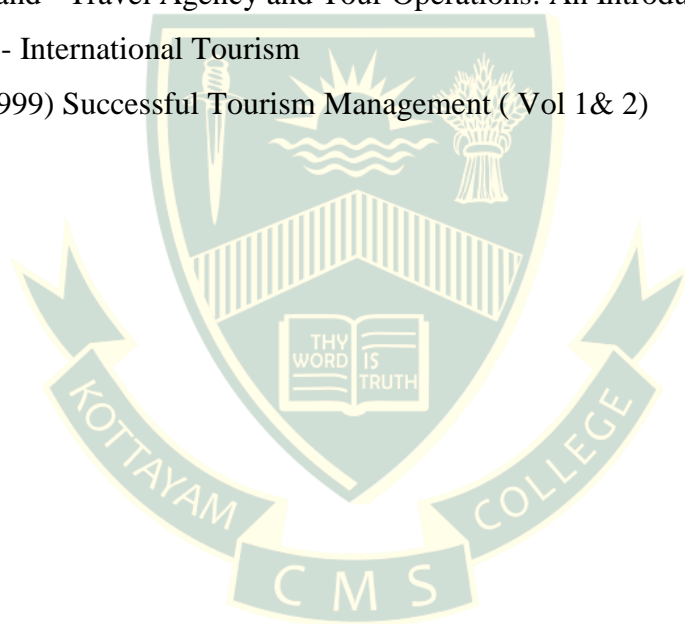
	4.1	Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic)	4	13
	4.2	National waterways. Cruise liners – Types. Houseboats.	4	
	4.3	Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger's & Cargo).	4	
	4.4	Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities	5	
	4.5	Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel)	5	
Practicum				
	Visit an organization related to transportation management, such as logistics companies, public or private transport operators (road, rail, air, or sea), warehousing and distribution centers, or transport infrastructure facilities like ports, airports, or railway yards, and observe their operations, management processes, and transportation-related challenges.		6	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In-Class Discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Participation/Involvement		15

	Practicum	Presentation/Viva	
	B	End Semester Examination (ESE)	
		Duration	Marks
	Theory	1.5 hrs	50
	Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)

References:

1. Jagmohan Negi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1& 2)



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CMS College Kottayam (Autonomous)

Course Name	Fundamentals of Cargo Management
Type of Course	MPC
Course Code	CMSTT25112104
Course Level	100-199
Course Summary	<p>This course offers an in-depth understanding of sea cargo management, focusing on the critical aspects of ocean freight forwarding, shipping operations, cargo handling, and documentation. Students explore the role of key stakeholders, including exporters, shippers, agents, consolidators, and shipping companies, along with an overview of government policies, regulations, and legal frameworks governing sea cargo operations. The cargo sales segment emphasizes the importance of sales in shipping, covering identification of sales personnel, qualities of effective sellers, personal and corporate selling techniques, customer service, and relationship management.</p> <p>A comprehensive overview of the shipping industry and business is provided, including the description, uses, and classifications of ships based on routes and cargo types. Learners gain knowledge about shipping terminologies such as tonnage, drafts, load lines, and flag registration, as well as different cargo types, packaging requirements, trimming, cleansing, and unitized cargo handling. Students understand the complete sales process in shipping—from generating leads and preparing quotations to booking and ensuring superior customer service. The operations and documentation module focuses on practical cargo management processes such as volume and weight calculations, shipment planning, container services, and container handling. The course integrates a practicum, requiring students to engage with real-world or simulated case studies related to sea cargo management. Through this,</p>

	they analyze cargo handling, freight forwarding, documentation, customs clearance, warehousing, and logistics operations, gaining practical exposure to challenges, risks, and solutions in the cargo industry. By the end of the course, learners are equipped with the knowledge and practical skills necessary for managing sea cargo operations, understanding industry documentation, mastering sales strategies, and navigating the complexities of international shipping and logistics.					
Semester	1	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals of cargo marketing, pricing strategies, and the regulatory environment.	U	1,2,10
2	Understand effective sales techniques and customer service practices in the cargo logistics sector.	U	2,3,10
3	Remember cargo vessel structures, cargo classification, contracts, and international trade routes.	K	2,3,5,10
4	Understanding shipping line operations, containerization processes, and sales/customer management in shipping environments.	U	1,4,6,10
5	Analyze a real world cargo management scenario, understand operational procedures, and present solutions.	C	1,2,4,5,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Sea Cargo Management		
	1.1	Introduction to Ocean Freight Forwarding: Seaports - Type of Ships - Shipping Lines - Hub & Spoke- Vessel Operations - Process flow - Advices	1	10
	1.2	Information Flow - Advanced Scientific shipment planning	1	
	1.3	Role of exporters /shippers/ agents/airlines/ consolidators/ shipping companies	1	
	1.4	Government regulations and Legal regulations in the field of cargo.	1	
2		Cargo Sales		
	2.1	Cargo Sales-Identify sales personnel, Qualities required for a sales person, Sales techniques,	2	10
	2.2	Personal selling, Corporate selling, Customer Service	2	
3		Shipping Industry and Business		
	3.1	Shipping Industry and Business - Description of a Ship- Uses of a Ship or a Floating Vessel Classification of Ship (route point) (cargo carried) - Superstructure - Tonnages & Cubic.	3	13
	3.2	Drafts and Load Lines - Flag Registration - Different Types of Cargo. (packaging, utility or value) Trimming -Cleansing -Unitized Cargo.	3	
	3.3	Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.	3	
	3.4	Shipping Lines - Hub & Spoke - Process flow - Advices – Booking -Containerization –Containers – Container Numbering.	3	
	3.5	Process Flow - Shipping Sales – Leads –Quotations – Customer Service, Visiting shipping companies and seaports. Sales and Customer Service	3	

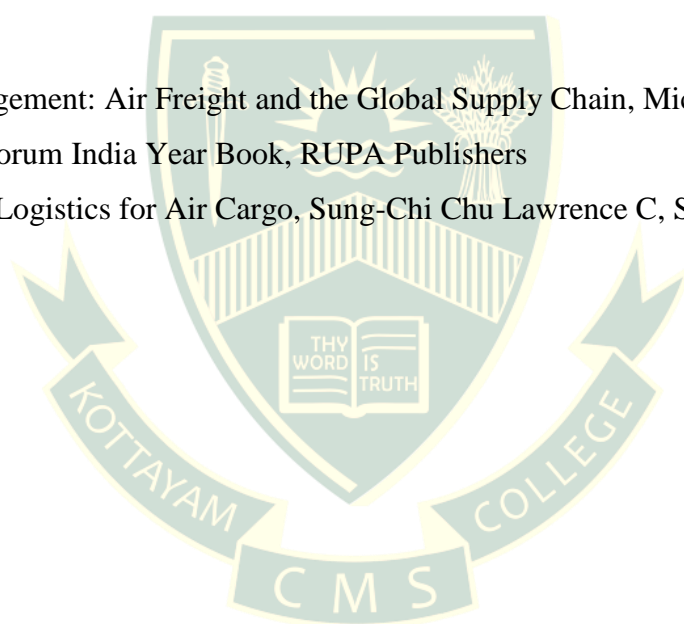
4		Operation and Documentation		
	4.1	Operations - Volume / Weight Calculations - Shipment Planning Basics – Preparing & Loading Containers– Types of Container Services - FCL - Consolidation – LCL - Advanced Scientific Shipment Planning – Container De-stuffing	4	12
	4.2	Documentation - Bill of Lading basics – MBL - HBL – CY – CFS -Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD).	4	
	4.3	Invoicing - Information Flow - Release of cargo - Cross Trade &Documentation.	4	
Practicum				
		Analyze a real-world or simulated case related to cargo management covering aspects like cargo handling, documentation, freight forwarding, warehousing, customs clearance, and logistics operations, and identify challenges, risks, and solutions. Prepare a detailed report and deliver a presentation demonstrating understanding of cargo procedures, problem-solving, and industry practices.	5	30
5		Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In-Class Discussion.		
	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
Quiz/Viva voce			

