

# **BBA COMMON – 1<sup>st</sup> YEAR - SEM-I – SYLLABUS**

**Course Name:** PRINCIPLES OF MANAGEMENT

**Course Code:**

**Course Objectives:** At the end of the semester the students would be able to-

- Explain & understand management, evolution of management thought, social and ethical responsibilities of management, span of control and various functions management in the organization.

## **Module I: Introduction of Management**

- Definition of Management
- Need of Management Principles
- Management Science or Art
- Management as an Art
- Management as Science
- Management as both Science and Art
- Functions of Management
- Needs of Levels of Management
- Levels of Management
- Managerial Skills
- Managerial Roles

## **Module II: Evolution of Management Thought**

- Early Approaches to Management
  - Robert Owen: Human Resource Management Pioneer
  - Charles Babbage
  - Andrew Ure & Charles Dupin
  - Henry Robinson Towne
- Classical Approach
- Scientific Management
  - 4 Steps of Scientific Management
  - Taylor's Approach to Management
  - Limitation of Scientific Management
- Administrative Theory
  - Fayol Outlined 14 Principles of Management
- Bureaucratic Management
  - Mary Parker Follet: Focusing on Group Influences
  - Elton Mayo: Focusing on Human Relations

- Four Parts of Hawthorne Studies / Experiments
- Conclusions of Hawthorne Studies / Experiments
- Criticism of Hawthorne Studies / Experiments
- Abraham Maslow: Focusing on Human Needs
- Douglas McGregor
- Chris Argyris
- Quantitative Approach
  - Management Science
  - Operations Management
- Modern Approaches to Management
  - Systems Theory
  - Contingency Theory

### **Module III: Social and Ethical Responsibilities of Management**

- Social Responsibilities of Management
- Arguments for Social Responsibilities of Business
- Arguments Against Social Responsibilities of Business
- Social Stakeholders
- Measuring Social Responsiveness
  - Social Audits
- Managerial Ethics
  - Factors that Influence Ethical Behavior
  - Stages of Moral Development
  - Ethical Guidelines for Managers
  - Geographic Segmentation

### **Module IV: Span of Control**

- Meaning of Span of Control
- Importance of Span of Control
- Factors Affecting Span of Control
- Graicuna's Formula

### **Module V: Managerial Decision Making**

- Introduction
- Significance of Rational Decision Making
- Limitations of Rational Decision Making
- Managers as Decision Makers
  - The Rational Model
  - Non-Rational Model
- Decision Making Process
- Types of Managerial Decisions
  - Decision Making Under Certainty
  - Decision Making Under Risk
  - Decision Making Under Uncertainty
  - Modern Approaches to Decision-making under Uncertainty
- Management Information System Vs Decision Support System
- The Systems Approach to Decision Making
- Group Decision Making

- List of the advantages of Group Decision Making
- List of the disadvantages of Group Decision Making
- Forms of Group Decision Making
- Decision Making Techniques

### **Module VI: Fundamentals of Organizing**

- Introduction
- Definitions of Organizing
- Modern Organization vs. Traditional Organization
- Closed Systems Vs Open Systems
  - Characteristics of Open Systems
  - Developing an Open System Model
- Formal vs. Informal Organization
- Span of Management
- Factors Determining an Effective Span
- Use of Objective Standards
- Uses of Staff Assistance

### **Module VII: Strategic Organization Structure**

- Introduction
- Strategy or Structure
- Factors Influencing Organization Design
- Major Structural Alternatives
  - Functional Structure
  - Divisional Structure
  - Matrix Structure
  - Hybrid Structure
- Other Bases for Departmentation
  - Departmentation by simple numbers
  - Departmentation by time
  - Departmentation by process or equipment
- Strategic Business Units
- Choosing the Pattern of Departmentation

### **Module VIII: Group Decision Making**

- Introduction
- Developing a Culture for Group Decision Making
- Advantages of Group Decision Making
- Disadvantages of Group Decision Making
- Effective Practices in Group Decision Making
  - Deal with Conflict as it Arises

### **Module IX: Conflict Negotiation and Intergroup Behavior**

- Introduction
- Sources of Conflict
- Classification of Conflict
- The Conflict Process

- Negotiation
  - Distributive Bargaining
  - Integrative Bargaining
- Negotiation Process
- Issues in the Negotiation Process
- Intergroup Relations
  
- **Reference Books:**
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi

**Course Name: PRINCIPLES OF MICRO ECONOMICS**

**Course Code:**

**Course Objectives:** To familiarize the students with the basic concept of microeconomics.

To make student understand the demand and supply analysis in business applications. To understand the pricing and output decisions under various market structure.

**Module 1: Introduction Micro Economics**

- Definition of Micro-Economics
- Difference between Micro and Macro-economics
- Introduction to Micro-Economics
- Circular flow

**Module 2: Consumer Equilibrium & Demands**

- Law of demand
- Difference between demand and quantity demanded
- Demand curve
- Equilibrium

**Module 3: Producer Behavior & Supply**

- Law of supply
- Difference between supply and quantity supplied
- Supply curve
- Equilibrium

**Module 4: Form of Marketing**

- What is market
- Market structure
- Types of market
- Perfect competition and its features
- Monopoly and its features
- Monopolistic competition and its features
- Oligopoly and its features

**Module 5: Price Determination**

- Price determination under perfect competition
- Price determination under monopoly
- Price determination under oligopoly

### **Module 6: Economics of Consumer Analysis**

- Law of diminishing marginal utility
- Law of substitution and consumer analysis
- Price elasticity of demand
- Income elasticity of demand
- Gross elasticity of demand
- Total revenue elasticity of demand

#### ➤ ***Reference Books:***

- Microeconomics: For BBAT. R. Jain
- Principles of Microeconomics, 7th Edition (Mankiw's Principles of Economics) by N. Gregory Mankiw
- Microeconomics: Principles, Problems, & Policies (McGraw-Hill Series in Economics) by Campbell McConnell, Stanley Brue, and Sean Flynn

**Course Name:** BUSINESS ACCOUNTING- I

### **Course Code:**

**Course Objectives:** To impart to the learners the basic accounting knowledge. To train in the accounting process from entering business transactions to Journal, understand ledger posting, cash book and preparation of trial balance.

### **Module 1: Introduction –Accounting:**

- Accounting & Accountancy
- Advantages of Accounting
- Origin of Accounting
- Distinction between Accounting & Accountancy
- Accounting– An Art or Science

### **Module 2: Journal:**

- Introduction, Features,
- Advantages, Performa
- Journalizing & Journal Entry
- Problems on Journalizing

### **Module 3: Ledger:**

- Introduction, Importance of Ledger
- Distinction Between journal & ledger
- Format of ledger
- Ledger posting and steps involved in posting
- Balancing of ledger accounts

### **Module 4: Subsidiary Books:**

- Introduction, Subsidiary Books & IT features
- Advantages of subsidiary books
- Types of subsidiary books

### **Module 5: Trial Balance:**

- Introduction, features of trial Balance
- Preparation of trial Balance

### **Module 6: Bank Reconciliation Statement**

- Bank Reconciliation statement – Meaning & need
- Need of preparing Bank Reconciliation Statement
- Preparation of Bank Reconciliation statement
  
- **Reference Books:**
  - Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
  - Khatri, 'Financial Accounting', Tata McGraw Hill
  - Libby, 'Financial Accounting', Tata McGraw Hill
  - S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
  - Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing

**Course Name: BUSINESS COMMUNICATION**

**Course Code:**

**Course Objectives:** To make students knowledgeable of communication skills.

### **Module 1: Fundamentals of Communication**

- The importance of communication
- The basic forms of communication
- The process of communication
- Barriers to communication
- Dealing with communication barriers

### **Module 2: Group Communication**

- Definition of Group Communication
- Advantages of Group Communication
- The Do's and Don'ts of participating in a GD
- Essential Traits & Skills for GD
- Characteristics of GD
- Language for Group Discussion

### **Module 3: Interpersonal Skills**

- Building Positive Relationships
- Giving praise
- Dealing with criticism
- Managing conflict

### **Module 4: Interviewing**

- Introduction
- Different Types of Interview
- Planning for the Interview
- Conducting an Interview
- Ethics of an Interview

