

PG DIPLOMA IN PORT OPERATION MANAGEMENT

(Coordinator: Dr. Mehal Pandya)

Course Objectives:

- To acquaint the participants with the basics of Port Operations and Management.
- To provide the participants practical understanding about functional and Managerial aspects of Maritime Sector.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 sessions of 2 hours duration each.

The course would be divided into two Papers – I and II. Each paper would be divided into 5 modules spread around 100 hours.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 : Overview of Maritime & Environment Management (Credit – 4)

Module No.	Topic	No. of hours
1	Introduction to International Trade and Commerce: <ol style="list-style-type: none">1. Definition, nature, approaches and theories of International business,2. International economic environment, Economic and political environment,3. International trade policy, Tariffs, Subsidies, Restraints and administrative Policies,4. Export-Import Policy; Incoterms, Economic Integrations – Free trade area, Custom Unions, common markets, Economic Unions, EEC, ASEAN, SAARC, WCO, TFA, INSTC,5. Foreign Direct Investments, Advantages and Disadvantages6. International Institutions and their role in Capital Market : IMF, World Bank and ADB7. Introduction to Air Cargo	
2	Introduction to Maritime: <ol style="list-style-type: none">1. Maritime History, General Geography2. Continents & Countries, Seas & Oceans3. Winds, Tides, Waves, Swells, Floats4. Currents, Erosion / Siltation,5. Navigational Channels, Navigational aids and charts,6. International Dateline, Time and International load line zones,	

<p>3</p>	<p>Introduction to Maritime Industry :</p> <ol style="list-style-type: none"> 1. Locations of diff. ports & its elements, Role of Port 2. Coastal and Inland water transport in maritime sector 3. Port and Shipping Terminology 4. Type of Ports, Structure of world fleet 5. Ship Specification and Particulars 6. Coastal Shipping, Inland Waterways 7. Effects of currents and weather on ports & Shipping, 7. Port Layout Plan & Marine Layout Plan, 8. Navigational Channels, Navigational aids and charts, 9. Functions of Ports – Basic & Ancillary Port, Functions, 10. Classification of Ports, Hub and Feeder Ports, 11. Ports vs. Terminals, SEZ – An introduction, 	
<p>4</p>	<p>Environment Management:</p> <ol style="list-style-type: none"> 1. Introduction to environment management. 2. Natural resources, Ecosystem, 3. Environmental issues, Environmental Impact Assessment, 4. coastal zone, Coastal zone management plan, Coastal Resource management, 5. Environmental laws & regulations, 6. Role of regulatory authorities. 	
<p>5</p>	<p>Disaster Management:</p> <ol style="list-style-type: none"> 1. Natural and manmade disasters, 2. Disaster management plan, 3. Crisis management team, 4. Psychological counseling and rehabilitation, 5. Survival Skills, 6. Planning and resource mobilization. 7. Introduction to National and State disaster management authorities, 8. Disasters affecting ports, shipping and coastal areas. 	

Paper: 2 : Port Management & Maritime Law (Credit – 4)

Module No.	Topic	No. of hours
1	<p>Port Planning:</p> <ol style="list-style-type: none"> 1. Port planning methodology, 2. Land use and physical planning of port, feasibility study for port development, 3. factors for site selection, 4. Port reforms/ upgradation Management of port operations and equipments, 5. port policy, port regulatory authorities, 6. Role of TAMP, 7. Port marketing, Promotion and tariff setting, 8. Hub, feeder and transshipment ports, 9. Public v/s Private ports, 10. Corporatization of ports, 	
2	<p>Port Development:</p> <ol style="list-style-type: none"> 1. Port development methods/models and challenges, 2. Port Capacity, productivity and performance, 3. Concept of inland port development, 4. Value Added services given by port, 5. Model Concession Agreement for ports, Hinterland connectivity, 6. Challenges in Indian ports. 	
3	<p>Port Safety:</p> <p><u>Safety in Port:</u></p> <ol style="list-style-type: none"> 1. Reasons for Safety at workplace, 2. Humanitarian reasons, Legal reasons, 3. Elements of Safety Program, 4. Duties and responsibilities of safety officer and Safety committee, <p><u>Steps for Safety:</u></p> <ol style="list-style-type: none"> 1. Spot the Danger, Act to Control, 2. Prevent Recurrences, Contributing factors to unsafe acts, Safety Implementation, 3. Guidelines for Safety Officer <p><u>Surveillance:</u></p> <ol style="list-style-type: none"> 1. Points to Ponder, Introduction, 2. Conventional Method, Intelligence, 3. Investigation & Inspection, 4. Interrogation of accused, 5. Case Procedure FIR, 6. IMDG Code Requirement / Safety Inspection and Audit, 7. Accident Investigation, Accident Reports- Record and Analysis 	

<p>4</p>	<p>Port Security:</p> <p>ISPS Code</p> <ol style="list-style-type: none"> 1. Defination, Aim & Objective, 2. Functional Requirement 3. Responsibilities & Liabilities of Contracting 4. Declaration of Security 5. RSO/CSO/SSO <p>Ship Security:</p> <ol style="list-style-type: none"> 1. Ship Security Assessment (SSA) 2. Ship Security Plan 3. Requirement 4. Ship Security Alert System 5. Security Threats to Ship <p>Port Security:</p> <ol style="list-style-type: none"> 1. Levels of Security 2. Port Facility Security Assessment 3. PFS Plan 4. PFSO 5. Training, Drill & Exercise for Port facilities 6. Access and Restricted Area 7. Cargo Handling & Ship Store's Deliveries 8. Different Security Levels between Ports and Ship 9. Security Equipments 10. Security Threats to Ports 	
<p>5</p>	<p>Maritime law:</p> <ol style="list-style-type: none"> 1. Law of Carriage of Goods, 2. Law of Arbitration and Conciliation, 3. Indian Port Act 1908, 4. The Indian Merchant shipping Act 1958, 5. Major Port Trust Acts 1963 and Gujarat Maritime Board Act 1981, 6. IMV Act 1917, 7. International Marine & Sea Transport Laws, 8. SOLAS 74, 9. MARPOL 73/78, 10. IMDG CODE, 11. Convention by IMO 	

Paper: 3 : Marine Insurance & Port Operations (Credit – 4)