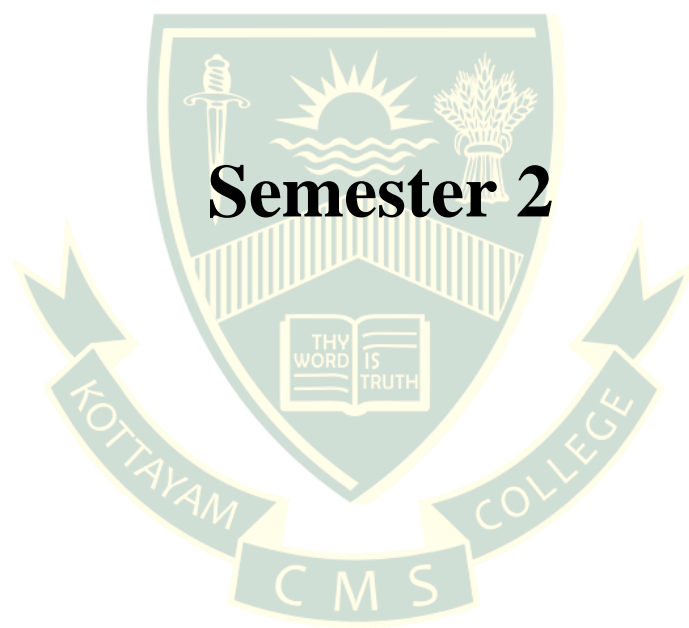
Assessment Types		Written Test	
	Practicum	Quality of Analysis/ Problem Solving	15
		Viva	
	B	End Semester Examination (ESE)	
		Duration	Marks
	Theory	1.5 hrs	50
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

References:

1. Air Cargo Management: Air Freight and the Global Supply Chain, Michael Sales
2. The Air Cargo Forum India Year Book, RUPA Publishers
3. 4th Party Cyber Logistics for Air Cargo, Sung-Chi Chu Lawrence C, Springer US Publishers



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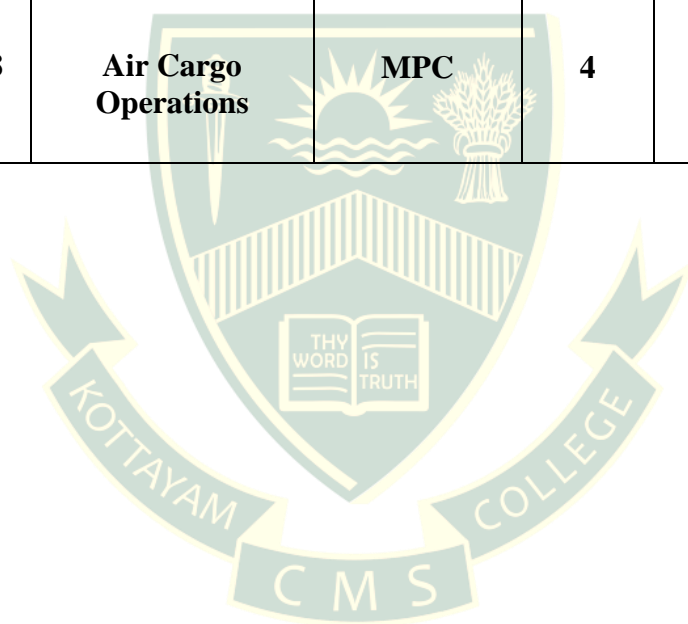


Semester 2

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Semester 2

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25122107	Principles of Logistics Management	MPC	4	4	4	0	0
CMSTT25122108	Air Cargo Operations	MPC	4	4	4	0	0



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CMS College Kottayam (Autonomous)

Course Name	Principles of Logistics Management					
Type of Course	MPC					
Course Code	CMSTT25122107					
Course Level	100-199					
Course Summary	<p>This course offers a comprehensive introduction to logistics, covering its definition, history, evolution, objectives, key elements, and activities. It highlights the vital role logistics plays in ensuring the smooth flow of goods and services in modern businesses. The course explores logistics management, its evolution, various management models, and how logistics creates a competitive advantage. It also examines the strategic role of logistics, the responsibilities of logistics managers, and different strategy options including lean, agile, and integrated approaches. A key focus is placed on outsourcing logistics, explaining the reasons behind it and the evolution from 1PL to 5PL, with special emphasis on the roles of 3PL and 4PL service providers. By the end of the course, learners will understand how effective logistics management drives efficiency, competitiveness, and customer satisfaction in today's global marketplace.</p>					
Semester	2	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
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	Upon the successful completion of the course, the student will be able to		
1	Understand the basic concepts, evolution, objectives, and significance of logistics.	U	1,2
2	Explain the structure, process, and components of logistics management and its contribution to competitive advantage.	U	2,3,10
3	Understand logistics strategies such as lean, agile, and integrated logistics, and their applications in organizations,	U	1,3,5
4	Evaluate the role of outsourcing logistics activities, including 3PL and 4PL models, and logistics partnerships.	K	3,5,6,10
5	Remember the principles of logistics to real-world business scenarios through field visits, teacher-specific content, and reporting.	K	4,5,9,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Logistics – Introduction		
	1.1	Definition of logistics – History and evolution of logistics	1	15
	1.2	Objectives, elements, activities and importance of logistics	1	
2		Logistics Management		15
	2.1	Definition, evolution and logistics management models	1	
	2.2	Logistics process, competitive advantage, role of logistics in modern business	2	
3		Logistics Strategy		15
	3.1	Strategic role of logistics – definition – functions of logistics managers	3	

	3.2	Strategy options – lean, agile, integrated strategies	3	
4		Outsourcing Logistics		15
	4.1	Reasons for outsourcing logistics	4	
	4.2	1PL to 5PL – 3PL and 4PL providers – stages – role of service providers	5	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
	Theory	Duration	Marks
2 hrs		70	

References:

1. David J. Bloomberg, Stephen LeMay & ; : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi,2003. 27
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi,2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi,2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York,2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai,1999

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CMS College Kottayam (Autonomous)

Course Name	Air Cargo Operations
Type of Course	MPC
Course Code	CMSTT25122108
Course Level	100-199
Course Summary	<p>This course provides an in-depth understanding of air cargo operations, including the types of cargo, its global and Indian context, and its contribution to the Indian economy. It covers cargo rates, consolidation concepts, and the process flow within the air cargo industry, including the hub and spoke model and international air routes. Learners explore the role of IATA cargo agents, their responsibilities, payment procedures, and the importance of airline marketing, customer service, and logistics standardization. The course delves into marketing strategies, audits, SWOT analysis, and customer handling for air freight exports and imports.</p> <p>A dedicated module on ULD (Unit Load Device) management addresses types, handling, and importance in cargo operations. Students gain insights into the airline industry, its history, regulatory bodies, navigation systems, safety, security, and future challenges. The course also covers airport cargo handling, including equipment, special cargo and air freight forwarding procedures. Documentation such as AWB (Air Waybill) and SLI (Shipper's Letter of Instruction) is discussed alongside booking procedures, cargo automation, and shipment planning using TACT (The Air Cargo Tariff). Key components include inventory management, demand synchronization, bonded cargo, customs clearance, and the use of modern technologies in cargo handling. By the end of the course, students are equipped with comprehensive knowledge of air cargo processes, safety protocols, documentation, and future industry trends.</p>

Semester	2	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals of air cargo, aircraft types, cargo categories, and their role in global and Indian economies.	U	1,2,10
2	Apply knowledge of air cargo pricing, airline logistics, customer service strategies, and air freight export-import operations.	A	2,3,4,10
3	Remember cargo handling procedures, ULD management, airport operations, and airside/landside logistics with a focus on safety and compliance.	K	1,4,6,10
4	Evaluate regulatory roles of IATA/ICAO, marketing audits, segmentation strategies, and the impact of air logistics on customer satisfaction.	E	2,5,6,10
5	Demonstrate use of booking systems, manage special cargo, apply inventory strategies and handle cargo documentation through automation tools.	U	2,3,4,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Air cargo Management – Introduction		

	1.1	Introduction to Air Cargo, Types of Cargo, World scene and Indian context. Contribution to Indian economy.	1	15
	1.2	Cargo Rates – Different types of Cargo rates – Concept of Consolidation.	1	
	1.3	Aircraft Layout – Different types of Aircrafts – Aircraft Manufacturers – International Air Routes. Consortium – Hub and Spoke – Process Flow.	1	
	1.4	Concept of IATA cargo agent – Formation – IATA Recognition – Agents Duties & Responsibilities – Payment Procedures.	1	
	1.5	Airline Marketing and Customer Service Standardization in Logistics – Air Freight Exports and Imports – Sales and Marketing – Environment – Marketing Research	1	
	1.6	Strategies and Planning – Audits – Segmentation – SWOT – Marketing Management Control – Consignee Controlled Cargo - Sales Leads – Routing Instructions – Customer Service – Future trends.	1	
2		ULD Management		15
	2.1	ULD Management – Different types of ULD's – Handling ULD's – Its importance.	2	
	2.2	Introduction to Airline Industry – History – Regulatory Bodies – Navigation systems – Air Transport system – Functions – Customers – Standardization – Management.	2	
	2.3	Airside – Terminal Area – Landside Operations – Civil Aviation – Safety and Security – Aircraft operator's security program – Security V/s Facilitation.	4	
	2.4	ICAO security manual – Training and awareness – Rescue and Fire fighting – Issues and challenges – Industry Regulations – Future of the Industry	4	

