



**AMET**  
UNIVERSITY  
(Deemed to be University Under Section 3 of UGC Act 1956)



## **Department of Management Studies**

# **MBA – Shipping and Logistics Management**

## **Curriculum**

**Outcome Based Education System**

**2024**



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(Licensed to the University Under Section 3 of UGC Act 1956)



**Department of Management Studies**  
**MBA – Shipping and Logistics Management**

**VISION AND MISSION OF THE UNIVERSITY**

**VISION**

To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.

**MISSION**

**AMET will strive continuously to:**

- Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.
- Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.
- Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.
- Nurture talent and entrepreneurship and enable all round personality development in students.
- Empower students from across socio economic strata.
- Make a positive difference to society through technical education.

**VISION AND MISSION OF DEPARTMENT OF MANAGEMENT STUDIES**

**VISION:**

To continuously upgrade the quality of our curriculum, pedagogy and research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the world.

**MISSION:**

- To be a source of effective value based managerial talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs..
- To produce and disseminate world-class, cutting edge research that shapes the way organisations operate and businesses are led and managed.
- To produce world-class, socially responsible, creative leaders and entrepreneurs who think on a global scale.
- To endow students with the educational opportunity belonging to different socio-economic backgrounds.
- To engage meaningfully with maritime trade and business to create a better society.



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**ALIGNING THE DEPARTMENT VISION AND MISSION  
WITH THE UNIVERSITY VISION AND MISSION**

<b>Vision / Mission</b>	<b>AMET Deemed to be University</b>	<b>Department of Management Studies</b>
<b>Vision</b>	To sustain identity as a World Class Leader in Maritime Education and empower learners with wholesome knowledge through progressive innovation in training, research and development which will render students a unique learning experience and a transformation impact on the Global Society.	To continuously upgrade the Quality of our Curriculum, Pedagogy and Research pursuits in order to achieve the status of one of the top-ranking institutions in the Maritime Management Education in the World.
<b>Mission-1</b>	Impart value-based higher education and technical knowledge with uncompromising strides of an outstanding quality.	To be a source of effective Value-based Managerial Talent for the sustained development of Maritime Trade, Commerce and Industry not only in India but across the Globe.
<b>Mission-2</b>	Emerge as a Centre of Excellence inculcating skill development in recent technologies in accordance with industrial trends.	To emerge as a Centre of Excellence in technical, managerial and leadership in maritime trade and business based industrial needs.
<b>Mission-3</b>	Create World class research capabilities on par with the finest in the world and broaden student's horizons beyond classroom education.	To produce and disseminate World-class, cutting edge research that shapes the way organisations operate and businesses are led and managed.
<b>Mission-4</b>	Nurture talent and entrepreneurship and enable all round personality development in students.	To produce World-class, Socially Responsible, Creative Leaders and Entrepreneurs who think on a global scale.
<b>Mission-5</b>	Empower students from across socio economic strata.	To Endow students with the educational opportunity belonging to different socio-economic backgrounds.
<b>Mission-6</b>	Make a positive difference to society through technical education.	To engage meaningfully with maritime trade and business, to create a better society.



### **Program Educational Objectives (PEOs)**

The MBA-Shipping and Logistics Management graduates will

- PEO1** Become successful and competent, innovative and productive in addressing the needs of the Industry
- PEO2** Have a successful career in Shipping and Logistics Sector with sound technical and managerial leadership
- PEO3** Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities in their chosen areas of career
- PEO4** Pursue higher education or research in maritime areas of management.

### **Program Outcomes (POs)**

<b>POs</b>	<b>Program Outcomes (POs)</b>
<b>PO1</b>	Apply knowledge of management theories and practices to solve business problems
<b>PO2</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>PO3</b>	Ability to develop value based leadership ability.
<b>PO4</b>	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.
<b>PO5</b>	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO6</b>	Inculcate innovative thinking and entrepreneurial orientation
<b>PO7</b>	Apply systems and processes used in the functional areas of business and organisational development.
<b>PO8</b>	Demonstrate ability to undertake lifelong learning



**Mapping of PEOs with POs**

Program Educational Objectives (PEOs)	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>PEO1:</b> Become successful and competent, innovative and productive in addressing the needs of the Industry	✓	✓	✓	✓	✓	✓	✓	✓
<b>PEO2:</b> Have a successful career in Shipping and Logistics Sector with sound technical, managerial leadership	✓	✓	✓	✓	✓	✓	✓	✓
<b>PEO3:</b> Demonstrate high standard of ethical conduct, positive attitude and societal responsibilities in their chosen areas of career	--	--	✓	✓	✓	--	✓	✓
<b>PEO4:</b> Pursue higher education or research in maritime areas of management.	✓	✓	--	✓	--	✓	--	✓



