

Babu Banarasi Das University

Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

Bachelor of Business Administration

(Logistics and Supply Chain Management)

(As per the National Education Policy 2020)

[Effective from Academic Batch: 2023-24]

Course Curriculum of Bachelor of Business Administration – Logistics and Supply Chain Management

Version Control

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BACHELOR OF BUSINESS ADMINISTRATION (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)INTRODUCTION

BBA (Logistics and Supply Chain Management) is a three/ four year undergraduate programme with multiple entry and exist options, which aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The courses of the programme are divided into six categories namely **Discipline Specific Course - Core Courses (DSC)**, **Discipline Specific Elective- Core Course (DSE)**, **Generic Elective Courses- Minor Courses (GE)**, **Co-Curricular Courses (CC)** which includes (Multidisciplinary Course and Ability Enhancement Course); **Vocational Courses (VC)** which includes **AIPCM** (Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC) and Value-Added Courses and last category of **Dissertation Report**. In the CC and VC the student has an option to opt from various courses which are also offered by other Schools of the University.

The structure of the programme is designed in a way that students have to study the core courses from different functional areas of management as well as from logistics and supply chain management that are made compulsory. Right from the beginning of the programme, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, role plays etc. keeping in mind the current business scenario.

A Research Project has to be submitted as part of the compulsory courses of sixth semesters.

Definitions:

1. **Academic Credit**- An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to fifteen contact hours or thirty onctact hours of practical work/ field work.

2. **Courses of Study** – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs), Discipline Specific Electives (DSEs) and Generic Electives (GEs).

a. **Discipline Specific Core (DSC)**: Discipline Specific Core is a course of study, which should be pursued by a student as a mandatory requirement of his/her programme of study. DSCs shall be the core credit courses of that particular discipline which will be appropriately graded and arranged across the semesters of study, being undertaken by the student, with multiple exit options as per NEP.

c. **Generic Elective (GE)**: Generic Electives shall be a pool of courses which is meant to provide multidisciplinary or interdisciplinary education to students. GEs shall consist of a pool of courses offered by various disciplines of study in groups from which a student can choose.

d. Co-Curricular Course [Ability Enhancement Course (AEC) & Multidisciplinary Course (MDC) & Vocational Course [Skill Enhancement Course (SEC) & Value Addition Course (VAC)]: These two courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose. A student who desires to make Academic Project/Entrepreneurship as Minor has to pick the appropriate combination of courses of GE, SEC, VAC, & Internship/Apprenticeship/Project/Community Outreach (IAPC) which shall be offered in the form of various modules as specified in the scheme of studies. Apart from this if they want to do online courses as Vocational Course then the university will provide these courses at the beginning of every semester.

(i) **Co-Curricular Courses** are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature and Environmental Science and Sustainable Development which will be mandatory for all discipline and skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. Thus this course is design concerning both AEC & MDC from a pool of courses designed to provide skill and multidisciplinary based instruction.

(ii). **VAC courses** are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. Thus this course is design concerning both SEC & VAC from a pool of courses designed to provide skill and value added based instruction.

The uniquely designed pedagogy of entire three years/ four years teaching curriculum imbibes the contemporary traits and audit oriented projects on specialized streams of commerce. During the three years/ four years of the program, students are required to take-up live problems related to marketing, finance and human resource.

3. Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)

a. Apprenticeship /Field Study/ Minor Project/ MOOC: Apprenticeship/Field Study/ Minor Project of two weeks duration at the third semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of third semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

Apprenticeship/Field Study/ Minor Project of two weeks duration at the fourth semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

b. Summer Internship/ Project/ Community Outreach/ MOOC: Summer Internship of two weeks duration after completion of the fourth semester, to enable the students to have hands on experience in real life business situations, and will try to help, uplift and support those who are deprived of certain services and rights.

This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester

RESEARCH PROJECT REPORT:

In the 6th 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 student will submit two 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 in Times New Roman font, font size of 12 with double spacing.

This is essentially done to give the students a hands-on practical exposure about the Management concepts and enables them to apply the acquired knowledge. At the end of the semesters the students are required to submit a report on the study conducted. It has been provided as Skill Enhancement Courses to enable the students to have hands on experience in real life business situations.

GENERAL PROFICIENCY:

In first four semesters, students will be assessed out of 100 marks based on co- curricular activities, initiatives and general discipline as part of General Proficiency with one Credit.

Students Exit & Entry:

Students exiting the Programme after securing 44 credits will be awarded Certificate in business administration (Logistics and supply chain management) Certificate, subject to secure 4 credits in work based vocational courses offered during summer internship. Students exiting the Programme after securing 88 credits will be awarded Diploma in business administration (Logistics and supply chain management), subject to securing 4 credits in work based vocational courses offered during summer internship. A student can enter the programme at any year, subject to fulfilling eligibility criteria, for example, to enter second year he/she must have substantial credit (44 credit in this case) in the previous year of this programme. After the successfully completion of the third year (having 132 credits) student will get the BBALSM degree. In the fourth year the students have the option to choose BBALSM (Hons.) with Internship or BBALSM (Hons.) degree with Research. BBALSM (Hons.) with Research choice is given to those students who have attain more than 75% marks at third year level.

ELIGIBILITY CRITERIA:

As per the Babu Banarasi Das University norms.

ASSESSMENT AND EVALUATION OF COURSES:

Assessment and evaluation of courses will be as per Babu Banarasi Das University guidelines.

CREDIT SYSTEM

Credit system will be followed during the entire four-year course curriculum. One credit will be equivalent to 15 contact hours for theory paper while one credit will be equivalent to 30 contact hours for lab.

PO1	Management Knowledge: Students will acquire adequate understanding about management concepts and principles.
PO2	Business Analysis: Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
PO3	Communication: To impart knowledge to the students towards Business Communication for effective and Professional business management
PO4	Entrepreneurship: Build the entrepreneurship acumen.
PO5	Individual and Team Work: To inculcate the ability for leading a team and develop group behaviour in achievement of individual, group and organizational goals.
PO6	Regulatory Framework: To understand and discuss the broad legal and regulatory framework governing business activities.
PO7	Ethics: To recognize and solve business problems in an ethical manner for continuous development of business venture.
PO8	Technology Orientation: To develop competency in the use of technology in modern organizational operations.
PO9	Conduct Investigations : To stimulate an interest in research and its applications to find solutions for business problems.
PO10	The Business Leader and Society: To provide an environment that challenges the students' mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.
PO11	Environment and Sustainability: Understand the relevant issues of environmental concern and sustainable development.
PO12	Life Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PROGRAM SPECIFIC OBJECTIVES (PSOs)

PSO1	To prepare students to excel in industry as logistics and supply chain professionals.
PSO2	To inculcate entrepreneurial skills in students so they can provide job opportunities for other sections of the society.

Course Articulation Matrix of DSC, DSE and GE

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
NBBAS3101	2.5	1.5	1.8	2.0	2.3	1.5	2.0	1.0	0.0	0.0	0.0	2.5	2.5	1.3
NBBAS3102	2.5	1.5	1.8	2.0	2.3	1.5	2.0	1.0	0.0	0.0	0.0	2.5	2.5	1.3
NBBAS3103	1.8	1.5	1.3	1.5	1.8	2.3	0.0	1.0	0.0	1.5	1.0	1.5	2.0	1.8
NGE38801	2.3	2.0	2.0	2.0	2.0	1.5	2.0	1.0	0.0	0.0	1.0	2.7	2.3	1.3
NGE38802	2.5	1.5	1.8	2.0	2.3	1.5	1.7	1.0	0.0	1.0	0.0	2.5	2.5	1.0
NBBAS3201	2.5	1.5	1.8	2.3	2.3	1.5	1.7	1.0	1.0	0.0	1.0	2.5	2.5	2.0
NBBAS3202	2.5	1.8	1.8	2.0	2.3	1.5	2.0	1.0	0.0	1.0	0.0	2.5	2.5	2.0
NBBAS3203	2.5	2.3	2.3	2.3	2.5	1.3	2.0	1.0	0.0	0.0	0.0	2.8	2.8	2.0
NGE38803	2.3	2.0	1.8	2.0	2.3	1.5	1.7	1.0	1.0	1.0	1.0	2.7	2.3	1.3
NGE38804	2.5	1.5	1.8	2.0	2.3	1.8	1.7	1.0	0.0	1.0	0.0	2.5	2.5	1.0
NBBAS3301	2.3	2.0	2.0	1.8	2.3	1.7	2.0	1.0	2.0	1.0	1.0	2.7	2.3	1.7
NBBAS3302	2.3	2.3	1.3	1.8	1.0	2.3	0.0	1.0	0.0	1.8	0.0	1.8	1.8	1.8
NBBAS3303	2.3	2.0	1.8	2.0	2.3	1.5	1.7	1.0	0.0	1.0	2.0	2.7	2.3	1.3
NGE38805	1.0	2.0	1.0	2.0	1.8	2.0	1.8	1.7	1.7	1.5	1.0	1.8	1.3	1.3
NGE38806	1.0	1.3	1.0	2.0	1.0	1.0	1.0	1.0	1.0	1.5	1.0	1.0	2.3	1.5
NBBAS3401	2.3	1.8	1.8	1.8	2.3	1.3	1.5	1.0	0.0	1.0	2.0	2.3	2.5	1.8
NBBAS3402	2.3	1.7	2.0	1.8	2.0	1.5	2.0	1.0	0.0	1.0	0.0	2.7	2.3	1.3
NBBAS3403	2.5	1.8	0.0	2.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.3
NGE38807	1.7	1.3	2.0	1.8	2.3	1.5	2.0	1.0	1.0	0.0	0.0	2.0	2.3	1.3
NGE38808	1.0	1.0	1.0	1.0	1.0	1.5	1.0	1.0	0.0	1.0	0.0	1.0	1.8	2.0
NBBAS3501	1.8	1.8	0.0	1.5	1.0	2.8	0.0	0.0	1.0	1.8	1.0	1.8	1.8	1.8
NBBAS3502	2.3	2.0	2.0	2.0	2.3	1.5	2.3	0.0	0.0	1.0	0.0	2.7	2.3	1.3
NBBAS3503	2.3	1.5	2.0	1.8	2.3	1.5	2.0	1.0	2.0	0.0	0.0	2.7	2.3	1.3
NDSE38801	2.3	1.5	2.0	2.0	2.3	1.5	1.7	0.0	0.0	0.0	2.0	2.7	2.3	1.3
NDSE38802	2.0	1.8	1.8	1.8	2.0	2.3	1.0	1.5	2.0	2.0	0.0	1.8	2.3	2.0
NGE38809	2.5	2.0	2.3	2.3	2.5	1.3	2.0	0.0	0.0	1.0	0.0	2.8	2.8	1.3
NGE38810	1.0	1.0	1.0	1.0	2.0	1.3	1.5	0.0	1.3	1.8	1.3	1.3	1.3	1.8
NBBAS3601	2.3	2.3	0.0	1.5	1.0	2.5	0.0	1.0	0.0	1.3	0.0	1.7	2.5	1.7
NBBAS3602	2.3	1.7	2.0	1.8	2.0	1.5	2.0	0.0	0.0	0.0	0.0	2.7	2.5	1.8
NBBAS3603	2.5	2.0	2.3	2.3	2.5	1.3	2.0	0.0	0.0	1.0	2.0	2.8	2.8	1.5
NDSE38803	2.5	2.0	2.3	2.3	2.5	1.3	2.0	0.0	0.0	0.0	0.0	2.8	2.8	1.3
NDSE38804	2.3	1.7	1.8	2.0	2.3	1.3	2.0	1.0	0.0	0.0	2.0	2.7	2.3	1.3
NGE38811	3.0	3.0	2.3	0.0	2.5	3.0	0.0	0.0	0.0	2.8	0.0	3.0	3.0	2.0
NGE38812	2.3	2.0	1.3	1.8	0.0	2.3	0.0	0.0	0.0	2.3	2.0	1.8	2.3	1.8
NBBAS3701	2.3	2.3	1.8	2.0	2.3	1.3	2.0	0.0	0.0	1.0	0.0	2.7	2.3	1.0
NDSE38805	2.5	2.0	2.3	2.3	2.5	1.3	2.0	2.0	0.0	1.0	0.0	2.8	3.0	1.8
NDSE38806	2.5	2.0	2.3	2.3	2.5	1.3	2.0	2.0	0.0	1.0	0.0	2.8	3.0	1.8
NDSE38807	2.5	2.0	2.3	2.3	2.5	1.3	2.0	0.0	0.0	1.0	0.0	2.8	2.8	1.0
NDSE38808	1.3	2.0	1.5	2.0	2.3	0.0	2.0	2.6	2.5	1.0	2.0	1.3	2.5	2.3
NGE38813	2.0	1.7	2.0	2.0	2.0	1.5	2.3	2.0	0.0	2.0	0.0	2.7	2.5	1.3
NGE38814	1.0	1.5	0.0	3.0	2.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	3.0	3.0
NBBAS3801	2.0	2.0	0.0	1.5	1.3	2.0	0.0	2.3	0.0	1.8	1.0	1.6	2.0	2.0
NDSE38809	2.3	2.3	1.8	2.0	2.3	1.3	2.0	1.0	0.0	1.0	0.0	2.7	2.8	1.8
NDSE38810	1.0	1.0	0.0	1.0	2.0	1.7	0.0	2.0	1.0	1.3	1.0	1.3	1.0	1.3
NDSE38811	3.0	3.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	3.0	0.0	3.0	3.0	0.0
NDSE38812	2.0	1.3	1.7	1.5	2.0	0.0	0.0	2.0	0.0	2.0	2.0	2.3	1.8	1.3
NGE38815	1.3	1.0	2.6	2.0	2.3	2.0	0.0	2.0	2.0	1.0	1.0	3.0	2.5	2.3
NGE38816	2.0	1.8	1.0	2.0	2.0	1.8	1.5	0.0	0.0	1.8	0.0	1.5	2.3	1.5