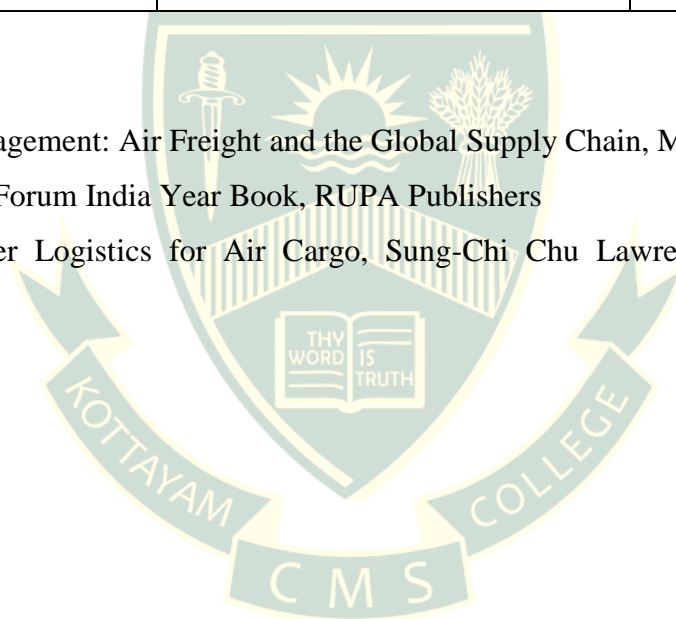
3		Handling of Cargo in Airport		
	3.1	Handling of Cargo in Airport – The cargo handling organisations in Airport – Cargo Handling – Handling of equipment’s at Airport loading and unloading – Special Cargo Handling – Perishables –Dangerous goods – Carriage of Live animals.	3	15
	3.2	Valuable cargo – Human remains – Restricted articles on board. Air Freight Forwarding – Air Freight Exports and Imports – Special Cargoes – Consolidation –Communication Handling COD shipments.	3	
	3.3	POD – Conditions of Contract – Dangerous (DGR) or Hazardous goods – Control Movement in and out items -Usage of online Booking Facilities.	3	
	3.4	Inventory Management – Synchronising supply with Demand – Its importance – How do we manage this – Demand Creations – Usage of latest Technologies.	3	
4		Export, Import and, Transit and Bonded Cargo		
	4.1	Export, import and transit and bonded cargo. AWB- Airway bill, SLI-Shipper’s letter of Instructions, use of air cargo guides.	4	15
	4.2	Air cargo booking procedures, Cargo automation. Advices –Booking -SLI – Labeling -Volume/Weight Ratio	4	
	4.3	Shipment Planning – TACT – Air Cargo Rates and Charges –Cargo Operations – Customs Clearance.	5	
5	<p style="text-align: center;">Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)
	Lecture, Tutorial, Presentations.

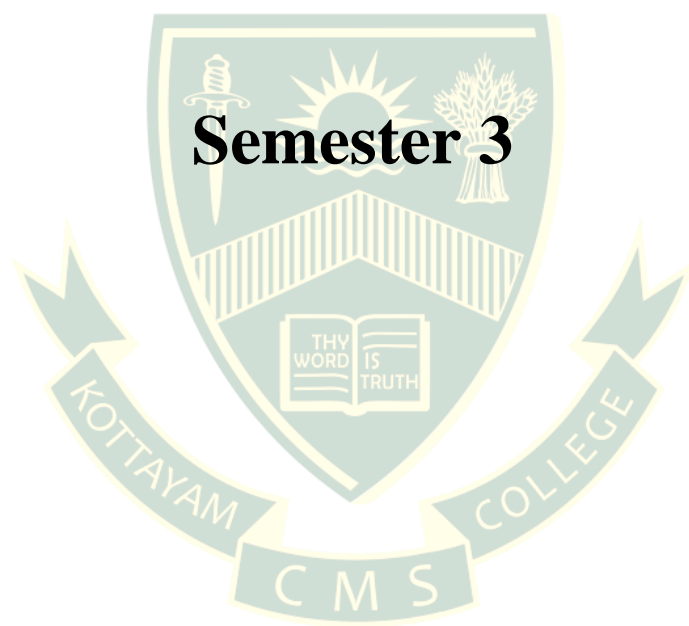
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
	Written Test		
	B	End Semester Examination (ESE)	
Theory	Duration	Marks	
	2 hrs	70	

References:

1. Air Cargo Management: Air Freight and the Global Supply Chain, MichaelSales
2. The Air Cargo Forum India Year Book, RUPA Publishers
3. 4th Party Cyber Logistics for Air Cargo, Sung-Chi Chu Lawrence C, Springer US Publishers



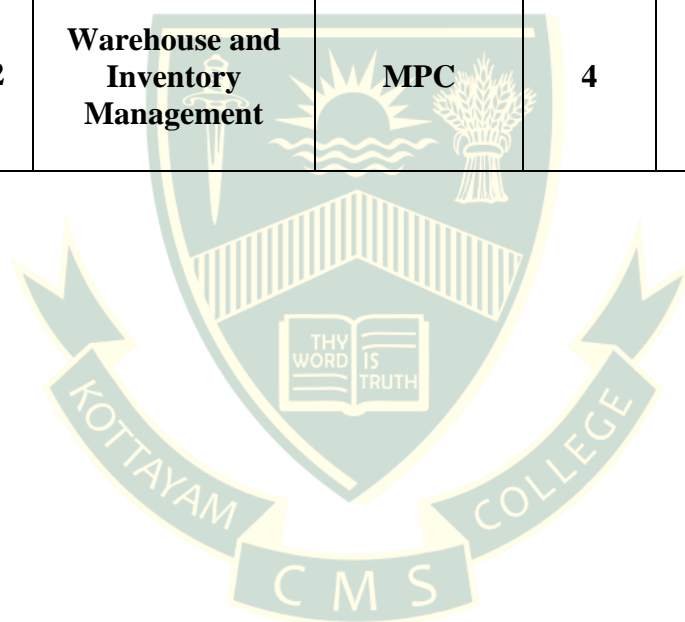
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ESTD:1817

Semester 3

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25132211	Sea Cargo Operations	MPC	4	5	3	2	0
CMSTT25132212	Warehouse and Inventory Management	MPC	4	5	3	2	0



ESTD:1817



CMS College Kottayam (Autonomous)

Course Name	Sea Cargo Operations				
Type of Course	MPC				
Course Code	CMSTT25132211				
Course Level	200-299				
Course Summary	<p>This course provides a comprehensive overview of the shipping industry and its business operations. It covers the description, uses, and classification of ships based on routes and cargo types, including key components like superstructure, tonnages, drafts, load lines, and flag registration. Learners also explore different types of cargo, packaging, trimming, cleansing, and unitization. The course explains shipping lines operations, focusing on the hub and spoke model, process flows, booking procedures, containerization, and container numbering. It emphasizes the sales process in shipping, covering lead generation, quotations, and customer service.</p> <p>The operations module deals with shipment planning, volume/weight calculations, container services, and consolidation, container loading/unloading, and advanced shipment planning techniques. A strong focus is placed on documentation, including the Bill of Lading, Sea Waybill, multimodal transport documents, invoicing, cargo release, cross-trade procedures, and contract conditions. Students also learn about key account management, trade lane development, and consortium operations.</p> <p>The practicum involves case analysis of sea cargo operations, including port processes, cargo handling, documentation, and customs clearance. Learners develop problem-solving skills and practical knowledge of shipping industry standards and practices.</p>				
Semester	3	Credits			4
	Learning	Lecture	Practicum	OJT	Others
					Total Hours