Module No.	Topic	No. of hours
1	<p>Marine Insurance :</p> <ol style="list-style-type: none"> 1. Basic Concept of Insurance 2. International Contracts of Sale (INCOTERMS) 3. Fundamental Principles for Insurance 4. Cargo Underwriting and Rating 5. Institute Cargo Insurance Coverage 6. Trade Related Cargo Coverage 7. Marine Cargo Claims 8. Recoveries Under Subrogation 9. Hull Insurance 10. General Average and Salvage 11. Loss Prevention 12. Maritime Frauds 	
2	<p>Port Operations for Bulk & Break-bulk Cargo:</p> <ol style="list-style-type: none"> 1. Type of Bulk and Break Bulk Cargo 2. Economic Benefits from the Bulk and Break Bulk Cargo 3. Type of Ships used for the transportation 4. Port Facilities (Including Storage and Inland Transportation) 5. Stevedoring Operation 6. Ship Turnaround time and Berth Occupancy 7. Stowage Plan, Draft Survey, SOF and other documentation 8. Equipments used in Cargo and Ship handling – Conventional, Present and Future. 9. Port Services and Charges 10. Major Consumers for Bulk and Break Bulk cargo and Hinterland Connectivity 	
3	<p>Port Operation for Liquid & Gas Cargo:</p> <ol style="list-style-type: none"> 1. Type of Liquid and Gas Cargo 2. Economic Benefits from the Liquid and Gaseous Cargo By Ship 3. Type of Ships used for the transportation 4. Port Facilities (Including Storage and Inland Transportation) 5. Cargo Operation 6. Stowage Plan 7. Cargo Tank Cleaning and Inspection 8. Port Services and Charges 9. Major Consumers for Liquid and Gaseous Cargo and Hinterland Connectivity 10. Environmental Laws 11. Safety issues while handling such cargoes 12. Upcoming Projects in India 	

4	Port Operations for Containerized, RORO & Project Cargo: <ol style="list-style-type: none"> 1. Containerization 2. World Container Ports 3. Port Users and Service Providers 4. Operations at Container Terminal 5. Yard & Vessel Planning 6. Hub and Feeder Port 7. Role of Shipping Line 8. Role of CFS and ICD 9. Ro-Ro Ship and Cargo Operations 10. Need for RORO Terminals 11. Handling of Project/ ODC cargo 	
5	Marine and VTMS Operations: <ol style="list-style-type: none"> 1. Various Marine Operations in Port 2. Navigational Charts and Navigational Aids 3. Requirement of Marine Control/Department 4. Factors affecting shipping Movements in Port 5. Marine Emergencies 6. Planning Process for Marine Operations 7. Equipments required for the operations 8. Pilotage Operations 9. Services included in Marine Operations 10. VTMS and Overview 11. Functions and Objective of VTMS 12. VTMS Planning and Implementation as per IMO Guideline 13. Equipments used in VTMS 	

Paper 4: Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN LOGISTICS MANAGEMENT

(Coordinator: Dr. Mehal Pandya)

Course Objectives:

To acquaint the participants with the basics of Logistics Operations and Management.
To provide the participants practical understanding about functional and Managerial aspects of Logistics Sector.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 sessions of 2 hours duration each.

The course would be divided into two Papers – I and II. Each paper would be divided into 5 modules spread around 100 hours.

Duration: 1 year

Fees: Rs. 20000/-

Total Credit of the Course = 20

Paper: 1 - Logistics and Supply Chain Management (Credit – 4)

Module No.	Topic	No. of hours
1	Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India	
2	Integrated Logistics: Introduction, Objectives, Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organization structure, Measurement system	
3	Integrated Logistics: Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Logistics performance cycle, Manufacturing support performance cycle, Procurement performance cycle	

4	Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners,	
5	Supply Chain Management: Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM).	

Paper: 2 - Material Handling, Storage and Packaging (Credit – 4)

Module No.	Topic	No. of hours
1	Demand Forecasting: Introduction, Objectives, Concept of Demand Forecasting, Impact of Forecasts on Logistics and Supply Chain Management, Forecasting Process, Forecasting Techniques, Selecting the Appropriate Forecasting Technique, Operating Principles of Forecasting	
2	Material Handling: Introduction, Objectives, Concept of Material Handling, Objectives of material handling, Principles of material handling, Equipment Used for Material Handling, Points to be Considered While Handling Materials, Role of Material Handling in Logistics	
3	Storage System: Introduction, Objectives, Concept of Material Storage System, Unit Load Storage, Storage principles, Storage design and its benefits, Storage Methods	
4	Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs	
5	Transportation: Introduction, Objectives, Transportation System, Transportation Infrastructure, Different Modes of Transportation, Freight Management, Factors Affecting Freight Cost, Transportation Network, Containerization	

Paper: 3 – Inventory, Outsourcing and E Logistics (Credit – 4)

Module No.	Topic	No. of hours
1	<p>Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory</p>	
2	<p>Customer Service Customer Service: Key Element of Logistics: Introduction, Objectives, Concept of Customer Service, Attributes of customer service, Different phases of customer services, Customer Service for Competitiveness, Value-Added Logistical Service</p>	
3	<p>Outsourcing: Introduction, Objectives, Concept of Logistics Outsourcing, Catalyst for logistics outsourcing, Benefits of logistics outsourcing, Issues in logistics outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider, Logistics Service Contract, Outsourcing-Value Proposition</p>	
4	<p>Warehousing: Introduction, Objectives, Concept of Warehousing, Need for warehousing management, Evolution of warehousing, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies, Significance of Warehousing in Logistics, Warehousing Management System (WMS)</p>	
5	<p>Logistics Information System & E-commerce: <u>Logistics Information System:</u> Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management <u>E-Commerce Logistics:</u> Introduction, Objectives, Concept of E-Commerce, Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)</p>	

Paper: 4 - Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN SHIP CHARTERING AND BROKERING

(Coordinator: Dr. Mehal Pandya)

Course Objectives:

To Acquaint the Participants With the Basics of Ship Chartering and Ship Brokering Operation.

To Provide the Participants Practical Understanding About Functional and Managerial Aspects of Ship Chartering and Ship Brokering Industry.

Course Duration, Structure & Curriculum:

The Total Hours For Teaching This Course Will Be 200 Hours, Which Will Be Divided Into 100 Sessions Of 2 Hours Duration Each.

The Course Would Be Divided Into Two Papers – I And Ii. Each Paper Would Be Divided Into 5 Modules Spread Around 100 Hours.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 – Introduction to Shipping and Chartering (Credit – 4)

Module No.	Topic	No. Of Hours
1	Introduction To Shipping : Commercial Geography, International Trade, Cargoes And Trade Routes, Ship Types, Contracts Of Carriage, The Practitioners In Shipping Business, Principles And Intermediaries	
2	Shipping Business: The Shipping Business Entity, Shipping Business Sectors -Dry Cargo Chartering-Tanker Chartering-Ship Sale & Purchase-Ship Operations And Management-Port Agency-Liner Agency-Other Sectors, Business Ethics, Geography Of Trade,	
3	Shipping Business: International Trade And Finance, Shipping Organizations – Their Role And Contribution-Shipowners’ Organizations-Broker And Agent Organizations-United Nations Agencies- Chambers Of Commerce – Insurance - Classification Societies - Labour Organizations	
4	Dry Cargo Chartering: Ships, Cargoes And Trade Routes, Freight Markets, Contracts, Bill Of Lading, Chartering Market Practice, Financial Elements Of Charter Parties, Laytime, Calculations	