Course Articulation Matrix of VC and CC

Course	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
NSMVC5101	2.0	1.0	1.0	1.0	2.0	1.0	1.0	1.0	1.0	2.0	1.0	2.0	1.33	1.67
NSMVC5201	3.0	1.0	1.0	2.0	1.0	1.0	1.0	0.0	1.0	2.0	2.0	2.0	3.0	3.0
NSMVC5301	2.0	1.0	1.0	1.0	1.25	2.25	1.0	1.0	1.0	1.0	2.0	3.0	1.5	1.0
NSMVC5401	2.0	2.0	1.0	2.0	2.0	3.0	2.0	2.25	1.0	1.0	0.0	2.0	1.0	1.0
NSMVC5402	2.0	1.0	2.0	1.0	1.25	1.0	1.0	2.0	1.0	1.0	2.0	3.0	1.0	1.0
NSMVC5501	2.0	1.0	2.0	2.5	1.75	1.0	1.0	0.0	0.0	1.25	1.25	2.0	1.0	1.5
NSMCC5301	2.0	1.25	1.0	2.0	0.0	1.75	0.0	1.0	1.0	1.0	1.0	2.0	1.0	1.5
NSMCC5401	3.0	1.0	2.0	3.0	2.0	1.0	2.0	2.0	0.0	3.0	0.0	2.0	1.8	1.5

Course Structure-BBA Logistics and Supply Chain Management

Semester	Major Core Course (DSC) 4 Cr	Major Elective Course (DSE) 4 Cr	Minor Course (GE) 4 Cr	Co-Curricular Course (CC) 3 Cr	Vocational Course (VC) 2 Cr	Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM) 2 Cr	Major Dissertation / Academic Project/ Internship 6 Cr	GP/ Seminar 1 Cr	Total Credit
I	DSC1 DSC2 DSC3		GE1	CC1	VC1			1	22
II	DSC4 DSC5 DSC6		GE2	CC2	VC2			1	22
III	DSC7 DSC8 DSC9		GE3	CC3	VC4 Or AIPCM			1	22
IV	DSC10 DSC11 DSC12		GE4	CC4	VC4 Or AIPCM			1	22
V	DSC13 DSC14 DSC15	DSE1	GE5		VC5 Or AIPCM				22
VI	DSC16 DSC17 DSC18	DSE2	GE6			Project/ Dissertation 2 Credit			22
VII	DSC19	Three DSE or or Two DSE and One GE Or One DSE and Two GE					Dissertation / Academic Project/ Internship		22
VIII	DSC19	Three DSE or or Two DSE and One GE Or One DSE and Two GE					Dissertation / Academic Project/ Internship		22

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SEMESTER WISE COURSE STRUCTURE

Semester I										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
DSC-1	Theory	NBBAS3101	Fundamentals of Accounting	3	1	0	40	60	100	4
DSC-2	Theory	NBBAS3102	Quantitative Analysis for Management	3	1	0	40	60	100	4
DSC-3	Theory	NBBAS3103	Introduction to Logistics Management	4	0	0	40	60	100	4
GE – 1	Theory	ANY ONE		4	0	0	40	60	100	4
CC-1	Theory	Co-Curricular Course* (Any one from the given list)		3	0	0	40	60	100	3
VC-1	Theory	Vocational Course** (Any one from the given list)		2	0	0	40	60	100	2
	Practical	NGP3101	General Proficiency				100		100	1
		Total							700	22

* University offers one course for the first semester either Communicative English or Environmental Studies under the category of CC-1

**The Syllabus will be offered by different schools of the university

	Theory	Course Code	Course Title
GE-1	Theory	NGE38801	Essentials of IT
	Theory	NGE38802	Business Organisation

	Theory	Course Code	Course Title
VC-1**	Theory	NSMVC5101	Managing Organisational Diversity

** List of VC Courses offered by other school will be provided centrally

Semester II										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
DSC-4	Theory	NBBAS3201	Organisational Behaviour and Principle of Management	3	1	0	40	60	100	4
DSC-5	Theory	NBBAS3202	Business Environment	4	0	0	40	60	100	4
DSC-6	Theory	NBBAS3203	Supply Chain Management	3	1	0	40	60	100	4
GE-2	Theory	ANY ONE		4	0	0	40	60	100	4
CC-2	Theory	Co-Curricular Course* (Any one from the given list)		3	0	0	40	60	100	3
VC-2	Theory	Vocational Course** (Any one from the given list)		2	0	0	40	60	100	2
	Practical	NGP3201	General Proficiency				100		100	1
Total									700	22

* University offers one course for the first semester either Communicative English or Environmental Studies under the category of CC-2 (Other than the course taught in semester one)

**The Syllabus will be offered by different schools of the university

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-2	Theory	NGE38803	Management Information System
	Theory	NGE38804	Public administration and business management

	Theory	Course Code	Course Title
VC-2**	Theory	NSMVC5201	Logistics Management

** List of VC Courses offered by other school will be provided centrally

Note: Students who wish to exit after securing 44 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate.

Semester III										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
DSC-7	Theory	NBBAS3301	Production and Operations Management	4	0	0	40	60	100	4
DSC-8	Theory	NBBAS3302	Sourcing Management	4	0	0	40	60	100	4
DSC-9	Theory	NBBAS3303	Marketing Management	4	0	0	40	60	100	4
GE-3	Theory	ANY ONE		4	0	0	40	60	100	4
CC-3*	Theory	Co-Curricular Course* (Any one from the given list)		3	0	0	40	60	100	3
VC – 3	Theory/ Practical	VC or AIPCM ** (Any one from the given list)		2	0	0	40	60	100	2
	Practical	NGP3301	General Proficiency				100		100	1
	Total								700	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-3	Theory	NGE38805	E-Commerce
	Theory	NGE38806	New venture planning and development

	Theory	Course Code	Course Title
CC-3*	Theory	NSMCC5301	Financial Literacy

* List of CC Courses offered by other school will be provided centrally

	Theory	Course Code	Course Title
VC-3**	Theory	NSMVC5301	Creativity and Design Thinking

Semester IV										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
DSC-10	Theory	NBBAS3401	Store and Materials Management	4	0	0	40	60	100	4
DSC-11	Theory	NBBAS3402	Business Law	4	0	0	40	60	100	4
DSC-12	Theory	NBBAS3403	Cost and Management Accounting	4	0	0	40	60	100	4
GE-4	Theory	ANY ONE		4	0	0	40	60	100	4
CC-4	Theory	Co-Curricular Course* (Any one from the given list)		3	0	0	40	60	100	3
VC-4	Theory/ Practical	VC or AIPCM ** (Any one from the given list)		2	0	0	40	60	100	2
	Practical	NGP3401	General Proficiency				100		100	1
Total									700	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE-4	Theory	NGE38807	Cyber Security
	Theory	NGE38808	Advertising and personal selling

	Theory	Course Code	Course Title
CC-4*	Theory	NSMCC5301	Leadership and Personality Development

*List of CC Courses offered by other school will be provided centrally

	Theory	Course Code	Course Title
VC-4**	Theory	NSMVC5401	Creativity and Design Thinking
	Theory	NSMVC5402	Digital Marketing

** List of VC Courses offered by other school will be provided centrally

Note: Students who wish to exit after securing 88 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.