Course Details	Approach	3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basic structure of ships, their classifications, and various types of cargo in maritime shipping.	U	1,2,10
2	Explain the operational procedures of shipping lines, containerization processes, and customer service in sea freight systems.	U	2,3,4,10
3	Apply knowledge of shipment planning, volume/weight calculations, container loading, and de-stuffing technique	A	2,4,5,10
4	Analyse shipping documentation, including various Bills of Lading, MTDs, and invoicing procedures in global sea cargo operations.	An	1,3,6,10
5	Analyze operational procedures, documentation, and challenges in sea cargo operations and develop skills in report writing and effective presentation of case-based solutions.	An	3,5,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT

Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Shipping Industry and Business		
	1.1	Description of a ship – Uses of a ship or a floating vessel – Classification of ship (route point) (cargo	1	

		carried) – Superstructure		10
	1.2	Tonnages and Cubics– Drafts and Load lines – Flag Registration	1	
	1.3	Different Cargo (Packing, Utility or Value) – Trimming – Cleansing – Unitized Cargo.	1	
2		Shipping Lines		10
	2.1	Hub and Spoke – Process Flow – Advices _ Booking – Containerization – Containers Numbering	2	
	2.2	Process Flow – Shipping Sales – Leads – Quotations – Customer Service.	2	
3		Operations		12
	3.1	Volume/Weight Calculations – Shipment Planning Basics – Preparing and Loading Containers	3	
	3.2	Types of container services–FCL– Consolidation – LCL	3	
	3.3	Advanced Scientific Shipment Panning – Container De-stuffing.	3	
4		Documentation		13
	4.1	Billing of Lading Basics – MBL – HBL – CY – CFS – Advanced Learning in Bills of Lading –Sea Way Bill	4	
	4.2	Combined Transport – MTO – Multimodal Transport Document (MTD) – Invoicing – Release of Cargo	5	
	4.3	Cross Trade and Documentation – Conditions of Contract – Managing Key Accounts	4	
	4.4	Trade Lane Development –Consortium.	4	
Practicum				
		Analyze a real-world or simulated case related to sea cargo operations involving processes like port operations, container handling, cargo documentation, customs clearance, and shipping procedures, and identify challenges, risks, and solutions. Prepare a report and deliver a presentation demonstrating understanding of sea cargo operations, problem-	5	30

	solving approaches, and industry practices		
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		


Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In-Class Discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Quality of Analysis/ Problem Solving	15
		Viva	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

References:

1. John F. Wilson. Carriage of Goods by Sea. Harlow:Longman
2. J.R.Whittaker. Containerization. Hemisphere:Wiley
3. Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical



CMS College Kottayam (Autonomous)

 ESTD:1817	CMS College Kottayam (Autonomous)					
Course Name	Warehouse and Inventory Management					
Type of Course	MPC					
Course Code	CMSTT25132212					
Course Level	200-299					
Course Summary	<p>This course offers a detailed understanding of warehousing concepts, decision-making, and operations. It covers the need for warehousing, characteristics of ideal warehouses, various types, and the challenges affecting warehouse operations. The module on inventory management explains its crucial role in the supply chain and competitive strategy. It highlights the functions of inventory, different types such as raw materials, work-in-progress (WIP), and finished goods. Learners gain insights into Warehouse Management Systems (WMS), their necessity, location determination, demand systems (independent and dependent), and distribution resource planning. The inventory control section covers methods like ABC analysis, multi-echelon inventory optimization (MEIO), and single vs. multi-echelon inventory networks. It also introduces modern technologies such as automated storage systems, barcoding, and RFID for efficient inventory handling. The practicum involves visiting a warehouse or distribution center to observe real-world operations, storage systems, order processing, and safety practices. Students analyze challenges and prepare a report and presentation, applying their learning to practical scenarios.</p>					
Semester	3	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if						

any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the key concepts, decision-making elements, and structural types of warehousing.	U	1,2,10
2	Explain the strategic role of inventory in the supply chain and classify types and functions of inventory.	U	2,3,10
3	Apply knowledge of Warehouse Management Systems and analyze demand-driven systems and material uncertainties.	A	2,4,5,10
4	Evaluate inventory management techniques like ABC, MEIO, and strategies for single/multi-echelon networks.	A	1,3,6,10
5	Demonstrate use of automation in warehousing through barcoding, RFID, and storage/retrieval technologies.	U	2,4,5,10
6	Understand warehouse operations, storage methods, inventory control techniques, and develop skills in report preparation and effective presentation based on industry exposure.	C	1,2,4,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Warehousing		
	1.1	Concepts – Decision making – Operations – Need for warehousing , Characteristics of ideal warehouses	1	10
	1.2	Issues affecting warehousing, Various warehousing		

		facilities , Different types of ware houses	1	
2		Introduction to Inventory Management		12
	2.1	Role in supply chain – Role in competitive strategy	2	
	2.2	Role of inventory – Functions of inventory	2	
	2.3	Types of inventory – WIP inventory – Finished goods inventory	2	
3		Warehouse Management Systems		13
	3.1	Warehouse Management Systems: Introduction – The necessity of WMS	3	
	3.2	Logics of determining locations and sequences – Independent demand systems	3	
	3.3	Uncertainties in material management systems	3	
	3.4	Dependent demand systems– Distribution resource planning	3	
4		Inventory Control		10
	4.1	Managing inventories – by ABC-Multi – echelon inventory systems (MEIO)	4	
	4.2	Managing inventory in multi echelon networks , Managing inventory in single echelon networks	4	
	4.3	Various approaches – Distribution approaches – The true multi echelon approach	4	
	4.4	Automated storage and retrieval systems Bar coding technology and applications RFID technology.	5	
Practicum				
		Visit a warehouse facility or distribution center to observe warehouse operations, inventory management processes, storage systems, material handling, order processing, and safety practices, while understanding the challenges faced in real-time operations. Prepare a detailed report and deliver a presentation summarizing the operational processes, inventory control methods, and key learnings from the visit	6	30

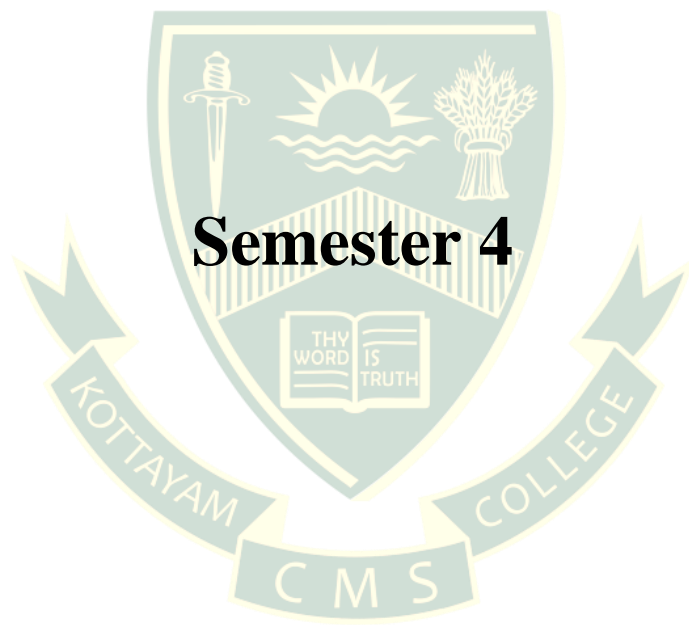
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally
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Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In-Class Discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Quality of Analysis/ Problem Solving	15
		Viva	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

References:

1. Martin Christopher. Logistics and Supply Chain Management. Pearson
2. Raghuram G. Logistics and Supply Chain Management. Mac Millan

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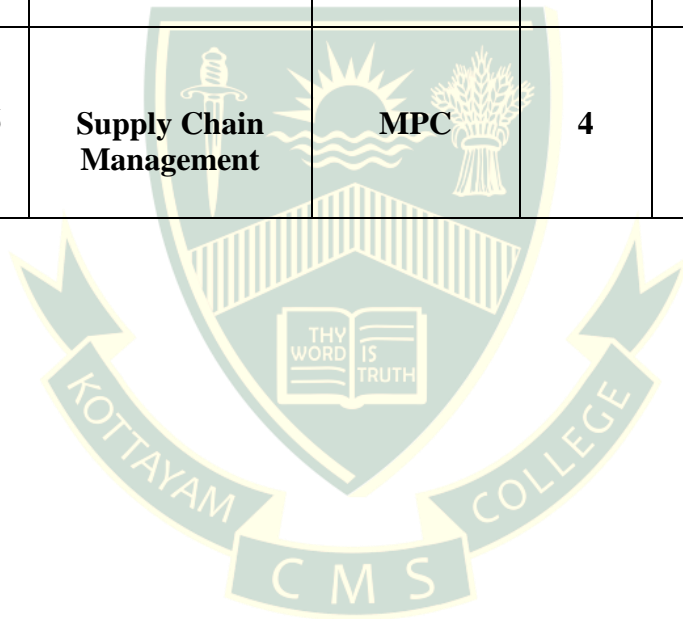