5	Tanker Chartering: Ships And Cargoes, The Trades, Freight Markets, Contracts, Bill Of Lading, Chartering Market Practice, The Financial Elements Of Charter Parties, Laytime, Calculations	
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Paper: 2 – Shipping Operations and Legal Practices (Credit – 4)

Module No.	Topic	No. Of Hours
1	Legal Principles In Shipping Business: Introduction To The Law, Contract, Tort, Agency, Voyage Charter parties, Time Charter parties, Bills Of Lading, Law And The Carriage Of Goods By Sea, Common Areas Of Dispute And Dispute Resolution, International Conventions And General Average, International Law, EU Law, Solas, Marpol, STCW, Port State Control Convention, International Convention Of Arrest Of Sea Going Vessels,	
2	Legal Principles In Shipping Business: International Conventions And General Average, International Law, EU Law, Solas, Marpol, STCW, Port State Control Convention, International Convention Of Arrest Of Sea Going Vessels, General Average	
3	Shipping Law: Ship Ownership And Admiralty Jurisdiction - Mortgage Law Applicable To Ships - Admiralty Jurisdiction, Legal Aspects Of Charter Parties - Voyage Charters - Time Charters, Legal Aspects Of Bills Of Lading,	
4	Shipping Law: Conventions On Carriage Of Goods By Sea, General Average, Salvage And Towage, Collision, Pollution And The Environment, Shipowners' Limitation Of Liability And Passengers, Dispute Resolution	
5	Ship Operations And Management: Shipowners', Operators And Managers, Ship Types, Cargoes, Ship Registration, Ship Classification, Port State Control, Costs, Accounting, Crew Manning, Marine Insurance, Vessel Operations, Bunker Management, Voyage Estimating, Law Relating To Ship Management	

Paper: 3 – Ship Sale-Purchase and Terminal Management (Credit – 4)

Module No.	Topic	No. Of Hours
1	Ship Sale & Purchase: Registration And Classification, The Parties Involved, Markets, Contracts And Documentation,	
2	Ship Sale & Purchase: Negotiation, Finance, Valuations, Legal Aspects Of Sale And Purchase	
3	Offshore Support Industry : Aim, Vessels, Oil And Gas Business, World Regional Markets, Chartering Markets, Work scopes, Offshore Construction, Contracts & Commercial Aspects, HSE & Security, OSV Management & Operations, General	
4	Port And Terminal Management: Ports And Their Functions, Ships And Cargoes, Port Management,	
5	Port And Terminal Management: Port Competition And Marketing, Port Pricing, Legal Aspects Of Port Management, Port Planning, Port Equipment, Port Ownership	

Paper 4: Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN MULTIMODAL TRANSPORT

(Coordinator: Dr. Mehal Pandya)

Course Objectives:

- To acquaint the participants with the basics of Multi Model Transport.
- To provide the participants practical understanding about functional and Managerial aspects of Multi Model Transport System.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 sessions of 2 hours duration each.

The course would be divided into two Papers – I and II. Each paper would be divided into 5 modules spread around 100 hours.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 – Transportation and Containerization (Credit – 4)

Module No.	Topic	No. of hours
1	Containerization and MMT System: 1. Unit Load and Containerisation 2. New Dimensions of Containerisation <ul style="list-style-type: none">• Handling• Economics of Scale• Evolution of Containerisation 3. The Container Load Centre <ul style="list-style-type: none">• Through Transport• The Computer• Inland Operations• Competition 4. Transport System <ul style="list-style-type: none">• Segmented Transport• Transport Logistics• Implications 5. What is Multimodal Transport? <ul style="list-style-type: none">• Unimodal Transport• Intermodal Transport• Combined Transport 6. Aim of Multi Modal Transport 7. How to Organize Multimodal Transport 8. Terms of Reference for a National Multimodal Transport Committee (NMTC) 9. Multimodal Transport in Practice today 10. Geography and Intermodality 11. Rail Intermodality	

	12. Performance Measures for SCM	
2	Trade & Transportation: <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Classification of Trade 4. Distribution Channels in Trade 5. The Role of Transportation in Trade <ul style="list-style-type: none"> • Organizational Arrangements Affecting Trade 6. Transportation Infrastructure 7. Design Areas for Transporters 8. Problems in Trade Transportation linkage 	
3	Transport Logistics and SCM <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. issues in Logistics and SCM and Some Examples 4. Decision Areas in Logistics and SCM 5. Some Perspectives of SCM 6. Key Factors in Logistics 7. Classification of Logistics Applications 8. Warehousing 9. Decision Areas in Warehousing 10. Transportation 11. Packaging, materials Handling and Order Processing 12. Models in Logistics and SCM 13. Total Logistics Cost and the Value Added Concept 	
4	Mode of Transport and Planning <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Components of Service <ul style="list-style-type: none"> • Cost of Service • Quality of Service 4. Container Carriage by different modes of Inland Transport <ul style="list-style-type: none"> • Characteristics of Rail Transport • Characteristics of Inland Waterways Transport • Characteristics of Road Transport 5. Transport Cost <ul style="list-style-type: none"> • Railways V/s Roadways • Railways V/s Inland Waterways • Inland Waterways V/s Roadways. 6. Carriage of a 20ft Container by Road Vehicle <ul style="list-style-type: none"> • Quality of Service for Container Movement • Speed • Door-to-Door Capability • Reliability and Security • Safety 	

	<ul style="list-style-type: none"> • Availability and Flexibility • Energy Efficiency <p>7. Summery</p>	
5	<p>Container Transport by Rail & Road:</p> <p><u>Container Carriage by Rail</u></p> <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Planning for the Railway Sector <ul style="list-style-type: none"> • Infrastructure Requirement for Container Carriage by Rail • Review of the Existing Infrastructure • Track Requirement 4. Investment in Rolling Stock <ul style="list-style-type: none"> • Container Stock • Special Container Cars • Problem of Tare Weight • Types of Container Wagons in use in India • New Stock of Low platform Container flat Wagons • Preparing for higher speed • Piggy Back Transport 5. Future Plan by Railway Authorities 6. Summery <p><u>Container Carriage by Road</u></p> <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Planning for the Road Sector <ul style="list-style-type: none"> • The Policy issues • Road Planning Procedures • Forecasting of future Transport 4. Standards <ul style="list-style-type: none"> • Number of lanes and width • Road Bridge • The lateral and Vertical clearance for overpasses and tunnels • Gradients and Horizontal Curvature • The Relationship of axle load and Payload capacity • Vehicle requirement for container carriage <p>Summery</p>	

Paper: 2 – Cargo Handling and Logistics Management (Credit – 4)