Semester V										
Course Category	Theory/ Practical	Course Code	Course Title	Contact			Evaluation			Credits
				L	T	P	CIA	ESE	Total	
DSC-13	Theory	NBBAS3501	Shipping Management	4	0	0	40	60	100	4
DSC-14	Theory	NBBAS3502	Financial Management	4	0	0	40	60	100	4
DSC -15	Theory	NBBAS3503	Project Management	4	0	0	40	60	100	4
DSE-1	Theory	ANY ONE		4	0	0	40	60	100	4
GE-5	Theory	ANY ONE		4	0	0	40	60	100	4
VC-5	Theory/ Practical	VC or AIPCM** (Any one from the given list)		2	0	0	40	60	100	2
Total									700	22

ELECTIVE	Theory/Practical	Course Code	Course Title
DSE -1	Theory	NDSE38801	Business Policy and Strategy
	Theory	NDSE38802	Consumer Behaviour

ELECTIVE	Theory/Practical	Course Code	Course Title
GE-5	Theory	NGE38809	Data Base Management System
	Theory	NGE38810	Financial Services

	Theory	Course Code	Course Title
VC-6**	Theory	NSMVC5501	Entrepreneurial Finance

** List of VC Courses offered by other school will be provided centrally

Semester VI										
Course Category	Theory/ Practical	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
DSC –16	Theory	NBBAS3601	International Logistics	4	0	0	40	60	100	4
DSC-17	Theory	NBBAS3602	Entrepreneurship and Small Scale Business	4	0	0	40	60	100	4
DSC-18	Theory	NBBAS3603	International business management	4	0	0	40	60	100	4
DSE –2	Theory	ANY ONE		4	0	0	40	60	100	4
GE- 6	Theory	ANY ONE		4	0	0	40	60	100	4
VC-6	Practical	NBBAS3604	Project/ Dissertation				40	60	100	2
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE – 2	Theory	NDSE38803	Business Ethics and Indian Value System
	Theory	NDSE38804	Research Methodology*

*Research methodology is mandatory for those who all are willing to pursue BBA LSM (H) With Research in 4th Year.

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE – 6	Theory	NGE38811	Digital Governance
	Theory	NGE38812	Event management

Note: Students who wish to exit after securing 132 credits in the first six semesters will be awarded a UG Degree in BBA (Logistics and Supply Chain Management)

Semester VII										
Course Category	Theory/ Practical	Course Code	Course Title	Contact			Evaluation			Credits
				L	T	P	CIA	ESE	Total	
DSC-19	Theory	NBBAS3701	Shipping Finance and Marine Insurance	4	0	0	40	60	100	4
DSE-3	Theory	ANY ONE		4	0	0	40	60	100	4
DSE-4	Theory	ANY ONE		4	0	0	40	60	100	4
GE-7	Theory	ANY ONE		4	0	0	40	60	100	4
	Practical	NBBAS3702	Dissertation/ Internship				80	120	200	6
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-3	Theory	NDSE38805	Human Resource Management and Development
	Theory	NDSE38806	Rural Management

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE-4	Theory	NDSE38807	Marketing of Services
	Theory	NDSE38808	Financial Institutions

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE – 7	Theory	NGE38813	System Analysis and Design
	Theory	NGE38814	Creativity and Innovation

Semester VIII										
Course Category	Theory/ Practical	Course Code	Course Title	Contact			Evaluation			Credits
				L	T	P	CIA	ESE	Total	
DSC-20	Theory	NBBAS3801	Logistics and Information System	4	0	0	40	60	100	4
DSE-5	Theory	ANY ONE		4	0	0	40	60	100	4
DSE-6	Theory	ANY ONE		4	0	0	40	60	100	4
GE-8	Theory	ANY ONE		4	0	0	40	60	100	4
	Practical	NBBAS3802	Dissertation/Internship				80	120	200	6
Total									600	22

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE – 5	Theory	NDSE38809	International Financial Management
	Theory	NDSE38810	Investment Management

ELECTIVE	Theory/ Practical	Course Code	Course Title
DSE – 6	Theory	NDSE38811	Industrial Relation and Labour Law
	Theory	NDSE38812	Goods and Service Tax and Customs law

ELECTIVE	Theory/ Practical	Course Code	Course Title
GE – 8	Theory	NGE38815	Data Communication and Networking
	Theory	NGE38816	People Management

Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA-Logistics and Supply Chain Management with Honors in Research/ Internship.

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester		1st	
Course Name	Fundamentals of Accounting				
Code	NBBAS3101				
Course Type	DSC-1	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	3	1	0	4
Course Objectives	To Familiarize students with: Basic concepts and standards underlying financial accounting systems and Construction of the basic financial accounting statements as well as their interpretation.				
Course Outcomes					
CO1	Understand and recognise the development of accounting and purpose of maintaining records.				
CO2	Prepare and analyse financial statements of sole proprietor and explain the meaning of key terms.				
CO3	Understand and apply the various methods of charging depreciation and valuation of stock. Also explain the meaning and objective of preparing a Bank Reconciliation Statement.				
CO4	Analyse and make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	Module II: Financial Statements Trial Balance: need, importance, limitations. Preparation of trading and P & L Account and balance sheet with simple adjustments.	15	2
3	Module III: BRS, Depreciation and Hire Purchase Bank reconciliation statement. Depreciation: concept, rationale and methods of SLM, WDV, SFM. Hire purchase and installment systems.	15	3
4	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.	15	4

Suggested Readings

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

Online Resources:

1. <https://egyankosh.ac.in/handle/123456789/89749>
2. <https://archive.nptel.ac.in/courses/110/101/110101131/>

CO-Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1									2	2	2
CO2	3	1	2	1	2							2	2	1
CO3	3	3	3	3	3	1	2					3	3	1
CO4	1	1	1	2	2	2	2	1				3	3	1

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester		1st	
Course Name	Quantitative Analysis for Management				
Code	NBBAS3102				
Course Type	DSC-2	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	3	1	0	4
Course Objectives	To Familiarize students with: Quantitative information and mathematical concepts and its application in business decisions.				
Course Outcomes					
CO1	Understand the basic concept of QAM and its implementation in various business situations.				
CO2	Understand and apply the statistical tools and techniques for business decisions.				
CO3	Examine and Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.				
CO4	Understand and apply the probability of events, correlation coefficient of random variables and analyse the regression equations.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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	15	1
2	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.	15	2
3	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.	15	3
4	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.	15	4

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.

Online Resources

1. NPTEL: Introduction to statistics and Data online available at <https://www.digimat.in/nptel/courses/video/110107114/L01.html>
2. eGyanKosh: Business mathematics available at <http://egyankosh.ac.in/handle/123456789/56507>

CO-Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	2	1	2				1		1	2	2
CO2	1	2	2	1	1	3				2		1	2	1
CO3	3	1	1	1	2	2		1		1		2	2	2
CO4	1	2	1	2	3	2		1		2	1	2	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester		1st	
Course Name	Introduction to Logistics Management				
Code	NBBAS3103				
Course Type	DSC-3	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To familiarize students with: Fundamentals of logistics and concepts to real life management of logistics. Strategic role of logistics in management.				
Course Outcomes					
CO1	Understand the concept and principles of logistics, key activities performed by the logistics functions.				
CO2	To analyse the role and importance logistics managers in strategic decisions making.				
CO3	To describe the concept the concept of outsourcing logistics.				
CO4	Evaluate the strategic role of logistics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Logistics Logistics: Definition, Objectives – Elements- Activities Importance- The work of logistics-Logistics and marketing- Retail logistics-Emerging concept in logistics.	15	1
2	Module II: Logistics management Logistics Management: Definition; achievement of competitive advantage through logistics Framework-Role of Logistics management- Logistics management activities (in brief).	15	2
3	Module III: Outsourcing logistics Outsourcing logistics: Reasons; Third party logistics provider, Fourth party Logistics providers (4 pl), Role of logistics provider, Logistical packaging.	15	3
4	Module IV: Strategic role of logistics Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies: Designing & Implementing logistical strategy	15	4

Suggested Readings:

1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
3. David J. Bloomberg, Stephen LeMay& : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003.
4. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
5. Satish C. Ailawadi& Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/17460>
2. <https://egyankosh.ac.in/handle/123456789/72269>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	2	1	2				1		1	2	2
CO2	1	2	2	1	1	3				2		1	2	1
CO3	3	1	1	1	2	2		1		1		2	2	2
CO4	1	2	1	2	3	2		1		2	1	2	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester			1st
Course Name	Essentials of IT				
Code	NGE38801				
Course Type	GE-1	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To Familiarize students with: Fundamentals of computer hardware & software and different advanced concepts such as security, networking, and operating system.				
Course Outcomes					
CO1	Remember and understand the concepts of computer and its evolution.				
CO2	Understand the concepts of IPO cycle & analyse input and output components.				
CO3	Analyse the concept of operating system and GUI.				
CO4	Develop an understanding about networking and various modes of transmission.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Basics of Computer and Evolution 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 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.	15	1
2	Module II: Input and Output Devices 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. 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.	15	2
3	Module III: Operating System Concept and GUI		

	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, and Drive name, etc. 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.	15	3
4	Module IV: Concept of Data Communication, Networking and Security 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.	15	4

Suggested Readings:

1. Leon and Leon, Introduction to Information Technology, Leon Tech World.
2. Microsoft Office-2000 Complete, BPB Publication.
3. Sinha Kr. Pradeep, SinhaPreeti., Foundations of Computing, BPB Publication

Online Resources

1. eGyanKosh: Introduction to Information technology online available at <http://hdl.handle.net/123456789/7382>
2. NPTEL: An Introduction to information technology available at https://onlinecourses.nptel.ac.in/noc22_ee49/preview

Course Articulation Matrix														
PO-PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	P O9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	3	2	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4		1	2		1			1			1		1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester			1st
Course Name	Business Organization				
Code	NGE38802				
Course Type	GE-1	L	T	P	Credit
Pre-Requisite	10+2 from any discipline	4	0	0	4
Course Objectives	To familiarize students with: Management and business concepts and practices. Emerging challenges of managing resources, managing business processes and managing managers.				
Course Outcomes					
CO1	Understand the concept of business organization and principles of organization.				
CO2	Examine the role of sole proprietorship, Partnership firm, joint stock concerns and companies.				
CO3	Analyse the sources and methods of Business Finance and analyse working of financial institutions like IFCI, SFC, ICICI, IDBI and security market.				
CO4	Assessing market structure and applying it to different industries to understand the four P's of marketing structure of these industries. Applying the concepts of advertisement and sales promotion to real life situations.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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.	15	2
3	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.	15	3
4	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.	15	4

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.