**Module 5: Letter Writing**

- An Introduction to Letter Writing
- objectives of letters writing
- Types of Letter
- Main Elements of a Letter
- Key Points of Better Letter Writing
- Elements of a Letter at a Glance

**Module 6: Presentation Skills**

- Definition
- Features of Presentation Skill
- Types of Presentation Skill
- Preparing Slides for Presentation
- How to Improve Your Presentation Skills

**Module 7: Negotiation Skills**

- Definition
- Types of Negotiation
- BATNA in Negotiation
- Negotiation Techniques
- Body Language for Negotiation
- Negotiation Skills

**Module 8: Nonverbal Communication**

- Nonverbal Communication Skills
- Nonverbal Communication Forms
- Para Language

➤ **Reference Books:**

- Business Communication Paperback – 1 Dec 2009 by R. C. Bhatia
- Business Communication by Pal Rajendra & Korlahalli : Publication - Sultan Chand & Company
- Business Communication by M.J. Mathew : Publication - RBSA Publications
- Business Communication by Pandey H.S, Neelima Pareek, Avantika Srivastava, Rakhi Gulati, Neha Sharma : Publication - RBD Publications

**Course Name: COMPUTER FUNDAMENTAL**

**Course Code:**

**Course Objectives:** Computers are a part of life-personal, social and professional. Use of computers has pervaded all forms of activities and all aspects of human society. It has become inevitable for students of management to learn computers and its application. To introduce the students to the fundamentals of computers and familiarize them with the jargon commonly used by computer literates. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyze data for decision making using data of different kinds? To introduce the student to the internet and its applications and thereby empowering him to utilize e-sources for upgrading his knowledge base.

**Module 1: Computer fundamentals**

- Definition of Computers
- Characteristics of Computers
- Evolution of Computers
- Basic Anatomy of the Computers
- Types Of Computers
- Storage Unit (Primary and Secondary)
- Processing Unit
- Input Devices & Output Devices
- Computer Output Microfilm (COM)
- Computer softwares
  - High-level programming language – COBOL, Fortran, BASIC, PASCAL, ADA, LISP
- Disc operating system
- features of WINDOWS-95
- Unix, Linux
- Data Backup
- Relationship between hardware and software
- Software License

**Module 2: Data Communication and Networks**

- Data Communication Definition
- Network Definition
- Types of Network – LAN, MAN, SAN, WAN
- Network Structure - Server based network, client server network, Peer to Peer network, Star Network, Bus Network, Mesh Network
- Network Media
- Network Hardware
- Common Terms In Internet World: WWW



- Types of internet connection : Analog: Dial-up Internet Access, DSL – Digital Subscriber Line, ADSL - Asymmetric Digital Subscriber Line
- Cyber crime, Cyber terrorism, Cyber extortion
- Social Engineering

### **Module 3: Office Packages**

- What is Microsoft Word 2010?
- Starting Microsoft Word
- **Ribbon Menu system in MS WORD :** Home” Ribbon Menu, Insert” Ribbon Menu, Page Layout” Ribbon Menu, References” Ribbon Menu, Mailings” Ribbon Menu, Review” Ribbon Menu, View” Ribbon Menu
- **Primary Tasks in MS WORD:** Creating a New Document, Opening an Existing Document, Saving a Document for the First Time, Saving a Document, Working With Text, Formatting – Margins, Formatting – Headers and Footers, Formatting – Page Numbers, Closing Documents
- Mail merge, Macros
- Templates in MS-Word
- Presentation using PowerPoint
- MS EXCEL - Understanding the Ribbon in MS EXCEL
- Customization Microsoft Excel Environment
- Settings for formulas MS EXCEL
- Important Excel shortcuts

### **Module 4: Advance excel and Multimedia**

- Functions in Excel – Average, MIN;MAX, COUNT IF, Function arguments
- How to enter a function
- Logical operators in EXCEL
- What are Excel Formulas: SUM, IF, Percentage, Subtraction, Multiplication, Division, COUNT, AVERAGE
- Definition of Multimedia
- Components of Multimedia
- Applications of Multimedia
  
- **Reference Books:**
- Fundamental of Computers =V. Rajaraman B.P.B. Publications
- Fundamental of Computers = P. K. Sinha
- Fundamental of Computers = ReemaThareja
- Computer Today = Suresh Basandra
- MS- Office 2000 (For Windows) = Steve Sagman

## **BBA COMMON – 1<sup>st</sup> YEAR - SEM-II – SYLLABUS**

**Course Name: ORGANIZATION BEHAVIOR**

## **Course Code:**

**Course Objectives:** After reading this lesson, you should be able to:

- Understand The Nature Of Management
- Identify And Describe The Functions Of Management
- Understand The Social Responsibilities Of Business
- Appreciate The Interests Of Various Stakeholders In The Business.

## **Module 1: Nature of Management**

- Social Responsibility Ties of Business
- Manager and Environment Levels in Management
- Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Flexibility in Planning –Characteristics of a sound Plan
- Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation
- Decision Making - Techniques and Processes

## **Module 2: Organizing**

- Organization Structure and Design
- Authority and Responsibility Relationships
- Functional Departmentation
- Delegation of Authority and Decentralization
- Interdepartmental Coordination
- Emerging Trends in Corporate Structure, Strategy and Culture
- Impact of Technology on Organizational design
- Mechanistic vs. Adoptive Structures
- Formal and Informal Organization

## **Module 3: Perception and Learning**

- Perception Definition
- Perception affects learning: Need Patterns
- Factors Influencing Perception -- the perceiver, the perceived and the situation
- Learning Theories - Classical Conditioning, Operant Conditioning
- Individual Differences and Impact on Behaviour
- Locus of Control
- Introversion and Extroversion
- Self – Monitoring
- Motivation and Job Performance - Values, Attitudes and Beliefs
- Importance of Values, Sources of Values, Types of Values
- Sources of Attitudes
- Types of Attitudes: job satisfaction, job involvement, and organizational commitment.
- Stress Management : Managing Work-Related Stress
- Employee Assistance Programmes, Receive Social Support
- Communication- Definition- Types-Process - Barriers - Making Communication Effective

## **Module 4: Group Dynamics**

- Group Dynamics – definition
- Types of Groups : Formal, Informal Group, Command and Task Groups, Interest and Friendship Groups
- Leadership - Styles - Approaches - Power and Politics
- Organizational Structure - The Horizontal Dimension of Organisational Structure , Vertical Dimension of Organisational Structure
- Modern Organisational Structures
- Organizational Climate and Culture - Organizational Change and Development

## **Module 5: Comparative Management Styles and approaches**

- Management Styles – Controlling Style, Supporting Style, Leadership style
- Management by walking around
- Unique Features of Japanese Management
- Techniques of Japanese Management
- Creativity and Innovation : The Creativity Process
- Organizational Creativity and Innovation: Climate for Organizational Creativity.
- Factors Hamper Innovation
- Entrepreneurship
- Entrepreneurship vs. Managership
- Characteristics of Entrepreneurial Managers
- Benchmarking : Types of Benchmarking
- Management of Diversity : Meaning , Reasons for Diversity
- Individual Strategies for Dealing with Diversity
  
- **Reference:**
- Drucker, Peter, F., 1981. Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- Hodgets, Richard M., 1986, Management Theory: process and Practice, Academic Press, London.
- Stoner, James. A.F. and Freeman.E.R., 1989. Management, Prentice Hall of India, New Delhi.
- Katz R.L., 1974. Skills of an Effective Administrator, Harvard Business Review, 52(5) 90- 102.

**Course Name: MACRO ECONOMICS**

**Course Code:**

**Course Objectives:** To understand the functioning of economy at the macro level. To understand how the economy is regulated through monetary and fiscal policies. To study the important indicators of the economy and their significance.

On completion of this course, the students will be able to: To explain the concept of macroeconomics. To apply the circular flow of income and expenditure. To analyze the income determination through classical and Keynesian economics. To integrate the role of fiscal and monetary policies in regulating economy.