Module No.	Topic	No. of hours
1	<p><u>Inland Waterways and Containerization</u></p> <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Planning for the Inland Waterways Sector 4. Infrastructure Requirements <ul style="list-style-type: none"> • Waterway Requirement • Minimum depth of Waterways • Minimum width of Waterways • Minimum vertical Clearance • Minimum width of turning area 5. Minimum equipment with Navigational aids 6. Vessel requirement 7. Terminal requirements 8. Inland Waterways in India <ul style="list-style-type: none"> • Progress under IWAI Act • Inland water Transport Policy • Interlinking waterways and ports 9. Summery 	
2	<p>CARGO AND CONTAINER HANDLING</p> <p><u>Packaging and Stowage of Cargo</u></p> <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Three Basic Functions of Packaging 4. Guidelines on the choice of Packaging 5. Type of Packaging for Break Bulk Cargo <ul style="list-style-type: none"> • Bagged Cargo, Fiberboard Boxes and Cartons, Wooden Cases, Wooden Crates, Bales, Drums, Barrels, Shrink wrapping, lift vans, prevention against corrosion, special cargo, tight stowage, restraint, methods of securing cargo, aids to good securing, How to restrain certain types of cargo, stowage precautions load factors 6. Process of Marking and labeling 7. Standard shipping marks 8. Cargo handling instructions , shipping marks <p>RMG Operations Terminal trailers Lift Trucks</p>	

3	<p>CARGO AND CONTAINER HANDLING</p> <p><u>Handling and transport of Dangerous Cargo</u></p> <ol style="list-style-type: none"> 1. Objective 2. What are dangerous goods? 3. Classification of dangerous goods <ul style="list-style-type: none"> • Explosives, Gases, Compressed, Liquefied or dissolved under pressure, Petroleum and other inflammable liquids, inflammable solids, oxidizing substances, radioactive materials, acid and other corrosives 4. IATA dangerous goods regulations 5. Responsibilities of consignor and freight forwarder 6. Shippers declaration for transport of dangerous goods 7. Trained personnel 8. Right , Duties and Responsibilities for Carriage of Goods by Road, Rail , Sea and Air <p><u>Cargo Handling System</u></p> <ol style="list-style-type: none"> 1. Objective 2. Chassis System 3. Straddle Carrier System 4. Fork Lift Truck System 5. Transtainer System <p>Container Handling System: Quayside Gantry Cranes: Straddle Carriers RTG Operation</p>	
4	<p>Logistics for ports:</p> <p><u>Logistics And Port:</u></p> <ol style="list-style-type: none"> 1. Factors of logistics and costs 2. Area requirement for a port 3. Container Handling Systems 4. Container Terminal for operations and productivity 5. Container freight station 6. Planning for a rail yard in container terminal 7. Custom bonded area 	
5	<p>Logistics for Airports:</p> <p><u>Logistics And Airport:</u></p> <ol style="list-style-type: none"> 1. Types of IATA containers 2. Planning for Airports <ul style="list-style-type: none"> • Requirement of land and airports • Airport Operations • Safety Features • Environmental factors 3. Facilities for handling Air Cargo <ul style="list-style-type: none"> • Handling Equipments for Aircargo 4. Aeronautical and Non Aeronautical Revenues 	

	<p>5. Position of Airports in India</p> <ul style="list-style-type: none"> • Functions assigned to AERA • Growth Potential for Indian Airports • Investment and Development of Airports 	
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Paper: 3 – EXIM Procedures and Conventions (Credit – 4)

Module No.	Topic	No. of hours
2	<p>Port & connectivity with ICD:</p> <ol style="list-style-type: none"> 1. Containerships and need for hub port 2. Reefer container and cold chain management <ul style="list-style-type: none"> • Infrastructural Requirement for cold chain management • Monitoring and technology 3. Development of Hub ports in world and in India 4. Introduction of Dry ports 5. Planning of Dry port <ul style="list-style-type: none"> • Trade volume • Traffic flow • Traffic forecasts : containerized and Break-bulk cargo 6. Site selection for ICD <ul style="list-style-type: none"> • Planning for CFS inside ICD • Railway sidings in ICD • Port linkages • Container yard • Handling of hazardous cargo 7. Growth of inland container depots in India. 	
3	<p>Export Procedure And Documentation:</p> <ol style="list-style-type: none"> 1. Understanding the Export Transaction 2. Exchange Rate Mechanism <ul style="list-style-type: none"> • Direct Quotation Method • Spot & Forward rates and booking of Forward contract for exports. NOSTRO, VOSTRO and LORO a/cs. 3. <u>PROCEDURE</u> <ul style="list-style-type: none"> • How to set up and Export Company, Categories of an Exporter. • Procedure for obtaining IEC and RCMC. • Various Export Promoting Organizations i.e.EPC, CB's. • Export sales contract, Export Order, processing and Scrutiny of an Export order. • Execution of an Export Order 4. <u>PAYMENT TERMS</u> <ul style="list-style-type: none"> • Payment terms for settlement of export import 	

	<p>transaction.</p> <ul style="list-style-type: none"> • Letter of credit, its contents and types of LC. • Uniform Customs Procedure for Documentary Credits <p>5. <u>DOCUMENTATION</u></p> <ul style="list-style-type: none"> • Entire export documents, i.e. Principal, Auxiliary & Regulatory set of documents used in export trade & their importance. <p>6. <u>CUSTOMS CLEARANCE OF CARGO MEANT FOR EXPORTS</u></p> <ul style="list-style-type: none"> • Excise clearance procedure. • Role of customs house agents. • Shipping and customs formalities. • Marine insurance. 	
4	<p>Import Management And Documentation</p> <p>1. <u>DEFINITION</u></p> <ul style="list-style-type: none"> • Need for Imports. Definition and meaning of Imports. • How to read Import Export Policy and Procedures <p>2. <u>Procedures For Imports</u></p> <ul style="list-style-type: none"> • Import finance. • Opening of Import Letter of credit. • External commercial Borrowings. • Buyers Credit/Trade Credit. • Direct Imports. • Retirement of Import documents under an LC or otherwise on collection. • FEMA provision regarding Imports. <p>3. <u>Role Of Customs And Regulations Regarding Imports</u></p> <ul style="list-style-type: none"> • Indian customs Act 1962. • Customs Tariff Act. • Filling of Bill of entry. • Clearance of cargo at the time of imports. • Valuation and assessment of goods for payment of customs duty. • Method for calculation of customs duty. • Import of Technology, Drawings and Designs. • Imports of Samples/Gifts. • Imports for personal use & Baggage rules. • Imports through post and courier. 	
5	<p>Conventions</p> <p>1. Concept of Bill of lading</p> <ul style="list-style-type: none"> • Contents in Bill of landing • Types of bills of lading • Date on bill of lading • Clean bill of lading – reservations by carrier • Letter of indemnity <p>2. Charter parties</p> <ul style="list-style-type: none"> • Bare Boat (Demise) Charter 	

	<ul style="list-style-type: none"> • Voyage Charter • Lay time • Demurrage • Time charter • Clauses in Charter party <p>3. International Conventions relating to sea</p> <ul style="list-style-type: none"> • The Brussels convention (Hague Rules) • Responsibilities and liabilities of the carrier 	
	<p>Conventions:</p> <ol style="list-style-type: none"> 1. The Hague – Visby Rules 2. Bill of lading in Indian context 3. Sea Way bill 4. Hamburg Rules 5. Liability of Shipper and Carrier under Hamburg Rules 6. Jurisdiction and Arbitration - Hamburg rule 7. Difference between Hague-Visby Rule and Hamburg Rule 8. Rotterdam Rules 9. Warsaw Convention 	

Paper: 4 – Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN FREIGHT FORWARDING

(Coordinator: Dr. Mehal Pandya)

Course Objectives:

- To acquaint the participants with the basics of Port Operations and Management.
- To provide the participants practical understanding about functional and Managerial aspects of Maritime Sector.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 sessions of 2 hours duration each.

