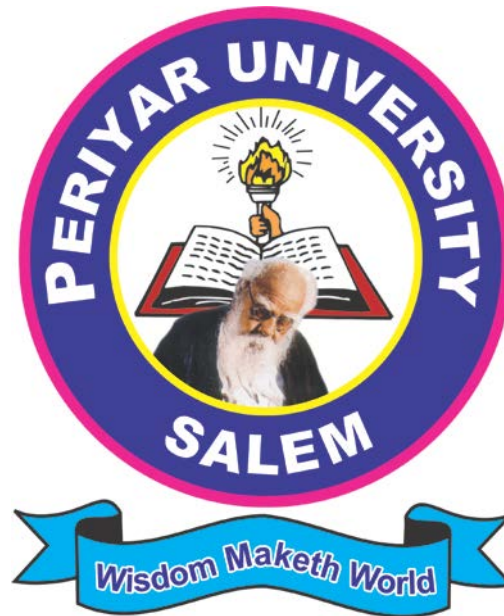


**PERIYAR UNIVERSITY  
SALEM -11**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION**

(PRIDE)

**REGULATIONS AND SYLLABUS**

**(MASTER OF BUSINESS ADMINISTRATION)  
LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)**

## **REGULATIONS**

### **1. ELIGIBILITY FOR ADMISSION:**

Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

### **2. DURATION OF THE COURSE:**

The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

### **3. SUBJECTS OF STUDY:**

The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.

The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

### **4. SCHEME OF EXAMINATION:**

In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

The distribution of examination shall be as follows:

### **FIRST YEAR:**

- 1.1 Principles of Management
- 1.2 Managerial Economics
- 1.3 Managerial Communication
- 1.4 Legal Environment of Business
- 1.5 Organizational Behavior
- 1.6 Business policy & Strategic Management
- 1.7 Financial and Management Accounting
- 1.8 Research Methodology

## **Second Year**

2.1 Production Management

2.2 Financial Management

2.3 Human Resource Management

2.4 Marketing Management

2.5 Logistics Management

2.6 Supply Chain Management

2.7 Customer Relationship Management

**Elective: 2.8 Project (or) Elective Paper Export trade documentation**

- 1. The Project Guide should possess MBA / M.Phil degree with two years of Teaching Experience in the concern subjects and approval must be obtained from the Director PRIDE**
- 2. The copy of the approval must be enclosed subjects at the time of submission of the project report.**
- 3. Other conditions will apply as per PRIDE rules and regulations**

**Question Paper Pattern (Common to all Theory Exams)**

Duration: 3 hrs.

Total Marks: 75

**PART-A (5x 5 = 25 Marks)**

**Answer all questions each answer not to exceed one page**

1. (a) Question from Unit-I or  
(b) Question from Unit-I
2. (a) Question from Unit-II or  
(b) Question from Unit-II
3. (a) Question from Unit-III or  
(b) Question from Unit-III
4. (a) Question from Unit-IV or  
(b) Question from Unit-IV
5. (a) Question from Unit-V or  
(b) Question from Unit-V

**PART-B (5 x 10 = 50 Marks)**

**Answer all Questions each answer not to be exceed four pages**

6. (a) Question from Unit-I or  
(b) Question from Unit-I
7. (a) Question from Unit-II or  
(b) Question from Unit-II
8. (a) Question from Unit-III or  
(b) Question from Unit-III
9. (a) Question from Unit-IV or  
(b) Question from Unit-IV
10. (a) Question from Unit-V or  
(b) Question from Unit-V1.1

## **1.1. PRINCIPLES OF MANAGEMENT**

### **UNIT-1- Introduction**

Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Level Management and Administration.

### **UNIT-II - Planning**

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - importance - Types, formulation and administration -Decision making Process.

### **UNIT-III - Organizing**

Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization of authority and Responsibility - Span of control - MBO and MBE -Staffing process.

### **UNIT-IV - Directing**

Directing - Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial incentives - Communication – Types, Process, Barriers to effective Communication.

### **UNIT-V - Co-ordination and Control**

Co-ordination and Control - Meaning - Need - Principles effective Co-ordination – Problems controlling - importance of Controlling – process of controlling.

### **Reference Books:**

1. L.M. Prasad, Principles of Management, Sultan Chan & sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.N.Reddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J. Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation 5 McGraw-Hill Publications.