Online Resources

1. SWAYAM: Business Organization and Management online available at https://onlinecourses.swayam2.ac.in/nou21_mg03/preview
2. eGyanKosh: Business Organisation online available at <https://egyankosh.ac.in/handle/123456789/3592>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1	2	1	2				1		1	2	2
CO2	1	2	2	1	1	3				2		1	2	1
CO3	3	1	1	1	2	2		1		1		2	2	2
CO4	1	2	1	2	3	2		1		2	1	2	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	First	Semester			Second
Course Name	Organization Behaviour and Principles of Management				
Code	NBBAS3201				
Course Type	DSC – 4	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	3	1	0	4
Course Objectives	To familiarize students with: Concepts in the field of organizational behavior. Practical implications of various theories of human behavior at work, including Specific topics such as leadership, motivation, personality, perception, etc				
Course Outcomes					
CO1	Understand the concept of behaviour at workplace and analyze the work values, relations between attitude and behaviour.				
CO2	To analyze the concept of personality, perception, learning and their implication on individual life as well as on workplace and Devise methods to increase motivation and handle emotions in work setting				
CO3	To describe the concept of management practices of business organizations in the dynamic global environment and comprehend effective management planning and organizing staff.				
CO4	To evaluate the planning, organising, directing and controlling the strategies of the organisation.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction to Organization Behavior Concept and nature of Organizational behaviour, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behaviour, Challenges and Opportunities, Impact of Global and Cultural diversity in OB. Ability & Values. Attitudes: Formation, Theories, And Personality: determinants and traits	15	1
2	Module II: Group Behavior, Interpersonal Behavior and Motivation and Leadership Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group, problems in organizational group dynamics, Management of conflict Learning: Theories and reinforcement schedules. Perception: Process and errors. Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Interpersonal Behaviour: Johari Window, Transactional Analysis: ego states, types of transactions, life positions, applications of T.A.. Leadership Leadership: meaning and importance, Traits of a leader, Leadership Styles: Likert's Systems of Management, Tannenbaum and Schmidt Model and Managerial Grid.	15	1

3	Module III: Introduction to Principles Management 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.	15	1
4	Module IV: Planning and & Organizing, Directing & Control Planning: Nature, scope and objectives of planning, Types of plans, Planning process, Business forecasting. MBO. Decision Making: Concept, types, process and techniques. 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. Directing: Concept & principles of directing, Coordination, controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	15	1

Suggested Readings:

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.
- Koontz. O Donnel and Weirich, Management, Tata McGraw Hill Publishing Company, New Delhi, 2001

Online Resources

1. <https://archive.nptel.ac.in/courses/110/105/110105033/>
2. <https://archive.nptel.ac.in/courses/110/105/110105146/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1				1	1	1			2	2	1
CO2	3	1	2	1	2							2	2	1
CO3	3	3	3	3	3	1	2					3	3	1
CO4	1	1	1	2	2	2	2	1				3	3	1

Program	BBA (Logistics and Supply chain management)				
Year	First	Semester		Second	
Course Name	Business Environment				
Code	NBBAS3202				
Course Type	DSC-5	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To familiarize students with: Business scenarios in today's world and Various policies, laws and their impact on the business. Also with general issues relating to the economic and non-economic environment of the business and global business environment and the natural environment in which the business operates.				
Course Outcomes					
CO1	To Understand and enhance their knowledge about the various types of business environment: Political, Economic, Socio-cultural, Legal, Technological and Global environment				
CO2	To evaluate the role of public sector along with various government regulatory acts and policies regarding business environment including industrial, monetary and fiscal policies.				
CO3	Analyze the framework of economic planning, its importance and contribution in regional, national and international context				
CO4	To assess the impact of globalization, liberalization and privatization with policies related to foreign companies.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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.	15	2
3	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.	15	3
4	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.	15	4

Suggested Readings:

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.
2. Shaikh and Saleem, Business Environment, Pearson, 1st Edition.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/5033>
2. <https://egyankosh.ac.in/handle/123456789/2956>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1									2	2	2
CO2	3	2	2	1	2							2	2	2
CO3	3	3	3	3	3	1	2			1		3	3	2
CO4	1	1	1	2	2	2	2	1				3	3	2

Program	BBA (Logistics and Supply Chain Management)				
Year	First	Semester			Second
Course Name	Supply Chain Management				
Code	NBBAS3203				
Course Type	DSC – 6	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	3	1	0	4
Course Objectives	To familiarize students with: Basic concepts in Supply Chain Management and allied functions and Recent issues in Supply Chain Management				
Course Outcomes					
CO1	Understand the different aspects of Supply Chain Management with a focus on to create a successful venture with decision- and system-oriented perspective				
CO2	To analyze the structure of Supply Chain Management				
CO3	To describe the Supply Chain Management Building blocks.				
CO4	To evaluate recent issues in SCM				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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, Trade-off between Push & Pull, Identifying appropriate Push & Pull Strategy for SC,	15	1
3	Module III Supply Chain Management Building Blocks: Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect.	15	1
4	Module IV: Recent Issues in SCM : Overview of Customer Focus and Demand, Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Outsourcing-basic concept, Future of SCM	15	1

Suggested Readings:

1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st

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

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/17460>
2. <https://archive.nptel.ac.in/courses/110/105/110105141/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2							2	2	2
CO2	3	3	3	3	3	1	2					3	3	2
CO3	1	1	1	2	2	2	2	1				3	3	2
CO4	3	3	3	3	3	1	2					3	3	2

Program	BBA (Logistics and Supply Chain Management)				
Year	First	Semester			Second
Course Name	Management Information System				
Code	NGE38803				
Course Type	GE – 2	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	To familiarize students with: The management information system and its application in organization. The managerial issues relating to information system. Identification and evaluation of various options in management information system				
Course Outcomes					
CO1	Understand the concept and importance of information system at various levels of organization.				
CO2	Compare & interpret different system analysis and development methodologies. Analyse various stages of SDLC and assess the security needs & practices used to develop Information System.				
CO3	Comprehend the building blocks of ERP helps to analyse the basic risk& opportunities of ERP in current scenario.				
CO4	Understand the importance & features of SCM & CRM. Construct the model of E-commerce as a competitive strength for businesses.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	<p>Module I : Introduction to MIS</p> <p>Role of MIS in Organizations, Features and Characteristics of MIS. Organization and Information Systems, The ITES and its influence, Types of Information System. Data, information and its attributes, Level of people and their information needs, Types of Decisions and information, Information System, Categorization of information on the basis of nature and characteristics. System Analysis and Development Methodologies: Need for System Analysis, Stages in System Analysis, Structured SAD and tools like DFD, Context Diagram Decision Table and Structured Diagram. System Development Models: Water Flow, Prototype, Spiral, RAD, Roles and responsibilities of System Analyst, Database Administrator and Database Designer.</p>	15	1
2	<p>Module II : Software Engineering and Management System</p> <p>System Development Life Cycle: Sequential Process of software development, Computer Aided Software Engineering (CASE), Information system audit: Meaning, Importance Supply Chain Management (SCM): Features and Modules in SCM. Customer Relationship Management (CRM): Phases, Knowledge Management and e-governance. Evolution, implementation of supply chain management and e-fulfilment, The basics of supply chain management, Internet-enabled SCM, e-supply chain fusion, Management issues in e-supply chain fusion, The continuing evolution of e-supply chains, A roadmap for managers demystifying e-procurement: buy-side, sell-side, net markets and trading exchanges, Evolution of e-procurement models, Evolution of procurement processes,</p> <p>E</p>	15	1

	procurement infrastructure: integrating ordering, fulfilment, and payment, e-procurement analysis and administration applications, Marketplace enables, A roadmap for e- procurement managers.		
3	Module III : Building e-business Enterprise Resources Planning (ERP): Features, selection criteria, merits, issues and challenges in implementation. Building the e-business backbone: enterprise resource planning, The basics of enterprise resource planning, ERP decision, Enterprise architecture planning, ERP implementation, ERP architecture and toolkit, Nature of IT decision: Strategic decision, Configuration design and evaluation information technology implementation plan.	15	1
4	Module IV : Building E-Commerce Building an E-commerce Website: The Systems Development Life Cycle, Systems Analysis & Planning: Identify Business Objectives, System Functionality and Information Requirements. System Design: Hardware and Software Platforms. Eight Key Elements of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage and Market Strategy. Major Business to Consumer (B2C) Business Models: Portal & e-tailer. Insight on Technology: Search, ads and Apps. The future for Google (and Microsoft): Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider. Major Business to business (B2B) Business Model: Edistributor & E-Procurement. Global MIS-Introduction, Features and its Importance.	15	1

Suggested Readings

1. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
2. Management Information Systems, Schulthesis, Tata McGraw Hill.

Online Resources

1. eGyanKosh: Management Information System online available at <https://egyankosh.ac.in/handle/123456789/12115>
2. eGyanKosh: Management Information System online available at egyankosh.ac.in/handle/123456789/9883

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4			1				1			1			1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	1st	Semester		2nd	
Course Name	Public Administration and Business Management				
Code	NGE38804				
Course Type	GE – 2	L	T	P	Credit
Pre-Requisite	10+2 in any discipline	4	0	0	4
Course Objectives	The course aims to impart basic knowledge about the structure and working of the public administration system in India				
Course Outcomes					
CO1	Understand the meaning of public administration and equality.				
CO2	Identify the Political system and business				
CO3	Analyse the judicial system and business.				
CO4	Assess Governance and public policy				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1: Introduction Public Administration- meaning, nature and scope and limitations; Concept and functions of a welfare state; Emergence of civil society; Factors leading to emergence of civil society; Concept of liberty, Theories of liberty; Concept of equality, Dimensions of equality; Concept of justice, dimensions of justice. Similarity and Dissimilarity between Public Administration and Business Administration.	15	1
2	Module 2: Political System and Business Constitution of India- Preamble, Fundamental rights, Directive Principles of state policies; India's federal system, NITI AYOOG role and functions; Impact of political system on business environment- policies, programmes and procedure; Ease of doing business; Startup India, Stand Up India, Make in India, Recent trends in taxation policies-impact on investment and business.	15	1
3	Module 3: Judicial System and Business Judicial System- features and structure; Jurisdiction, Powers and Functions, Judicial Review, Judicial Activism and business, Human Rights and business- challenges and opportunities, Social Justice. Public Interest Litigation and writs- challenges and opportunities for business.	15	1
4	Module 4: Governance and Public Policy Governance- Concept and Nature; Public accountability; Redressal of public grievances with special reference to RTI, Lokpal, and Lokayukta, Election Commission, Association for Democratic Reforms (ADR), Bringing people closer to Administration: E-governance; Political Representation, Decentralization of Governance- Panchayati Raj System, Urban Local Bodies	15	1

