



GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: L19C22	Course Title: International Logistics Management	
Semester: V	Course Type: Core	Credits: 3
Home Programme(s): BBA(Logistics)		Batch/Academic Year: 2020-23
Course Leader: Prof. Ch. Venkataiah		

Course objectives and Learning outcomes

OBJECTIVES

- To develop competencies and knowledge of students to become International Logistics Management Professionals.
- To orient students in the field of Logistics.
- To help Students to understand international Logistics management.

Learning outcomes:

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	To understand and apply the Basic knowledge of International Logistics Management in the real-life situations.	A1, A2, A4
CO2	To enable the students to enhance their ability and professional skills in Logistics.	A1, A2, A3, A4
CO3	To Understand the various modes of transportation and transportation costs in International Logistics.	A2, A3 & A4
CO4	Understand the elements of International commercial documentation in International Logistics.	A3, A4

Course outline and indicative content

UNIT – I (8 Hours) (CO1, CO2, L1 & L2)

International Logistics: Definition, Evolution, Concept, Components, Importance, Objectives; Logistic Subsectors; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

UNIT – II (8 Hours) (CO2, L2 & L3)

Customer Focused Marketing; International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost etc.

UNIT – III (8 Hours) (CO2, CO3, L2, L3 & L4)

Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice

UNIT – IV (8 Hours) (CO3, CO4, L3, L4)

Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.

UNIT – V (8 Hours) (CO1, CO2, L1, L2 & L3)

International commercial documents-International contracts, terms of payments, international insurance, packaging for export, custom clearance and infrastructure: transportation, communication and utilities -Brokerage.

Assessment methods			
Task	Task type	Task mode	Weightage(%)
A1. Mid Exam	Individual	Written	15
A2. Quiz test	Individual	Written	10
A3. Assignment/Project	Group	Presentation & Report	15
A4. End Term Exam	Individual	Written (short/long)	60

Mapping COs - Blooms levels- Assessment Tools

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		CO1(A1, A4)	CO1(A1, A3, A4)			
Procedural Knowledge				CO2 (A1, A3), CO3(A2, A3, A4)	CO3 (A2, A3), CO4 (A4)	
Meta Cognitive Knowledge						

Learning and teaching activities

Classroom Teaching, Power Point Presentation, Application in real life situation, Problem Solving, Project, Assignment etc.

Teaching and learning resources

E-Resources, Cases, E-Books, Websites, E-Library, Handouts.

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).

0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
Internal							
C01	3	2	0	0	0	0	3
C02	3	2	2	0	2	3	12
C03	0	3	0	3	0	0	6
C04	3	0	0	3	0	2	6
C05	0	0	3	0	3	0	6
Target Level Max.	9	5	5	3	5	5	33

BBA (Logistics) Program Outcomes:

1. Ability to understand the complexities that companies are confronting in today's global network economy.
2. Recognize the key challenges in the design and management of a modern supply chain network and make strategic decisions to overcome the challenges.

3. Integrate the designing and setting up a warehousing facility to develop logistics networks, that minimize costs and deliver top customer service.
4. Evaluate and differentiate the advantages and disadvantages of different modes of transportation, and to choose the optimal mode of transportation.
5. Analyze the basic tenets of the Lean management philosophy that enables manufacturers to eliminate waste and make business processes more efficient.
6. Evaluate the requisite knowledge about different forecasting techniques for building a Supply Chain Operations Plan.

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