**Module 1: Basic Concepts of Macro Economics**

- Definition and Nature of Macro economics
- Issues Addressed by Macroeconomists : Long-Run Economic Growth, Increased Output, Rates of Growth of Output, Business Cycles, Recessions, Unemployment, Inflation , The International Economy, Exports and Imports, Trade Imbalances, Budget Deficits, The Exchange Rate
- Macroeconomic Policy
- Effects of Inflation
- What Macroeconomists Do : Macroeconomic forecasting, Macroeconomic analysis, Macroeconomic research, Data development
- Economic Theory: The Classical Approach, The Keynesian Approach
- Evolution of the Classical Keynesian Debate

**Module 2: National Income Accounting**

- Scope of Economic Territory
- Related aggregates of national income
- Domestic Aggregates, National Aggregates
- Methods of Estimation of National Income: National Income at Current Price, National Income at Constant Prices, Value of Output, Value added
- Problem of Double Counting in National Income
- Components of Final Expenditure in National Income
- Components of Domestic Income in National Income
- Net Factor Income from Abroad NFIA
- Net National Disposable Income (NNDI)
- Gross National Disposable Income
- Net National Disposable Income
- Concept of Value Added of One Sector or One Firm
- Personal Disposable Income from National Income

### **Module 3: Money & Banking**

- Introduction
- Money: Meaning and Functions : Primary and Secondary Function
- Classification of Money : Full Bodied Money, Credit Money, Fiat Money
- Supply of Money/ Money Supply
- Banking : bank Definition
- Central Bank : Definition, Features, Functions
- Supervision of Central Banks
- Credit Control Measures/Measures of Monetary Policy : Quantitative & Qualitative measures
- Money Creation by the Commercial Bank (Credit Creation)

### **Module 4: Determination of Income and Employment**

- Aggregate Demand: Components of aggregate demand
- Aggregate Supply: Components of Aggregate Supply(AS) or National Income(Y)
- Consumption Function (Propensity to Consume)
- Types of Propensities to consume
- Difference Between APC and MPC
- **Saving Function (Propensity to save):** Average Propensity to Save & Marginal Propensity to consume
- Investment function, Induced Investment & Autonomous investment
- When Aggregate Demand is more than Aggregate Supply, When AD is less than AS
- **Saving and Investment Approach :** When Saving is more than Investment, When Saving is less than Investment
- Full Employment Equilibrium, Underemployment Equilibrium, Over Full Employment Equilibrium
- Multiplier, Working of Multiplier,
- Excess of Demand, Inflationary Gap, Reasons for Excess Demand, Impact of Excess Demand
- Deficient Demand, Deflationary Gap, Reasons for Deficient Demand, Impact of Deficient Demand
- Measures to correct Excess Demand: Quantitative Instrument & Qualitative Instrument
- Measures to correct Deficient Demand: Quantitative Instrument & Qualitative Instrument

### **Module 5: Balance of payments**

- Introduction
- BoP Surplus and Deficit
- THE FOREIGN EXCHANGE MARKET
- Determination of the Exchange Rate
- Flexible Exchange Rates
- Fixed Exchange Rates
- Managed Floating

- Exchange Rate Management: The International Experience
- THE DETERMINATION OF INCOME IN AN OPEN ECONOMY
- TRADE DEFICITS, SAVINGS AND INVESTMENTS

### **Module 6: Government budget and Economics**

- Introduction
- COMPONENTS OF THE GOVERNMENT BUDGET
- Revenue Budget; Capital Budget
- FISCAL POLICY : Changes in Government Expenditure, Changes in Taxes

#### **➤ Reference Books:**

- Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, New York. 1978
- Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi. 2006
- Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi. 2002
- Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
- Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- William Branson – Macro Economics: Theory and Policy. 1988 2nd Edn.
- Dr. T. G. Gite & others: “SthulArthshastra”, AtharvPrakashan, Pune. 2005.
- J. Harvey and H. Johnson – Introduction to Macro Economics
- D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006
- Samuelson, Nordhaus – Economics, Tata McGraw Hill, New Delhi-2007

## **Course Name: BASIC ACCOUNTING - II**

### **Course Code:**

**Course Objectives:** The objective of the course is to equip the students with the ability to analyze, interpret and apply the basic concepts and theories of accounting in business management. To understand Data Entry system of Book- Keeping, Petty Cash book. Preparing Final and branch Accounts.

### **Module 1: Depreciation:**

- What is Depreciation?
- How to calculate depreciation in small business?
- Types of depreciation
- Straight-line depreciation method
- Unit of Production method
- Double declining method

### **Module 2: Final Accounts**

- Definition of Final Accounts
- Components of Final Accounts : Trading Account, Profit and Loss Account, Balance Sheet
- Trading Account: Study of Debit side of Trading Account, Format of Trading Account
- Profit and Loss Account
- Balance Sheet : Assets & Liabilities

### **Module 3: ADJUSTMENT TO FINAL ACCOUNTS**

- Adjustment Entries in Final Accounts
- Usual adjustments

### **Module 4: CAPITAL AND REVENUE EXPENDITURE**

- Expenditure:
- Capital & Revenue Expenditure

### **Module 5: INTERNAL AUDITING**

- Internal Audit: Meaning,
- Internal Audit: Objectives
- Internal Audit: Advantages

### **➤ Reference Books:**

- Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
- Khatri, 'Financial Accounting', Tata McGraw Hill
- Libby, 'Financial Accounting', Tata McGraw Hill
- S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.

- Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing
- Accounting Made Simple – Accounting Explained in 100 Pages or Less by Mike Piper
- Financial Accounting - P. C. Tulsian
- Advance Accounting - Dr. Shukla & Dr. Grewal
- Modern Accountancy Volume - A. Mukherjee & M. Hanif

## **SEM- III**

**Course Name:** HUMAN RESOURCE MANAGEMENT

**Course Code:**

**Course Objectives:** After completing this course, the student should be able to –

- To have an understanding of the basic concepts, functions and processes of human resource management.
- To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, etc.

### **Module I: Introduction and Scope**

- Concept of HRM
- Characteristics of HRM
- Scope of HRM
- Objectives of HRM
- Importance of HRM
- Functions of HRM
- Roles of HRM
- Origin, Evolution and Development of HRM

### **Module II: Human Resource Planning (HRP)**



- Concept of HRP
- Factors affecting HRP
- Process of HRP

## **Module III: Job Design and its Techniques**

- Concept of Job Design
- Approaches to Job Design
- Factors affecting Job Design
- Techniques of Job Design

## **Module IV: Job Analysis and Description**

- Job Analysis
- Significance of Job Analysis
- Process of Job Analysis
- Methods of information collection for Job Analysis
- Job Description
- Components of Job Description
- Job Specification

## **Module V: Human Resource Procurement**

- Concept of Recruitment
- Importance of Recruitment
- Recruitment Process
- Sources of Recruitment
- Meaning of Employee Selection
- Selection Procedure

- Meaning of Employee Placement
- Meaning of Induction
- Induction in Indian companies
- Conducting Effective Induction Programme
  
- **Reference Book:**
- Human Resource Management by Dr. T. K. Jain, Dr. Preeti Chugh
- Organization Effectiveness and Change Management by V.G. Kondalkar
- O.D. Interventions and Strategies edited by S Ramanarain, T.V. Rao and Kuldeep Singh
- Human Resource Management by Gary Dessler

## **Course Name: MARKETING MANAGEMENT**

### **Course Code:**

**Course Objectives:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices

### **Module I: Introduction to marketing**

- Introduction to marketing
- Marketing concepts
- Marketing process
- Marketing environment
- Buyer Behavior
- Market segmentation, targeting and positioning
- Introduction to marketing mix

### **Module II: Product Marketing**

- Product Decisions
- Concept Of A Product
- Product Mix Decisions
- Brand Decision
- New Product Development Strategies
- Product Life Cycle Strategies

### **Module III: Pricing**

- Pricing Decisions
- Pricing Objectives and Approaches
- Pricing Policies and Constraints
- Pricing Methods

### **Module IV: Place (Marketing Channels)**

- Nature of marketing channels
- Structure and design of marketing channels
- Retailers and Wholesalers

### **Module V: Advertising and Promotion**

- Promotion Decision
- Promotion Mix
- Advertising Decision
- Objective And Campaign
- Ad Effectiveness
- Sales Promotion And Publicity
- Sales Force Decision

### **Reference Book:**

- Sales and Marketing Management (Mathur Prakash)
- The Practical Guide to Sales & Marketing Management Gene Garofalo

**Course Name:** LEGAL ASPECTS OF BUSINESS

**Course Code:**

**Course Objectives:** The objectives of the course are: To provide a basic understanding of various statutory provisions that confronts business managers while taking decisions.