Semester 4

ESTD:1817

Semester 4

Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25142215	Human Resource Development in Logistics	MPC	4	5	3	2	0
CMSTT25142216	Supply Chain Management	MPC	4	5	3	2	0



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CMS College Kottayam (Autonomous)

Course Name	Human Resource Development in Logistics				
Type of Course	MPC				
Course Code	CMSTT25142215				
Course Level	200-299				
Course Summary	<p>This course introduces the fundamentals of Human Resource Development (HRD), its relationship with Human Resource Management (HRM), key mechanisms, processes, outcomes, and the HRD matrix. It explores the roles, competencies, and challenges faced by HRD professionals. The course focuses on HRD activities, including employee and leadership development, action learning, and development centers. It emphasizes intellectual capital, the role of trade unions, industrial relations, and the importance of HRD in the logistics industry. Motivation's impact on development is also discussed. Students learn about modern HRD applications, such as coaching, mentoring, career management, employee counseling, competency mapping, Balanced Scorecard, PCMM, and the integration of HRD with technology. Emerging trends like employer branding are explored. A dedicated module examines HRD practices in logistics and supply chain management, drawing on examples from government, manufacturing, service industries, MNCs, and international practices. The practicum involves analyzing HRD practices in the logistics sector, focusing on recruitment, training, skill development, employee retention, and workforce challenges. Students prepare reports and presentations to demonstrate practical understanding and strategic HR solutions for logistics operations.</p>				
Semester	4	Credits			4
	Learning	Lecture	Practicum	OJT	Others
					Total Hours

Course Details	Approach	3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the concepts, processes, and frameworks of Human Resource Development and its relevance to logistics organizations.	U	1,2,10
2	Explain various HRD interventions, including leadership development, industrial relations, and employee motivation in logistics.	U	2,3,10
3	Apply modern HRD tools such as coaching, mentoring, competency mapping, and performance measurement systems.	A	2,4,5,10
4	Analyse HRD best practices in logistics, government, and multinational organizations through case studies and international examples.	An	1,6,10
5	Analyze HR development practices in the logistics sector, understand workforce challenges, and propose strategic solutions using HRD tools and practices through case based presentation	C	1,2,4,5,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Human Resource Development		
	1.1	Concept; Relationship between human resource	1	

		management and human resource development;		
	1.2	HRD mechanisms, processes and outcomes; HRD matrix; HRD interventions	1	10
	1.3	Roles and competencies of HRD professionals; Challenges in HRD.	1	
2		HRD Activities		
	2.1	Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centres.	2	12
	2.2	Intellectual capital and HRD; HRD mechanisms for workers; Role of trade unions; Industrial relations and HRD;	2	
	2.3	Influence of motivation on development activities. Importance of HR Development in Logistics Industry	2	
3		HRD Applications and Trends		
	3.1	Coaching and mentoring; Career management and development; Employee counselling;	3	13
	3.2	Competency mapping; PCMM, Balanced Score Card, Appreciative inquiry;	3	
	3.3	Integrating HRD with technology	3	
	3.4	Employer branding and other emerging trends.	3	
4		HRD in Logistics & Supply Chain Management		
	4.1	Selected cases covering HRD practices in government organisations	4	10
	4.2	Manufacturing and service industries and MNCs;	4	
	4.3	International experiences of human resource development.	4	
Practicum				
		Analyze a real or simulated case related to human resource development in the logistics sector, focusing on areas such as workforce planning, recruitment, training, skill development, employee retention, and handling workforce challenges in		

	logistics operations. Prepare a report and deliver a presentation demonstrating understanding of HR practices in logistics, solutions to HR challenges, and strategies for workforce development	5	30
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations, In-Class Discussion.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	25
		Quiz/Viva voce	
	Written Test		
	Practicum	Quality of Analysis/ Problem Solving	15
		Viva	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	1.5 hrs	50	
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)	

References:

1. Goldstein Irwin L, Training In Organizations - Needs Assessment, Development & Evaluation, Wordsworth Publication.
2. Lynton Parekh, Training for Development, Sage Publication.
3. Robert L. Craig, ASTD Training and Development, McGraw Hill Publication.
4. Dugan laird- Approaches to Training and Development, Perseus Publishing.



CMS College Kottayam (Autonomous)

Course Name	Supply Chain Management		
Type of Course	MPC		
Course Code	CMSTT25142216		
Course Level	200-299		
Course Summary	<p>This course offers a comprehensive overview of Supply Chain Management (SCM) and Logistics, covering their concepts, evolution, functions, roles, and importance in both local and international contexts. It highlights the impact of globalization on manufacturing and distribution practices. Learners explore different types of supply chains and key decision areas—strategic, tactical, and operational—along with SCM building blocks, drivers, obstacles, and the total cost concept with logistics trade-offs. The course focuses on core supply chain business processes, including planning, sourcing, production, distribution, and payments. It also covers material flow, warehousing, transportation, and inventory management, emphasizing effective distribution and operational strategies. In the supply chain management module, topics include global sourcing, outsourcing, supplier selection, evaluation, supplier relationship management, supplier quality, and supply chain performance. It also discusses customer service management, CRM, and the critical role of IT, the internet, and e-business in modern supply chains. The practicum involves visiting a supply chain organization to observe end-to-end processes such as procurement, warehousing, transportation, and customer service. Students prepare a report and presentation, analyzing operations, challenges, and strategies used within real-world supply chains.</p>		
Semester	4	Credits	4

Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		3	1	0	0	75
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamental concepts, functions, and evolution of supply chain and logistics in both local and global contexts.	U	1,2,10
2	Analyze types of supply chains, decision-making levels, drivers, and trade-offs using integrated logistics concepts.	An	2,3,10
3	Apply key business processes in the supply chain including sourcing, producing, warehousing, inventory, and transportation management.	A	2,3,4,10
4	Evaluate supplier selection, outsourcing strategies, performance measures, and global sourcing practices.	C	2,5,6,10
5	Observe and analyze real time supply chain and warehouse operations and effectively present findings and insights.	C	1,2,4,5,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Supply Chain Management and Logistics		
	1.1	Introduction – Integrated Logistics Management – Concept – Evolution and Development	1	10

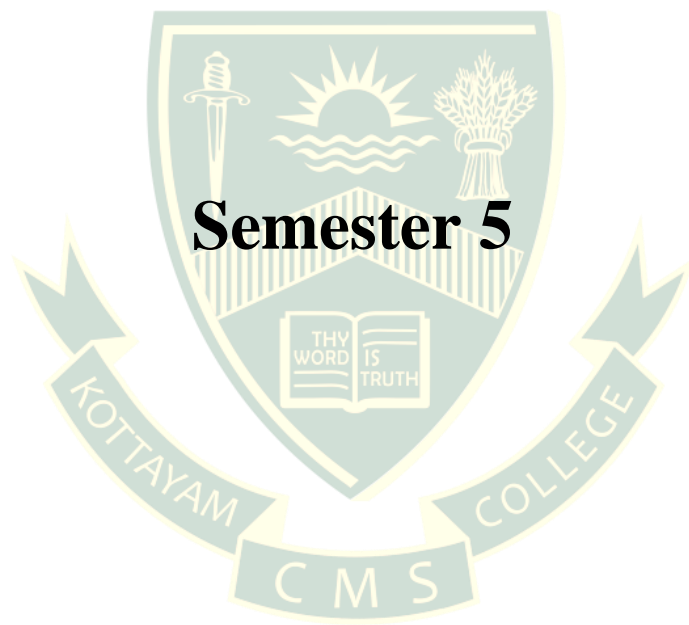
	1.2	Difference – Role – Scope – Functions and Importance Local and International Supply Chains – Benefits and Issues	1	
	1.3	The new Manufacturing and Distribution Practices in the light of Globalized Economy	1	
2		Types of Supply Chains		
	2.1	Strategic, tactical, operational decisions in supply chain – SCM building blocks	2	13
	2.2	Supply Chain Drivers and Obstacles	2	
	2.3	International Logistics and Supply Chain Management .The Total Cost Concept and Logistics and SCM Trade-Offs.	2	
3		Key Supply Chain Business Processes		
	3.1	Planning – Sourcing – Producing – Distributing and Paying	3	12
	3.2	Managing material flow and distribution , Distribution and Planning Strategy	3	
	3.3	Warehousing and Operations Management – Transportation Management – Inventory Management	3	
4		Supply Chain Management		
	4.1	Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation –Development	4	10
	4.2	Supplier Relationship Management – Supplier Quality Management, Supply Chain Performance.	4	
	4.3	Customer Service Management and Measurements – CRM Role of IT in SCM , Impact of Internet and E Business	4	
Practicum				
		Visit an organization involved in supply chain management such as a manufacturing unit, distribution center, logistics company, or retail hub to observe supply chain processes	5	30

