

Babu Banarasi Das University Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

Bachelor of Business Administration- Logistics and Supply Chain Management Program [Effective from Academic Batch: 2019-20]

Course Curriculum of Bachelor of Business Administration**Version Control**

Version	1.0
Effective from	1 st July, 2019

Approved by Board of Studies of School of Management on 30th May 2019

BACHELOR OF BUSINESS ADMINISTRATION - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

B.B.A.- Logistics and Supply Chain Management is a three year program comprising of six semesters which aims at providing inputs to the students relevant to the domain of logistics and supply chain. The program aims at providing knowledge about concepts and processes of supply chain in such a way so that they can function in different organizations and face the challenges arising there from. The program not only aims at providing knowledge and skills in different areas of management with special focus on Logistics and Supply Chain, but also provides inputs necessary for the overall development of the personality of the students.

The structure of the program is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory.

Right from the beginning of the program, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, note plays etc. keeping in mind the current business scenario.

A Research project has to be submitted as part of the compulsory subject of the sixth semester.

FIELD STUDY:

The Field Study will be based on the course content of the respective semester on a problem/topic to be assigned by the School of Management under the supervision of a core faculty member of the department. It is meant to be completed in 10-14 working days. The area should be focused on logistics and supply chain.

The student will submit three copies of the Field Study report to the Dean/Head of the BBA program. The

number of pages in the report will be 50 or more. The report should be typed in A-4 size paper.

RESEARCH PROJECT REPORT:

In the sixth semester, candidates will have to submit a Research Project Report on a problem/topic assigned by the School of Management, BBD University under the supervision of a core faculty member of the department. The research should be in the field of Logistics and Supply Chain Management so that the student can have first-hand information about the functionalities in this area.

The student will submit three hard bound copies of the report to the Head of the BBA program or to the Dean, School of Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper.

ASSESSMENT AND EVALUATION OF COURSES:

Assessment and evaluation of courses will be as per BBD University guidelines.

CREDIT SYSTEM

Credit system will be followed during the entire three year course curriculum. One credit will be equivalent to 30 learning hours.

SEMESTER WISE COURSE STRUCTURE

Semester I										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CI A	ES E	Total	
Core	Theory	BBA 3101	Business Organization	4	0	0	40	60	100	4
Core	Theory	BBA 3102	Business Communication	2	2	0	40	60	100	4
Core	Theory	BBA 3103	Business Economics I	3	1	0	40	60	100	4
Core	Theory	BBA 3104	Quantitative Analysis for Management	3	1	0	40	60	100	4
Foundation	Theory	BBA 3105	Fundamentals of Accounting	3	1	0	40	60	100	4
Core	Theory	BBA 3106	Essentials of IT	3	0	1	40	60	100	4
Core	Theory	BAS 3104	Environmental Studies*	3	0	0	40	60	100	2
Core	Practical	GP1101	General Proficiency				10 0		100	1
Total									800	27

*Course Outline of Environmental Studies shall be approved by Department of Chemistry, BBD University.

Semester II										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Foundation	Theory	BBA 3201	Organization Behaviour and Principles of Management	4	0	0	40	60	100	4
Core	Theory	BBA 3202	Business Environment	4	0	0	40	60	100	4
Foundation	Theory	BBA 3203	Management Accounting	3	1	0	40	60	100	4
Core	Theory	BBA 3204	Supply Chain Management	4	0	0	40	60	100	4
Core	Theory	BBA 3205	Business Mathematics	3	1	0	40	60	100	4
Core	Theory	BBA 3206	Business Economics II	4	0	0	40	60	100	4
Core	Practical	GP 1201	General Proficiency				100		100	1
Total									700	25

Semester III										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Core	Theory	BBA 3301	Human Resource Management and Development	4	0	0	40	60	100	4
Foundation	Theory	BBA 3302	Marketing Management	4	0	0	40	60	100	4
Core	Theory	BBAS 1301	Logistic Management	4	0	0	40	60	100	4
Core	Theory	BBA 3304	Research Methodology	4	0	0	40	60	100	4
Core	Theory	BBA 3305	Production and Operations Management	3	1	0	40	60	100	4
Foundation	Theory	BBA 3306	Financial Management	3	1	0	40	60	100	4
Core	Practical	BBA 3307	Field Study				100		100	4
Core	Practical	GP1301	General Proficiency				100		100	1
Total									800	29

Semester IV										
Course Category	Theory/ Practical	Course Code	Course Title	Cont act Hou rs			Evaluation Scheme			Credits
				L	T	P	CIA	ES E	Total	
Core	Theory	BBAS 1401	Warehouse Management	3	1	0	40	60	100	4
Core	Theory	BBAS 1402	Materials and Inventory Management	3	1	0	40	60	100	4
Core	Theory	BBA 3403	Entrepreneurship and Small Business Management	4	0	0	40	60	100	4
Core	Theory	BBAS 1403	Quantitative Techniques and Operations Research	3	1	0	40	60	100	4
Core	Theory	BBA 3405	Social Media Marketing	4	0	0	40	60	100	4
Core	Theory	BBA 3406	Sales Management	4	0	0	40	60	100	4
Core	Practical	GP3401	General Proficiency				100		100	1
		Total							700	25

Semester V										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CI A	ES E	Total	
Core	Theory	BBA 3501	Corporate Strategic Management	4	0	0	40	60	100	4
Core	Theory	BBA 3502	MIS & E Commerce	4	0	0	40	60	100	4
Core	Theory	BBAS 1501	Transportation and Distribution Management	3	1	0	40	60	100	4
Core	Theory	BBA 3504	Business Ethics	4	0	0	40	60	100	4
Generic Elective	Theory		Elective I				40	60	100	4
Generic Elective	Theory		Elective II				40	60	100	4
Core	Practical	GP1501	General Proficiency				100		100	1
		Total							700	25

	Code	Course Title
Elective I	GE18801	Logistic Information System
	GE37102	Direct & Digital Marketing
	GE18802	Stores and Material Accounting
	GE18803	Supply Chain Performance Measures

	Code	Course Title
Elective II	GE37105	Data Base Management System
	GE18804	Green Logistics and Supply Chain
	GE18805	Legal aspects In Supply Chain Management
	GE18806	Supply Chain Risk Management

Semester VI										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Core	Theory	BBAS 1601	Supply Chain Service Management	4	0	0	40	60	100	4
Core	Theory	BBA 3602	International Business Management	4	0	0	40	60	100	4
Core	Practical	BBAS 1602	Research Project Report (Logistics & Supply Chain)				40	60	100	4
Core	Practical	BBAS 1603	Comprehensive Viva				40	60	100	4
Open Elective	Theory		Elective III**				40	60	100	4
Core	Practical	GP1601	General Proficiency				100		100	1
Total									600	21

**List of open electives to be prepared centrally by BBD University. Students can opt for any course from this list except those offered by School of Management, BBD University.

Course Title: Business Organization**Course Code: BBA3101****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Management and business concepts and practices. ❖ Emerging challenges of managing resources, managing business processes and managing managers.	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: 1. Define the concept of business organization and list down forms of organization. 2. Understand the role of sole proprietorship decision-making at the level of the firm. 3. Understand the concept of Partnership firm and joint stock concerns. 4. Develop the understanding of the concepts of financial institutions like IFCI, SFC, ICICI, IDBI. 5. Understand market structure and apply it to different industries to understand the four P's of marketing structure of these industries. 6. Apply the concepts of advertisement and sales promotion to real life situations.		
Module I: Introduction to Organization Concepts and objectives of business organization, establishment of a new business, pre-establishment considerations and social responsibility of business. Meaning, objective and principles of organization, line and staff, functional organization, concept of scalar chain.		30	1
Module II: Forms of Business Organization Sole Proprietorship: Meaning, characteristics and legal requirements. Partnership firms: Meaning, partnership deed and legal requirements as per Partnership Act 1932. Joint stock concerns: Meaning, features, kinds of companies, legal requirements as per Companies Act 2013.		30	1
Module III: Business Finance Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance and international finance. Financial institutions: Brief introduction to IFCI, SFC, ICICI, IDBI. Security market: An introduction to primary and secondary market.		30	1
Module IV: Marketing Marketing: Concept of marketing, four P's of Marketing. Distribution channel: Meaning, importance, and significance of middlemen. Advertisement and sales promotion: Meaning and objectives. Introduction to Consumer Behaviour.		30	1

Suggested Readings:

1. Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education.
2. Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan Chand and Sons.
3. Chhabra T.N., Business Organisation, Dhanpat Rai and Sons.
4. Robert., Modern Business Administration, McMillan India.

Course Title: Business Communication**Course Code: BBA3102****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Professional communication: written and oral. ❖ Aspects of work team communication, electronic communication and business correspondence planning. ❖ Facets of report writing.	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: 1. Develop their ability to write and speak efficiently in the workplace. 2. Develop effective interpersonal communication skills. 3. Understand and utilize constructive negotiation and conflict management skills. 4. Use communication technology appropriately and effectively. 5. Prepare letters that meet professional standards of format, presentation and style. 6. Develop clear and meaningful understanding of business reports and its characteristics. 7. Understand how to gather and organize information for a report. 8. Plan, proof-read and edit copies of business correspondence.		
Module I: Understanding Business Communication Communication: Concept, definition, nature, importance and components of communication. Communication process, directions of communications, networks of communication. Types of communication: formal, informal, verbal, and non-verbal. Barriers to communication. Principles of effective communication: 7C's of communication.		30	1
Module II: Work Team Communication Communication in work team: Group communication, Initial group goals, Solving group problems: negotiation and conflict, Group Decision Making. Listening skills.		30	1
Module III: Technology and Communication Accessing electronic information: internet, internet protocol, browsing and searching the internet. Sharing electronic information: Word processing, MS-Word. E-mail: Effective e-mail practices. Correspondence Planning, drafting, revising. Replies, routine claim letters, adjustment letter, goodwill messages, congratulating messages, thank-you notes, sympathy notes. Persuasive messages: Request.		30	1
Module IV: Report Writing Characteristics of business reports, types of reports, purpose of reports. Collecting and analyzing data through questionnaire & interviews. Constructing tables, preparing charts and interpreting data. Writing report:		30	1

planning, drafting, revising, formatting and proof reading.		
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Suggested Readings:

1. Kaul A., Business Communication, PHI Learning Pvt. Ltd.
2. Sharma, R.C. and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill.
3. Ober Scot, Contemporary Business Communication, Cengage Learning.