Suggested Readings

1. Basu, D. D. (2015). Introduction to the Constitution of India. New York: LexisNexis.

2. Fadia, B. L., & Fadia, K. (2017). Indian Government and Politics. Uttar Pradesh: Sahitya Bhawan

3. Sapru, R. K. (2012). Public Policy: Formation, Implementation and Evaluation. New York: Sterling Publishers.

4. Singh, M. P., & Saxena, R. (2008). Indian Politics: Contemporary Issues and Concerns. Delhi: PHI

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/22029>

2. <https://egyankosh.ac.in/handle/123456789/67127>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1				1	1	1			2	2	1
CO2	3	1	2	1	2							2	2	1
CO3	3	3	3	3	3	1	2					3	3	1
CO4	1	1	1	2	2	2	2	1				3	3	1

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester			Third
Course Name	Production and Operations Management				
Code	NBBAS3301				
Course Type	DSC – 7	L	T	P	Credit
Pre-Requisite	Basic knowledge about Production and planning.	4	0	0	4
Course Objectives	To familiarize students with: Different types of Production. Plant decisions and inventory management. Appropriate tools and techniques of quality management and control. Essentials of logistics management.				
Course Outcomes					
CO1	Understand the strategic role of Production and Operations Management and its competitive advantage for the growth and survival of organizations. And understanding of the facility layouts and location decisions in production system.				
CO2	To examine, Identify and forecast the problems involved in inventory management. Implement and use the principles of Material Requirement Planning.				
CO3	To analyse the various types of production systems. Apply quantitative techniques to control the quality in organizations. Apply the knowledge of Just-In-Time in production systems.				
CO4	Assess the concepts of operations research in scarce resource allocations.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	Module II: Material Management Inventory Control: EOQ, Simple Deterministic Models, ABC analysis, Value analysis/ value engineering. Purchasing research, vendor relations and selection of vendors. Material Requirement Planning (MRP): An overview.	15	2
3	Module III: Production Planning and Control, Quality Management 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	15	3

	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.		
4	Module IV: Introduction to Operation Research Linear programming, Simplex method, Big-M Method, Two Phase Method. Definitions and distinctions between CPM and PERT, Network Diagram and Time Calculations.	15	4

Suggested Readings

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.
Gupta S.P., Statistical Method, Sultan Chand, Latest Edition.

Online Resources

1. <http://egyankosh.ac.in/handle/123456789/10793>
2. <https://archive.nptel.ac.in/courses/110/107/110107141/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2							2	2	
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	2
CO4		2		1		2					1		1	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Third	
Course Name	Sourcing Management				
Code	NBBAS3302				
Course Type	DSC – 8	L	T	P	Credit
Pre-Requisite	Basic knowledge about Sourcing activities and pricing strategies.	4	0	0	4
Course Objectives	To familiarize students with: This course is designed to help the students to understand all aspects of sourcing management and to get insights about procurement process and its various activities.				
Course Outcomes					
CO1	To understand the conceptual knowledge about the procurement and sourcing management.				
CO2	To identify the insights on vendor evaluation, selection and rating.				
CO3	To analyse the pricing and negotiation in procurement.				
CO4	To assess the public purchasing principles and tendering process.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module -I: Introduction to Sourcing Sourcing Management: Introduction to Sourcing, Sourcing vs Procurement, Sourcing activities. Purchasing: Characteristics of a Purchase Manager, Risks to be Considered by Purchase Manager. Make or Buy Decision.	15	1
2	Module -II: Supplier Evaluation and Rating Evaluating Suppliers' Efficiency: Vendor Rating, Selection and Development: Need for Measuring Supplier Performance, Categories of Suppliers, Supplier Evaluation and Selection Process, Vendor Rating process, Advantages of Vendor/Supplier Rating.	15	2
3	Module -III: Pricing and Negotiation Price Determination and Negotiation: Objectives of Pricing, Factors Influencing Pricing, Types of Pricing Strategies, Negotiation in sourcing: Meaning, types and obstacles of Negotiations, The Process of Negotiation.	15	3
4	Module -IV Public Purchasing and Tendering Public Purchasing: Procurement Process, Fundamental Principles of Public Buying; Tendering: Introduction, Terminologies used in Tendering, Tendering Process, e – Tendering.	15	4

Suggested Readings

1. Dobler, D. W., jr, L. L., & Burt, D. N. (1995). Purchasing and Materials Management, New Delhi: Tata Mc Graw Hill Publishing Company Limited.
2. Gopalakrishnan P., Purchasing and Materials Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. David N. Burt, Sheila Petcavage, Richard Pinkerton: Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement, McGraw Hill.

Online Resources

1. <http://egyankosh.ac.in/handle/123456789/10133>
2. <http://egyankosh.ac.in/handle/123456789/15114>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1	2	1	2				2		2	2	1
CO2	2	3		2	1	3				2	1	2	2	2
CO3	2	2	2	1	1	2				2		1	1	2
CO4	2	3	1	2	1	2				1		2	2	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Third	
Course Name	Marketing Management				
Code	NBBAS3303				
Course Type	DSC – 9	L	T	P	Credit
Pre-Requisite	Basic knowledge about Markets and Products.	4	0	0	4
Course Objectives	To familiarize students with: All aspects of marketing, including product planning & development, promotion, distribution, pricing and branding. Theories of the marketing mix. And practical applications of marketing theories in the context of the marketing management.				
Course Outcomes					
CO1	Understand and appreciate the concept of marketing in theory and practice. Identify different types of marketing environment and segmentation and learn different ways of selecting the appropriate product in the market.				
CO2	Analyse different types of products, levels of hierarchy and classification of products along with the concept of branding and its types.				
CO3	Describe the marketing channels, channel dynamics and pricing of the products.				
CO4	Evaluate different promotional strategies and media planning.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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.	15	2
3	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.	15	3
4	Module IV: Promotion and Marketing Program Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, Message. Media planning and Sales Promotion Tools.	15	4

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.

Online Resources

1. eGyanKosh: Marketing Management online available at <https://egyankosh.ac.in/handle/123456789/3415>
2. NPTEL: Marketing Management online available at <https://nptel.ac.in/courses/110104068>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4	1		1		2		1			1			1	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Third	
Course Name	E-Commerce				
Code	NGE38805				
Course Type	GE-3	L	T	P	Credit
Pre-Requisite	Basic knowledge of IT	4	0	0	4
Course Objectives	To familiarize students with: To give exposure to learners regarding different aspects of E-Commerce.				
Course Outcomes					
CO1	To understand the basic concept of E-Commerce.				
CO2	Examining the E-Commerce models and world wide web and its functioning.				
CO3	Analysing the building of ecommerce website and ecommerce payment system.				
CO4	Assessing the different ecommerce marketing concepts.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction to E- Commerce Concepts and significance of E-commerce; driving forces of E-commerce; E-commerce business models - key elements of a business model and categories; Design and launch of E-commerce website - decisions regarding Selection of hardware and software; Outsourcing Vs in-house development of a website; Functions of E-Commerce; Types of E-Commerce; E-Commerce Systems and Prerequisites, Scope of E-Commerce, E-Commerce Models.	15	1
2	Module II: E-Commerce Activities and Operations Various E-Commerce activities; various manpower associated with e-commerce activities; Types of E-Commerce Providers and Vendors; Modes of operations associated with E-Commerce; E-Commerce types. E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e-marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping.	15	2
3	Module III: E-payment System E-payment Methods- Debit card, Credit card, Smart cards, E-Money, E-Wallets; Digital signatures- procedures and legal position; Payment gateways; Online banking- concepts, importance; Electronic fund transfer; Automated Clearing House. Automated Ledger Posting, Emerging modes and systems of E-payment (M-Paisa, PayPal and other digital currency), UPI Apps, Aadhar Enabled Payment Systems, BHIM App E-payments risks	15	3

4	Module IV: Security and Legal Aspects of E-commerce E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology solutions- encryption, security channels of communication, protecting networks, servers and clients.	15	4
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Suggested Readings

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006.
4. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.

Online Resources

1. eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
2. NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4		1		1		1					1		1	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Third	
Course Name	New Venture Planning & Development				
Code	NGE38806				
Course Type	GE – 3	L	T	P	Credit
Pre-Requisite	Basic knowledge about starting a new venture.	4	0	0	4
Course Objectives	To familiarize students with: To give exposure to learners regarding different aspects of setting up a new business.				
Course Outcomes					
CO1	To understand how to generate a business idea using different techniques and describe sources of innovative ideas.				
CO2	Examining the sources for entrepreneurial capital and ascertaining the criteria for evaluating new venture.				
CO3	Analysing the business plan preparation for new ventures.				
CO4	Assessing the marketing plan for new ventures on the parameters of Customer analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis, Competition Analysis and Market Research.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Starting New Ventures Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking.	15	1
2	Module II: Search for Entrepreneurial Capital The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Bank Funding. Government Policy Packages. State Financial Corporation's (SFCs). Informal risk capital: Angel Investors. Government schemes for new : ventures like: Start up India, Stand Up India, Make in India, etc.	15	2
3	Module III: Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.	15	3
4	Module IV: Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.	15	4

Suggested Readings

1. Allen, K. R. (2015). *Launching New Ventures: An Entrepreneurial Approach*. Boston: Cengage Learning.
2. Barringer, B. R., & Ireland, R. D. (2015). *Entrepreneurship: Successfully Launching New Ventures*. London: Pearson.
3. Kuratko, D. F., & Rao, T. V. (2012). *Entrepreneurship: A South-Asian Perspective*. Boston: Cengage Learning.