## **Module 1: Indian**

## **Contract Act – 1872**

- Introduction – Definition of contract – agreement – offer – acceptance – consideration
- Contractual capacity – contingent contract – Quasi contract – performance – Discharge –
- Remedies to breach of contract.

## **Module 2: Partnership & Sale of Goods Act**

- Essentials of partnership,
- Rights and duties of partner
- Types of partners.
- Dissolution of partnership.
- Sale of Goods Act: Sale and Agreement to sell, Conditions and Warrantees,
- Transfer of property, Finder of goods, Performance of contract of sale, Rights of an unpaid seller

## **Module 3: Contract of Agency**

- Essentials of Contract of Agency – Creation of Agency
- Kinds of Agents – Comparison Between an Agent and Servant – Comparison Between an Agent and Independent Contractor
- Relationship of Principal and Agent – Duties of an Agent – Rights of an Agent
- Duties and Rights of the Principal – Delegation of authority by an Agent –
- Sub Agent Position of Principal and Agent in relation to third Parties
- Termination of Agency.

## **Module 4: Company – Formation**

- Memorandum – Articles – Prospective Shares – debentures
- Directors – appointment – Powers and duties.
- Meetings – Proceedings – Management
- Accounts – audit – oppression & mismanagement – winding up.

## **Module 5:**

## **The Consumer Protection Act, 1986**

- Object – Rights of Consumers –Important Terms
  - Consumer Complaint - Consumer Protection Councils
  - Redressal Machinery – District Forum – State Commission - National Commission.
  - Cyber Law -Need for Cyber laws
  - Cyber law In India – Information Technology Act – 2000 – Defining Cyber Crime –
  - Types of Cyber Crimes – Preventing of Computer Crime
- 
- **Reference Book:**
  - Law of Business contracts in India by Sairam Bhat, Sage, [www.sagepublications.com](http://www.sagepublications.com)
  - Company law, Ashok K Bagri Vikas publishing House.
  - Business Law, chandra Bose, PHI learning India PVT Ltd.

**Course Name: COST AND MANAGEMENT ACCOUNTING**

**Course Code:**

### **Course Objectives**

1. To impart basic knowledge of both financial and cost accounting.
2. To understand financial statements and reports to make decisions.

### **Module I: Overview of Cost Management Accounting and Introduction to cost Terms**

- Definition, Scope and functions of Management Accounting
- Difference between Management Accounting and Financial Accounting
- The Management Accountant: Strategic Decisions, Decision making, Planning and control, Cost-Benefit Approach
- The Chief Financial Officer and The Controller
- Costs and Cost Terminology: Direct Costs and Indirect Costs, Cost Allocation, Variable Costs and Fixed Costs, Cost Drivers, Relevant Range, Total Costs and

## Unit

Costs, Inventoriable Costs and Period Costs, Prime Cost and Conversion Cost

➤ Relationship Of Types Of Costs

### **Module II: Cost concepts**

- Introduction
- Determination of costs
- Elements of Cost
- Cost classification

### **Module III: Overheads**

- Introduction
- Allocation, Apportionment, Absorption
- Control over Factory
- Administration
- Selling and distribution overheads

### **Module IV: Marginal costing**

- Introduction
- Characteristics/Features of Marginal Costing
- Need for Marginal Costing
- Advantages & Disadvantages of Marginal Costing
- Distinction between absorption costing and marginal costing
- Cost volume profit (CVP) Analysis
- Break Even Analysis
- Margin of safety

### **Module V: Budget and budgetary control**

- Introduction
- Objectives

- Advantages and limitations
- Production budget
- Sales budget
- Cash budget
- Flexible budget
  
- **Reference Book:**
  - Management Accounting – My Khan & P K Jain. Tata Mcgraw hill.
  - Management Accounting – A. Murthy and S. Gurusamy – By Tata Mcgraw Hill.
  - Management Accounting – Paresh shaw – Oxford University Press.
  - Management Accounting – NM Singhvi and Ruzbeh J. Bodhanwala PHI learning PVT Ltd.
  - Management Accounting, Principles and Applications – HUGH Coombs, David Hobbs and Ellis Jenkuis – By Sage [www.sagepublications.com](http://www.sagepublications.com)
  - Managerial Accounting – Indian Edition Ronald W. Hicton, G. Ramesh and M. Jayadev by Tata Mcgraw Hill.

**Course Name:** CONFLICT MANAGEMENT & NEGOTIATION SKILLS

**Course Code:**

**Course Objectives:** To enhance and improve the techniques and skills in conflict management; To manage interpersonal disputes among parties; To understand and acquire different negotiation skills.

## **Module 1: Introduction to Conflict Management**

- Meaning and Source of Conflict
- Types of Conflict
- Levels of Conflict

- Traditional and Modern Approaches to Conflict
- Functional and Dysfunctional Conflicts
- Conflict Process
- Management of conflict Resolution & Stimulation Techniques
- Dual Concern Model of Conflict

## **Module 2: Conflict Handling Styles**

- Four Myths about Conflict
- Team Conflict
- Understanding individual styles for handling Inter Personal Conflict
- Cross Cultural differences in Approaches to Conflict
- Importance of Emotional Intelligence

## **Module 3: Overview of Negotiation**

- Elements of Negotiation
- Multiparty Negotiations
- Stages of Negotiation Process
- Issues for Negotiation
- Preparation for Negotiations
- Types of Negotiation
- Strategies and Tactics in Negotiation
- Bargaining & Negotiation- Differences and similarities
- BATNA
- Context of Mediation
- Conciliation
- Arbitration
- Principles of Persuasion
- Persuasion Strategy and its Effectiveness

## **Module 4: Effective Negotiations Skills**



- Need for Developing Negotiation Skills
- Breakdown of Negotiation- Causes and Consequences
- Third Party Intervention
- Impasse and Alternative Dispute Resolution (ADR)
- Intractable Negotiations, Characteristics that make a Negotiation more intractable
- Effective Negotiation- Mutual Trust and Understanding
- Challenges for Effective Negotiators

## **Module 5: Cultural Dimensions in Negotiation**

- Understanding Cultural Differences in Negotiation
  - Hofstede's Cultural Dimensions
  - Seven Pillars to Negotiational Wisdom
  - International Negotiations
  - Best Practices in Negotiations
- 
- **Reference Book:**
  - Booth, A., Crouter, A. C., & Clements, M. (Eds). Couples in Conflict. Mahwah, NJ: Lawrence Erlbaum.
  - Casing a Promised Land by Goodall: Carbondale: Southern Illinois University Press.
  - Conflict Management & Organization Development by Willem F.G. Mastenbroe: John Wiley & Sons.
  - Coser, L. The Functions of Social Conflict. New York: Free Press.
  - Cupach, W.R. & Canary, D.J (1997). Competence in Interpersonal Conflict. Prospect Heights, IL: Waveland.
  - International Journal of Conflict Management by Jones, T.S., Remland, NonVerbal Communication and Conflict Escalation: An attribution Based Model.
  - Leading Through Conflict, How Successful Leaders Transform Differences into Opportunities by Mark Gerzon: Harvard Business School Press.
  - Nagy, M. Philosophical Issues in the Psychology of C.G. Jung. Albany: SUNY Press.  
"Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts" by Malhotra

## **SEM- IV**

**Course Name:** ENTREPRENEURSHIP DEVELOPMENT

**Course Code:**

**Course Objectives:** The students develop and can systematically apply

an **entrepreneurial** way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully. process; protection of intellectual property involving patents, trademarks, and copyrights.