Course Title: Business Economics I**Course Code: BBA3103****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Initial introduction to the topic of economics and business economics. ❖ Demand analysis, its elasticity and forecasting. ❖ Market structure and types of competition in it. ❖ Planning and policies of profit. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Conceptualize the scope of economics and business economics and become familiar with objectives of firm. 2. Analyze market demand and the factors governing it. 3. Identify various methods of demand analysis and demand forecasting. 4. Analyze cost and its concepts and their classification on different basis. 5. Decide about different market structures and the pricing decisions according to them. 6. Conceptualize profit maximization and policies made and planning done to achieve the goal of profit maximization with customer satisfaction. 		
Module I: Introduction Managerial Economics: Definition, scope and relationship with other subjects. Role and responsibility of a managerial economist. Objectives of a firm.		30	1
Module II: Demand Analysis Elasticity of demand: Concepts, types, measurements of elasticity of demand, implications in decision-making. Demand forecasting: meaning and significance of demand forecasting, methods of demand forecasting, characteristics of a good demand forecasting.		30	1
Module III: Cost Analysis Cost concepts and classification of costs. Cost-output relationship: Short run and Long run. Economies and diseconomies of scale. Cost control and reduction. Pricing decision policies, Pricing Decisions under different market structures: Perfect competition, monopoly, monopolistic competition, oligopoly. Main features of each market structure, price determination and managerial implications. Pricing policies and methods.		30	1

Module IV: Profit policies and planning Concept, theories of profit, measurement of profit. Break-even analysis: Concepts, methods of estimation, application in profit planning.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Ahuja, H. L., Business Economics, S. Chand Limited.2. Mishra and Puri., Business Economics, Himalaya Publishing House.3. Koutsoyianni, Modern Micro Economics, Macmillan.		

Course Title: Quantitative Analysis for Management**Course Code: BBA3104****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Quantitative information and mathematical ideas. ❖ Recognition of patterns through statistical diagrams. ❖ Formulation and solution of linear programming problems. ❖ Probability and its application in business decisions. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the basic concept of QAM and its implementation in various business situations. 2. Evaluate information, both quantitative and qualitative, through sets and Venn diagrams. 3. Present statistical data through diagrams and graphs. 4. Apply and relate decision making through statistical tools and techniques. 5. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints. 6. Sharpen ability to make quality, reasoned business decisions through matrices and probability. 	No. of Hours	No. of Credits
Module I: Sets and Business Mathematics Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, ogive curve.		30	1
Module II: Elementary Statistics Measurement of central tendency: Mean, median, mode, quartile, deciles, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Skewness and Kurtosis.		30	1
Module III: Matrices and Linear Programming Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.		30	1
Module IV: Probability and Correlation Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square.		30	1

Suggested Readings:

1. Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.
2. Pundir, Mathematical Foundation for Business Administration, Pragati Prakashan.
3. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.
4. Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.

Note: 50% of the questions asked will be theoretical.

Course Title: Fundamentals of Accounting**Course Code: BBA3105****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Basic concepts and standards underlying financial accounting systems. ❖ Construction of the basic financial accounting statements as well as their interpretation. ❖ Measurement and reporting of corporate performance. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and perceive the development of accounting and purpose of maintaining records. 2. Prepare financial statements of sole proprietor and explain the meaning of certain key terms. 3. Compute depreciation according to different methods of providing depreciation. 4. Explain the meaning and objective of preparing a Bank Reconciliation Statement. 5. Make appropriate accounting entries under Hire purchase and Installment payment system. 6. Understand and make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures. 		
Module I: Introduction Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.		30	1
Module II: Financial Statements Trial Balance: need, importance, limitations. Preparation of trading and P & L Account and balance sheet with simple adjustments.		30	1
Module III: BRS, Depreciation and Hire Purchase Bank reconciliation statement. Depreciation: concept, rationale and methods of SLM, WDV, SFM. Hire purchase and installment systems.		30	1
Module IV: Company Accounts Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods. Cash conversion. Sinking fund and miscellaneous Accounts.		30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Chaturvedi C. L., Advanced Accountancy, Shree Mahavir Book Depot. 2. Gupta R. L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons. 3. Gupta R. L., Advanced Accountancy, Sultan Chand and Sons. 4. Maheshwari S.N & Maheshwari S.K ,An Introduction to Accountancy, Vikas 			

Publication

Course Title: Essentials of IT**Course Code: BBA3106****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Fundamentals of computer hardware and software. ❖ Advanced concepts such as security, networking, and operating system.		
LEARNING OUTCOMES:	The students should be able to: 1. Understand the basic concepts of computer and its evolution. 2. Identify basic input, output & memory devices and their use. 3. Develop a broad understanding of IT and its other interdisciplinary interfaces. 4. Describe the internal components of a computer and establish their working. 5. Understand the concept of operating system and GUI. 6. Understand the importance and relevance of data communication, networking & security. 7. Cater to the needs of effectively managing the business by bridging the gap between managerial practices in vogue and Information Technology.	No. of hours	No. of Credits
<p>Module I: Basics of Computer and evolution</p> <p>Evolution of computer. Data, Instruction and Information. Characteristics of computers, Various fields of application of computers. Hardware, Software, Human ware and Firmware. Advantages and Limitations of computer. Block diagram of computer, Function of different units of computer. Classification of computers viz. On the basis of technology: Digital, Analog and Hybrid, On the basis of processing speed and storage capacity: Micro, Mini, mainframe and Super, On the basis of Purpose: General and Special. Different Generation of computers from I to V. Types of software: System and Application. Compiler and Interpreter. Generation of language: Machine Level, Assembly, High Level, 4GL</p> <p>Data Representation: Different Number Systems like Decimal, Binary, Octal and Hexadecimal and their inter conversion: Fixed Point Only. Binary arithmetic: Addition, Subtraction, Multiplication and Division.</p>		30	1
<p>Module II: Input and Output Devices</p> <p>Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type: VGA, SVGA and XGA, Printer and its type: Impact and Non-Impact with example, Plotter.</p> <p>Computer Memory: Primary Memory, ROM and its types: PROM, EPROM, EEPROM, RAM. Secondary memory: SASD, DASD Concept. Magnetic Disks: Floppy disks, Hard disks, Magnetic Tape. Optical disks: CD ROM and its types: CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash memory.</p>		30	1

<p>Module III: Operating System Concept and GUI</p> <p>Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems. Booting Procedure, Start-up sequence, Details of basic system configuration. Important terms like Directory, File, Volume, Label, Drive name, etc.</p> <p>Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Copying and Deleting the directory. File Manipulation: Creating a file, Deleting, Copying and Renaming a file.</p>	30	1
<p>Module IV: Concept of Data Communication, Networking and Security</p> <p>Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Mode of Transmission: Simplex, Half Duplex, Full Duplex, Analog and Digital Transmission, Synchronous and Asynchronous Transmission. Different Topologies. Introduction to Word processor and Spread Sheets. Concepts related to computer security.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Leon and Leon, Introduction to Information Technology, Leon Tech World. 2. Microsoft Office-2000 Complete, BPB Publication. 3. Sinha Kr. Pradeep, Sinha Preeti., Foundations of Computing, BPB Publication. 		

Course Title: Organization Behavior and Principles of Management**Course Code: BBA3201****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Topics and concepts in the field of Organizational Behaviour. ❖ Practical implications of various theories of human behaviour at work. ❖ Specific topics such as leadership, motivation, personality, perception, etc 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the concept of behaviour at workplace and analyze the work values, relations between attitude and behaviour. 2. Understand the concept of personality, perception, learning and their implication on individual life as well as on workplace. 3. Devise methods to increase motivation and handle emotions in work setting. 4. Understand the management practices of business organizations in the dynamic global environment 5. Comprehend effective management planning and organizing staff 6. Get an understanding of the basic principles of motivation and leadership 	No. of hours	No. of Credits
Module I: Introduction to Organization Behavior			
Concept and nature of Organizational behavior, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behavior, Challenges and Opportunities. Ability & Values. Attitudes: Formation, Theories, And Personality: determinants and traits.		30	1
Module II: Interpersonal Behavior and Motivation			
Learning: Theories and reinforcement schedules. Perception: Process and errors. Interpersonal Behavior: Johari Window, Transactional Analysis: ego states, types of transactions, life positions, applications of T.A. Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z. Leadership Leadership: meaning and importance, Traits of a leader, Leadership Styles: Likert's Systems of Management, Tannenbaum and Schmidt Model and Managerial Grid.		30	1

<p>Module III: Introduction to Principles Management</p> <p>Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence of management. Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.</p>	30	1
<p>Module IV: Planning and Organizing</p> <p>Planning: Nature, scope and objectives of planning, Types of plans, Planning process, Business forecasting. MBO. Decision Making: Concept, types, process and techniques.</p> <p>Organizing: Concept, nature, process and significance. Principles of an organization: Span of Control, Departmentation & Types of organization. Authority, Responsibility, Delegation and Decentralization, Formal and Informal Organization.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Prasad, L.M., Organizational Behaviour, Sultan Chand and Sons, 2003. 2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 2003. 3. Luthans Fred, Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003. 4. Chhabra T.N. and Singh B.P., Organization Behaviour, Sultan Chand and Sons. 5. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003. 6. Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003. 7. Koontz. O Donnel and Weirich, Management, Tata McGraw Hill Publishing Company, New Delhi, 2001 		