Online Resources

1. eGyanKosh: New Venture Planning & Development online available at <https://egyankosh.ac.in/bitstream/123456789/90643/1/Unit-23.pdf>
2. eGyanKosh: New Venture Planning and Development online available at <https://egyankosh.ac.in/bitstream/123456789/9673/1/Unit-12.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1		1	1	3	1								3	2
CO2	1			1						2	1	1	2	3
CO3		1		2	1	1			1			1	3	2
CO4	1	2		2			1		1	1			1	1

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Fourth	
Course Name	Store and Materials Management				
Code	NBBAS3401				
Course Type	DSC – 10	L	T	P	Credit
Pre-Requisite	Basic knowledge of Material and Inventory management.	4	0	0	4
Course Objectives	To familiarize students with: Material management as practiced in manufacturing industries and the service sector and to make them understand the store management and its material handling activities.				
Course Outcomes					
CO1	To understand the concept of Material Management, its terminologies.				
CO2	To evaluate some insight on procurement and material handling				
CO3	To apply the tools and techniques of inventory control and their usage to ensure lower inventory cost.				
CO4	To assess insights on store management and its various activities.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Material Management Meaning, objectives, functions and importance of material management. Planning and budgeting of materials. Types of organizational structure for material management department.	15	1
2	Module II: Procurement & Materials Handling Make or buy decisions. Purchasing functions: Meaning, objectives and principles, purchasing process. Selection of supplier, Procedure of receiving, checking and inspection of materials. Material handling: Meaning, objectives and principles.	15	2
3	Module III: Store Management and Inventory Inventory control: Meaning, objectives, importance and techniques, ABC analysis, calculation of safety stocks, determination of carrying cost, ordering cost and EOQ. Stores Management: meaning, importance and stores department organization.	15	3
4	Module IV: Issue and receipt of material Printing or receipts and issues of materials. Material Productivity: meaning, factors and measures. Simple numerical problems.	15	4

Suggested Readings

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.

Online Resources

1. <http://egyankosh.ac.in/handle/123456789/7232>
2. <https://archive.nptel.ac.in/courses/110/105/110105095/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2	1	1					2	2	2
CO2	3	3	3	3	3	1	2	1				3	3	1
CO3	1	1	1	2	2	2	2	1				2	2	2
CO4		1	1	1			1			1		2	3	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Fourth	
Course Name	Business Law				
Code	NBBAS3402				
Course Type	DSC - 11	L	T	P	Credit
Pre-Requisite	Basic knowledge about emerging legal laws in business.	4	0	0	4
Course Objectives	To familiarize students with: Essential features of various business laws. Emerging legal issues in business. Ethical and logical approaches to deal with business issues and conflicts.				
Course Outcomes					
CO1	Have sound knowledge of law related to Indian contract act and understand essential features of valid contract. Distinguish between indemnity and guarantee, bailment and pledge and would know about the contingent contracts, remedies for breach of contracts.				
CO2	Examine the sales of goods act with reference to formation of contract of sale and agreement to sell, conditions and warranties, sale of goods by non-owner, delivery of goods.				
CO3	Analysing the nature & definition of companies with their types.				
CO4	Evaluating the basics of partnership and its formation. Understanding the kinds of negotiable instruments and their endorsements.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Indian Contract Act Introduction: Nature of contract offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements declared void, quasi contracts, contingent contracts. Breach of contract, remedies for breach of contract. Indemnity and guarantee. Bailment and pledge. Agency. Performance of contract.	15	1
2	Module II: The Sale of Goods Act Formation of contract of sale, and agreement to sell, conditions and warranties, implied conditions, caveat emptor, sale of goods by the non owners, delivery of goods, unpaid seller and his rights, remedies for breach of contract of sale.	15	2
3	Module III: The Companies Act,2013 Essential characteristics of a company, types of companies. Memorandum and articles of association. Prospectus. Shares: kinds, allotment and transfer. Debentures. Essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors: their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.	15	3

4	Module IV: Partnership Act and Negotiable Instrument Act	15	4
	Nature of partnership, Registration of firm and effect of non-registration, Rights and duties of partners, Position of Minor. Dissolution of firm: Rights and liabilities of partners on dissolution. Negotiable instruments: Kinds, features, Crossing and types of crossing. Payment in due course, holder and holder in due course, privileges of holder in due course. Dishonour of negotiable instrument, discharge of negotiable instruments, banker and customer.		

Suggested Readings

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. Gulshan J.J., Business Law Including Company Law, 13th Edition, New Age International Publisher.
4. Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company.

Online Resources

1. eGyanKosh: Business Law online available at <https://egyankosh.ac.in/handle/123456789/56324>
2. Utkal University: Business Law online available at https://ddceutkal.ac.in/Downloads/UG_SLM/Commerce/Core_2.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4				1	1					1			1	2

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Fourth	
Course Name	Cost & Management Accounting				
Code	NBBAS3403				
Course Type	DSC – 12	L	T	P	Credit
Pre-Requisite	Knowledge of fundamentals of accounting.	4	0	0	4
Course Objectives	To familiarize students with: Management accounting concepts related to the management functions of planning, control, and decision making. To familiarize with tools and quantitative techniques that can be used to analyze how business processes consume resources and create value for a firm. To evaluate data and analytical skills necessary to diagnose complex business problems in accounting context.				
Course Outcomes					
CO1	To understand the usefulness of management accounting in management decision making. And also assess the role of management accounting within an organization.				
CO2	To illustrate the use of financial statement analysis and methods of financial statement analysis.				
CO3	To analyse how costs behave and use this information in a range of decisions using Marginal Costing and Standard Costing techniques.				
CO4	To assess the budget and budgetary control and different types of budgets.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Management Accounting 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.	15	1
2	Module II: Financial Statements Analysis 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.	15	2
3	Module III: Marginal and Standard Costing 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 Application. Variance Analysis: Material and Labour Variance, Responsibility Accounting.	15	3
4	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.	15	4

Suggested Readings

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.

Online Resources

1. eGyanKosh: Cost and Management Accounting online available at <https://egyankosh.ac.in/handle/123456789/71348>
2. NPTEL: Cost Accounting online available at https://onlinecourses.nptel.ac.in/noc20_mg53/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1									2	2	2
CO2	3	2	2	1	2							2	2	
CO3	3	3	3	3	3	1	2					3	3	2
CO4	1	1	1	2	2	2	2	1				3	3	3

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Fourth	
Course Name	Cyber Security				
Code	NGE38807				
Course Type	GE-4	L	T	P	Credit
Pre-Requisite	Basic knowledge of IT and E-Commerce.	4	0	0	4
Course Objectives	To familiarize students with: Various aspect of cyber security including digital signatures, electronic records, data protection, and government regulatory framework.				
Course Outcomes					
CO1	To understand the various domains of cyber security.				
CO2	Describe the use of digital signatures and their use in electronic records.				
CO3	Examine the concept of data privacy and the scope of IT Act, 2000.				
CO4	Assess various issues, challenges and threats in cyber security.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	<p>Module I: Introduction</p> <p>Cyber Security – Concept, Digital Privacy, Security risks - Malware, Hacking, Pharming, Phishing, Ransomware, Adware and Spyware, Trojan, Virus, Worms, WIFI Eavesdropping, Scareware; Antivirus and Other Security solution, Password, Secure online browsing, Email Security, Social Engineering; IT Act, 2000. E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in cyber space.</p>	15	1
2	<p>Module II: Digital Signatures and Electronic Records</p> <p>Cryptography – Encryption and Decryption; Concept of public key and private key; Creation and authentication of digital signature; Electronic signature certificates; Certification authorities and their role. Electronic Records -Concept, authentication, applications, usage and legal recognition of electronic records; Legal recognition of digital signatures; Retention of Electronic Records; Intermediaries and their liabilities; Attribution, acknowledgement and dispatch of electronic records; Secure electronic records and digital signatures; Digital signatures in Government and its agencies.</p>	15	2
3	<p>Module III: Data Protection</p> <p>Data Protection on Internet - Concept of privacy, right to privacy, Threat to privacy on internet, Ingredients to decide confidentiality of information, Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Right of Interception under IT Act; Different offences under IT Act, 2000.</p>	15	3

4	<p>Module IV: Cyber Security- Issues and Challenges Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under ITAct, 2000.</p>	15	4
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Suggested Readings

1. Craig, B. (2012). Cyber Law: The Law of the Internet and Information Technology. London: Pearson Education.
2. Dietel, H. M. (2001). E-business and E-commerce for managers. London: Pearson Education.
3. Ismail, N., & Cie, E. L. Y. (2013). Beyond Data Protection: Strategic Case Studies and Practical Guidance. Berlin: Springer.
4. Rattan, J. (2017). Cyber Laws & Information Technology. New Delhi: Bharat Law House Pvt. Ltd.

Online Resources

1. eGyanKosh: Cyber Security online available at <https://egyankosh.ac.in/handle/123456789/48331>
2. NPTEL: Cyber Security online available at https://onlinecourses.nptel.ac.in/noc23_cs127/preview

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	1	2	1	2							2	2	1
CO2	2	2	3	3	3	1	2					2	3	1
CO3		1	1	2	2	2	2	1				3	3	2
CO4	2	1		1				1				1	1	1

Program	BBA (Logistics and Supply chain Management)				
Year	Second	Semester		Fourth	
Course Name	Advertising & Personal Selling				
Code	NGE38808				
Course Type	GE – 4	L	T	P	Credit
Pre-Requisite	Knowledge about Marketing management.	4	0	0	4
Course Objectives	To familiarize students with: To teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer-oriented attitude for designing advertising and personal selling messages.				
Course Outcomes					
CO1	Identify communication objectives behind advertising and promotions.				
CO2	Analyzing various advertising and media elements in the advertising decisions.				
CO3	Identify the ethical and legal issues of advertising.				
CO4	Assessing the importance, role and overall process of personal selling.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction to Advertising Communication Process; Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising: Importance, types and objectives; DAGMAR Approach; Target audience selection-basis; Methods of setting of Advertising Budget.	15	1
2	Module II: Advertising: Message and Media Decisions Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media- strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.	15	2
3	Module III: Advertising Effectiveness and Institutional Framework Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post- testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).	15	3
4	Module IV: Introduction to Personal Selling Concept of Personal Selling and Salesmanship; Qualities of a good salesperson. Ethical conduct in selling. Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives. Personal Selling Process Prospecting, Pre-Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit.	15	4

Suggested Readings

1. Desai, V. (2009). *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House.
2. Dollinger, M. J. (2008). *Entrepreneurship: Strategies and Resources*. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). *Entrepreneurship*. New York: McGraw Hill Education.
4. Rao, T. V., & Kuratko, D. F. (2012). *Entrepreneurship: A South Asian Perspective*. Boston: Cengage Learning.
5. Yadav, V., & Goyal, P. (2015). *User innovation and entrepreneurship: case studies from rural India*. *Journal of Entrepreneurship & Innovation*, 4(5). Retrieved from <https://link.springer.com/article/10.1186/s13731-015-0018-4.3>

Online Resources

1. eGyanKosh: Advertising and Personal Selling online available at <https://egyankosh.ac.in/handle/123456789/85931>
2. NPTEL: Advertising and Personal Selling online available at archive.nptel.ac.in/courses/110/105/110105122/