## **Module I: Introduction**

- Meaning, Definition And Concept Of Entrepreneur
- Entrepreneurship And Entrepreneurship Development
- Factors Affecting Entrepreneurship
- Characteristics And Skills Of An Entrepreneur
- Entrepreneur V/S Manager
- Concepts Of Intrapreneurship
- Types Of Entrepreneurs, Functions Of Entrepreneur
- Advantages Of Becoming An Entrepreneur
- Entrepreneurial Decision-Process, Challenges Faced By Entrepreneurs
- Common Mistakes In Entrepreneurship, And Changing Role Of Entrepreneur
- Women Enterprises
- Social Entrepreneurship
- Rural Entrepreneurship

## **Module II: Entrepreneurial Finance & Development Agencies**

- Estimating Financial Funds Requirement
- Sources of finance - Banks VIEW
- Various Financial institutions (including IFCI, ICICI, IDBI and SIDBI)
- Financing of small scale industries in Developing Countries
- Role of Central Government and State Government in Promoting Entrepreneurship with Various incentives, Subsidies, Grants
- Export Oriented units - Fiscal & Tax Concessions
- Role of Agencies Assisting Entrepreneurship:
- DICs, SSIs
- NSICs, EDII
- NIESBUD, NEDB
- Entrepreneurship Development Institute (EDI)
- New initiatives taken by Government to Promote Entrepreneurship in India at Larger Scale

## **Module III: Developing Entrepreneurial Mind-set**

- Idea Generation-Sources and Methods
- Identification and Classification of ideas
- Individual Creativity: Roles and Process
- idea to Business opportunity
- Entrepreneurial Motivation, Meaning of Entrepreneurial Competencies
- Major Entrepreneurial Competencies
- Developing Entrepreneurial Competencies
- Opportunity Assessment
- Business opportunities in Various Sectors
- Challenges of New Venture Start-Up
- Reasons for failure of New Venture
- How to begin with Low investment

## **Module IV: Developing a Business Plan**

- Environmental Scanning and SWOT analysis
- The Business Plan as an Entrepreneurial Tool
- Business Planning Process:
  - Elements of Business Planning
  - Preparation of Project Plan
- Components of an ideal Business Plan:
  - Market Plan, Financial Plan
  - Operational Plan
  - Feasibility Analysis Aspects
  - Economic Analysis
  - Financial Analysis
  - Market and Technological feasibility

## **Module V: Launching a New Venture**

- Steps involved in launching a business (Process Charts)
- Various Forms of business ownership
- Registration of business units
- Start-up to going IPO
- Revival, exit and end to a Venture

➤ **Reference Book:**

1. “Entrepreneurial Development” by Khanka S S
2. “Entrepreneurial Development and Small Business Management” by Dr P T Vijayashree& M Alagammai
3. “Entrepreneurial Development” by Desai

**Course Name:** LEADER SKILLS AND MANAGERIAL EFFECTIVENESS

**Course Code:**

**Course Objectives:**After completing this course, participants should be able to:

1. Understand the fundamental aspects of managing and leading organizations
2. How to practice effective leadership and management
3. How to create Team giving best output.
4. How to Manage Change, Communication and Action Plan

## **Module 1: Introduction to Leadership & Management**

- Differentiating between Management and Leadership
- Factors of Leadership
- Leadership challenges at work
- Management challenges at work

## **Module 2: Practicing Effective Leadership**

- Recognising Leadership Styles:
- Effective delegation and situational leadership
- The Managerial Grid: Blake and Mouton
- Four development levels of followers
- The four situational leadership styles
- Adapting your leadership style
- Influencing and motivating your team
- The Art of Persuasion and Negotiation
- The Speed of Trust - The Heart of Leadership

## **Module 3: Practicing Effective Management**

- The Essentials of Management: Planning, Organising, Controlling
- The Top Ten Qualities of an Excellent Manager
- Interviewing and Selection Skills
- Running Effective Meetings
- Making Effective and Impactful Presentations
- Managing Performance
- Decision Making and Delegation Skills

## **Module 4: Creating High Performanc e Teams**

- Teamwork in Action
- Team Learning and Performance
- Team Evolution Stages
- Managing Remote Teams
- Coaching and Mentoring Skills for Managers
- Managing of Challenging Behaviors
- Managing Pressure: Urgency vs Important
- Strategies for Different Quadrants on the Matrix

## **Module 5: Managing Change, Communication and Action Plans**

- Understanding Change and How Teams Respond
  - The content and process dimensions of change
  - Why do Organisations Resist Change?
  - Overcoming Resistance
  - Managing Change Effectively
  - Effective Communication Skills
  - Improving internal communications
  - Getting Things Done: Practical Action Planning
- 
- **Reference Book:**
  - Bass, B.M. (1990). Bass and Stogdill's Handbook of Leadership: Theory, Research and Managerial Applications. 3rd Ed. New York: Free Press.
  - Bing, John W. (2004, February). Hofstede's Consequences: The impact of his work and on consulting and business practices. The Academy of Management Executive. Briarcliff Manor: February 2004. Vol.18, No. 1: pp. 80-87.
  - Black, J. Stewart & Porter, Lyman W. (1991) Managerial Behaviours and Job Performance: A Successful Manager in Los Angeles May Not Succeed in Hong Kong. Journal of International Business Studies, 1991, 22(1): 99-114., Journal of International Business Studies, 22(1), 99-114
  - Bolman, Lee G., and Deal, Terrence E. (2003). Reframing Organisations: Artistry, Choice, and Leadership. San Francisco: Jossey-Bass Publishers.

**Course Name:** PROJECT MANAGEMENT

**Course Code:**

**Course Objectives:** 1. To develop critical thinking and knowledge in project Management's theory and

practice.

- To help students develop the competence of analyzing the feasibility of the project.
- To provide the student with analytical skills for solving problems relating to project management..

## **Module 1: Introduction to Projects**

- Definition of Project Management
- Project Management
- Project Manager and his Responsibilities
- PM as a Profession
- Selection of a Project Manager
- Fitting Projects into Parent Organization
- Project Management Team
- Phases of Project Management
- Project Environment
- The 7S of Project Management

## **Module 2: The Project Life Cycle**

- Concept of Project Management
- Project Life Cycle
- Project Classification Extended and Project Life Cycle

## **Module 3: Strategic Management and Project Selection**

- Selection Process of Project
- Project Selection and Criteria
- Nature of Project Selection Models
- Types of Project Selection Models
- Analysis under Certainty

## **Module 4: Project Analysis and Selection**

- Project Initiation and Resource Allocation
- Why is Resource Allocation needed?
- Market Analysis and Demand Analysis
- Criteria for a Good Forecasting Method
- Technical Analysis
- Material Inputs and Utilities
- Basis of Government Regulatory Framework
- Project Proposal and Project Portfolio Process

## **Module 5: Functions of a Project Manager**

- Functions of a Project Manager
  - Roles and Responsibilities of a Project Manager
  - Delegation of Authority
  - Building Project Team
  - Project Organisation
  - Matrix Organisation
  - Project Team and Human Factors
- **Reference Books:**
- Clements/Gido, Effective Project Management, Thomson
  - Clifford F. Gray and Erik W. Larson, Project Management, Tata McGraw Hill
  - Dennis Lock, Project Management, Ninth Edition, Gower
  - K. Nagarajan, Project Management, Third Edition, New Age International
  - P.C.K. Rao, Project Management and Control, Sultan Chand & Sons
  - Prasanna Chandra, Projects - Planning, Selection, Financing, Implementation, and Review, Sixth Edition, Tata McGraw Hill
  - Vasant Desai, Project Management, Second Revised Edition, Himalaya Publishing House

**Course Name: SMALL BUSINESS MANAGEMENT**

### **Course Code:**

**Course Objectives:** To enable the students to know the importance of small scale business in a developing economy like India and motivate the students to start small scale business.

## **Module 1: Basics of Small Business Enterprise**

- Small Business - Definition - Features
- Role of Small Business in Economic Development
- Reasons for Establishing Small Business
- Quality of Small Businessmen
- Advantages and Disadvantages of Small Business
- Reasons for Failures of Small Business
- Characteristics of Successful Small Businessmen
- Different Stages of Small business



- Steps in Setting up a Small Business
- Crisis Management in Business
- Relationships between Small and Large Units
- Small Sector in India
- A note on Family Business.