Course Title: Business Environment**Course Code: BBA3202****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Business scenarios in today's world. ❖ Various policies, laws and their impact on the business. ❖ General issues relating to the economic and non-economic environment of the business. ❖ Global business environment and the natural environment in which the business operates. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and enhance their knowledge about the various types of business environment: Political, Economic, Socio-cultural, Legal, Technological and Global environment. 2. Analyze the framework of economic planning, its importance and contribution in regional, national and international context. 3. Comprehend the role of public sector along with various government regulatory acts and policies regarding business environment including industrial, monetary and fiscal policies. 4. Interpret and highlight the impact of globalization, liberalization and privatization with policies related to foreign companies. 5. Develop the understanding of concepts of financial Institutions and economic policies. 6. Get a deeper understanding towards recent economic trends. 	No. of Hours	No. of Credits
Module I: Introduction	Business Environment: Nature, dimensions and meaning. Components of business environment: economic, political, technological and social environment. Consumerism and consumer protection in India. A brief study of capitalism, socialism and mixed economy.	30	1
Module II: Industrial and Legal Environment	Industrial Growth and policy, industrial licensing policy. MRTP. Economic planning: aims, objectives and framework of development planning in India. Legal Environment. India's Fiscal and Monetary Policies.	30	1
Module III: Public Sector and Economic Organizations	Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI.	30	1

Module IV: Recent Economic Trends Economic Liberalization, Privatization and Globalization. Foreign investment policy. Export Promotion councils and boards. Import Control. EXIM policy, FEMA, IPR (International and Indian Patent Rights Acts). Anti Pollution Act. Environmental Groups and Bodies. Euro I, II and III Norms, Introduction to Goods and Services Tax.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Mishra S. K. and Puri V. K., Economic Environment of Business, Himalaya Publication.2. Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill.3. Shaikh and Saleem, Business Environment, Pearson, 1st Edition.		

Course Title: Management Accounting**Course Code: BBA3203****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Management accounting concepts related to the management functions of planning, control, and decision making. ❖ Management accounting tools and quantitative techniques that can be used to analyze how business processes consume resources and create value for a firm. ❖ Management accounting data and analytical skills necessary to diagnose complex business problems in accounting context. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Appreciate the usefulness of management accounting in management decision making. 2. Describe the role of management accounting within an organization. 3. Identify the relevant inflows and outflows of funds in different situations and use this information to analyze and make a variety of short-term, operational decisions and long-term decisions. 4. Identify how costs behave and use this information in a range of decisions. 5. State the meaning, objectives and structure of responsibility accounting as divisional performance measurement. 6. Discuss the features of different budgeting systems and undertake budget variance analysis. 	No. of Hours	No. of Credits
Module I: Management Accounting		30	1
<p>Meaning, Nature, Scope and Function of Management Accounting, Role of Management Accounting in decision making, Management Accounting Vs Financial Accounting, Tools and Techniques of Management Accounting.</p>			
Module II: Financial Statements Analysis		30	1
<p>Meaning and components of financial statements. Objectives of financial statement Analysis, Methods of financial Statement Analysis: Ratio Analysis, classification of Ratios: Profitability Ratios, Turnover Ratios, Liquidity Ratios, Advantages and Limitation of Accounting Ratios. Fund flow statement, Cash Flow Statement as per Accounting Standard 3.</p>			
Module III: Marginal and Standard Costing		30	1
<p>Meaning, Advantages and Limitation, Marginal Costing as a tool for decision making: Make or Buy, Change in product Mix, Pricing Decision, Exploring a New Market, Shut Down Decision. Cost Volume Profit Analysis, Break Even Point. Meaning of Standard cost and Standard Costing, Advantages and</p>			

Application. Variance Analysis: Material and Labour Variance, Responsibility Accounting.		
Module IV: Budgeting for Profit Planning and Control Meaning of Budget and Budgetary control, Objectives, Merits and Limitations, Types of Budgets: Fixed and Flexible Budget, Cash Budget, Zero Base Budgeting and Performance Budgeting.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Khan, M. Y. and Jain, P.K., Management Accounting, Tata McGraw Hill Education. 2. Maheshwari, S. N., Management Accounting, Sultan Chand and Sons. 3. Sharma, R. K., Management Accounting, Kalyani Publishers. 4. Arora, M.N. , Cost and Management Accounting, Vikas Publishing. 		

Course Title: Supply Chain Management**Course Code: BBA3204****Course Credit: 4**

COURSE OBJECTIVE:		No. of Hours	No. of Credits
LEARNING OUTCOMES:			
	To familiarize students with: <ul style="list-style-type: none"> ❖ Develop understanding of basic concepts in Supply Chain Management and allied functions. 		
	The students should be able to: <ol style="list-style-type: none"> 1. The course shall provide a basic understanding of the different aspects of Supply Chain Management with a focus on to create a successful venture with decision- and system-oriented perspective. 2. Understanding the concept of Supply Chain Management terms. 3. Understanding the applications of Supply Chain Management to the business 		
	Module I Supply Chain Concepts:		
	Concept & Definitions in Supply Chain, Objectives of a Supply Chain, Stages of Supply chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management, Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.	30	1
	Module II: Supply Chain Management Structure:		
	Basic Terms from Supply Chain Management such as –Upstream, Downstream, Information/Material Flow, Push/Pull System, Value added services, Structure of a SC, Push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC,	30	1

<p>Module III Supply Chain Management Building Blocks:</p> <p>Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect.</p>	30	1
<p>Module IV: Recent Issues in SCM :</p> <p>Overview of Customer Focus and Demand, Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Outsourcing-basic concept, Future of SCM</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.) 2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Agarwal D.K. - A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.). 4. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.) 5. Chopra Sunil and Peter Meindl - Supply chain Management (Pearson, 3rd Ed.) 6. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004 		

Course Title: Business Mathematics**Course Code: BBA3205****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Important and growing role of Business Mathematics in modern society. ❖ Reading cum practical applications of Business Mathematics in every field of management. ❖ Working knowledge of current trends, interpretation and relation of these trends to different sectors of firms. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Use the basic principles of arithmetic and apply mathematical skills to financial decisions. 2. Apply the concept of ratio and percentage on calculating cost, discount, commission and profit & loss. 3. Explain the use of interest, annuities and present value of money and apply this in risk and decision making. 4. Develop strong problem-solving skills and the ability to handle non-routine problems by applying appropriate concepts and notation. 5. Analyze the procedures for Sets, Matrices and Permutation & Combination. 6. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints. 7. Solve basic differentiation and integration problems. 	No. of Hours	No. of Credits
Module I: Basic Arithmetic Ratio and Percentage: its application in calculating cost and invoice price, discount, commission and brokerage, Profit & Loss. Progression: Arithmetic, Geometric and Harmonic Progression.		30	1
Module II: Mathematics of Finance Simple and Compound interest. Concept of present value and amount of money. Types of Annuities, Present value and Amount of an Annuity.		30	1

Concept, calculation of Perpetuity.		
Module III: Set Theory Sets Theory: Introduction, Operation on set, Application of Algebra of sets, Cartesian product of two sets, Boolean algebra. Elementary Permutation and Combination.	30	1
Module IV: Linear Programming and Calculus Linear Programming: Graphical methods of Solution, Problems relating to two variables including the case of mixed constraints, Simplex Methods. Basic operations of Differentiation and Integration.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing. 2. Sharma J. K., Business Mathematics: Theory and Application, Ane Books Pvt. Ltd, 2nd Edition. 3. Shukla S. M., Business Mathematics, Sahitya Bhawan Publication, Agra. 		

Course Title: Business Economics II**Course Code: BBA3206****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Basic concepts of macroeconomics. ❖ Preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and appreciate the concepts of macroeconomics in theory and practice. 2. Define and measure national income and rates of unemployment and inflation. 3. Use appropriately the marginal efficiency techniques of investment employed in macroeconomic theory. 4. Critically appraise the classical and modern theoretical models of macro market analysis. 5. Understand and apply the concept of economics in the money market. 6. Construct the IS-LM model and establish the relationship between product market and money market. 		
Module I: Concepts of Macro Economics and National Income Determination Macro Economics: Definitions, importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. National Income: Concepts, definition, methods of measurement. National income in India. Problems in measurement of national income and precautions in estimation of national income.		30	1
Module II: Macro Market Analysis Theory of full employment and income: classical, modern (Keynesian) approach. Consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.		30	1

Module III: Money Market Functions and forms of money. Demand for money: Classical, Keynesian and Friedmanian approach. Measures of money supply. Quantity theory of money. Inflation and deflation.	30	1
Module IV: Equilibrium of Product and Money Market The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve, Application of IS-LM model in monetary and fiscal policy.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Dwivedi, D. N., Macro Economics, Tata McGraw Hill, 2005.2. Edward Shapiro, Macro-Economic Analysis, Tata McGraw Hill, 2003.3. Khanna, O.P. and Jain, T.R., Macroeconomics, F.K. Publications.		