The course would be divided into two Papers – I and II. Each paper would be divided into 5 modules spread around 100 hours.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 – International Trade & Policies (Credit – 4)

Module No.	Topic	No. of hours
1	Introduction to International Trade and Commerce: <ol style="list-style-type: none">1. Definition, nature, approaches and theories of International business,2. International economic environment, Economic and political environment,3. International trade policy, Tariffs, Subsidies, Restraints and administrative Policies,4. Export-Import Policy; Incoterms, Economic Integrations – Free trade area, Custom Unions, common markets, Economic Unions, EEC, ASEAN, SAARC, WCO, TFA, INSTC,5. Foreign Direct Investments, Advantages and Disadvantages6. International Institutions and their role in Capital Market : IMF, World Bank and ADB,7. Introduction to Air Cargo,	
2	Packaging : <u>Logistical Packaging:</u> <ol style="list-style-type: none">1. Introduction,2. Objectives,3. Concept of Logistical Packaging,4. Design Consideration in Packaging,5. Types of Packaging Material,6. Packaging Costs	

<p>3</p>	<p>Foreign Trade Policy</p> <ol style="list-style-type: none"> 1. Foreign Trade Policy and frame work 2. General provisions of export and import 3. DGFT role and importance 4. Standard Input-Output Norms 5. ITC(HS) Classification of Goods 6. Various export related schemes and incentives like MEIS, Status Holders, Deemed Exports etc. 7. Advance Authorization Scheme and procedures 8. Export Promotion Capital Goods Scheme and procedures 	
<p>4</p>	<p>Conventions</p> <ol style="list-style-type: none"> 1. Concept of Bill of lading <ul style="list-style-type: none"> • Contents in Bill of landing • Types of bills of lading • Date on bill of lading • Clean bill of lading – reservations by carrier • Letter of indemnity 2. Charter parties <ul style="list-style-type: none"> • Bare Boat (Demise) Charter • Voyage Charter • Lay time • Demurrage • Time charter • Clauses in Charter party 3. International Conventions relating to sea <ul style="list-style-type: none"> • The Brussels convention (Hague Rules) • Responsibilities and liabilities of the carrier 4. The Hague – Visby Rules 5. Bill of lading in Indian context 	
<p>5</p>	<p>Transportation :</p> <ol style="list-style-type: none"> 1. Introduction, 2. Objectives, 3. Transportation System, 4. Transportation Infrastructure, 5. Different Modes of Transportation, 6. Freight Management, 7. Factors Affecting Freight Cost, Transportation Network, 8. Containerization 	

Paper: 2 – Logistics, Warehousing and Conventions (Credit – 4)

Module No.	Topic	No. of hours
1	Trade and Transportation: <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. Classification of Trade 4. Distribution Channels in Trade 5. The Role of Transportation in Trade <ol style="list-style-type: none"> 1. Organizational Arrangements Affecting Trade 6. Transportation Infrastructure 7. Design Areas for Transporters 8. Problems in Trade Transportation linkage 	
2	Transportation, Logistics And Supply Chain Management <ol style="list-style-type: none"> 1. Objective 2. Introduction 3. issues in Logistics and SCM and Some Examples 4. Decision Areas in Logistics and SCM 5. Some Perspectives of SCM 6. Key Factors in Logistics 7. Classification of Logistics Applications 8. Warehousing 9. Decision Areas in Warehousing 10. Transportation 11. Packaging, materials Handling and Order Processing 12. Models in Logistics and SCM 13. Total Logistics Cost and the Value Added Concept 	
3	Warehousing: <ol style="list-style-type: none"> 1. Introduction 2. Objectives 3. Concept of Warehousing 4. Need for warehousing management, 5. Evolution of warehousing 6. Functions of Warehouses 7. Types of Warehouses 8. Warehousing Cost 9. Warehousing Strategies Significance of Warehousing in Logistics, Warehousing Management System (WMS)	
4	Conventions: <ol style="list-style-type: none"> 1. Sea Way bill 2. Hamburg Rules 3. Liability of Shipper and Carrier under Hamburg Rules 4. Jurisdiction and Arbitration - Hamburg rule 5. Difference between Hague-Visby Rule and Hamburg Rule 6. Rotterdam Rules 7. Warsaw Convention 	

5	Insurance: <ol style="list-style-type: none"> 1. Basic Concept of Insurance 2. International Contracts of Sale (INCOTERMS) 3. Fundamental Principles for Insurance 4. Cargo Underwriting and Rating 5. Institute Cargo Insurance Coverage 6. Trade Related Cargo Coverage 	
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Paper: 3 – EXIM Documentations and Freight Forwarding (Credit – 4)

Module No.	Topic	No. of hours
1	Export Procedure and Documentation: <ol style="list-style-type: none"> 1. Understanding various bodies involved in facilitating export-import business 2. Types of exporters 3. Exporters' registration with DGFT and significance of IEC No. 4. Export documentation 5. Significance of export documents 6. Bill of Lading and types of Bill of Lading(BL) 7. Preparation of BL and utmost importance of BL in shipping business 8. INCOTERMS and its significance in shipping movements and logistics 9. Various forms of export contracts and its significance while preparing customs regarding documents 10. Practicality and efficiency in accordance with small parcels, LCL, containerized cargo break bulk cargo and bulk cargo. 11. Compulsory and voluntary pre-shipment inspections 12. Various export incentives 13. Excise clearance procedures 14. Institutional framework for export promotion in India 15. Export through courier 16. Export of samples 	
2	Import Procedures and Documentation <ol style="list-style-type: none"> 1. Introduction to International trading environment 2. Structure, objectives and role of WTO in regulating international business 3. Import policy and general notes regarding imports 4. Import policy product wise, industry wise 5. Product wise various types of import duties 6. Tariff and non-tariff barriers in international trade 7. Import tariff benefits to various DTA/SEZ/EOU imports 8. Effective negotiation skills for imports 9. Custom valuation process for import cargo 10. Small parcels, LCL, Containerize cargo, break bulk cargo, bulk cargo and process for imports 11. Various import contracts and freight movements 	