	including procurement, inventory management, warehousing, transportation, order fulfillment, and customer service. Prepare a detailed report and deliver a presentation demonstrating understanding of end-to-end supply chain operations, challenges, and strategies adopted by the organization.		
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)			
	Lecture, Tutorial, Presentations, In-Class Discussion.			
Assessment Types	MODE OF ASSESSMENT			
	A	Continuous Comprehensive Assessment (CCA)		
	Theory	Components	Marks	
		Assignment/Seminar	25	
		Quiz/Viva voce		
	Written Test	15		
	Practicum			Quality of Analysis/ Problem Solving
		Viva		
	B	End Semester Examination (ESE)		
		Duration	Marks	
Theory	1.5 hrs	50		
Practicum	2 hrs	35 (Presentation-10, Viva-15, Report-10)		

References:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

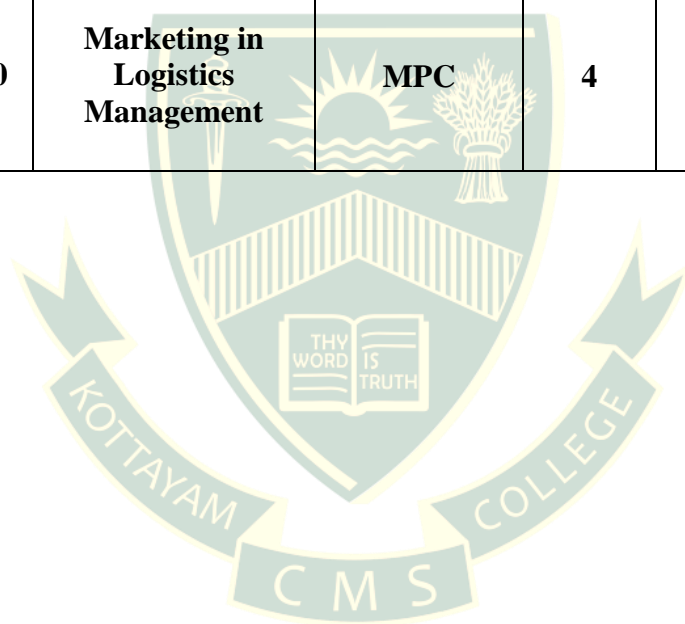


Semester 5

ESTD:1817

Semester 5

Course Code	Title of the Course	Type of the Course	Credit	Hour/Week	Hour Distribution/week		
					L	P	O
CMSTT25152319	Operations and Distribution	MPC	4	4	4	0	0
CMSTT25152320	Marketing in Logistics Management	MPC	4	4	4	0	0



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CMS College Kottayam (Autonomous)

Course Name	Operations and Distribution					
Type of Course	MPC					
Course Code	CMSTT25152319					
Course Level	300-399					
Course Summary	<p>This course provides a comprehensive understanding of Production and Operations Management (POM), covering its nature, scope, decision areas, and role in business operations. It explores operations strategy, process design, capacity planning, and the layout of manufacturing and service systems, along with facility location decisions. The course delves into distribution network planning, considering factors like delivery lead time, local facilities, and optimization techniques. It highlights the material management process and the critical role of transportation, including the contribution of various agencies and participants. Students gain knowledge of transportation models, including multimodal options, their performance, cost structures, value measures, and the comparative analysis of different transport modes. The quality management module introduces Lean Management, supply and sourcing strategies, inventory control, and concepts of Total Quality Management (TQM). It covers quality tools, cost of quality, ISO standards, statistical process control, and acceptance sampling using OC curves. By the end, learners acquire a well-rounded understanding of production operations, distribution strategies, transportation models, and quality management essential for efficient business and supply chain operations.</p>					
Semester	5	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60

Pre-requisites, if any	
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COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the fundamentals of production and operation management, including capacity and process design.	U	1,2,10
2	Explain the principles and factors affecting distribution network design and material management with emphasis on transportation.	U	2,3,10
3	Apply and compare various transportation models and evaluate performance characteristics in multimodal systems	A	2,4,5,10
4	Analyse and plan inventory management and sourcing strategies within lean supply chain frameworks.	An	2,3,6,10
5	Evaluate quality management tools, statistical control techniques, and ISO standards for improving operational efficiency.	E	1,2,5,10
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

ESTD:1817 COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction		
	1.1	Production and Operation Management as function, Nature and Scope, Decision areas.	1	15
	1.2	Operations Strategy. Process and Capacity Analysis.	1	
	1.3	Design of Manufacturing Process, Design of Service Systems, Facility Location and Layout Decisions.	1	

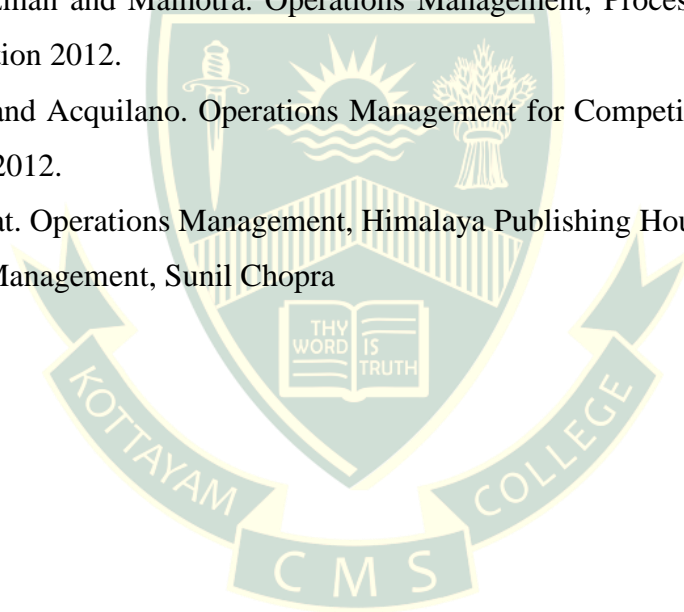
2		Distribution Network Planning		
	2.1	Various factors in distribution – delivery lead time and local facilities- optimization approach and techniques	2	15
	2.2	Material management process – role of transportation- transportation principles and participants	2	
	2.3	Contribution of various agencies in transportation.	2	
3		Transportation Models		
	3.1	Performance characteristics and selection – various models of transportation (multimodal) – merits of each all models of transportation	3	15
	3.2	Transportation performance costs and value measures	3	
	3.3	Understanding –comparing – cost components of multimodal transportation	3	
4		Quality Management		
	4.1	Lean Management. Sourcing and Supply Management. Inventory Planning and Control for independent demand items.	4	15
	4.2	Total Quality Management: Elements, Tools for TQM. Cost of Quality	5	
	4.3	ISO – Quality Stds. Statistical Process, Controls Charts. Concepts of acceptance sampling OC Curve.	5	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks

Assessment Types		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	2 hrs	70	

References:


1. Operations Management Theory and Practice (Second Edition). B Mahadevan. Pearson.
2. Krajweski, Ritzman and Malhotra. Operations Management, Process and Value Chains, Pearson Education 2012.
3. Chase, Jacobs and Aquilano. Operations Management for Competitive Advantage. Tata McGraw Hill, 2012.
4. K.ShridharaBhat. Operations Management, Himalaya Publishing House, 2009
5. Supply Chain Management, Sunil Chopra



ESTD:1817



CMS College Kottayam (Autonomous)