## **Module 2: Dynamics of Small Business**

- Concepts and Definitions of Small Scale Industries (SSIs)
- Role of SSIs -
- Government Policy and Development of SSIs
- Growth and Performance -SSI
- Reservation of items for SSI
- Problems of SSI
- Sickness of SSI: Causes, Symptoms and Cures

## **Module 3: Institutions Supporting Small Business**

- Central, State and Other Institutional Support for SSI
- Technological Upgradation and Institutional facility for SSI
- Incentives and Subsidies for SSI.

## **Module 4: Management of Small Business**

- Production Management in Small Business Enterprises
- Financial Management in Small Business Enterprises
- Marketing Management in Small Business Enterprises
- Strategic Management in Small Business Enterprises
- Personal Management in Small Business Enterprises
- Office Management in Small Business Enterprises

## **Module 5: International Small Business**

- Preparing to go International
- International Business Plan
- Establishing Business in Another Country
- Exporting & Importing
- Financial Mechanisms for Going International
- The International Challenge
  
- **Reference Books:**
- Small Business Management Hardcover - 26 September 2013 by Leslie Palich (Author), Frank Hoy (Author), Justin G. Longenecker (Author), J. Petty (Author).

**Course Name:** DIGITAL MARKETING & E –COMMERCE

**Course Code:**

**Course Objectives:** The Course aims to provide an insight into the dynamic and exciting industry that is digital marketing and e-commerce.

### **Module 1: Introduction to E-commerce**

- E-Commerce - Meaning, Features of E-Commerce, Categories of E-Commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce
- E-Commerce Environmental Factors: Economic, Technological, Legal, Cultural and Social
- Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce.
- Impact of E-Commerce on Business, E-Commerce in India
- Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education
- Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce

### **Module 2: 2 E-Business and Applications**

- E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business
- Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning.
- Bricks and Clicks Business Models in E-Business: Brick and Mortar, Pure Online,

Bricks and Clicks, Advantages of Bricks and Clicks Business Model, Superiority of Bricks and Clicks, E-Business Applications: E-Procurement, E-Communication, E-Delivery, E-Auction, E-Trading.

- Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI.
- Website: Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle Approach for Building a Website, Different Ways of Building a Website

### **Module 3: Payment, Security, Privacy and Legal Issues in E-Commerce**

- Issues Relating to Privacy and Security in E-Business.
- Electronic Payment Systems: Features, Different Payment Systems: Debit Card, Credit Card, Smart Card, E-Cash, E-Cheque, E-Wallet, Electronic Fund Transfer.
- Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.
- Types of Transaction Security.
- E-Commerce Laws: Need for E-Commerce laws, E-Commerce Laws in India, Legal Issues in E-Commerce in India, IT Act 2000

### **Module 4: Digital Marketing**

- Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.
- Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing and Content Influencer Marketing, Campaign Marketing, E-mail Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts and Vodcasts.
- Digital Marketing on Various Social Media Platforms.
- Online Advertisement, Online Marketing Research, Online PR.
- Web Analytics.
- Promoting Web Traffic.
- Latest Developments and Strategies in Digital Marketing.

### **Module 5: Managing your career**

- What do Digital Marketers do?
- Where to work in Digital Marketing : Client-side, Vendor, Agency
- Digital Disciplines
- Preparing for Job in Digital Marketing & E-commerce

### **➤ Reference Books:**

- Risk Management for meeting and events by Julia Rutherford silvers
- Event Risk Management and Safety (The Wiley Event Management Series) by Peter. E. Tarlow

# **Bachelors for Business Administration in Logistic and Supply Chain**

## **CURRICULUM & COURSE CONTENT FOR BBA LOGISTIC**

### **AND SUPPLY CHAIN – Third YEAR**

#### **SEM-V**

**Course Name:** MATERIAL MANAGEMENT

**Course Code:**

**Course Objectives:** To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations. To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing. To realize the importance of materials both in product and service. Use of MRP, ERP and PLM in managing materials

#### **Module I: Introduction to materials management**

- Meaning and Scope
- Objectives and Significance of Materials Management
- Material Management in Other Areas of Management Functions

#### **Module II: Planning, Purchasing & Procurement**

- Definition of purchasing
- Definition of procurement
- Activities and procedures in Purchasing and Procurement
- Objectives of Procurement and purchasing
- Types of purchasing
- Functions of purchasing

#### **Module III: Vendor Management**

- Suppliers Selection
- Vendor Rating and Vendor Rating Techniques
- Vendors Development and Vendors' Relationship

#### **Module IV: Inventory Management**

- Different Costs of Inventory,
- Optimal Order Quantity
- EOQ
- Inventory Models with Purchase Discounts
- Buffer Stocks, Fixed Order Period Model, Safety Stocks, Optimum Level of Safety Stock Inventory Control, Elements of Effective Inventory Control, Advantages, Procedure for Setting up an Efficient Inventory Control System,
- V.E.D. Analysis, S.D.E. Classification, F.S.N. Analysis, X.Y.Z. Analysis
- Logistics Management and Its Link with Inventory Control and other Areas

### **Module V: Stores Management**

- Introduction
- Storage System
- Stores Accounting Systems
- Stock Verification Systems
- Automated Storage Retrieval

### **Module V: E-Business And Logistics**

- Definition
- Common Security Measures for E-Business Systems
- Identify the common Security Measures for E-Business Systems
- Analyze the challenges in e - logistics
- E - Procurement
- E-Fulfillment
  
- **Reference Book:**
- Books Recommended: Materials and logistics Management - Prof. Shailesh Kasande
- Materials and logistics Management - Dr. L. C. Jhamb
- Materials Management - Mr. K. K. Ahuja
- An integrated approach to Materials Management - Gopalkrishnan & Sundersan Personnel

## **Course Name: MANAGING BUSINESS PROCESS FLOWS-1**

### **Course Code:**

**Course Objectives:** On the successful completion of the course, students will be able to recognize the Business Processes in various businesses and understand the customer needs and expectations. Explain the importance of Quality Management, setting of Standard Operating Procedure and fixing SLA. Employ Process Mapping techniques to bring forth a clear understanding of a process. Prepare Value Stream Mapping for any business processes

### **Module 1: Introduction to Process Management**

- Process Definition
- Recognition of Business Processes
- Core Processes Vs Support Processes
- Components of Process Management
- Understanding Internal Customer Vs End User

### **Module 2: Business Process Services (BPS) Overview**

- Outsourcing Environment
- Need for Outsourcing
- Business Processes outsourced to India
- BPS Life Cycle - Sales/Solutioning - Transition - Steady State - Value Creation

### **Module 3: Metrics Management, Process Mapping Techniques, Kano Model**

- Metrics Management
    - Service Level Agreements
    - Business Metrics Vs Operations Metrics
    - Target Setting
  - Process Mapping Techniques
    - Process Levels - Process Mapping - Symbols, SIPOC, SIPOC Fundamentals
-

- Kano Model
  - Customer Expectations in Business Process Outsourcing

#### **Module 4: Quality Management**

- Introduction to Quality Management
  - Quality Definition
  - Quality Control Vs Quality Assurance
  - International Quality Standards
- Transaction Monitoring Process
  - Sampling inspection
  - Transaction monitoring cycle - Inspection - feedback - RCA - Assurance

#### **Module 5: Defects Management**

- Defect Vs Defective
- Opportunity Definition
- DPU/DPMO calculations
- FPY & COQ
- Value Stream Mapping
- Standard Operating Procedures
- **Reference Book:**
  - Business Process Management: Practical Guidelines to Successful Implementations by John Jeston
  - The Ultimate Guide to Business Process Management: Everything You Need to Know and How to Apply it to Your Organization by Theodore Panagacos
  - Fundamentals of Business Process Management by Marlon Dumas, Marcello La Rosa, Jan Mendling, and Hajo A. Reijers

### **Course Name: LOGISTICS MANAGEMENT SYSTEM-1**

#### **Course Code:**

**Course Objectives:** To summarize the value of focusing on information business logistics systems which drives improved accuracy and decision-making at all levels of management.