Course Title: Human Resource Management & Development**Course Code: BBA3301****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Importance and function of HR department. ❖ Process of recruitment and selection. ❖ Different training methods used for employees. ❖ Wage determination and welfare activities for employees. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand HRM and its objectives and identify its importance and functions in present scenario. Meaning and importance of Human Resource Development 2. Explain manpower planning and personnel policies. 3. List the factors affecting recruitment and sources of recruitment. 4. State the objectives of promotion, demotion and transfer. 5. Describe the basic concepts of different training and development methods used for employees. 6. Understand concept of career planning and counseling. 7. Distinguish between performance appraisal techniques. 8. Identify wage determination & incentive plan and also different welfare activities for employees. 	No. of Hours	No. of Credits
Module I: Introduction Concept, objectives, importance and functions of HR department. Manpower planning. Personnel policies, programs and procedures. HRD: Meaning, need, mechanism, processes and outcomes, HRD strategies, HRD areas, individual employee, the role, the team, the Organization. HRM matrix. Role of line manager in HRD. Various forms of HRD Organization, HRD departments and their tasks. Trends of issues relating to HRD functions. Task Analysis: Meaning & Uses.		30	1
Module II: Internal Mobility and Staffing Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion, orientation, placement, promotion, demotion, transfer and job analysis.		30	1
Module III: Training & Development and Career Counseling Objectives and importance of training. Training methods: on the job training, vestibule training, apprenticeship. Development methods: case study, business games, in basket, role playing, sensitivity training, transactional analysis, special courses, coaching, understudy, position rotation, multiple		30	1

management, selective readings, special meetings and special projects. Career planning and counseling.		
<p>Module IV: Performance appraisal, Employee Welfare and Compensation</p> <p>Performance appraisal: objectives, methods and job evaluation. Job analysis: job description and job specification. Welfare activities: housing facilities, canteen, fringe benefits, working environment, health and safety to workers, voluntary welfare scheme for education, social security measures. Wages and salary determination.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition. 2. Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd Edition. 3. Ivansevich, Human Resource Management, Tata McGraw Hill, 10th Edition. 		

Course Title: Marketing Management**Course Code: BBA3302****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ All aspects of marketing, including product planning & development, promotion, distribution, pricing and branding. ❖ Theories of the marketing mix variables. ❖ Practical applications of marketing theories in the context of the marketing management. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and appreciate the concept of marketing in theory and practice. 2. Identify different types of marketing environment and the forces which affect the working of the company in short and long run. 3. Understand segmentation and learn different ways of selecting the appropriate target and positioning the product in the market. 4. Discuss different types of product, levels of hierarchy and classification of products along with the concept of branding and its types. 5. Describe the marketing channels, channel dynamics and pricing of the products. 6. Evaluate different promotional strategies and media planning. 	No. of Hours	No. of Credits
Module I: Introduction and Marketing Segmentation Marketing: Nature, meaning, scope, concepts and orientation towards market. Marketing mix. Customer's value and satisfaction: concepts and delivery. Marketing environment: Needs and trends in macro environment forces. Introduction to strategic marketing. Segmentation: Concept of market Segmentation, Patterns and Process of Segmentation, Segmenting Consumer Markets. Market Targeting. Positioning concept and types.		30	1
Module II: Concepts of Product and Branding Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning. Brand: Concept, Challenges, Brand Equity, Brand Repositioning.		30	1

Module III: Marketing Channels and Pricing Nature of Marketing Channels, Channel functions and flows, Channel Design and Management Channel Dynamics, Factors affecting choice of distribution channel Pricing: objectives, factors influencing pricing, basic methods of pricing and pricing strategies.	30	1
Module IV: Promotion and Marketing Program Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, Message. Media planning and Sales Promotion Tools.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Kotler Philip and Armstrong G., Principles of Marketing, Pearson.2. Sherlekar S. A., Marketing Management, Himalaya Publishing House.3. Saxena R., Marketing Management, Tata McGraw Hill.		

Course Title: Logistics Management**Course Code: BBAS1301****Course Credit: 4**

COURSE OBJECTIVE:		No. of Hours	No. of Credits
LEARNING OUTCOME S:			
	To familiarize students with: <ul style="list-style-type: none"> ❖ Develop understanding of basic concepts and Practices in Logistics functions 		
	The students should be able to: <ol style="list-style-type: none"> 1. The course shall provide a basic understanding of the different aspects of Logistics operations 2. Understand 3PL and 4 PL, Reverse Logistics concepts and use in practice. 3. Understand functions of Transport Department, Constituents of Transportation cost. Discuss different methods of Transport and its applicability, Transport Documents 4. Know basic key terms in logistics 5. Understand and appreciate modern practices and technology like Cross Docking, RFID, Smart Cards and its applications 6. Understand modern technology significance in today's globalized competitive scenario 		
Module I: Logistics Basics Definition - History and Evolution, Objectives, Elements, Importance, Basic Terms used in Logistics, Logistics Management: Definition, Evolution of the concept, Model, Process, Activities, Achievement of competitive advantage through logistics Framework, Role of Logistics Management		30	1
Module II: Transportation in Logistics Understand functions of Transport Department, Explain constituents of Transportation Cost, Different modes of transport, Designing, Key Documentation		30	1

<p>Module III: Outsourcing in Logistics</p> <p>Understand Reverse Logistics, Introduction to Outsourcing, Third party logistics provider, (3PL), Fourth party Logistics providers (4PL), Comparison Between 3PL and 4PL, Stages, Role of logistics providers.</p>	30	1
<p>Module IV: Quality Customer Service and Modern Concepts in Logistics</p> <p>Customer service, Important Elements, The order cycle system, Emerging Concepts in Logistics, Cross Docking, Analysis, VMI & ECR</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B.Hanna Ltd.,New Delhi, 2003. 2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004 3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005 4. Donald Waters: Logistics. Palgrave Macmillan, New York, 2004 5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999 		

Course Title: Research Methodology**Course Code: BBA3304****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Core concepts, frameworks, and techniques of Research Methodology. ❖ Methods of data collection, data analysis and report writing. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the basic concept of Research methodology and its implementation in various business situations. 2. Apply and relate decisions to formulate a good hypothesis. 3. Understand variables establishing cause and effect relationship. 4. Enhance understanding of the impact of sampling and its techniques. 5. Examine the sources of data collection. 6. Develop clear and meaningful understanding of business reports and its characteristics. 		
Module I: Introduction to Research Meaning, Objectives, types and Importance of Research. Research Process and criteria of good research. Research problem, techniques involved in defining a problem.		30	1
Module II: Hypothesis and Research Design Hypothesis: Meaning, sources, need, importance and characteristics of a good hypothesis. Research Design: meaning and significance, criteria of a good Research Design.		30	1
Module III: Sampling Meaning and Types, Steps in sampling design. Characteristics of a good sample design. Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques.		30	1
Module IV: Method of Data Collection and Report Writing Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing. Testing of hypothesis. Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research		30	1

report. Application of research in business management.		
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Suggested Readings:

1. Kothari C.R., Research Methodology, New Age International Publishers.
2. Saunders, Research Methods for Business Students, Prentice hall, 2nd Edition, 2007.
3. Murthy C., Research Methodology, Vrinda Publications.
4. Bhattacharyya, Research Methodology, Excel Books.
5. Naresh Malhotra, Market Research, Pearson Education.

Course Title: Production and Operations Management**Course Code: BBA3305****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Different types of Production. ❖ Plant decisions and inventory management. ❖ Appropriate tools and techniques of quality management and control. ❖ Essentials of logistics management. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Explain the strategic role of Production and Operations Management and its competitive advantage for the growth and survival of organizations. 2. Demonstrate the understanding of the facility layouts and location decisions in production system. 3. Identify and forecast the problems involved in inventory management. 4. Implement and use the principles of Material Requirement Planning. 5. Understand the various types of production systems. 6. Apply quantitative techniques to control the quality in organizations. 7. Apply the knowledge of Just-In-Time in production systems. 8. Apply the concepts of operations research in scarce resource allocations. 	No. of Hours	No. of Credits
Module I: Operations Management, Layout and Location decisions Definition and criteria of performance for the production and operations management system. Jobs or decisions of production and operations management. Classification of decision areas. Brief history of the production and operation management function. Layout: Features, basic principles, types, merit and demerits. Optimization in a product/line layout, optimization in a process layout. Application in service industries. Location decision, Behavioral aspects in location planning.		30	1
Module II: Material Management Inventory Control: EOQ, Simple Deterministic Models, ABC analysis, Value analysis/ value engineering. Purchasing research, vendor relations and selection of		30	1

vendors. Material Requirement Planning (MRP): An overview.		
<p>Module III: Production Planning and Control, Quality Management</p> <p>Production planning and control: Concept. Assembly line balancing, types of production and production system, maintenance management. Work-study and work design. Productivity and methods of improvement. Quality management as a corporate strategy. Statistical methods and process controls. Control charts, acceptance sampling. Total quality management (TQM): motivation in quality management. ISO 9000 and 14000 series. Just in Time production.</p>	30	1
<p>Module IV: Introduction to Operation Research</p> <p>Linear programming, Simplex method, Big-M Method, Two Phase Method. Definitions and distinctions between CPM and PERT, Network Diagram and Time Calculations.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. N.J. Aquilano, R.B. Chase and F.R. Jacob, Operation Management for Competitive Advantage, Tata McGraw Hill, 9th Edition. 2. Chary S.N., Production and Operation Management, Tata McGraw Hill, 4th Edition. 3. Manocha R.C., Production and Operation Management, Latest Edition. 4. Gupta S.P., Statistical Method, Sultan Chand, Latest Edition. 		