		<h2 style="margin: 0;">CMS College Kottayam (Autonomous)</h2>				
Course Name	Marketing in Logistics Management					
Type of Course	MPC					
Course Code	CMSTT25152320					
Course Level	300-399					
Course Summary	<p>This course introduces the fundamentals of marketing, covering its objectives, scope, importance, core concepts, functions, types of markets, marketing orientations, and the marketing environment. It explores consumer buying behaviour, including characteristics, influencing factors, types of buying decisions, decision-making processes, buying motives, and buyer behaviour models. The course also covers the 4Ps of marketing—Product, Price, Place, and Promotion. It discusses types of products (consumer and industrial), the Product Life Cycle (PLC), product mix, packaging, and strategies for developing new products. Pricing concepts, policies, influencing factors, and competitor responses are examined, along with physical distribution management and marketing risks. A key focus is on Market Segmentation, Targeting, and Positioning (STP)—exploring segmentation bases, targeting strategies, positioning approaches, and creating value propositions. A case study on STP in logistics companies helps students apply these concepts to real-world business scenarios, enhancing their practical understanding of marketing in dynamic industries.</p>					
Semester	5	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the scope, objectives, and core functions of marketing and its relevance in logistics and services.	U	1,2,10
2	Analyze the decision-making behavior of consumers and factors influencing buying patterns.	U	2,3,10
3	Apply the 4Ps of marketing to develop and evaluate product, pricing, promotion, and distribution strategies.	A	2,4,5,10
4	Create segmentation, targeting, and positioning strategies for specific market segments, especially in the logistics sector.	An	2,3,6
<i>*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

COURSE CONTENT Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Introduction to Marketing		
	1.1	Marketing: Introduction, objectives, Scope and Importance.	1	15
	1.2	Types of Market, Core Concepts of Marketing, Functions of Marketing,	2	
	1.3	Marketing Orientations and Marketing Environment	2	
2		Consumer Buying Behaviour		
	2.1	Introduction, Characteristics, Factors affecting Consumer Behaviour,	2	

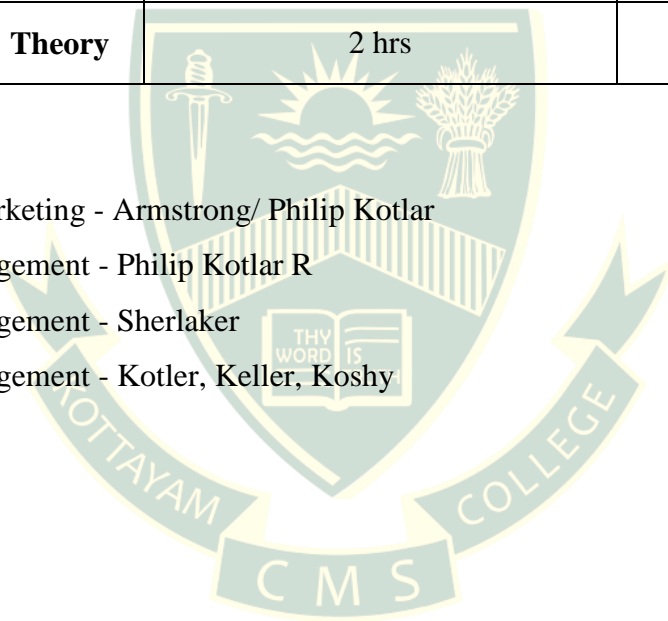
	2.2	Types of Buying Decision Behaviour, Consumer Buying Decision Process,	2	15
	2.3	Buying Motives, Buyer Behaviour Models	2	
3		Product, Place, Pricing, Promotion Concept		15
	3.1	The Product - Types -consumer goods-industrial goods, Product Life Cycle (PLC)	3	
	3.2	Product mix –product item and product line - modification & elimination - packing	3	
	3.3	Developing new Products- strategies. Pricing: Meaning to Buyer & Seller - pricing policies	3	
	3.4	Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing-	3	
	3.5	Physical distribution - Management of physical distribution - marketing risks	3	
4		Marketing Segmentation		15
	4.1	Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation,	4	
	4.2	The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting- Meaning, Target market strategies,	4	
	4.3	Market Positioning- Meaning, Positioning Strategies, Value Proposition	4	
	4.4	Case Study – Market Segmentation, Targeting and Positioning in Logistic Companies	4	
5	<p align="center">Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally</p>			

Teaching and	Classroom Procedure (Mode of transaction)
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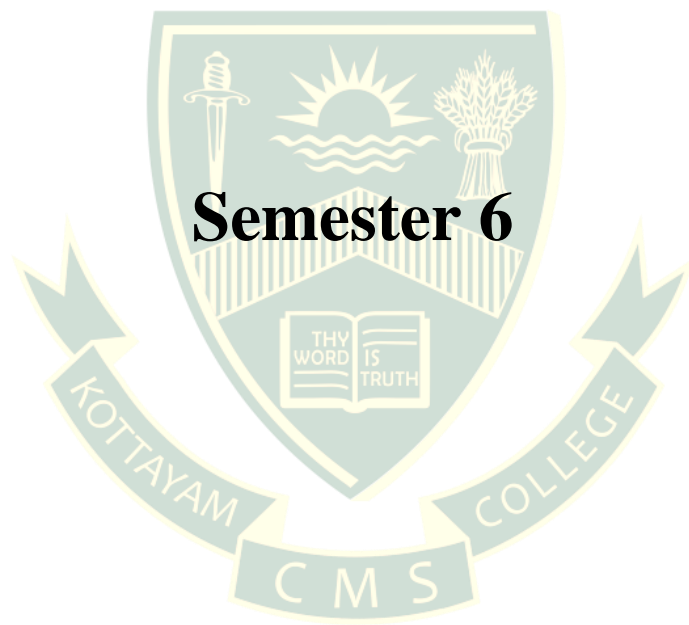
Learning Approach	Lecture, Tutorial, Presentations.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
	Theory	Duration	Marks
2 hrs		70	

References:

1. Principles of Marketing - Armstrong/ Philip Kotlar
2. Marketing Management - Philip Kotlar R
3. Marketing Management - Sherlaker
4. Marketing Management - Kotler, Keller, Koshy



ESTD:1817

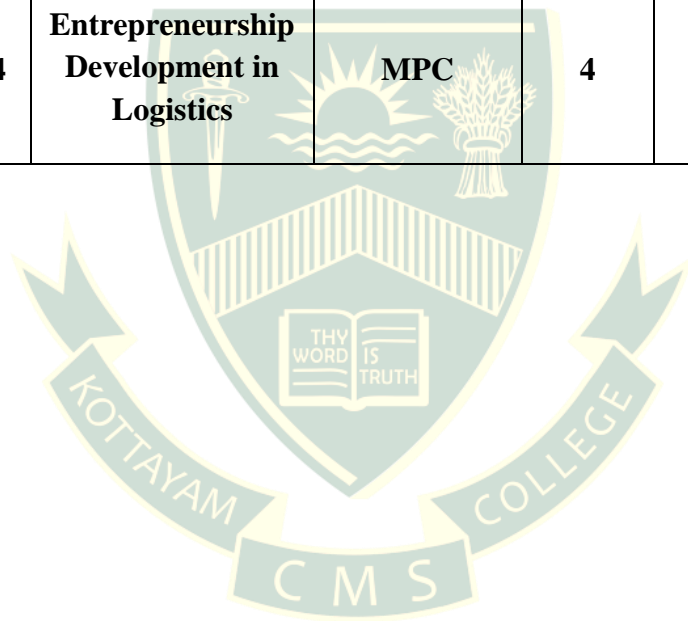


Semester 6

ESTD:1817

Semester 6


Course Code	Title of the Course	Type of the Course	Credit	Hours/Week	Hour Distribution/week		
					L	P	O
CMSTT25162323	Export and Import Management	MPC	4	4	4	0	0
CMSTT25162324	Entrepreneurship Development in Logistics	MPC	4	4	4	0	0



ESTD:1817



CMS College Kottayam (Autonomous)