3	Customs and Freight Forwarding: <ol style="list-style-type: none"> 1. Introduction to Customs 2. Role of Customs 3. Important documents regarding customs 4. Import duties and other non-tariff barriers 5. Levy of import duties 6. Calculation of import duties 7. Manual and EDI export custom clearance procedure and preparation of documents 8. Manual and EDI import custom clearance procedure and preparation of documents 9. High seas sales and bonded warehouse procedures 	
4	Customs and Freight Forwarding: <ol style="list-style-type: none"> 1. Movement of cargo between various locations like ICD,CFS and Gateway ports 2. Consolidation of cargo 3. Transshipment of cargo 4. Transshipment rules and procedures 5. Re-import and re-export of goods and procedures 6. Role of clearing, forwarding, ship agents, stevedores, NVOCC and VOCC. 7. Linkage between NVOCC, VOCC, Freight Forwarders, Custom House Brokers and other logistics providers 	
5	Insurance: <ol style="list-style-type: none"> 1. Marine Cargo Claims 2. Recoveries Under Subrogation 3. Hull Insurance 4. General Average and Salvage 5. Loss Prevention 6. Maritime Frauds 	

Paper: 4 – Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN INTERNATIONAL MARKETING

Course Objectives:

- This is a career-oriented program which offers students wide career prospects after graduation in areas of both public and private sectors.
- The overall aim of the program is making students competitive taskmasters who can effectively manage International Marketing.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 Sessions of 2 hours duration each.

The course would be divided into four papers. Each paper would be divided into 3 modules spread around 100 hours.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 : Introduction of Marketing Management (Credit – 4)

Module No. 1	Topic
1	Basic Principles of Management: <ul style="list-style-type: none">• Introduction to Management• Social Responsibility of Management• Process & Function of Management• Planning, Decision Making• Management By Objective
2	<ul style="list-style-type: none">• Concept of Organization• Delegation of Authority• Centralisation & Decentralisation• Staffing, Direction, Leadership, Motivation, Communication, Control
3	<ul style="list-style-type: none">• Reason to enter Global Market• Culture, Management Styles and Business Systems.• International Marketing Environment• The Political Environment: A Critical Concern.• The International Legal Environment: Playing by the Rules.
4	Understanding Marketing Management, Marketing Environment & Marketing information systems <ul style="list-style-type: none">• Marketing concepts & practices• Developing marketing strategies & plans• Scanning the marketing environment• Marketing Information system including• Marketing Research & demand forecasting and estimation
5	<ul style="list-style-type: none">• The Scope and challenge of International Marketing.• The Dynamic Environment of International Trade.• Culture : Influence, Verbal and Non-verbal communication, pattern of consumption• History and Geography: The Foundations of Culture.• Culture Dynamics in Assessing Global Markets

Paper: 2 : Global Strategic Marketing (Credit – 4)

Module No. 2	Topic	
1	<ul style="list-style-type: none">• Analyzing Global Market Opportunities• International Trade Theories and Economic Terms• Developing a Global Vision through Marketing Research.• Emerging Markets. Multinational Market Regions and Market Groups.	
2	<ul style="list-style-type: none">• Current dynamic situation in demerging of groups and emerging new alliances• Global Marketing Management: Planning and Organization.• Marketing Barriers – Protection, Tariff and non-tariff barriers• Product Strategies: Basic Decisions And Product Planning• Products and Services for Consumers.• Products and Services for Businesses.	
3	<ul style="list-style-type: none">• Moving towards world products – Branding• Global Advertising• Market Entry Strategies• Products and Services for Businesses• International Marketing Channels.• Distribution Channels	
4	<ul style="list-style-type: none">• Segmentation, Targeting, Positioning• Integrated Marketing Communications and International Advertising.• Personal Selling and Sales Management.	
5	<ul style="list-style-type: none">• Negotiating with International Customers, Partners, and Regulators• Developing a Marketing Plan• Global e-marketing Plan	

Paper: 3 : Pricing, Foreign Exchange & Financing (Credit – 4)

Module No.	Topic	No. Of Hours
1	Pricing for International markets. <ul style="list-style-type: none">• The role of price• Price standardization• Pricing decisions• Alternative pricing strategies• Dumping• Price distortion• Inflation• Transfer pricing• Countertrade,• Price quotation,• Terms of sale,• Methods of financing and means of payment	30
2	<ul style="list-style-type: none">• Exporting and Logistics: Special Issues for Business• Global Risk Management• Overview of India's Foreign Trade Policies• Economic turmoil following the pandemic of 2020	
3	Documentations <ul style="list-style-type: none">• Detailed Import & Export Documentations• Institution setup for Export promotions in India	
4	Currencies And Foreign Exchange <ul style="list-style-type: none">• Money• Foreign exchange• Foreign exchange market• Foreign exchange rate• Exchange rate systems• Official classification of exchange rate regimes• Evaluation of floating rates• Financial implications and strategies	
5	Sources Of Financing And International Money Markets <ul style="list-style-type: none">• Non-financial institutions• Financial institutions• Government agencies• International financial institutions/development banks• International Monetary Fund (IMF)• Financial centers	

Paper: 4 : Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of strategic aspects
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

The evaluation of participants will be on continuous basis comprising following elements:

6. Basic Textbooks (Latest Edition):

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	Cateora, Graham & Salwan	International Marketing	Tata McGraw-Hill Publishing Company Ltd.	13th Edition 2008
T2	Isobel Doole and Robin Lowe	International Marketing Strategy- Analysis, development and Implementation	Thomson Press Publications	Latest Edition

7. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Vern Terpstra and Ravi Sarathy	International Marketing	Thomson South Western	Latest Edition
R2	Charles W. L. Hill	International Business competing in the Global Marketplace	Tata McGraw-Hill Publishing Company Ltd.	

8. List of Journals/Periodicals/ Magazines/ Newspapers etc.: Journal of International Marketing, MIT Sloan Journal of Management, Times, New York Times, Harvard Business Review

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN DIGITAL MARKETING
(Coordinator: Dr. Mehal Pandya)

Digital Marketing has a promising career provided student undergo a practical training. Through this program, we ensure to provide tools which are highly in demand. We make practice a fun learning through our innovative techniques. So that our student step out as a corporate ready product.

Course Objectives:

- To acquaint the participants with the basics of Digital Marketing.
- To provide the participants practical understanding about strategic and functional aspects of Digital Marketing.

Exercises: Quizzes, Group Discussion, Campaign Run, Self-Promotion of Blogs

Material: Case based Study, Tricks, and Real Live Examples

Integration with other Applications: Coverage on how to create a Marketing Plan, Budgeting etc. Assistance with Placements: Training shall be accompanied with specific training and tips for excelling at placements.