Course Title: Financial Management**Course Code: BBA3306****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Financial decisions made by financial managers. ❖ Theories of finance. ❖ Techniques which assist in the decision making process. ❖ Capital Structure for the value maximization of the firm. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Identify financial management techniques with their implications in business. 2. Understand investment and financial decisions to maximize the value of the firm and Shareholder's wealth maximization. 3. Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts. 4. Understand the relevance of Cost of capital and weighted average cost of capital. 5. Prepare the working capital requirements of different projects and firms. 6. Understand how specific techniques and decision rules can be used to develop Capital structure for an organization. 7. Reconcile the leverage effect of capital mix and impact of leverage. 		
Module I: Introduction Nature and scope of financial management, finance function, profit/wealth maximization. Functions of financial managers. Concept of time value of money. Sources of finance: Short Term sources, Long term sources and shares debentures, term loans, GDR, mutual funds, venture capital financing.		30	1
Module II: Capital Budgeting Meaning, objectives, nature of investment decisions. Pay back methods, net present value method, profitability index, and internal rate of return method.		30	1
Module III: Cost of Capital and Management of Working Capital Introduction, significance, concept, components of cost of capital. Capital Asset Pricing Model. Weighted Average Cost of Capital. Working capital management: meaning, scope, Importance, determinants and sources.		30	1

Approaches of working Capital Management of Cash, inventories and receivables.		
<p>Module IV: Capital Structure</p> <p>Capitalization: meaning, importance, Over Capitalization, under capitalization and optimum Capitalization. Capital Structure: meaning, forms and determinants of capital structure, operating and financial leverage, planning the capital structure by EBIT-EPS Analysis.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004. 2. Khan M.Y and Jain P.K., Financial Management, Tata McGraw Hill, 2001, 3rd Edition. 3. Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003 		

Course Title: Warehouse Management**Course Code: BBAS1401****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Warehouse management as practiced in manufacturing industries and the service sector		
LEARNING OUTCOMES:	The students should be able to: 1. Impart Warehouse Management knowledge so that, students will be able to apply the concept in the business world. 2. The student should be quickly able to adopt the working in industry	No. of Hours	No. of Credits
Module I: Introduction to Warehousing Warehousing & Its characteristics, Concepts, Evolution from store to warehouse Purpose & Role of Warehouses, Decision making Operations, Need for warehousing, Issues affecting warehousing, Various warehousing facilities, Different types of ware houses,		30	1
Module II: Introduction to Warehouse Process and Warehouse Layout & Design Introduction to warehousing process, Receipt Operation, Put-Away Operation Dispatch Operation, Warehouse Receiving, Warehouse Functions, Introduction to Warehouse Design, Elements & Principles of Warehouse Design, Dynamics of Warehouse Design, Warehouse Layout Scenario, Elements & Principles of Warehouse Design		30	1
Module III: Warehouse Management Systems Introduction to WMS ,The necessity of WMS, WMS Application in the warehouse facility, Logics of determining locations and sequences, Independent demand systems, Uncertainties in material management systems, Dependent demand systems, Distribution resource planning, Physical audit Procedure		30	1

Module IV: The Principles and Performance Measures of Material Handling Systems Introduction. Vehicle travel path(time), Handling time, vehicle utilization, no of loads completed, congestion, Effective performance systems, Fundamentals of various types of material handling systems, automated storage and retrieval systems, Bar coding technology and applications RFID technology.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Martin Christopher. Logistics and Supply Chain Management. Pearson2. Raghuram G. Logistics and Supply Chain Management. Mac Millan		

Course Title: Materials and Inventory Management**Course Code: BBAS1402****Course Credit: 4**

COURSE OBJECTIVE:			
LEARNING OUTCOMES:		No. of Hours	No. of Credits
	To familiarize students with: <ul style="list-style-type: none"> ❖ Materials management as practiced in manufacturing industries and the service sector. ❖ Make or buy decisions and Purchasing functions. ❖ Inventory control and Issue of Material. 		
	The students should be able to: <ol style="list-style-type: none"> 1. Grasp the concept of Material Management, its terminologies and its association with different subjects. 2. Work on make or buy decisions and various material production issues in the organization. 3. Conceptualize the principles underlying materials requirements planning and purchasing. 4. Identify the principles of Materials Handling and concept of value analysis that help to add value to the productivity and minimize the wastage in the organization. 5. Understand the tools and techniques of Inventory control and their usage to ensure lower inventory cost. 6. Critically analyze and discuss the issues regarding Material Variances and Material Productivity. 		
	Module I: Materials Management Meaning, objectives, functions and importance of material management. Planning and budgeting of materials. Types of organizational structure for material management department.	30	1
	Module II: Procurement of Materials Make or buy decisions. Purchasing functions: Meaning, objectives and principles, purchasing process and purchase price analysis. Selection of supplier and computation of Material Turnover Ratio.	30	1

Procedure of receiving, checking and inspection of materials. Material handling: Meaning, objectives and principles. Value analysis: Concept, objectives and utility.		
<p>Module II: Inventory & Selective Control</p> <p>Objectives of Inventory Management, Types of Inventory. Inventory Costs Details: Ordering cost, Inventory carrying cost, Stock out cost, Set up time cost. Selective Control of Inventories: Need and basis for selective control, ABC analysis, Procedure for conducting ABC analysis, HML, FSN and VED analysis, SDE, Economic Order Quantity: Basic Model, Assumptions, costs involved and formulae, Basic numerical. Safety Stock: Minimum inventory level, Maximum inventory level, Re-order point. Inventory Control Systems: 'P' System- Fixed order interval system, 'Q' System- Fixed order quantity system</p>	30	1
<p>Module IV: Manufacturing Planning</p> <p>JIT purchasing, JIT Transportation, JIT Production, Vendor managed inventory, KANBAN</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Gopalakrishnan P. and Sundaresan M., Material Management: An Integrated Approach, PHI Learning Pvt. Ltd. 2. Chitale A.K. and Gupta R.C., Material Management: Text and Cases, PHI Learning Pvt. Ltd. 3. McDonald Stan C., Material Management, Wiley. 4. Bose & D Chandra. Inventory Management. 1st Edition. 5. Sridhara Bhat. Inventory Management. 2nd Edition. 6. Bose & D Chandra. Inventory Management. 1st Edition. 		

Course Title: Entrepreneurship and Small Business Management**Course Code: BBA3403****Course Credit: 4**

COURSE OBJECTIVE:		No. of Hours	No. of Credits
LEARNING OUTCOMES:			
	To familiarize students with: <ul style="list-style-type: none"> ❖ Knowledge needed to work in, manage or own a business. ❖ Varied aspects of small scale industries and entrepreneurship. 		
	The students should be able to: <ol style="list-style-type: none"> 1. Explain the various entrepreneurial skills, functions as well as entrepreneurial development programs. 2. Effectively generate and communicate business ideas in a structured environment. 3. Identify the opportunities available for the small scale enterprise and selection of suitable site and technology. 4. Describe the role of Financial Institutions in the development of small scale business. 5. Prepare project report for the financial feasibility of small business. 6. Correlate the importance of management fields namely marketing, finance and operations in the context of small business development. 		
Module I: Introduction The New concept of entrepreneur. Entrepreneurial function, entrepreneurial skills. Entrepreneur development programme. Motivation for entrepreneurs.		30	1
Module II: Small Scale Enterprise Establishing small scale enterprise: opportunities scanning, market, and assessment for small scale enterprise, selection of site and choice of technology.		30	1
Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.		30	1
Module IV: Management of Small Business Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance		30	1

assessment.		
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Suggested Readings:

1. Lall and Sahai, Entrepreneurship, Excel Books, 2nd Edition.
2. Couger C, Creativity and Innovation, IPP, 1999.
3. Kakkar D. N., Entrepreneurship Development, Wiley Dreamtech.
4. Rai A.K., Entrepreneurship Development, Vikas Publishing.
5. Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.

Course Title: Quantitative Techniques and Operations Research**Course Code: BBA3203/BBAS1403****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Linear Programming and its practical application ❖ Transportation problem, Assignment problem and Game Theory. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Explain how linear programming helps in business decision making. 2. Demonstrate and solve linear programming problems and interpret such solutions. 3. Explain transportation problem and its use in business decision making. 4. Illustrate and solve transportation problems and interpret such solutions. 5. Explain assignment problem and its application in business decision making. 6. Solve assignment problems and interpret such solutions. 7. Prepare optimal timetable for jobs, equipment, people, material, facilities and all other resources that are needed to support the production schedule. 8. Demonstrate the role of game theory in scheduling. 	No. of Hours	No. of Credits
Module I: Linear Programming Linear programming problem: Formulation, Methods of solving, graphical and simplex, problems with mixed constraints. Duality: Concept, Significance, Usage and Application in business decision making.		30	1
Module II: Transportation Problem & Assignment Problem Transportation Problem: General structure of transportation problem, Solution procedure for transportation problem, Methods for finding initial solution, Test for optimality, Maximization Transportation problem. Assignment Problem: Concept, problem approach of the assignment model, Solution methods of assignment problem, Maximization in an assignment, unbalanced assignment problem, Restriction on assignment.		30	1
Module III: Project Management: Rules for drawing the network diagram, Applications of CPM and PERT		30	1

techniques in Project planning and control, crashing of operations.		
<p>Module IV: Game theory</p> <p>Game Theory: Decision analysis and Game Theory, Operations. Scheduling: Scheduling problems, Shop floor control, Gantt Charts, Principals of work centre scheduling, Principles of job shop scheduling, Personnel scheduling.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Gupta, S.P. and Gupta, P.K., Quantitative Techniques and Operations Research, Sultan Chand & Sons. 2. Vohra, N.D., Quantitative Techniques in Management 2003. 3. Gupta, S.P. Statistical Methods, Sultan Chand & Sons. 2004. 4. Srivastava, U.K., Shenoy, G.V. and Sharma, S.C., Quantitative Techniques for managerial Decisions, New Age International Pvt. Ltd., (2002) 2nd Edition. 5. S.D. Sharma, Operations Research, New Edition 6. Sharma, J.K., Operations Research: problems & solutions, Macmillan India Ltd., 2004 (2nd edition) 7. Sancheti, D.C. & Kapoor, V.K., Statistics-Theory, Methods and Applications, , Sultan Chand & Sons, 2004 		

Course Title: Social Media Marketing**Course Code: BBA3405****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Social media marketing concept and practices. ❖ Various social media platforms ❖ Digital marketing practices and consumers online engagement. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the concept, scope and functions of Digital Marketing 2. Understand the concept of social media marketing platforms. 3. Identify the different forms of various digital channels to acquire and engage consumers online. 4. Understand search engine optimization. 5. Understand the latest social media practices for marketing and promotion 	No. of Hours	No. of Credits
Module I: Introduction Social media- meaning and definition, social networking, Social Media Marketing –Introduction, need and objectives, Implement effective social media marketing campaigns, issues in social media marketing..		30	1
Module II: Engaging Users through Social Media Platforms Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns, Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing.		30	1
Module III: Digital Marketing Introduction to Digital Marketing: The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer’s digital journey. Marketing strategies for the digital world - latest practices.		30	1

Module IV: SEO and Current Scenario in Social Media Overview of search engine optimization (SEO), search engine marketing, mobile marketing, video marketing, Understanding the relationship between content and branding and its impact on sales, Online campaign management, Understanding trends in social media marketing – Indian and global context.	30	1
Suggested Readings: 1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015). 2. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013). 3. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).		

