



**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.

<b>Course Code: L19C27</b>	<b>Course Title: Liner Logistics</b>	
<b>Semester: V</b>	<b>Course Type: BBA</b>	<b>Credits:3</b>
<b>Home Programme(s):</b>		<b>Batch /Academic Year:</b>
<b>Course Leader:</b>		

**Course description and learning objectives**

**Learning objectives:**

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

	<b>Course Outcomes</b>	<b>Assessment</b>
CO1	Understanding the basic concepts of Liner logistics operations, Sectors and sub-sectors of logistics	A1
CO2	Understanding the role of Liner logistics in improving customer service.	A1,A2
CO3	Understanding the impact of globalization on Liner logistics system.	A2,A3
CO4	Understanding the role of Liner logistics in International Trade	A4

**Course outline and indicative content**

**Unit I (number of sessions ) (CO1, CO2, L1 & L2)**

Definitions of liner trades; tramp trades; containerization- Unitization - containerization, liner operations, port organization – Vessel loading and discharging , liner trade routes, The major ports, liner service options - Liner trade – ship types – Tonnages; basic ship layout, types of container ships, Ro-Ro barge carrying vessels, The refrigerated cargo ship conventional (Break bulk) vessels future vessel developments, economy of scale, shipboard handling equipment.

**Unit II (number of sessions )(CO2, L2& L3)**

Cargoes & cargo equipment – Dangerous goods IMO special goods, cargo handlings other methods of lifting cargo port handling equipment, port terminals; port and terminal management; the role of ships officers - agent. Liner Shipping operations - Management and policy, ship management and operations, independent ship management, insurance, trade of commercial department, accounting, budgeting, freight collection and port disbursements agency duties.

**Unit III (number of sessions )(CO2, CO3, L12, L3 & L4)**

Containerization unitization and inter-modalism - Growth in world trade unitization; container dimensions, types of container other container expressions container inventory, owning, leasing meeting the demand for containers tracking the container fleet, container control, FCLS LCLS & ICDS, legal & insurance implications in the container trade.

**Unit IV (number of sessions )(CO3, CO4, L13 & L4)**

The Bill of Lading and other Documentation - The Bill of Lading UK bill of lading Act 1855 and UK carriage of goods by sea Act 1992, The use of Bill of Lading in liner trades, Bill of Lading documentary credits, Bill of Lading clauses The printed clauses – The evidence of the contract, other forms of Bill of Lading other liner documents, Intl conventions relating to Bill of Lading, paperless trading

**Unit V (number of sessions )(CO3, CO4, L3, L4 & L5)**

The Exchange of goods transfer - Transfer of funds from country to country, methods of payments in International trade who are the merchants, International contracts of sale INCO terms; Legal aspects

of the liner trades - The carrier insurance the carrier's liability for the cargo the liabilities of the agent, legal aspects of the Bill of Lading, cargo claims general average (GA), security, ISPS code.

#### Assessment methods

Task	Task type	Task mode	Weightage (%)
A1: Mid exam	Individual	Written	20
A2: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/Report	10
A3: Coursera	Individual	Presentations / Q&A/Viva	10
A4: End 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		CO1 (A1)				
Conceptual Knowledge		CO4 (A3)	CO2 (A1, A2)			
Procedural Knowledge		CO3 (A2, A3)	CO5 (A4)			
Meta Cognitive Knowledge						

#### Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Online / Classroom based face to face teaching, directed study, independent study via G-Learn, case studies, projects and practical activities (individual & group)

#### Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. This course needs different material and cases to master certain relevant concepts and work on assignments / projects.

#### Course Material Prepared by LSC

1. Course Material Prepared by LSC
2. Ship Operation Management, Fujita, N.H. Publisher, 1974.
3. Ship Operation Management, Bertrams Publication, 2010.
4. Handbook of Ship Calculations, Construction and Operation, Charles H. Hughes, Wexford College Press, 2008.

Ocean Shipping - Elements of Practical Steamship Operation, Robert Edwards Annin, Thompson Press, 2010

### 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
CO1	3	1	0	1	1	2	8
CO2	2	2	0	1	2	0	7
CO3	2	0	0	2	1	0	5
CO4	3	2	2	1	2	0	10
CO5	2	0	0	2	2	0	6
<b>Target Level Max.</b>	<b>12</b>	<b>5</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>36</b>

#### BBA (Logistics)-Programme Outcomes (POs) :

1.	Ability to understand the complexities that companies are facing in today's logistics management
2.	Ability to recognize key challenges in the management of Liner logistics system and make strategic decisions to overcome the challenges.
3.	Ability to understand how to maximize the Liner Logistics services and to select the options that enable to develop logistics networks that minimize costs and deliver customer service.
4.	Ability to differentiate the advantages and disadvantages of different published sea routes Liner Logistics services, and to choose the optimal mode.
5.	Ability to understand the basics of logistics & transportation management that enables traders to make business processes more efficient.
6.	Ability to gain requisite knowledge about different techniques, essential for building a transportation management and logistics operations plan.

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