Course Duration, Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 sessions of 2 hours duration each. The course would be divided into four Papers

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1: Overview of Digital Marketing and SEO (Credit – 4)

Module No.	Topic	No. of hours
1	<p>Basics of Digital Marketing</p> <ul style="list-style-type: none"> • About Digital Marketing v/s Traditional Marketing • Hierarchy in Digital Marketing • Role in Digital Marketing • Competition Analysis • Scope & Career Opportunities • Skills to become Digital Marketers 	
2	<ul style="list-style-type: none"> • Volunteer’s selection for College/Company's Digital Marketing Program • Measurement metrics for SM • Marketing Analytics- 4 P’s • Big Data Analytics • Security and Privacy issues/Ethical Issues 	
3	<p>SEO Training 1</p> <ul style="list-style-type: none"> • About Search Engine Optimization & Working • How Search Engines Work (Google, Bing etc) • Keyword Research Strategies • Types of Keywords • Keyword Application • Keyword Research for Ecommerce • Keyword Oriented Content Writing • On Page Optimizations • On page factors for Search Engines Google Yahoo Bing • Various On Page Optimization Tags • On Page Optimizations Techniques and other Algorithms • Content Optimization 	
4	<p>SEO Training 2</p> <ul style="list-style-type: none"> • Google Insights / Trends • Google Panda Update • Google Penguin Update • Google Hummingbird • Off Page Optimizations • What is Link Building? • Link Building Formula 	

	<ul style="list-style-type: none"> • Directory Submission • Social Bookmarking • Article Submission • Press Release • Blog Submission • Forum Postings • Question Answers Portals • Classified Submissions • Forum Submission & applications • Working on Live Dynamic Website (Eg. Access to Edu4Sure) • SEO Optimization through Webmaster • Google Control Settings • Resolving Website Errors • (Access to SEO Dashboard of a company and Working on applications by the learners to understand the tool in the best possible manner) 	
5	<p>Google AdSense</p> <ul style="list-style-type: none"> • Learn How to Earn from Google • How AdSense Works • Legal ways of Google Earning program • Website Policies • Earning Policies • Account Creation • Code Installation 	

Paper: 2 : Overview of Internet Marketing (Credit – 4)

Module No.	Topic	No. of hours
1	PPC Training <ul style="list-style-type: none">• Google Adwords• Search Advertising Module• Display Advertising Module• Re Targeting Module• Remarketing• Branding VIA Paid Networks• Facebook Adverts• Paid Ads on Facebook• LinkedIn Paid Ads• Paid Ads on LinkedIn• Key Training Areas – PPC• On page Optimization for Paid Marketing Landing Page Creation• Ad Making Strategies• Geo targeting of Ads• Bidding• Campaign Designing• Campaign Optimization• Conversion Tracking• CPC/CPM	
2	Social Media Marketing <ul style="list-style-type: none">• Facebook• Creating Strong Profiles on Facebook Creating Pages & Groups• Advertising on Social Media• Lead Generation• Branding on Facebook• Quora• Best Practice& Benefits of Quora• How to Use Quora For Customers LinkedIn• LinkedIn – Internet Marketing• Creating Strong Profiles on LinkedIn Creating Company Profiles• Advertising on Social Media• Branding on LinkedIn• Company pages	

	<ul style="list-style-type: none"> • Twitter • Creating Strong Profiles on Twitter • Product Brand Promotion Activities • Retweeting • YouTube • Video Optimizations • Video Marketing • Learners will get access to Company's Social Media Page to give a real scenario. Facebook campaign will be running for a better understanding. 	
3	<p>Affiliate Marketing</p> <ul style="list-style-type: none"> • What is Affiliate Marketing? • How to Sell through Affiliates • How to make money • Branding Through Affiliate Marketing • Affiliate Management Agencies • Merchant, Affiliate, Market & Customer • Product & Service Marketing • Traffic from Affiliate Network • Commission Based Lead Generation • Profitable Niche Product Promotion • Affiliate Tracking • Expanding Business through Affiliate Marketing • (Learners will look at the Affiliates by India's leading Affiliate marketing agency for a practical understanding) 	
4	<p>E-Commerce</p> <ul style="list-style-type: none"> • SEO for E commerce • Paid Marketing for E commerce • International Ecommerce strategy • E commerce CMS Management • Gateway Providers & Policies • Landing Page Optimization for Ecommerce • Mobile Payments • Core Selling Strategies 	

5	Email Marketing <ul style="list-style-type: none">• Types Email Marketing• Email Marketing Servers• Email Marketing Application / Software's Email Database Management• Email Data Extraction & Collection• Free Email Marketing Apps• Transactional emails• Direct emails• Opt-in email• Unconfirmed opt-in• Confirmed opt-in (COI)• Email Newsletters• Tracking Email Conversions	
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Paper 3 : Basics of Blogging (Credit – 4)

Module No.	Topic	No. of hours
1	<p>Web Google Analytics</p> <ul style="list-style-type: none"> • Part 1. Google Analytics Basics <ul style="list-style-type: none"> ○ How Google Analytics works ○ Accounts Management in Google Analytics ○ Profiling in Google Analytics and users ○ Google Analytics Navigation ○ Basic Metrics in Google Analytics ○ Google Analytics Reports • Part 2. Analytics Intelligence <ul style="list-style-type: none"> ○ Setup Automatic Intelligence Alerts ○ Intelligence Segments ○ 	
2	<ul style="list-style-type: none"> • Part 3. Google Analytics - Advanced Segments <ul style="list-style-type: none"> ○ How to use advanced segments in Google Analytic ○ How to create custom advanced segments • Part 4. Content Data Interpretation Pages and Landing Pages data <ul style="list-style-type: none"> ○ Event Tracking in Analytics ○ Google Adsense ○ Interpretation of Site Search data 	
3	<ul style="list-style-type: none"> • Part 5. Visitors Data Interpretation <ul style="list-style-type: none"> ○ Tracking Unique visitors to site ○ Tracking visitors according to Geographic location ○ Tracking visitors language information ○ Understanding Technical reports ○ Understanding Benchmarking • Part 6. Defining Goals & Ecommerce Tracking <ul style="list-style-type: none"> ○ How to set up goals ○ Understanding Goal reports ○ Ecommerce tracking in Analytics 	
4	<p>Blogging/Content Marketing & Management</p> <p>Types of Blogging How to do blogging & various platforms Content Generation Content Distribution Content for Various Networks</p>	

5	Professional Blogging Wordpress Blog Guest Blogging Micro Blogging Tools to know before blogging	

Paper 4 : Project (Credit – 8)

Module No.	Topic	No. of hours
1	Final Project	10
2	Viva Presentation	

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit

PG DIPLOMA IN OPERATION MANAGEMENT (2017-18)
(Coordinator: Dr. Mehal Pandya)

Course Objectives:

This is a career-oriented program which offers students wide career prospects after graduation in areas of both public and private sectors.

The overall aim of the program is making students competitive taskmasters who can effectively manage the Operations.

Course Structure & Curriculum:

The total hours for teaching this course will be 200 hours, which will be divided into 100 Sessions of 2 hours duration each.