Course Title: Sales Management**Course Code: BBA3406****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Basic elements of sales function. ❖ Skills associated with the job of professional selling and role of the sales manager. ❖ Fundamentals of sales management, its structured theories and practical knowledge. ❖ Elements that enable a sales force to be an effective component of an organization's overall strategy. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the role of selling in today's highly competitive, dynamics and global market. 2. Develop an understanding of the difference between sales and marketing strategies. 3. Illustrate the role, qualities, duties and function of sales manager. 4. Apply their knowledge to supervise sales force along with selection, training and remuneration of sales force. 5. Develop an understanding of sales force evaluation and describe the concept of sales territories, quotas, reports and sales conferences. 6. Illustrate different types of sales promotion and also explain the integrated approaches to sales promotion and sales demonstration. 7. Identify the buying behaviour pattern of prospective customers and apply this knowledge in handling objections and closing of sales. 	No. of Hours	No. of Credits
<p>Module I: Introduction</p> <p>Meaning, concept and principles of Sales. Distinction between marketing, selling and retailing. Sales organization: its forms and its relationship with other functionaries of sales department. Selling Theories</p>		30	1
<p>Module II: Sales Force Management</p> <p>Sales Manager: role, qualities, duties and function. Sales force: Types of salesman, Qualities of a good salesman, duties and responsibilities of</p>		30	1

salesman. Selection and training and remuneration of salesman.Sales Forecasting		
<p>Module III: Supervision of Sales Force and Sales Promotion</p> <p>Motivation and evaluation of the sales force, sales territories, quotas and reports, sales conferences and conventions.A-C-M-E-E Model of Sales Training</p> <p>Sales promotion: Concept, importance, Types of sales promotion, factors influencing sales promotion, integrated approaches to sales promotion. Sales demonstration: its techniques and advantages.</p>	30	1
<p>Module IV: Sales Prospecting</p> <p>Meaning, characteristics and types of prospects. Buying behaviour and pattern, buyers' motivation and meeting buyers' resistance. Methods of handling objections of the prospects: closing a sale and its techniques, after sale service.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Donaldson B., Sales Management: Theory and Practice, Palgrave. 2. Jobber David and Lancaster Geoff, Selling and Sales Management, Pearson Education India. 3. Gupta, S.L., Sales and Distribution Management, Excel Books India. 		

Course Title: Corporate Strategic Management**Course Code: BBA3501****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The core concepts, frameworks, and techniques of strategic management. ❖ The major initiatives taken by a company's top management involving resources and performance in internal and external environments. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the basic concept of strategy and its implementation in various business situations. 2. Understand the relevance of business policy and corporate governance. 3. Develop ways to improve a firm's competitive advantage and integrate key functional areas into a unified strategic plan. 4. Enhance understanding of the impact of changes in the external environments on executive decisions. 5. Learn the importance of changes in economic, technological, government, political and social forces on the formulation of a firm's strategy. 6. Understand the intricacies involved in developing different strategies and their impact on various organizations. 7. Develop skills in analyzing corporate portfolio through different techniques. 	No. of Hours	No. of Credits
Module I: Introduction Business Policy and strategy: Overview, concept & nature of business policy and concept of corporate strategies. Decision levels of strategies: nature and elements. Concept of corporate governance.		30	1
Module II: Strategic Planning and Management Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, nonprofit organizations and public sector.		30	1
Module III: Strategy Formulation, Strategic Analysis and Choice Objectives and goals of the organization. ETOP. Competitive analysis. Internal environment, scanning, mission and vision statement, SAP and KSF. Choice of strategy. Business level strategies: generic, cost leadership, differentiation and focus. Multi business strategies: coordination, diversification, venturing and restructuring for national and international companies. Evaluation of		30	1

alternatives and selection of strategies.		
<p>Module IV: Corporate Portfolio Analysis and Implementation</p> <p>BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Lawrence R. Jauch. and Glueck William F., Business Policy and Strategic Management ,Frank Brothers. 2. Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000. 3. Pearce II John A. and Robinson J.R. and Richard B., Strategic Management, AITBS. 4. Wheelen Thomas L., Hunger J. David. and Rangaragjan Krish. , Concepts in Strategic Management and Business Policy ,Pearson Education, 1st Ed. 		

Course Title: MIS & E-Commerce**Course Code: BBA3502****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The information systems and information technologies that help in taking right decisions for betterment of an organization. ❖ The concepts of E-Commerce, Networking and Data Communication. ❖ The latest trends of IT and security issues. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the role of information system in an organization. 2. Design the physical and information systems according to organizational requirement. 3. Understand the concept of system and design for developing managerial perspective and an informed decision-making ability. 4. Develop an understanding of the concept of data communication and the requirement of hardware & software systems. 5. Understand the recent trends of networking, E-Commerce and security issues. 6. Identify the emerging trends in IT. 	No. of Hours	No. of Credits
Module I: MIS and Decision Making Information System: Foundation of Information System, Operating elements of Information System, Structure of Information System, Evaluation of Information System, Typical Information Systems including MIS and DSS. Types of Information. Structured and Unstructured decisions.		30	1
Module II: System Analysis and Design System: Concept, system concepts applied to MIS, Distinction between physical system and information system. Multiprogramming, Multiprocessing, Real Time systems. Online and distributed environments. Design considerations.		30	1

<p>Module III : Data Communication and Networking</p> <p>Data Communication: Fundamental communication concepts, Hardware and Software requirements, Simplex, Duplex, Half-Duplex. Communication Medium: Wired and Wireless.</p> <p>Networking: Concept, LAN, MAN and WAN, Topologies, Types of switching.</p>	30	1
<p>Module IV: E-Commerce and Recent Trends in IT</p> <p>E-Commerce: Concept, importance, recent trends, problems, internet tools and techniques, legal & security issues of E-Commerce. Emerging trends in IT including ERP and Business Process Re-engineering.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Agarwala, Kamlesh. N. and Agarwala ,Deeksha., Macmillan, India, New Delhi. 2. Diwan, Parag. and Sharma, Sunil. , E-commerce- A Managers Guide to E-Business, Excel. 3. Javadekar, W.S.(2003),Management Information System, Tata MacGraw Hill Publication. 		

Course Title: Transportation and Distribution Management**Course Code: BBAS1501****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The objectives of this course is to impart knowledge about transport, along with imparting necessary skills so that the same can be applied by students in the business world		
LEARNING OUTCOMES:	The students should be able to: 1. Understand the importance of transport (Road, Rail etc.) and identify the parties involved 2. Recognize the major modes of transport (Road, Rail, Air and shipping), their characteristics and important documents associated with each mode of transport	No. of Hours	No. of Credits
Module I: Introduction Role of distribution in supply chain, Transportation Management, Warehousing concepts, Designing distribution channels, Understanding distribution costs, Advantages of distribution models, Disadvantages of distribution models, Pre-requisites of distribution, Comparison of distribution networks.		30	1
Module II: Land Transport: Road carriage, basics, types of services, types of vehicles, challenges for road transport, Road transport process, road transport major documents, Commercial Invoice, L.R./ e way bill, Terms of contract for L.R./ e way bill, Transport Corridors. Rail carriage: basics, types of services, Challenges for rail transport, rail transport process, Rail transport major documents		30	1
Module II: Air Cargo Introduction to Air Cargo: Aviation and airline terminology, IATA areas, country, currency, airlines, aircraft layout, different types of aircraft, aircraft manufacturers, ULD, International air routes, airports, codes, consortium, hub & spoke, process flow		30	1

<p>Module IV: Shipping Industry and Business Description of a ship, Uses of a ship or a floating vessel, Classification of ship(route point)(cargo carried), Superstructure, Tonnages and Cubic, Drafts and Load lines, Flag Registration, Different Cargo (Packing, Utility or Value), Trimming, Cleansing – Unitized Cargo.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sunil Chopra, Supply Chain Management 2. Agarwal, Logistics Supply Chain Management 3. Saple, Logistics Management 4. Simon Taylor, Air transport logistics, Hampton 5. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press. 6. Peter S. Smith, Air Frieght: operations, marketing and economics, Faber 7. Sung Chi-Chu, 4th Party Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers. 8. P.S. Senguttavan, Fundamentals of Air transport management. 9. Ratandeeep Singh, Aviation Century: Wings of change – A global survey 10. John F. Wilson. Carriage of Goods by Sea. Harlow: Longman 11. J.R. Whittaker. Containerization. Hemisphere: Wiley 12. Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical 		