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1			1		1		1					2	2
CO2	1		1		1	2				1			2	2
CO3	1		1	1		1	1			1		1	2	2
CO4		1			1	2			1		1	1	1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester		Fifth	
Course Name	Shipping Management				
Code	NBBAS3501				
Course Type	DSC – 13	L	T	P	Credit
Pre-Requisite	Basic knowledge of Shipping management and Insurance.	4	0	0	4
Course Objectives	To familiarize students with: Commercial, operational and technical components of shipping management and insurance claim handling and shipping geography.				
Course Outcomes					
CO1	To Understand the basics and different aspects of Shipping Management to create learning about decision making perspective in the area.				
CO2	To Illustrate the various ship registrations, tonnage, chartering and associated parties.				
CO3	To assess how the development of tankers and tanker market takes place.				
CO4	To analyse various marine insurance process and claim handling and shipping geography.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module -I: Introduction to Shipping Ship: Types of ships, Principal dimensions-Ship's tonnages -Cargo carrying capacity. Ship owners, operators and managers: Ship manager, Agents. The Importance for Sea Transport; Brief history of Shipping.	15	1
2	Module –II: Ship registration & Cargo Chartering: Ship registration Tonnage & Load lines, Description of various tonnage, Crude oil and Product tankers. The Dry Cargo Chartering market: Introduction –Chartering –various charter parties.	15	2
3	Module –III: Liners: Liners: Introduction - The Development of Tankers & the Tanker Market –Types of tankers –Tanker Charter Parties -Negotiating Charter, Brief History of Containerisation.	15	3
4	Module –IV: Insurance and shipping geography: Insurance: Hull and machinery insurance; Salvage-Third party recoveries-Claims and handling-Protection. Shipping geography: ports, ships and oceans	15	4

Suggested Readings

1. Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd revised edition, 2009.
2. Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.
3. Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010)VdmVerlagDr.Mueller Ag & Co Ka.
4. Introduction to Shipping (2016), Cheong KweeThiam (Author), 2nd Edition, LexisNexis Emerging Issues Analysis CLE.

Online Resources

1. https://egyankosh.ac.in/simple-search?query=shipping+management&sort_by=score&order=desc&rpp=10&etal=0&start=0
2. <https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/ PG M.B.A%20Logistics%20Management English Maritime%20Logistics%20and%20Documentation CRC 6554.pdf>
3. <https://archive.nptel.ac.in/courses/110/106/110106045/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2		1	1	2				1		1	1	2
CO2	2	2		1		3				2		2	2	1
CO3	2	2		2	1	3				2		2	2	2
CO4	2	2		2	1	3				2		2	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester		Fifth	
Course Name	Financial Management				
Code	NBBAS3502				
Course Type	DSC – 14	L	T	P	Credit
Pre-Requisite	Basic knowledge of Financial terminology.	4	0	0	4
Course Objectives	To familiarize students with: 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.				
Course Outcomes					
CO1	Understand financial management techniques with their implications in business. Understanding investment and financial decisions to maximize the value of the firm and Shareholder's wealth maximization.				
CO2	Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts.				
CO3	Analysing the relevance of Cost of capital and weighted average cost of capital. Prepare the working capital requirements of different projects and firms.				
CO4	Assessing how specific techniques and decision rules can be used to develop Capital structure for an organization. Reconcile the leverage effect of capital mix and impact of leverage.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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.	15	1
3	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. Approaches of working Capital Management of Cash, inventories and receivables.	15	1
4	Module IV: Capital Structure 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	15	1

Suggested Readings:

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

Online Resources

1. eGyanKosh: Financial Management online available at <https://www.egyankosh.ac.in/handle/123456789/3161>
2. NPTEL: Financial Management for Managers online available at <https://nptel.ac.in/courses/110107144>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2				1	1		2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1		1	1	3	3	1
CO4		1		2	2		3						1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Fifth
Course Name	Project Management				
Code	NBBAS3503				
Course Type	DSC – 15	L	T	P	Credit
Pre-Requisite	Knowledge of Marketing management and financial management.	4	0	0	4
Course Objectives	To familiarize students with: The concepts, processes, methods, techniques and tools required for the proper selection and management of each stage of the project and techniques of project appraisal and risk control, needed for meeting stakeholder expectations.				
Course Outcomes					
CO1	Understand the principles of the project management and project lifecycle				
CO2	Analyse the different techniques tools and approaches to project management				
CO3	Apply project appraisal methods				
CO4	Evaluate the project risk and problems				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction to Project Management: Introduction to project management, starting a new venture, concept of projects. Characteristics need and scope of project management. Project financing. Identification of investment opportunities. Preliminary screening and Project formulation. Feasibility study: Pre feasibility and project feasibility. Lifecycle phases of project.	15	1
2	Module II: Marketing and Technological Appraisal: Market and Demand Analysis: Situational Analysis and Specification of Objectives. Collection of Secondary Information, Conduct of Market Survey, Characterization of Market. Demand Forecasting, Uncertainties in Demand Forecasting. Market Planning, Technical Analysis of project: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts. Schedule of Project Implementation, Need for Considering Alternatives.	15	2
3	Module III: Financial and Socio, Economic Appraisal: Financial analysis of projects. Discount rates as project appraisal criteria. Social cost, benefit analysis. Environmental appraisal of	15	3

	projects.		
4	Module IV: Risk and Cost Control: Project risks: Types of Project risks and measures of Project risks. Risk identification and risk analysis, Cost control. Network Techniques: Development of Project Network, Time Estimation with Simple Practical Problem, Determination of the Critical Path, Resource allocation, Scheduling , PERT Model, CPM Model.	15	4

Suggested Readings

1. Marwah., Project Management, Wiley Dreamtech.
2. Chaturvedi and Jauhari., Project Management, Himalaya Publishing.
3. Chandra, Prasanna. , Project: Preparation, Appraisal, Budgeting and Implementation, TMH, 5thEd.
4. Mishra, Project Management, Excel Books.
5. Goyal, B.B., Project Management: A Development Perspective, Deep and Deep.
6. Gopalan., Project Management Core Text Book ,Wiley.

Online Resources

1. eGyanKosh: Project Management online available at <https://www.egyankosh.ac.in/handle/123456789/10726>
2. Project Management online available at <https://www.manage.gov.in/studymaterial/PM.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4		1		1				1					1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Fifth
Course Name	Business Policy and Strategy				
Code	NDSE38801				
Course Type	DSE - 1	L	T	P	Credit
Pre-Requisite	Basic knowledge of Business policies and strategic management.	4	0	0	4
Course Objectives	To familiarize students with: 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				
Course Outcomes					
CO1	Understand the basic concept of policy and strategy its implementation in business practices and corporate governance.				
CO2	Apply and build the firm's competitive advantage and integrate key functional areas into a unified strategic plan.				
CO3	Demonstrate the importance of changes in economic, technological, government, political and social focus on the formulation of a firm's strategy.				
CO4	Evaluate and recommend the implementation strategy through established models.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature & importance of Business Policy, Development Classification of Business Policy; Mechanism of policy making Business Policy and strategy. Business policy and corporate governance.	15	1
2	Module II: Strategic Planning and Management Concept of corporate strategies Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, non-profit organizations and public sector.	15	2
3	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 alternatives and selection of strategies.	15	3
4	Module IV: Corporate Portfolio Analysis and Implementation BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture.	15	4

Suggested Readings

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.

Online Resources

1. eGyanKosh: Business Policy and Strategy online available at <https://egyankosh.ac.in/bitstream/123456789/16016/1/Unit-3.pdf>
2. Krishna Kanta Handiqui State Open University: Business Policy and Strategy online available at https://kkhsou.ac.in/eslm/E-SLM_Main/3rd%20Sem/Master%20Degree/MBA%203rd%20Sem/Business%20policy%20and%20strategic%20Management/BP&SM%20-2/BPSM%20PDF%20file/BPSM%20Block-1/Unit-1.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1		1		3	3	2
CO4		1	2				1				1		1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Fifth
Course Name	Consumer Behaviour				
Code	NDSE38802				
Course Type	DSE – 1	L	T	P	Credit
Pre-Requisite	Knowledge of marketing management.	4	0	0	4
Course Objectives	To familiarize students with: The process of consumer decision making and its determinants consumer analysis and the development of effective marketing strategies. The psychological sides of the market place to better understand the why behind the buy.				
Course Outcomes					
CO1	Understand the mental processes that guide consumer perceptions, attitudes, memory and choices				
CO2	Analyse the differences in these processes as a consequence of social, cultural and group influences				
CO3	Demonstrate the knowledge of opinion leadership, innovation diffusion and various models to help understand buying behaviour				
CO4	Evaluate intricacies involved in organisational buying process in domestic and global perspective				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	<p>Module I :Introduction</p> <p>Defining Consumer Behaviour. Scope and Application of Consumer Behaviour. Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension. The interdisciplinary nature of Consumer Behaviour. Profiling the consumer and understanding their needs.</p> <p>Relevance of Market Research with Consumer Behaviour. Approaches to Consumer Behaviour Research.</p>	15	1
2	<p>Module II :Consumer Behaviour Theory, Application and its Determinants</p> <p>Consumer Behaviour Theory and Its Application to Marketing Strategy: Consumer buying Process, Extensive, Limited and Routine Problems-solving Behaviour.</p> <p>Internal Determinants of Consumer Behaviour: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle.</p> <p>External Determinants to Buying Behaviour: Family and House Hold influences, Reference Groups and Social Class, Influence of Culture and Sub-culture.</p>	15	1
3	<p>Module III: Opinion Leadership, Innovation & Diffusion and CB Models</p> <p>Opinion Leadership, Innovation & Diffusion: Opinion Leadership Process, Measurement and Profile, Opinion Leadership and Firms'</p>	15	1

	Promotional Strategy, Innovation, Diffusion and Adaptation Process, Innovator as Opinion Leader. Models of Consumer and Individual Buying Behaviour. Models of Consumers Decision Making. Marketing, consumer behaviour and society. Consumption and persuasion: Issues of manipulation and long term impacts on society and children. Consumer materialism.		
4	Module IV: Organizational Buying Differences between: Industrial Markets & Consumer Market and Organizational & Consumer Buying. Buying Decisions in Organizational Buying Process: Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying Behaviour. Decision Makers in Organizational Buying. Webster and Wind model of Organizational buying behaviour. The Sheth model of Industrial buying. Cross-cultural Consumer and Individual Buying Behaviour: Globalization of Consumer Markets and Market Implications, Impact of Information Technology on Consumer Behaviour.	15	1

Suggested Readings

1. Schiffman and Kanuk, Consumer Behaviour, Prentice hall.
2. Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.
3. Howard, John A., (1989). Consumer Behaviour in marketing Engle wood Cliffs, New Jersey, Prentice Hall Inc.
4. Hawkins, D.I., (1995). Consumer Behaviour Implications for Marketing Strategy, Texas, Business.