## **1.2. MANAGERIAL ECONOMICS**

### **UNIT-1**

Managerial Economics – meaning, nature and Scope – Managerial Economics and Business decision making – Role of Managerial Economist – fundamental concepts of Managerial Economics – Demand Analysis – Meaning, determinants and types of demand – Elasticity of demand.

### **UNIT-II**

Supply meaning and determinants – production decisions – production functions – Isoquants, Expansion path – Cobb – Douglas function. Cost concepts – cost – output relationship – Economies and diseconomies of scale – cost functions.

### **UNIT-III**

Market structure – characteristics – Pricing and output decisions – methods of pricing – differential pricing – Government intervention and pricing.

### **UNIT-IV**

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

### **UNIT-V**

National Income – Business cycle – inflation and deflation – Balance of payments – Monetary and Fiscal Policies.

#### **Reference Books:**

1. Gupta G. S.- Managerial Economics
2. Varshey RX & Maheswari.KX. -Managerial Economics.

## **1.3 MANAGERIAL COMMUNICATION**

### **UNIT-I**

Role of Communication in Business - Main forms of Communication in Business -Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

### **UNIT-II**

Active listening - Anatomy of poor listening - Contributors to poor listening -Anatomy of poor speaking - Good listening - Logical Traps.

### **UNIT-III**

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness. Procedure for reduce wastage, call a meeting - Conducting meetings - minutes.

### **UNIT-IV**

Business letters - Stationery - Format and layout -E-mail - Presenting mail - Commonsense and etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

### **UNIT-V**

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -Letter of resignation -Recommendation letter.

### **Reference Books:**

- 1.Matthukutty M Monippally, Business Communication Strategies, Tata McGraw-Hill.
- 2.Chaturvedi P.D. et ai, Business Communication; Concepts, Cases, & Applications, Pearson Education.
- 3.Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill. Courtan L. Bovee et al., Business Communication Today,
4. Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

## **1.4 LEGAL ENVIRONMENT OF BUSINESS**

### **UNIT-1**

Indian Contract Act-1872 - Meaning and Nature of Law - Offer and Acceptance -Consideration - Contractual Capacity of Parties - Free Consent - Legality of Object and Consideration - Agreements Expressly Declared Void - Contingent Contract - Performance of Contracts.

### **UNIT-II**

Contracts of Indemnity and Guarantee - Contract of Bailment and Pledge- contract of Agency.

### **UNIT-III**

Sale of Goods Act-1930 - Conditions and Warranties - Transfer of Ownership or Property in Goods - Performance of the Contract of Sale - Remedial Measures.

### **UNIT-IV**

Indian Partnership Act - Nature of Partnership - The Negotiable Instruments Act, 1881.

### **UNIT-V**

Indian Companies Act-1956 - Kinds of companies - Formation - Memorandum of Association - Articles of Association - Prospectus - Statement in lieu of prospectus -Misstatements in prospectus.

### **Reference Books:**

1.Nirmal Singh - Business Law - Deep & Deep Publication Pvt., Ltd., New Delhi. N.D. Kapoor - Business Law - Sultan Chand - New Delhi.



## **1.5 ORGANISATIONAL BEHAVIOUR**

### **UNIT-I**

Meaning, Nature and Scope of Organizational Behaviour - Need for studying Organizational Behaviour - Disciplines contributing to Organizational Behaviour -Organizational Behaviour process - Approaches to the study of Organizational Behaviour .

### **UNIT-II**

Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

### **UNIT-III**

Motivation - Meaning - Nature of Motivation - Theories of Motivation and Techniques - Motivation Process- Job satisfaction - Measuring Job satisfaction.

### **UNIT-IV**

Group Dynamics - theories of Groups -Group cohesiveness - Group role - Group decision making techniques - Group conflict.

### **UNIT-V**

Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture -Function of Culture - Organization Effectiveness.

### **Reference Books:**

1. Stephen P. Robbins, Organizational Behaviour, Pearson Education. Newstrom & Davis, Organizational Behaviour, Tata McGraw-Hill.
2. Jit S Chandan. Organizational Behaviour, Vikas Publishing House.
3. K. Aswathappa, Organizational Behavior, Himalaya Publishing House.
4. Fred Luthans, Organizational Behaviour, Tata McGraw-Hill.
5. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.