#### **Module 1: Introduction to Logistic Management System and its modules**

- Introducing and integrating LMS in your organization

#### **Module 2: Order Management System**

- Introducing OMS and its use in organization

#### **Module 3: Inventory Management System**

- Introducing IMS and its use in organization

#### **Module 4: Warehouse Management System**

- Introducing WMS and its use in organization

- Warehouse design
- Picking
- Packing
- Labor Management

## **Module 5: Strategic transport planning**

- Choosing a shipping method
- Connecting to the carrier network
- Defining customs fees and documentation for global fulfillment
  
- **Reference Book**
  
- Logistics Management by S. K. Bhattacharya
- “Introduction to Logistics Systems Management (Wiley Essentials in Operations Research and Management Science)” by Gianpaolo Ghiani and Gilbert Laporte
- “Adaptive Search and the Management of Logistic Systems” by Christian Bierwirth

## **Course Name: PROCUREMENT & SUPPLY OPERATIONS**

### **Course Code:**

**Course Objectives:** On completion of the module, learners will be able to identify the fundamental roles and activities, the systems, procedures, processes and contracts associated with the procurement and supply function.

### **Module 1: Introducing to Procurement and Supply**

- Introduction
- PROCUREMENT CYCLE AND THE INTERNAL ORGANISATIONAL RELATIONSHIP
- Purchasing Department and Organisational Relationships
- PURCHASING ORGANIZATION AND CONCEPT OF CENTRALISATION AND DECENTALISATION OF PURCHASING AUTHORITY
- Inspection Of Purchased Materials And Parts
- QUALITY ASSURANCE ACTIVITIES

### **Module 2: Pricing Procedures in Procurement and Supply Function**

- Importance of Obtaining Materials at the Right Price
- The Role of Price in Purchasing
- Factors Influencing Price Setting
- The Use and Importance of Discounts in Procurement
- Types of Discounts
- SUPPLIER'S SELECTION ACTIVITIES
- MANAGING PROCUREMENT ACTIVITIES

### **Module 3: Procurement Practice and Methods**

- Definition
- The classifications of works found in a procurement operation
- Origin of the Need to Purchase
- MANAGEMENT OF INVENTORY
- ABC ANALYSIS: THE 80-20 CONCEPT



#### **Module 4: Government Purchasing & Competitive Bidding Procurement**

- GOVERNMENT PURCHASING
- COMPETITIVE BIDDING PROCUREMENT
- NEGOTIATED PROCUREMENTS
- EXPEDITING OR FOLLOW-UP OF ORDER
- Buying Internationally

#### **Module 5: Inventory, Logistics and Expediting**

- Identify the key role that inventory has to play
- Define the principles and processes associated with effective logistics control
- How effective expediting can be achieved in procurement and supply

#### **➤ Reference Book:**

- Procurement, Principles & Management (11th edition) -By Peter Bailey, David Farmer, Barry Crocker, David Jesson and David Jones
- The Procurement and Supply Manager's Desk Reference - 2nd Edition. By Fred Sollish, John Semanik
- Law of Purchasing and Supply - Third Edition. By Margaret Griffiths and Ivor Griffiths

**Course Name:** OPTIMIZATION METHODS IN MANAGEMENT SCIENCE-1

#### **Course Code:**

**Course Objectives:** This course introduces students to the theory, algorithms, and applications of optimization. The optimization methodologies include linear programming, Sensitivity Analysis and shadow prices, Game Theory, Slack and Artificial Variables integer programming, and decision trees. Applications to logistics, manufacturing, transportation, marketing, project management, and finance

#### **Module 1: Introduction to Operations research**

- Introduction
- Significance of Operations Research
- Scope of Operations Research
- History of Operations Research
- Applications of Operations Research
- Models of Operations Research

#### **Module 2: Linear Programming Problems**

- Basic Terminology
- Application of Linear Programming
- Advantages and Limitations of Linear Programming
- Formulation of LP Models
- Maximization Cases with Mixed Constraints
- Graphical Solutions under Linear Programming
- Minimization Cases of LP

#### **Module 3: Linear Programming Problem – Simplex Method**

- Introduction
- Simplex Method of Linear Programming
- Special Cases in Linear Programming

#### **Module 4: Sensitivity analysis and shadow prices**

- Meaning of Sensitivity Analysis
- Measurement of sensitivity analysis
- Methods of Sensitivity Analysis
- Using Sensitivity Analysis for decision making
- Meaning of Shadow Prices
- Need and Determination of Shadow Prices
- Limitations of Shadow Prices
- Uses of Shadow Prices

#### **Module 5: Game Theory, Slack and Artificial Variables**

- Game Theory Definition
- The Uses of Game Theory in Management Science
- Slack Variables definition
- Use of Slack Variables
- Artificial Variables definition, techniques-operation- research
- Slack Variables VS Artificial Variables

#### ***➤ Reference Book:***

- Optimization Techniques in Operation Research Paperback - 28 Jun 2012 by C. B. Gupta

# **Bachelors for Business Administration in Logistic and Supply Chain**

## **CURRICULUM & COURSE CONTENT FOR BBA LOGISTIC**

### **AND SUPPLY CHAIN – Third YEAR**

#### **SEM-VI**

**Course Name:** SUPPLY CHAIN CONCEPTS & PLANNING

**Course Code:**

**Course Objectives:** The objective of this course is to understand objective of SCM, SCM concepts, Seven Principles of SCM and know Supply Chain Planning strategies and methods.

#### **Module I: Supply Chain Management Concepts**

- A Definition of Supply Chain Management
- Types of Flow in Supply Chain Management:
- Benefits of Supply Chain Management Software
- SCM Flows
- THE FLOW OF RISK
- SCM Process
- Why supply chain management is important?
- Important Supply chain trends
- What is the Digital Supply Chain and how to be successful
- 7 Principles of Supply Chain Management

#### **Module II: Importance of Supply Chain Management**

- Business and Consumer perspective
- Societal Roles of SCM

#### **Module III: Finding the Right Career in SCM**

- Finding the Right Career
- Potential SCM Employers
- Salary Outlook
- 8 key benefits of effective supply chain management
- The future of work in supply chain
- THE FUTURE DIGITAL SUPPLY CHAIN ORGANIZATION
- PREDICTIVE DEMAND MANAGEMENT
- END-TO-END SUPPLY PLANNING AND EXECUTION
- NO-TOUCH ORDER MANAGEMENT
- ADVANCED NETWORK CONFIGURATION
- OPERATIONAL LOGISTICS
- DATA MASTERY
- BUILDING A HIGH-PERFORMANCE WORKFORCE

#### **Module IV: Managing Decentralized Supply Chains**

- Decentralize Your Supply Chain to Improve Efficiency
- Decentralized supply chain advantages

- What is Supply Chain Coordination
- Types of supply chain contracts
- Supplier Management
- Procurement Auction
- Strategic Sourcing Process
- Offshoring
- Supply Chain Disruption

## **Module V: Supply Chain Planning strategies and methods**

- Supply Chain Planning: Process, Methods, and Strategies
- Supply Chain Data Collection Can Help Improve Urban Logistics
- Data Collection Also Leads to In-company Improvements
- Data Management and the Supply Chain
- The Five Principles of Lean
- Increasing Supply Chain Visibility
- What is standardization in the supply chain?
  
- ***Reference Book***
- Supply Chain Management: Strategy, Planning, and Operation 6th edition by Chopra and Meindl. Pearson (ISBN 978-0-13-380020-3).

## **Course Name: MANAGING BUSINESS PROCESS FLOWS-2**

### **Course Code:**

**Course Objectives:** On the successful completion of the course, students will be able to identify the various types of risk prevalent in Business Processes. Understand the various process improvement methods like Lean and Six Sigma. Apply problem solving tools and identify the problem. Develop a problem statement and project charter.