**Department of Management Studies**  
**MBA – Shipping and Logistics Management – 2023-2024**

**List of Courses for the Program**  
(Semester wise)

**Semester-I**

S. No	Course Code	Course Title	L	T	P	C
<b>Programme Core</b>						
1	CDOEMB101D	People Management and Organisational Behaviour	3	0	0	3
2	CDOEMB102D	Global Shipping Business	3	1	0	4
3	CDOEMB103D	Maritime Economics	3	0	0	3
4	CDOEMB104D	Marketing Management	3	0	0	3
5	CDOEMB105D	Accounting and Financial Management	2	2	0	4
6	CDOEMB106D	Data Analysis	2	2	0	4
7	CDOEMB107D	Communication for Managers	3	0	0	3
<b>Programme Elective</b>						
8		Elective-1	3	0	0	3
<b>TOTAL</b>			<b>22</b>	<b>5</b>	<b>0</b>	<b>27</b>

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit



## MBA – Semester-II

S. No	Course Code	Course Title	L	T	P	C
<b>Programme Core</b>						
1	CDOEMB201D	Chartering and Commercial Geography	3	1	0	4
2	CDOEMB202D	Logistics Management	3	1	0	4
3	CDOEMB203D	Liner Shipping Business	3	1	0	4
4	CDOEMB204D	Port Operations and Pricing	3	1	0	4
5	CDOEMB205D	Research Methodology	3	1	0	4
6	CDOEMB206D	International Business	3	1	0	4
<b>Programme Elective</b>						
7		Elective-2	3	0	0	3
<b>TOTAL</b>			<b>21</b>	<b>6</b>	<b>0</b>	<b>27</b>

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit



**MBA – Semester-III**

S. No	Course Code	Course Title	L	T	P	C
<b>Programme Core</b>						
1	CDOEMB301D	Maritime Law and Customs Procedures	3	0	0	3
2	CDOEMB302D	Export and Import Management	3	0	0	3
3	CDOEMB303D	Port Agency Operations	3	0	0	3
4	CDOEMB304D	Supply Chain and Materials Management	3	0	0	3
5	CDOEMB305D	E-Commerce	3	0	0	3
6	CDOEMB306D	Shipping Finance and Marine Insurance	3	0	0	3
7	CDOEMB307D	International Marketing	3	0	0	3
8	CDOEMB308D	Customer Relationship Management	3	0	0	3
<b>Programme Elective</b>						
9		Elective-3	3	0	0	3
<b>TOTAL</b>			<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit





**MBA – Semester-IV**

S. No	Course Code	Course Title	L	T	P	C
<b>Programme Core</b>						
1	CDOEMB401D	Entrepreneurship Development	3	1	0	4
2	CDOEMB402D	Business to Business Marketing	3	0	0	3
<b>Programme Elective</b>						
3		Elective-4	3	0	0	3
<b>Project</b>						
4	CDOEMB403D	Shipping and Logistics Project	0	0	10	5
<b>TOTAL</b>			<b>9</b>	<b>1</b>	<b>10</b>	<b>15</b>

Note: L- Lecture

T- Tutorial

P – Practical

C- Credit



S. No	Course Code	Course Title	L	T	P	C
<b>Programme Electives</b>						
1	CDOEMBE01D	Computer Applications for Business	3	0	0	3
2	CDOEMBE02D	Cross Cultural Management	3	0	0	3
3	CDOEMBE03D	International HRM	3	0	0	3
4	CDOEMBE04D	Air Cargo Management	3	0	0	3
5	CDOEMBE05D	Merchant Banking and Financial Services	3	0	0	3
6	CDOEMBE06D	Cruise Management	3	0	0	3
7	CDOEMBE07D	Sales and Retail Management	3	0	0	3
8	CDOEMBE08D	Strategic Management	3	0	0	3



### MBA CURRICULUM – CREDIT SHARE

Semester	Lecture	Tutorial	Practical	Credits
Semester 1	22	5	0	27
Semester 2	21	6	0	27
Semester 3	27	0	0	27
Semester 4	9	1	10	15
<b>Total</b>				<b>96</b>

### Distribution of Credits

Programme Core	Programme Elective	Project	Total
79	12	5	96