## **1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT**

### **UNIT-I**

Introduction to Business Policy : Evolution, Nature, Purpose - Importance and the objectives of Business Policy. An overview of strategic Management: Policy-Strategy-Tactics -Levels of strategy-Strategic decision making-Strategic .

### **UNIT-II**

Strategy formulation: Strategic Intent-Vision, Mission, Business Definition, Goals and Objectives. External Environment: Market-Technological-Supplier-Economic-Regulatory-Political-socio-cultural and International environment-Techniques of Environmental Analysis.

### **UNIT-III**

Strategy Alternatives: Corporate level strategies-Grand strategies: Stability-Expansion — Retrenchment- Combination. Business level strategies.

### **UNIT-IV**

Strategy Analysis and Choice: Corporate level strategic analysis- Boston consulting group (BCG) matrix-General Electric (GE) matrix - Business level strategic analysis.

### **UNIT-V**

Strategy Implementation and Evaluation: Project and Procedural Implementation-resource allocation- structures-leadership- functional and operational Implementation.

### **Reference Books:**

1. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw-Hill.
2. Charles W.L. Hill & Gareth R.Jones, Strategic Management Theory : An Integrated approach, Houghton Mifflin Company.
3. Arthur A. Thompson Jr, A.J. Strickland III and John E.Gamble, Crafting and Executing strategy: The quest for competitive advantage- Concepts and Cases-Tata McGraw-Hill.
4. Fred R. David, Strategic Management: Concepts and Cases, Pearson Education.
5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business PoJicy<sub>3</sub> Pearson Education.

## **1.7 FINANCIAL AND MANAGEMENT ACCOUNTING**

### **UNIT-1**

Introduction to Financial Accounting - Meaning, Scope, Principles, Concepts and Conventions - Preparation of Financial statements, Trial Balance - Manufacturing, Trading Account - Profit and Loss Account - Balance sheet.

### **UNIT-II**

Financial Statement: Analysis and Interpretation - Meaning in Types of Financial Statement - Types of Financial Analysis - Steps involved in Financial Statement Analysis Techniques of Financial Analysis - Limitations of Financial Analysis.

### **UNIT-III**

Ratio analysis - Meaning - Classification - Advantages of Ratio Analysis – Fund Flow Analysis - Cash Flow Analysis.

### **UNIT-IV**

Budgeting Control - Meaning of Budget - Classification of Budgets – Performance Budgeting - Zero base budgeting - Standard Costing - Determination of Standard cost -Variance Analysis - Cost and sales Variances - Control of Variance.

### **UNIT-V**

Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

#### **Reference Books:**

1. R.S.N. Pillai & Bagavathi - Management Accounting S.Chand & Co.Ltd., New Delhi (2002)
2. R. Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt, Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
5. P.C. Tulsiar - Financial Accounting - Tata McGraw Hill, Publishing Company, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi.

## **1.8 RESEARCH METHODOLOGY**

### **UNIT-I**

Nature and significance of management research - Concepts of social science research - Stages in research process - Research Design - Hypothesis.

### **UNIT-II**

Kinds of data - Methods of data collection - Sampling techniques - Survey method ~ Case Study - Interview techniques ~ Interview schedule - Questionnaire - Data processing -Report writing.

### **UNIT-III**

Measures of central tendency - Measures of dispersion - Measures of asymmetry -Measures of relationship - Simple regression analysis - Multiple correlations and regression analysis.

### **UNIT-IV**

Testing of hypotheses - Procedure for hypothesis testing - Chi-square test -t test - F test - Limitations of the tests of hypotheses.

### **UNIT-V**

Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA ~ Analysis of covariance - Non-parametric tests - Multivariate techniques.

### **Reference Books:**

1. Wilkinson *S.L* Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
3. Gopal M.H - An Introduction to Research Procedure in Social Sciences
4. Gupta S.P- Statistical Methods
5. Uma Sekaran - Research Methods for Business.

## **2.1 PRODUCTION MANAGEMENT**

### **UNIT-1**

Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management -Product design - Steps - Designing for the customer.

### **UNIT-II**

Facility location - Factors affecting plant location - Plant location selection methods Process analysis - Types of processes - Process selection - Methods - Production layout techniques -Process layout.