Course Title: Business Ethics**Course Code: BBA3504****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The ethical issues and dilemmas faced by the managers in most business organizations. ❖ The concepts of CSR, Consumer Protection, Success, Dharma, Karma, etc. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the relevance of ethics and values in business. 2. Identify the ethical dimensions of common business practices. 3. Develop Ethical and Value Based thought process for future managerial performance. 4. Gain knowledge of corporate social responsibility and consumer protection. 5. Understand the concept of corporate governance and its relevance in present scenario. 6. Understand progress and interpret result in managing transformation. 7. Illustrate the concept of Dharma and Yoga not only from personal but also from professional viewpoint. 		
<p>Module I: Introduction</p> <p>Values: Concept, types and formation of values. Relationship between ethics, values and behaviour, Values of Indian Managers. Ethics: development of ethics, ethical decision making and decision making process, relevance of ethics and values in business.</p> <p>Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vedanta in management, Hierarchism as an organizational value. Ethical Dilemma in business, whistle blowing.</p>		30	1
<p>Module II: Corporate Social Responsibility and Consumer Protection</p> <p>Corporate responsibility of business towards employees, consumers and community. Corporate Governance & Code of Corporate Governance. Different approaches of corporate governance, Consumerism. Unethical issues in sales, marketing and technology.</p>		30	1

<p>Module III: Understanding Progress & Results, Managing Transformation and Success</p> <p>Progress & Results: Definition and functions of progress. Transformation: Need for transformation, process and challenges of transformation.</p> <p>Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business Gurus.</p>	30	1
<p>Module IV: Knowledge, Wisdom, Stress Management, Dharma & Karma Yoga and TQM</p> <p>Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.</p> <p>Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement.</p> <p>Dharma & Karma Yoga: Concept of Dharma and Karma. Kinds of Karma Yoga: Nishkam Karma and Sakam Karma. Total quality management, Quality of life and quality of work life.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Chakraborty, S.K., Human values for Managers. 2. Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press. 3. Gaur, R.R., Sangal, R. and Bagaria, G.P., A Foundation Course in Human Values and Professional Ethics, Excel Books Private Limited, New Delhi. 		

Course Title: Logistics Information System**Course Code: GE18801****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Concept of Logistics Information System. ❖ The functionalities and the challenges of Logistics Information System. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the nature of LIS and its importance. 2. Use the sources of information critical to the success of logistics. 3. Describe the role of technology in the implementation of logistics information system. 4. Use communication technology appropriately and effectively 5. Generate reports relevant for logistic system. 6. Describe challenges involved in the implementation of LIS. 	No. of Hours	No. of Credits
Module I: Introduction to Logistics Information System Definition, Background, Significance Objectives and Scope of Logistics Information System. Relationship of Logistics Information System with other business functions. Sources of Information: External Sources & Internal Sources, Types of Input Information.		30	1
Module II: Technology in Logistics Information System Data Collection, Data Storage, Business Logic / Business Transactions, Information Retrieval, Document Processing.		30	1
Module III: Output from Logistics Information System Types of Reports Generated from LIS, Types of Queries Generated from LIS, Business Documents Generated, Exception / Control Reports.		30	1
Module IV: Challenges and Future of LIS Quality of Data, Integration / Consolidation of Information, Information Security , Demand, Supply Balance, Optimization		30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Vinod V. Sople, Logistics Management, IInd Edition, Pearson India 2. Bernhard Tilanus, Information System in Logistics and Trnspartation, Emerald Publications. 			

Course Title: Direct & Digital Marketing**Course Code: GE37102****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The scope of online and offline marketing. ❖ The business and marketing objectives in today's challenging environment. ❖ The effective and emerging trends of digital marketing and online advertising. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand direct and digital marketing strategies and its underpinning principles and concepts. 2. Examine role and applications of marketing research, and the concept and practice of profiling, segmentation and targeting. 3. Discuss multichannel marketing, customer behaviour, brands and integrated marketing communications. 4. Develop the strategy, plan, implement and evaluate effective, integrated direct and digital marketing programmes. 5. Examine ROI driven customer acquisition campaigns and key metrics. 6. Gain a thorough understanding of the creative process from proposition to promotional delivery. 7. Explore the direct & digital future and looking at trends that shape the use of technology. 		
Module I: Direct Marketing Direct Marketing: Introduction, Definition, Scope, Objectives, Growth and Benefits of Direct Marketing. Benefits to Buyers, Benefits to Sellers, New Direct Marketing approaches, Integrating the communication, Direct Marketing Media, Developing a positioning strategy, Managing the creative process, Copy appeals, Guidelines to create good copy, Improving the mailing package.		30	1
Module II : Direct-Mail Marketing Forms of Direct Marketing: Direct-Mail Marketing, Catalog Marketing, Telephone Marketing, Direct-Response Television Marketing, Direct Response Radio marketing, Kiosk Marketing, Direct Response in print media, B2B Direct Marketing. New Digital Direct Marketing Technologies, Managing the lead generation program, Direct Marketing profitability, Direct Marketing testing and experimentation, Direct Marketing research and its future.		30	1
Module III : Introduction to Digital Marketing		30	1

<p>Introduction to Digital marketing and its Evolution, digital marketing for the 21st century, Importance and scope of digital marketing. Working of websites: dynamic, static, blogs. Search engine optimization marketing. Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines, Search engine page results, familiarizing Google results. Working of Google: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices.</p> <p>Social media: Examples, Uses, Impact and benefits of social media. Analytics.</p>		
<p>Module IV: Digital Marketing Management</p> <p>Online Ads, Working of online ads: Interactive ads, Creative ads, Google Ad words, Online ad methods. Types of online advertisements: Face book ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads. Best practices, Campaign set up, Billing, Budget, Segment, Audience Effective Ads. Calculating ROI, Budget, Choosing ad partner.</p> <p>Digital Marketing Management: Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets and goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. McDonald, William. J., (1998), Direct Marketing: An integrated approach , McGraw Hill, Singapore, 1st Edition, 2. Stone, Bob., (1995), Successful Direct Marketing Methods, NTC Business BOOK, USA, 5th Ed. 3. Chaffey, Dave. and Chadwick, Fiona Ellis., (2012), Digital Marketing: Strategy, Implementation and Practice, Pearson Education. 		

Course Title: Stores and Materials Accounting**Course Code: GE18802****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The objectives of this course is to impart knowledge about stores management, along with imparting necessary skills so that the same can be applied by students in the business world	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: 1. Understand the importance of stores management. 2. To understand the basic and the mathematical models and other policies of purchasing. 3. To understand the environmental aspects of stores management. 4. To understand the accounting aspects of management.		
Module I: Introduction Stores management: Meaning, Stores Function, Receiving of Materials, Receiving Procedure, Store Keeping (Raw material, WIP, Consumable Stores, Spares, Readymade Components, Scraps. Identification of system of materials, Methods of Code construction, Approaches to store location, Issues of materials (The Bin Cards, The Stores Ledger, FIFO, LIFO, Average Cost Method, Replacement Price Method, Standard Price Method, Actual Price Method, Inflated Price Method 		30	1
Module II: Purchasing & Vendor management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies. Use of mathematical model for vendor rating / evaluation, single vendor concept, management of stores.		30	1

<p>Module III: Safety Aspect of Stores management</p> <p>Aspects of storage- land , water and air contamination, Spillages, leakages, dumping and disposal of materials, Storage and disposal of hazardous waste, Explosive storage precautions during- loading, unloading, storage, transportation and usage, Fire and other hazards & precautions. Cross contamination and hygiene precaution, Chemical and Food industry.</p>	30	1
<p>Module IV: Cost Elements I</p> <p>Introduction Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity, analysis, investigation and corrective steps for treatment of stock discrepancies – control through other means.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.) 2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Agarwal D.K. - A Text Book of Logistics and Supply chain management (Macmillan, 1st Ed.). 4. Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.) 5. Chopra Sunil and Peter Meindl - Supply chain management (Pearson, 3rd Ed.) 6. M.N. Arora., A Textbook of Cost and Management Accounting, (Vikas Publishing House Pvt Ltd, 10th Edition) 		

Course Title: Supply Chain Performance Measures**Course Code: GE18803****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The objective of this course is to impart Basics of Supply Chain Performance Measures knowledge so that, students will be able to apply the concept in the business world.	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: 1. The student should be quickly able to adopt the working in industry		
Module I: Performance measurement along the supply chain Relationship between Company Strategy & Supply Chain Metrics, Functional classification of Decision areas in SCM – Procurement, Manufacturing, Distribution, Logistics, Global.		30	1
Module II: Traditional Approaches to Performance Measurement Productivity Measures, Quality Measures, Customer Service Measures, Cost Measures, Drawbacks of Traditional Measures		30	1
Module II: World class performance measures for supply chains and process driven metrics Balanced Scorecard, Activity Based Management & Costing, EVA, SCOR framework, EFQM		30	1
Module IV: Building and leveraging metrics to drive supply chain performance All metrics are not equal, Establishing the right Metrics, Linking Metrics to overall strategic objectives, Insights through cause & effect guided analysis, Quantifying financial impacts of SC Metrics, Identifying corrective actions.		30	1

Suggested Readings:

13. Supply Chain Performance Measurement: Emerging Trends: Lawrence Kabinga
14. Supply Chain Performance Measurement and Improvement (Management Series): Venkata Nimeesha Posa

Course Title: Data Base Management Systems**Course Code: GE37105****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The evolution of Database Management system. ❖ The importance of database technology in today's environment and to use this technology to manage their own data requirements. ❖ The know-how of database design and their applications. 		
LEARNING OUTCOMES:	The students should able to : <ol style="list-style-type: none"> 1. Understand the role of Database management system applicable in an organization. 2. Analyze the role of keys in designing the database. 3. Interpret languages of data and architecture of DBMS. 4. Know the handling of file and normalization of data. 5. Understand and construct the security system relevant to database management system. 6. Categorize the various system devices that apply to database management system. 	No. of Hours	No. of Credits
Module I : Introduction Data Base Management System: Introduction, Advantages and Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.		30	1
Module II : Languages of Data and DBMS Architecture DDL and DML. E-R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.		30	1
Module III : File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF.		30	1
Module IV: System Devices and Security System Input and Output devices, off-line storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.		30	1

Suggested Readings:

1. Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.
2. Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, Mc GrawHill, Company, Higher Education.
3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.