The course would be divided into four papers. Each paper would be divided into 3 modules spread around 100 hours.

The course would be divided into two Papers – I and II. Each paper would be divided into 5 modules. Modules may have different weightages. Basic Management and Essentials of Communication will be a part of Paper I.

Duration: 1 year

Fees: Rs. 20000/- per year

Total Credit of the Course = 20

Paper: 1 – Introduction to Operation Management (Credit – 4)

Module No.	Topic
1	Introduction to Operation Management: Introduction, The Scope of Operations Management, Operation Management and Decision Making, Why Study OM? The Historical Evolution of OM. Trends in Business. Competitiveness, Strategy, and Productivity: Introduction, Competitiveness, Strategy, Productivity
2	Forecasting: Introduction, Feature Common, to Forecasts, Elements of Good Forecast, Steps in Forecasting Process, Approaches to Forecasting, Forecasting Based on Judgment and Opinion and Time Series Data, Associative Forecasting Techniques, Accuracy and Control of Forecasts
3	Product and Service Design: Introduction, Product Redesign, Value Analysis, Legal, Ethical and Environmental Issues, Other Issues in Product and Service Design, Global Product Design, Phases in Product Design and Development, Designing for Manufacturing, Quality Function Deployment, The Kano Model, Service Design, Operation Strategy, Reliability

4	Strategic Capacity Planning for Products and Services: Introduction, Strategic Capacity Design, Defining and Measuring Capacity, Determinants of effective Capacity, Strategy Formulation, Forecasting Capacity Requirements,, The Challenges of Planning Service Capacity, Make or Buy?, Developing Capacity Alternatives, Evaluating Alternatives, Operation Strategy.
5	Process Selection and Facility Layout: Introduction, Technology, Process Selection, Operations Strategy, Facilities Layout, Designing Product Layout-Line Balancing, Linear Programming

Paper: 2 : Quality Control and Supply Chain Management (Credit – 4)

Module No.	Topic
1	Design of Work Systems: Introduction, Operations Strategy, Job Design, Work Measurement, Compensation Learning Curve. Location Planning and Analysis: Need, Nature and General Procedure for making Location Decisions, Factors that affects Location Decisions. Transportation Model
2	Management of Quality: Introduction, The Evolution of Quality Management, The Foundations of Modern Quality Management: The Gurus, Insights of Quality Management, Quality Awards, Quality Certifications, TQM, Problem Solving, Process Improvement, Quality Tools
3	Quality Control: Introduction, Inspection, Statistical Process Control, Process Capability, Operations Strategy. Acceptance Sampling
4	Supply Chain Management: Introduction, Need of Supply Chain Management, benefits of Effective Supply Chain Management, Elements of Supply Chain Management, Logisitics, E-Business, Creating an Effective Supply Chain Management, Purchasing, Supplier Management, Operations Strategy.
5	Inventory Management and Scheduling: Introduction, The Nature and Importance of Inventories, Requirements for Effective Inventory Management, Economic Order, Quantity Models, Reorder with EOQ ordering, Fixed-Order Interval Model, Single Period Model, Operation Strategy.

Paper: 3 - Operation, Scheduling and Project Management (Credit – 4)

Module No.	Topic
1	Aggregate Planning: Introduction, Basic Strategies for Meeting Uneven Demand, Techniques for Aggregate Planning, Aggregate Planning in Service, Disaggregating the Aggregate Plan, Master Scheduling, The Master Scheduling Process. MRP & ERP : MRP, An Overview of MRP, MRP Inputs, MRP Processing, MRP Outputs, Other Considerations, MRP in Services, Benefits and Requirements of MRP, MRP II, Capacity Requirements Planning, ERP
2	JIT & Lean Operations: Introduction, The Toyota Approach, Supporting Goals, Building Blocks, JIT Philosophy, Transitioning to a JIT System, JIT in Services, JIT II. Maintenance
3	Scheduling: Scheduling Operations, Scheduling in Low-volume System, Scheduling Services
4	Project Management: Introduction, Behavioral Aspects of Project Management, Project Life Cycle, Project Life Cycle, Work Breakdown Structure, Planning and Scheduling with Gantt Charts, PERT & CPM, Deterministic Time Estimates, Computing Algorithm, Probabilities, Simulations, Time-Cost Trade-Offs: Crashing, Advantages of using PERT and Potential Sources of Error, Goldratt's Critical Chain, Other Topics in Project Management, Project Management Software, Risk Management
5	Waiting Lines and Simulation: Reasons for waiting, Managerial Implications of Waiting Lines, Measures of Waiting Line Performance, Queuing Models : Infinite-Source & Finite-Source, Other Approaches Simulation

Paper: 4 – Project (Credit – 8)

Module No.	Topic	No. Of Hours
1	Final Project	10
2	Viva Presentation	

Cases will be provided in all topics.

Assignments and small projects may be given from time to time. Evaluation would be carried out on a continuous basis.

Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques of strategic aspects
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

Basic Textbooks (Latest Edition):

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	William J Stevnsons	Operation Management	Tata Mc graw Hill	Latest Edition
T2	Heizer, Jay and Render, Barry, Jagadish Rajshekar	Operation Management	Pearson Education	Latest Edition

Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R1	Buffa, Elwood S. and Sarin, Rakesh K	Modern Production and Operations Management,	John Wiley and Sons(Wiley India)	8th edition
R2	Kachru Upendra	Production and Operations Management	Excel Books	1st Edition
R3	Shah, Janat,	Supply Chain Management: Text and Cases	Pearson Education	Latest Edition
R4	K. Aswathappa and K. Shridhara Bhat	Production and Operations Management	Himalaya Publications	2009 or later.
R5	S. A. Chunawala, Dr. Patel	Production and Operation Management	Himalaya Publications	Latest Edition
R6	Evans / Collier	Operation Management	Cenagage Learning	Latest Edition
R7	Robert Klassen, Larry J. Menor	Cases in Operations Management	SAGE	Latest Edition
R8	Frank Rowbothan	Operations Management in Context	Butter Worth Heinemann	Latest Edition
R9	Chase R. B., Jacobs, F. R., Aquilano, N. J. and Agarwal N. K.,	Operations Management for Competitive Advantage	Tata McGraw-Hill	11th edition
R10	Russell, Roberta	Operations	John Wiley and	6th Edition

	S. and Taylor, Bernard W	Management Along the Supply Chain,	Sons (Wiley India)	
R11	Kanishka Bedi	Production and Operation Management	Oxford University Press	2nd Edition (or later)

8. List of Journals/Periodicals/ Magazines/ Newspapers etc.
Productivity Journal, Indian Management, Business India, Supply Chain, etc.

Total Credit of this course is 20 where each paper is for 4 credits and Final Project is of 8 credits.

According to AICTE rule 1 credit = 10 hours which comes to 200 Hrs for 20 Credit