### **UNIT-III**

Capacity planning - Concepts - Economies of scale - The Experience curve -Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

### **UNIT-IV**

Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system- Inventory control - Purposes - Inventory models - EOQ models (without shortages) - Break models.

### **UNIT-V**

Quality control - Acceptance sampling - Statistical quality control -Maintenance management -Purposes - Types - Break down and Preventive maintenance Work measurement - Work study - Time study- Standard time - Measurement techniques.

### **Reference Books:**

1. Production and Operations management - B.S. GoeJ - Pragati Prakashan (2005)
2. Production and Operations management - S.A.Shunwalla & Patel, Himalaya Publishing (2006)
3. Production and Operations Management - R. Panneerselvan - Prentice Hall (2005).

## **2.2 FINANCIAL MANAGEMENT**

### **UNIT-I**

Introduction - Finance and Related Disciplines - Scope and objectives of Financial Management- Finance function and its organization.

### **UNIT-II**

Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

### **UNIT- III**

Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

### **UNIT-IV**

Dividend policy Decision - Determinants – Leverages and its types – simple Problems.

### **UNIT-V**

Sources of Finance - Short term and Long term sources – Working capital management – Determinants a WC – Estimation of WC requirement – Simple Problems.

### **Reference Books:**

1. Pandey I.M., Financial Management, Vikas Publishing House.
2. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw-Hill
3. James and Van Home, Financial Management and Policy, Prentice Hall
4. Maheswari. S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
5. Khan. M and Jain.P, Financial Management; Principles and Practice, Tata McGraw-Hill.
6. Dr. VR Palanivelu Sultan chands suns Ltd New Delhi.

## **2.3. HUMAN RESOURCE MANAGEMENT**

### **UNIT-1**

Perceptive in Human Resource Management: Evolution - importance Objectives - Role of Human Resource Manager.

### **UNIT-II**

The Concept of best-fit employee : Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

### **UNIT-III**

Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

### **UNIT-IV**

Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

### **UNIT-V**

Performance evaluation and control process: Method of performance evaluation -Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

### **Reference Books:**

- 1.Decenzo and Robbins, Human Resource Management, Wilsey.
2. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.
- 3.Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company.
- 4.Dessler, Human Resource Management, Pearson Education Limited.

## **2.4 MARKETING MANAGEMENT**

### **UNIT-1**

Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

### **UNIT-II**

Marketing Research Process - Measuring marketing productivity - Demand Measurement - Building Customer Value, Satisfaction and Loyalty - Maximizing Customer Lifetime Value - Customer Relationship Management.

### **UNIT-III**

Levels of Marketing Segmentation - Segmenting Consumer Markets - Bases for segmenting Business Markets - Market Targeting - Building and managing Brand Equity -Developing and communicating a positioning strategy - Differentiation Strategies - Product Life Cycle Strategies.

### **UNIT-IV**

Product Characteristics and Classification - Product and brand relationships -Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

### **UNIT-V**

Role of Marketing Communication - Developing Effective Communication -Deciding and managing Marketing Communication Mix - Advertising versus Promotion -Direct Marketing and Interactive Marketing - New Product Development Process.

### **Reference Books:**

1. Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hall India.
2. Kotler and Armstrong: Principles of Marketing, Prentice Hall India.
3. V.S. Ramaswamy and S.Namakumari; Marketing Management, Macmillan India.
4. Rajiv Lai et ai: Marketing Management: Text and Cases, Tata McGraw-Hill.
5. Etzej, Stanton and Walker: Fundamentals of Marketing, McGraw-Hill.



## **2.5 LOGISTICS MANAGEMENT**

### **UNIT I**

The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization,

UNIT II: Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation

### **UNIT III**

International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains, Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

### **UNIT IV**

International Insurance – Cargo movements – water damage – Theft – Privacy pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers

### **UNIT V**

International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation – Inter model – pipe lines – Packaging objectives – TCL,LCC – Refrigerator – goods – customs duty – Non Traffic barriers – customs cleaning process – International logistics Infrastructure

#### **References:**

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. Burt, Dobbler, Starling, World Class Supply Management, TMH.
3. Donald J Bowersox, David J Closs, Logistical Management, TMH
4. Pierre David, “International Logistics”, Biztantra.
5. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.