Course Title: Green Logistics and Supply Chain**Course Code: GE18804****Course Credit: 4**

COURSE OBJECTIVE:			
LEARNING OUTCOMES:		No. of Hours	No. of Credits
	To familiarize students with: <ul style="list-style-type: none"> ❖ The concept of Green Logistics and environmental costs of logistics and supply chains ❖ Different sustainable practices to be adopted to save the environment. 		
	The students should be able to: <ol style="list-style-type: none"> 1. Understand the concept of green logistics. 2. Explain the various costs associated with environment. 3. Describe the waste management process and how it can be reused to curb the environmental cost. 4. Understand the role government in reducing pollution of all sorts. 5. Describe the main features of Environmental Protection Act. 		
Module I: Green Logistics and Environmental Cost. Concept, Key Drivers and Benefits. Carbon footprint, Carbon Audit, Carbon Credits, Performance measures.		30	1
Module II: Waste Management Minimizing negative environmental impact, Environmental checklist, Reuse and refurbishment of waste, Waste management as a part of reverse process.		30	1
Module III: Government Role and Policy Measures Public policy and initiatives by government, Energy efficiency, Cutting emissions Environment Protection Act : Various provisions.		30	1

Module IV: Case Studies in Green Supply Chain Cases on green practices followed by – <ul style="list-style-type: none">• Profit and Non-profit organizations• Retailers• Customers	30	1
Suggested Readings: <ol style="list-style-type: none">1. Charisios achillas, Dionysis D. Bochitis, Dimitrios Aidonis and Dimitris Folinas, Green Supply Management, Earthscan from Routledge2. Joseph Sarkis and Yijie Dou, Green Supply Chain Management		

Course Title: Legal Aspects in Supply Chain Management**Course Code: GE18805****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The laws related to working of an industry. ❖ The rules and regulations which have direct implication on supply chain management. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the basic provisions of Indian Contract Act which is essential for all the business transactions. 2. Explain the importance of labour laws in supply chain and its basic rules. 3. Explain general rules related to sale of goods and the new paradigm of GST. 4. Understand the basic provisions of Motor Vehicle Act. 5. Prepare legal documents. 	No. of Hours	No. of Credits
Module I: Indian Contract Act- 1872 Basic provisions under Contract Act: Introduction; Important Definitions; Essentials of a Contract; Void Agreements; Contingent Contract; Performance of Contract; Special Types of Contracts- Contract of Indemnity, Contract of Bailment, Contract of Agency- Creation of Agency, Types of Agents, Authority of an Agent, Rights, Duties and Liabilities of Principal and Agent, Discharge of a Contract & Remedies for Breach of Contract		30	1
Module II: Labour Laws Introduction; The Payment of Wages Act, 1936; The Minimum Wages Act, 1948; The Payment of Bonus Act, 1965; The Payment of Gratuity Act, 1972; The Employee's Provident Funds and Miscellaneous Provisions Act, 1952; The Employee's State Insurance Act, 1948; The Workman's Compensation Act, 1923		30	1
Module III: Sale of Goods Act-1930 Introduction; Essentials of a Contract of Sale; Difference between Sale and Agreement to Sell; Conditions and Warranties; Transfer of Property (Ownership); Performance of Contract of Sale; Rights of Unpaid Seller and Remedial Measures Introduction to GST, Basic rules related to GST.		30	1

Module IV: The Motor Vehicles Act, 1988 and Documentation Laws Introduction; Provisions regarding Driving Licence; Provisions regarding Conductor's Licence; Registration of Vehicles Introduction; Types of Documents; Stamp Duty on Documents; Laws Applicable to Documents	30	1
Suggested Readings: <ol style="list-style-type: none">1. Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004.2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003.3. P.L. Malik, Handbook of Labour and Industrial Law, EBC4. George E. Rejda, Principles of Risk Management and Insurance, Addison Wesley; 10 edition 2007		

Course Title: Supply Chain Risk Management**Course Code: GE18806****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The objective of this course is to impart Basics of Risk Management knowledge so that, students will be able to apply the concept in the business world.		
LEARNING OUTCOME S:	The students should be able to: 1. Understand the concept, features of risk management. 2. Identify the trends that affect SC integration. 3. Help to identify and analyze the risks 4. The student should be quickly able to adopt the working in industry.	No. of Hours	No. of Credits
Module I: Basics of Risk Management Risk & Management, Growth of risk Management, defining Risk, Features of Risk. Decisions & Risk, Decisions with certainty, uncertainty, risk, ignorance, Managing Risk		30	1
Module II: Risks in Supply Chain Risks arising out of Trends affecting SC – Integration, Cost Reduction, Agile Logistics, E-Business, Globalization, Outsourcing, SC Risk Management – Aims, Steps & Principles		30	1
Module III : Identifying and analyzing risks Types of Risks, Identifying Risks, Tools for analyzing past events, collecting opinions, analyzing operations, Measuring Risk, Likelihood of a risky event, Consequences of risk, Responding to risks, Alternative responses, defining the options & choosing the best response, Network View of Risk -Shared risks		30	1

<p>Module IV: Creating resilient SC</p> <p>Design of a resilient SC, Principles of designing resilient SC, Physical features of a resilient SC, relationship within a resilient SC, Risk compensation & Business Continuity.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Donald Waters., Supply Chain Risk Management, Vulernability and resilience in Logistic, London Philadelphia, New Delhi, 2nd Ed. 2. Omera Khan, George A. Zsidisin., Handbook for Supply Chain Risk Management: Case Studies, Effective Practices, and Emerging TrendsJ. Ross Publishing. 3. George A. Zsidisin., Bob Ritchie Supply Chain Risk: A Handbook of Assessment, Management, and Performance, Springer 4. Robert Handfield, Kevin P. McCormack., Supply Chain Risk Management: Minimizing Disruptions in Global Sourcing, Auerbach Publications (Taylor & Francis Group), Newyork London 5. John Manners-Bell., Supply Chain Risk: Understanding Emerging Threats to Global Supply Chains, Kogan Page, London Philadelphia, New Delhi 		

Course Title: Supply Chain Service Management**Course Code: BBAS1601****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Nature and Characteristics of Services. ❖ Service marketing and the differentiating features ❖ Relevance of service marketing in supply chain management. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Explain the concept of service marketing, nature, scope and its importance. 2. Describe how customer relationship management (CRM), creates an environment that achieves excellence in service industry. 3. Develop the understanding of customer expectations and their zone of tolerance. 4. Explain the service mix elements of product, price, place, promotion, processes, physical evidence, and people along with their unique challenges. 5. Understand the role of quality in service delivery. 6. Explain the recent trends in international marketing scenario. 	No. of Hours	No. of Credits
Module I: Introduction to Services Nature of Services; Characteristics of Services – Intangibility, Inconsistency, Inseparability and Inventory; Search, experience and credence attributes, Classification of Services; Consumer versus Industrial Services. Importance of Services Marketing, Service as key differentiator for manufacturing industries.		30	1
Module II: Marketing Strategies related to Services Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services, Services Marketing Mix, Augmented Marketing Mix, Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions, Physical Evidence, Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services.		30	1
Module III: Customer Satisfaction and Service Quality Monitoring and Measuring customer satisfaction, Order taking and fulfillment; Service Guarantee - Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate		30	1

service performance, Service Quality Models Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF –Gronroos model; Technology & Service Strategy: Applying technology to service settings, e-services.		
Module IV : International Marketing of Services International Marketing of Services, Recent Trends in international marketing of services, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Baron S and Harrisk - Services Marketing: Text and Cases (Palgrave, 2nd Ed.). 2. Payne Adrian - The Essence of Service Marketing (Prentice Hall of India). 		

Course Title: International Business Management**Course Code: BBA3602****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The theories of international dimensions of Business and external influences affecting the international business organization. ❖ The design and structure of International Organizations. ❖ Labor market differences and labor compensations and international business strategies. ❖ The role of strategies and different policies on the way a business is conducted in international context. 		
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Identify the role of external influences on international business scenario. 2. Demonstrate the concept of International Corporations by their organizational design, structure, attitude and strength. 3. Describe the role of Human Resources in the international development of managers. 4. Identify labor market differences and compensation worldwide. 5. Illustrate the functionality of global financial markets, foreign exchange market, exchange rate methods and different international business strategies. 6. Develop international business strategies in the global competitive environment. 	No. of Hours	No. of Credits
Module I : Dimensions of International Business The field of international business: scope, challenges and opportunities, means of engaging in international business, external influences on international business. International trade theories.		30	1
Module II : International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional based, area based and matrix structure. Methods of entry.		30	1
Module III : Management of Human Resources Manager's qualifications and characteristics, international development of Manager, labour market differences, labour compensation. Managing groups across cultures		30	1

Module IV: International Finance and Strategies Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies. International strategic alliances.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Agarwal, Raj ., International Trade, Excel, 1st Ed.2. Albaum, Duerr., International Marketing and Export management , Pearson, 7th Ed.3. Cherunilam, F.(2007), International Trade and Export Management , Himalaya.4. Hill C.W. , International Business , TMH, 5th Ed.		