 ESTD:1817	CMS College Kottayam (Autonomous)					
Course Name	Export and Import Management					
Type of Course	MPC					
Course Code	CMSTT25162323					
Course Level	300-399					
Course Summary	<p>This course provides a comprehensive overview of international trade, covering its reasons, features, benefits, and advantages. It introduces export registration formalities, types of exporters, and methods of entering foreign markets. A key focus is on export-import documentation, including Letters of Credit, Bills of Lading, shipping bills, invoices, and pricing factors. It also covers major trade institutions, along with payment terms and sale terms. The course addresses export financing, including pre-shipment and post-shipment finance, insurance, and foreign exchange management. It provides insights into the Foreign Trade Policy, export incentives, and schemes, and explains the roles of export promotion bodies. The processing of export orders is detailed. It also discusses imports procedures, policies, documentation, excise formalities, and trade barriers including tariff and non-tariff barriers, trading blocs, the European Union, and NAFTA. By the end of the course, learners gain a solid foundation in the processes, regulations, documentation, and financial aspects of international trade operations.</p>					
Semester	6	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the basics of international trade, types of exporters, and methods of entering foreign markets.	U	1,2
2	Apply knowledge of trade documentation, payment terms, pricing strategies, and international financial systems.	A	3,4,9
3	Evaluate foreign trade policy, export promotion schemes, and institutional frameworks supporting export-import businesses.	E	2,5,6,10
4	Demonstrate understanding of customs procedures, INCOTERMS, duties, and trade barriers in import/export processing.	An	1,3,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		International Trade		
	1.1	Reasons, Features, Benefits, Advantages.	1	15
	1.2	Registration Formalities, Types of Exporters - Manufacturer/Merchant Exporter.	2	
	1.3	Methods of entry into foreign market.	1	
2		Documentation		
	2.1	A.D.S. – Commercial and Regulatory Documents viz L/C, B/L, Shipping Bill, Invoice, Pricing Factors	2	15
	2.2	Institutions – DGFT, EPC, FIEO, ICA	2	
	2.3	Objectives, Strategies. Payment Terms – L/C, D/A,	2	

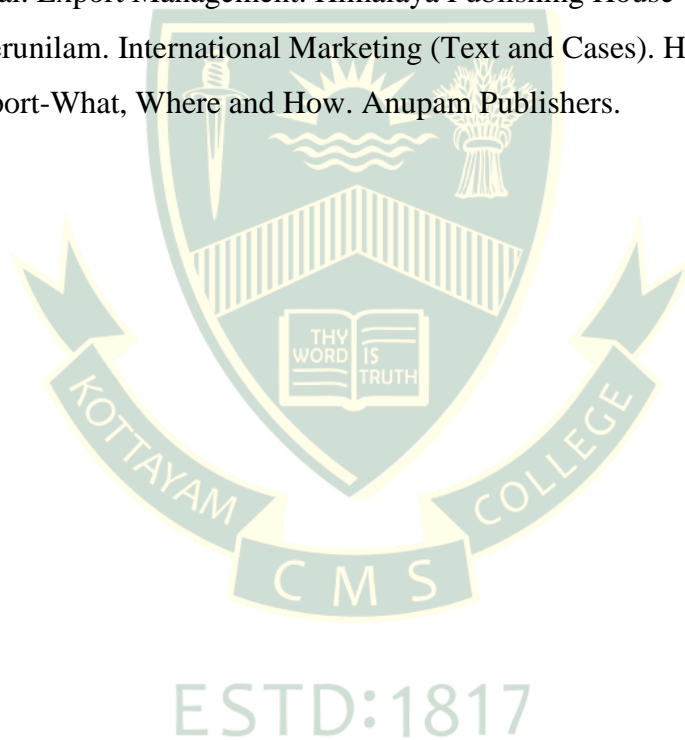
		D/P. Sale Terms – FOB, CIF, C&F.		
	2.4	Financing – Pre-Shipment and Post Shipment. Insurance-Marine, Credit, Exchange Rate. Calculation of FOB, CIF and C&F Prices.	2	
3		F.T.P.(Latest)		
	3.1	Highlights. Export Incentives, Schemes,	3	15
	3.2	Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work	3	
	3.3	Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.	3	
4		Processing of an Export Order		
	4.1	Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds,	4	15
	4.2	Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.	3	
	4.3	Imports: Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List. Documentation – Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents.	4	
	4.4	Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, European Union, NAFTA.	4	
4		Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally		


Teaching and Learning Approach	Classroom Procedure (Mode of transaction)			
	Lecture, Tutorial, Presentations.			
	MODE OF ASSESSMENT			
	A	Continuous Comprehensive Assessment (CCA)		
	Theory	Components	Marks	
		Assignment/Seminar	30	

Assessment Types		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
		Duration	Marks
Theory	2 hrs	70	

References:

1. Government of India: Export – Import Policy
2. Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House
5. Paras Ram. Export-What, Where and How. Anupam Publishers.



	CMS College Kottayam (Autonomous)
Course Name	Entrepreneurship Development in Logistics
Type of Course	MPC

Course Code	CMSTT25162324					
Course Level	300-399					
Course Summary	<p>This course provides an introduction to entrepreneurship, exploring its concept, evolution, and the distinction between entrepreneurs and small business owners. It examines different approaches to entrepreneurship and the roles, traits, types, qualities, and functions of entrepreneurs. A key focus is on innovation, including how to source and process business ideas, conduct basic business research, and develop successful business plans with financial projections and feasibility reports. The course covers Entrepreneurial Development Programmes (EDP) in India, discussing their design, challenges, and the relevance of entrepreneurship in the logistics sector. It also delves into entrepreneurial behaviours and motivation, including the concept of need for achievement (N-Achievement) and its link to management success. The course highlights the crucial role of entrepreneurs in economic growth and introduces the concept of social entrepreneurship. By the end, learners gain the skills and knowledge needed to develop business ideas, prepare business plans, and understand the entrepreneurial mindset essential for success in various industries.</p>					
Semester	6	Credits			4	
Course Details	Learning Approach	Lecture	Practicum	OJT	Others	Total Hours
		4	0	0	0	60
Pre-requisites, if any						

COURSE OUTCOMES (CO)

CO No:	Expected Course Outcome	Learning Domains	PO No:
	Upon the successful completion of the course, the student will be able to		
1	Understand the core concepts, evolution, and types of entrepreneurship with relevance to logistics.	U	1,2,10

2	Apply methods for identifying business opportunities, preparing feasibility studies, and developing business plans.	A	2,3,4,10
3	Evaluate the structure, objectives, and effectiveness of Entrepreneurial Development Programmes and logistics entrepreneurship.	E	3,5,10
4	Analyse entrepreneurial behaviors, motivational theories, and the role of social entrepreneurship in sustainable development.	An	1,5,6,10
*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

COURSE CONTENT
Content for Classroom transaction (Units)

Module	Units	Course Description	CO No:	Hours
1		Entrepreneurship		
	1.1	Concept, Evolution- Entrepreneurship and Small Business owners: Distinction, Approaches to Entrepreneurship.	1	15
	1.2	Entrepreneurs: Role, Entrepreneurial Traits – Entrepreneurial Types– Qualities and Functions of Entrepreneurs.	1	
2		Innovation and Entrepreneur		
	2.1	Sources and Processing of Business Ideas –Basic Business Research	2	15
	2.2	Creating a successful business plan-Financial Projections-Preparation of Feasibility Reports.	2	
3		Entrepreneurial Development Programme		
	3.1	Entrepreneurial Development Programme (EDP) in India – Issues in the designing of a successful entrepreneurship development.	3	15
	3.2	Entrepreneurship in Logistics	3	
4		Entrepreneurial Behaviours and Motivation		

	4.1	Entrepreneurial Behaviours and Motivation – N-Achievement and Management Success	4	15
	4.2	Importance of Entrepreneurs in Economic Growth – Social Entrepreneurship.	4	
5	Teacher Specific Content <i>(This can be either classroom teaching, practical session, field visit etc. as specified by the teacher concerned)</i> This content will be evaluated internally			

Teaching and Learning Approach	Classroom Procedure (Mode of transaction)		
	Lecture, Tutorial, Presentations.		
Assessment Types	MODE OF ASSESSMENT		
	A	Continuous Comprehensive Assessment (CCA)	
	Theory	Components	Marks
		Assignment/Seminar	30
		Quiz/Viva voce	
		Written Test	
	B	End Semester Examination (ESE)	
	Duration	Marks	
Theory	2 hrs	70	

References:

1. Desai, A.N. Entrepreneur Environment. Ashish, New Delhi.
2. Drucker, P. Innovation and Entrepreneurship. Heinemann, London.
3. Jain, R. Planning a Small Scale Industry: A Guide to Entrepreneurs. S. S. Books, Delhi.
4. Kumar, S A. Entrepreneurship in Small Industry. Discovery, New Delhi.
5. Pareek, Udai and Venkateswara, Rao. T. Developing Entrepreneurship – A Handbook of Learning Systems, Delhi.