## **2.6 SUPPLY CHAIN MANAGEMENT**

### **UNIT I:**

Supply Chain definition – Objectives – Types – Various definitions – Drivers – Need for SCM – SCM as a profession – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix

### **UNIT II:**

Strategic Sourcing – Source evaluation – collaborative perspective – Buyer-Supplier Relationship – Partner Selection – develop of Partnership – importance of inventory – imbalances – uncertainties – inventory costs – inventory turnover ration

### **UNIT III**

Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology

### **UNIT IV**

Critical business processes and information systems – DBMS – benefits of ERP –information system and bull whip effect – SCM software packages – modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain – types of reverse flows – collaborative SCM's andCPFR – agile systems – sources of variability – characteristics – supplier interface – internal processes

### **Unit V**

Supply Chain Management and profitability – quality management – mass customization and globalization – ethical Supply Chains – e-business and SCM – Balanced Score Card – Benchmarking, Performance measurement

### **References**

Mohanty R.P, S.G Deshmuki “Supply Chain Management” Biztantra, New Delhi

## **2.7 CUSTOMER RELATIONSHIP MANAGEMENT**

### **UNIT-I**

CRM - Introduction -- Definition - Need for CRM -- Evolution Customer Relationship Marketing -Complementary Layers of CRM - Customer Satisfaction - Customer Loyalty - Product Marketing - Direct Marketing - Significance and Importance of CRM in Modern Business Environment.

### **UNIT-II**

Customer Learning Relationship - Key Stages of CRM - Forces Driving CRM - Benefits of CRM - Growth of CRM Market in India - Principles of CRM - Strategy for CRM - Process of segmentation - Choice of Technology - Choice of Organizational Structure for CRM, Understanding Market Intelligency Enterprises.

### **UNIT-III**

CRM Program - Groundwork for Effective use of CRM - Information Requirement for an Effective use of CRM - Components of CRM - Types of CRM - Win Back, Prospecting, Loyalty, Cross Sell and Up Sell.

### **UNIT-IV**

CRM Process Framework - Governance Process - Performance Evaluation Process - Implementation of CRM : Business oriented solutions - Project Management - Channel Management, CRM in Services. CRM in Financial Services.

### **UNIT-V**

Use of Technology in CRM -- Call Center Process - CRM Technology Tools Implementation - Requirements Analysis - Selection of CRM Package - Reasons and Failure of CRM - E Commerce in CRM

### **TEXT BOOKS:**

- 1.Customer relationship management, K.Balasubramaniyan, GIGO publication, 2005.
- 2.Customer relationship management: modern Trends and perspectives.
3. S.Shanmugasundaram. Prentice Hall of India Pvt. Ltd.
- 4.Ramana V, Somayagulu G, Customer Relationship Management, Excel Book 5.Govinda.K, Bhat, Customer Relation Management, Himalaya.

### **REFERENCE BOOKS:**

- 1.The essentials guide to knowledge management - E-business and CRM application. Amrit tiwana. Pearson education, 2001.
- 2.Kotler P, Marketing Management, Pearson Education
- 3.Saxena R, Marketing Management, Tata McGRaw Hill
- 4.E-business - Roadmap for success, Dr.Ravi Kalakota, Pearson education asia, 2000.

## **2.8 EXPORT TRADE DOCUMENTATION**

### **UNIT – I**

Documentation Framework – EXIM Documentation – Instruments and methods of Financing Exports – Credit and Collections.

### **UNIT – II**

Foreign Exchange Regulations and Formalities – Pre – Shipment ; Inspection and Procedures – Role of Clearing and Forwarding Agents.

### **UNIT – III**

Custom Clearance of Export and Import Cargo – Regulatory Documents – Bill of Lading – Export License – Bill of Exchange.

### **UNIT – IV**

Processing of an Export Order - World Shipping – Structure - Liners and Tramps – Containerization.

### **UNIT – V**

Import Documentation – Import Procedures – guidelines - key documents used in Importing – Import Licensing and other incentives.

### **TEXT BOOK**

Francis Cherunilam : International Trade and Export Management Mumbai, Himalaya Publishing House, 2002.

### **REFERENCE BOOKS**

1. TAS Balagopal, Export Management Mumbai, Himalaya Publishing House, 2000.
2. Government of India Handbook of Import – Export Procedures, New Delhi, Anupam Publishers, 2002.