### **Module 1: Problem Solving Techniques**

- WHAT IS THE PLAN-DO-CHECK-ACT (PDCA) CYCLE
- WHEN TO USE THE PDCA CYCLE
- PLAN-DO-CHECK-ACT EXAMPLE
- PDCA RESOURCES
- PDCA (Plan Do Check Act)
- 5-Why Problem Solving
- Problem solving
- 9 essential problem solving tools
- How to brainstorm: 4 ways to get the creative juices flowing
- 7 quality tools
- What is Why Why ANALYSIS?
- Process FMEA
- Failure Mode

### **Module 2: Process Improvement Methods**

- WHAT IS PROCESS IMPROVEMENT?
- Why is Process Improvement So Important?
- BPM Software
- What is process improvement?
- 7 steps to process improvement
- 14 Principles of Lean Toyota Production System (TPS)
- HOW TO OPTIMIZE YOUR SUPPLY CHAIN WITH CONTINUOUS PROCESS IMPROVEMENT
- Push and Pull Strategy in Supply Chain Management
- The Verdict- Combination of PULL and PUSH Strategy
- What is House of Quality?
- Primary Purposes of QFD & House of Quality
- Jidoka
- Origin of Jidoka
- What Is Just-in-Time (JIT)?
- Value Stream Mapping (VSM) Definition
- Value Stream Mapping in Knowledge Work
- WHAT IS 5S?
- 5S in Lean Manufacturing
- Kaizen

### **Module 3: Process Improvement Methods – Six Sigma I**

- What is Six Sigma?
- Methodologies of Six Sigma
- Features of Six Sigma
- Six Sigma

- DMAIC Methodology
- DMADV Methodology
- DFSS Methodology
- Develop a Project Charter
- Develop the SIPOC process map
- Data Collection Plan and Data Collection
- Failure Mode and Effects Analysis – FMEA
- Source Analysis
- Process Analysis
- Quality control
- Defects Per Unit – DPU

#### **Module 4: Six Sigma II**

- BASELINING
- Why is baselining important to understand?
- MEASUREMENT SYSTEM ANALYSIS (MSA)
- An industry example of Measurement System Analysis (MSA)
- Normal Distribution | Examples, Formulas, & Uses:
- What is the standard normal distribution?
- How to Calculate a Sigma Value
- WHAT IS PROCESS CAPABILITY?
- ASSESSING PROCESS CAPABILITY
- PROCESS CAPABILITY RESOURCES
- Sampling Errors
- What is Hypothesis Testing ?
- Correlation and Regression
- Difference between Correlation and Regression
- What are Control Charts?
- Control Plan
- What is Market Structure?

#### **Module 5: Risk Management**

- INTRODUCTION
- A REVIEW ON RESEARCH RESOURCES AND LITERATURE STUDY:
- Risk
- Supply chain risks
- Risk models in supply chain
- RESEARCH METHOD

##### ***➤ Reference Book:***

- Business Process Management: Practical Guidelines to Successful Implementations by John Jeston
- The Ultimate Guide to Business Process Management: Everything You Need to Know and How to Apply it to Your Organization by Theodore Panagacos
- Fundamentals of Business Process Management by Marlon Dumas, Marcello La Rosa, Jan Mendling, and Hajo A. Reijers

## **Course Name: LOGISTICS SYSTEMS-2**

### **Course Code:**

**Course Objectives:** This course helps to understand integrations of TMS and LMS and technological drivers of change.

### **Module 1: Transport Management System**

- Delivery Service and Scheduling
- Delivery Management
- Top 5 Best Delivery Scheduling & Management Software Solution
- Cross-docking
- Last mile logistics
- Order tracking
- What Type of Order Tracking Is Suitable for My Business?
- Transportation accounting

### **Module 2: Reverse logistics**

- Reverse Logistics
- Information tracking
- Return Status
- Quality Assurance tracking

### **Module 3: Logistics Analysis**

- Logistics Analysis
- LAS Reporting

### **Module 4: Integration of LMS**

- LMS Integration – What it Means and Why is It Important
- LMS Integration
- The Functional Integration Components
- The Technical Concepts
- Using LMS from your ERP provider
- What are 3PLs and why do brand manufacturers use them?
- The complexity of 3PL integration
- Orderful: the ultimate EDI solution for 3PL integration

### **Module 5: Technological Drivers of Change**

- How Technology is Driving Change in Almost Every Major Industry
- How Technology is Changing the Future of Logistics
- How Technology is Changing the Future of Logistics
- **Reference Book:**
- Introduction to Logistics Systems Management by Gianpaolo Ghiani, Gilbert Laporte, Roberto Musmanno.
- “Tuberculosis Logistics Management System in Uganda” by Atiku Opika Isaac

**Course Name:** OPTIMIZATION METHODS IN MANAGEMENT SCIENCE-2

**Course Code:**

**Course Objectives:** This course introduces students to the theory, algorithms, and applications of optimization. The optimization methodologies include linear programming, Sensitivity Analysis and shadow prices, Game Theory, Slack and Artificial Variables integer programming, and decision trees. Applications to logistics, manufacturing, transportation, marketing, project management, and finance

**Module 1: Introduction to Integration Programming**

- Integer Programming
- Commodity Exchanges in India and the Products Traded
- Integer Programming Models
- Summary

**Module 2: Formulation and Techniques of Integration Programming**

- What is integer programming?
- Logical constraints
- Which nonlinear expressions can be extracted?
- Non-linear functions
- Branch and Bound technique

**Module 3: Shortest Path, Travel Salesman and Network Flow Problem**

- Shortest path problem
- Applications
- Road networks
- Travelling salesman problem
- Application of TSP and linkages with other problems
- Network flow problem
- Applications of Network Flow

**Module 4: Decision Trees Analysis**

- An Introduction To Decision Trees and Predictive Analytics
- What Is a Decision Tree?
- Decision Tree
- Example of a decision tree

**Module 5: Behavioral Economics**

- Behavioral Economics
- Introduction
- Dual-System Theory
- Influence of behavioral economics in management science

➤ ***Reference Books:***

- Optimization Techniques in Operation Research Paperback – 28 Jun 2012 by C. B. Gupta



## **Course Name: EXPORT & IMPORT LOGISTICS**

### **Course Code:**

**Course Objectives:** Providing an overall perspective on the international business environment and economic relations. Developing analytical skills for identifying export opportunities and undertaking export marketing in countries offering export potential for wide ranging products of Indian origin. Developing an understating towards export procedures & documentation. Imparting knowledge in the area of logistics. Enhancing benefits from exports by understanding foreign trade policy.

### **Module 1: International Trade & Business Environment**

- International Trade Theories – Old Theories and New Theories
- What is Commercial Policy? Instruments of Commercial Policy
- INDIA'S FOREIGN TRADE POLICY
- Instruments of Export Promotion
- International Business Environment

### **Module 2: Marketing & Sourcing**

- Concept of International Marketing
- International Marketing Environment
- International Market Selection Process
- Market entry strategy
- International Marketing Mix
- WHAT IS GLOBAL SOURCING?
- Information Technology in International Business

### **Module 3: International Trade Finance and Risk Management**

- Working Capital Management
- Export Finance
- Import Finance
- Preparation of project report
- Exchange Rate Mechanism
- Supply Chain Risk Management
- Risk Management

### **Module 4: Operations & Logistics Management**

- What Is International Logistics?
- What is warehousing?
- Material Handling
- What is inventory control?
- Periodic inventory system
- Packaging
- Labeling
- Comparing Logistics Transportation Methods
- What Is Intermodal Transportation?

- RISK MANAGEMENT
- What are the roles of the freight forwarder and clearing agent?
- Clearing Agents's role
- Export and Import Procedure in India

## **Module 5: Regulatory Framework for International Trade**

- Introduction to Regulatory Framework for Export and Import
- Central Excise Clearance
- Customs Examination of Export Cargo
- Duty Drawback
- Regulations/Rules under FEMA
- FEMA
- RBI Rules for Import of Goods and Services
- KYC
- Money Laundering
- Export and Import Procedure
- RBI Rules for Guarantees
- Guidelines relating to conduct of guarantee business
- Relating To ICC Rules & Procedure
  
- **Reference Books:**
- The New Foreign Trade Policy (2009-2014), Ministry of Commerce and Industry, Government of India.
- Export Documentation and Procedure A-Z by Paras Ram
- India's shifting Trade Policy: South Asia and Beyond, by Vinod K. Aggarwal and Rahul Mukherji.
- Changing face of India's External Trade, by V S Sheshadri.