Online Resources

1. eGyanKosh: Consumer Behavior online available at <https://egyankosh.ac.in/handle/123456789/9758>
2. Pondicherry University: Consumer Behavior online available at <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/General/1ConsumerBehaviour.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2				1	1		2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1		1	1	3	3	1
CO4		1		2	2		3						1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Fifth
Course Name	Database Management System				
Code	NGE38809				
Course Type	GE – 5	L	T	P	Credit
Pre-Requisite	Knowledge of IT and system devices.	4	0	0	4
Course Objectives	To familiarize students with: 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.				
Course Outcomes					
CO1	Understand the role of database management system applicable in an organisation				
CO2	Interpret languages of data and architecture of DBMS				
CO3	Analyse the handling of file and normalisation of data				
CO4	Evaluate the security system relevant to database management system				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	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.	15	2
3	Module III : File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF	15	3
4	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.	15	4

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, McGrawHill, Company, Higher Education.
3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/35788>
2. https://www.cet.edu.in/noticefiles/279_DBMS%20Complete1.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1		3		2		1		1	1			2	3	3
CO2		3		2					3	1		3	3	2
CO3	1	3		3			1	1	3	1	1	3	3	3
CO4	1	2	1	2	1	2	1		2	3		3	3	3

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Fifth
Course Name	Financial Services				
Code	NGE38810				
Course Type	GE – 5	L	T	P	Credit
Pre-Requisite	Basic knowledge of Financial services.	4	0	0	4
Course Objectives	To familiarize students with: To provide learners an overview of financial services in India.				
Course Outcomes					
CO1	To understand the functions of merchant banking.				
CO2	Examining the credit rating process and methodology.				
CO3	Analyzing the usage of hire purchase and leasing business.				
CO4	Assessing the functioning of mutual funds and venture capital industries and explain factoring and forfeiting services.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Merchant Banking Meaning; Merchant Banks and Commercial Banks; Services of Merchant Banks; Regulation by SEBI; Merchant Banking in India. Underwriting: Meaning and Nature of Underwriting; Underwriting of Capital Issues in India.	15	1
2	Module II: Meaning and Functions of Credit Rating; Significance of Credit Rating; Credit Rating in India; Rating Process and Methodology; Credit Rating Agencies in India; Limitations of Rating; Future of Credit Rating in India. Factoring and Forfeiting Factoring-Meaning; Modus Operandi; Terms and Conditions; Functions; Types of Factoring; Factoring Vs. Discounting; Factoring in India; Forfeiting – Definition, Working of Forfeiting; Factoring Vs. Forfeiting.	15	1
3	Module III: Hire-Purchase and Leasing Conceptual Framework; Features; Hire-purchase and Credit Sale; Hire-purchase and Installment Sale; Legal Framework; Taxation Aspects; Banks and Hire purchase Business; Bank Credit for Hire-purchase Business. Leasing and its types. Financial Evaluation of Leasing.	15	1
4	Module IV Mutual Fund and Venture Capital Fund Meaning and Classification of Mutual Funds; Organisation of the Funds; Operation of the Funds; Net Asset Value; Mutual Funds in India; Regulation of Mutual Funds in India. Venture Capital Financing; Alternative Investment Funds.	15	1

Suggested Readings

1. Khan, M. Y. (2005). *Financial Services*. New Delhi: Tata McGraw Hill Education.
2. Gordon E. and Natarajan K. (2019). *Financial Markets and Services*. New Delhi: Himalaya Publishing House.
3. Shanmugham, R. (2016). *Financial Services*. New Delhi: Wiley India
4. Machiraju, H. R. (2010). *Indian Financial System*. New Delhi: Vikas Publishing House.
5. Wright, M., Watkins, T, & Ennew, C. (2010). *Marketing of Financial Services*. Abingdon: Routledge.

Online Resources

1. eGyanKosh: Financial Services online available at <https://egyankosh.ac.in/handle/123456789/16964>
2. NPTEL: Financial Institution and Markets online available at https://onlinecourses.nptel.ac.in/noc20_mg10/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	2	1	2				1	1		2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1		1	1	3	3	1
CO4		1		2	2		3						1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Sixth
Course Name	International Logistics				
Code	NBBAS3601				
Course Type	DSC-16	L	T	P	Credit
Pre-Requisite	Basic knowledge of Logistics Management.	4	0	0	4
Course Objectives	To familiarize students with: Practical aspects of international trade and Domestic and international institutional and regulatory arrangements.				
Course Outcomes					
CO1	To understand principles of international logistics.				
CO2	To analyse pre-shipment finance and basic excise and customs procedure and documentation.				
CO3	To apply post shipment finance procedure in FE and other international trade related activities.				
CO4	To evaluate major export promotion schemes and assistance for effective use in international shipping business and logistics.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module –I: Introduction to International Logistics Trends in world trade growth; nature, significance and components of international logistics; creating an export organization; registration and licensing; selecting export products and markets and channels; export costing and pricing procedures incoterms; deciding payment terms; export contracts; export order processing	15	1
2	Module –II: Pre-shipment finance Arranging pre-shipment finance; export procurement; quality control and pre -shipment inspection; packing and labelling of export consignments; basic procedure and documentation for excise and custom clearance.	15	2
3	Module III: Post-shipment finance Arranging post-shipment finance; documentary collection of export bills; negotiating documents under L/C; managing exchange earners' foreign currency accounts; availing foreign exchange facilities; role of EXIM Bank; export credit risk insurance and the role of ECGC.	15	3
4	Module IV: Export promotion Major export promotion schemes in India; export assistance to export houses; SEZ units, EOUs, STP and BTP units; facilities for deemed exports; marketing development assistance; trade information support; role of commodity boards and export promotion councils in trade promotion	15	4

1. Paras Ram, Export: What, When, How, Anupam Publications, New Delhi
2. Khurana, P.K., Export Management, Galgotia Publishing, New Delhi
3. Shavaramu, Export Marketing – A Practical Guide for Exporters, Wheeler Publishing, New Delhi
4. Govt of India, An Overview of Customs, Commissionate of Customs and ICDs, New Delhi
5. Govt. of India, Ministry of Commerce and Industry – Handbook of Procedure, Govt. of India, New Delhi

Online Resources

1. <https://egyankosh.ac.in/bitstream/123456789/90059/3/Unit-12.pdf>
2. <https://nptel.ac.in/courses/110108056>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	2	1	1	1	2				1		2	2	1
CO2	2	3		2		2		1		1		1	3	2
CO3	2	2		1		3		1		2		2	2	2
CO4	2	3		2	1	2							3	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Sixth
Course Name	Entrepreneurship and Small Business Management				
Code	NBBAS3602				
Course Type	DSC-17	L	T	P	Credit
Pre-Requisite	Knowledge about concept of entrepreneurs and small-scale enterprises.	4	0	0	4
Course Objectives	To familiarize students with: Knowledge needed to manage or own a business. Varied aspects of small-scale industries and entrepreneurship.				
Course Outcomes					
CO1	Understand the various entrepreneurial skills functions as well as entrepreneurial development programs				
CO2	Describe the small-scale enterprise with challenges and opportunities				
CO3	Analyse the role of financial institutions for entrepreneurial development				
CO4	Evaluate the operations of small scale enterprise and its performance assessment				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, managers, Entrepreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Roles & Importance in Indian Economy.	15	1
2	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.	15	2
3	Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.	15	3
4	Module IV: Management of Small Business Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI Operating the small-scale enterprises. Issues in financial management, operations management, marketing management,	15	4

	organizational relations, and performance assessment		
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Suggested Readings

- 1.Lalland Sahai, Entrepreneurship, Excel Books, 2nd Edition.
- 2.Couger C, Creativity and Innovation,IPP, 1999.
- 3.KakkarD. N., Entrepreneurship Development, Wiley Dreamtech.
- 4.RaiA.K., Entrepreneurship Development, Vikas Publishing.
- 5.Seagal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013..

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/56499>
2. <https://dde-ac.in/Books/M229.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2							2	3	2
CO2	3	3	3	3	3	1	2					3	3	2
CO3	1	1	1	2	2	2	2	1				3	3	2
CO4				1	1					1			1	1

Program	BBA (Logistics and Supply chain Management)				
Year	Third	Semester		Sixth	
Course Name	International Business Management				
Code	NBBAS3603				
Course Type	DSC – 18	L	T	P	Credit
Pre-Requisite	Knowledge of international business and foreign trade.	4	0	0	4
Course Objectives	To familiarize students with: The theories of international dimensions of Business and external influences affecting the international business organization. The design and structure of International Organizations. Labour market differences and labour compensations and international business strategies. The role of strategies and different policies on the way a business is conducted in international context.				
Course Outcomes					
CO1	Identify the role of external influences on international business scenario.				
CO2	Demonstrate the concept of international corporations by their organisational design, structure, attitude and strength				
CO3	Apply the functionality of global financial markets, foreign exchange markets exchange rate method and different international business strategy				
CO4	Evaluate the global competitiveness and international business strategy				

Module	Course Contents	Contact Hrs.	Mapped CO
1	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.	15	1
2	Module II: International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional based, are a based and matrix structure, Methods of entry.	15	2
3	Module III: India's foreign trade India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export, assistance, marketing plan for exports.	15	3
4	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.	15	4

1. Agarwal, Raj .,International Trade, Excel, 1stEd.
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.

Online Resources

1. eGyanKosh: International Business Management online available at <https://egyankosh.ac.in/handle/123456789/90024>
2. eGyanKosh: International Business Management online available at <https://egyankosh.ac.in/handle/123456789/3154>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2						1	2	2	2
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4	2		1	3		1		1			1		1	1

Program	BBA (Logistics and Supply chain Management)				
Year	Third	Semester			Sixth
Course Name	Business Ethics & Indian Value System				
Code	NDSE38803				
Course Type	DSE – 2	L	T	P	Credit
Pre-Requisite	Student must aware of basic concept of human values and ethics.	4	0	0	4
Course Objectives	To familiarize students with: The ethical issues and dilemma as faced by the managers in most business organizations and the concepts of CSR, Consumer Protection, Success, Dharma, Karma, etc.				
Course Outcomes					
CO1	Understand the relevance of ethics and values in business.				
CO2	Describe and demonstrate the concept of corporate governance				
CO3	Apply transformation and make use of the stories of business gurus				
CO4	Evaluate the relationship between ethics, corporate excellence and corporate mission.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	<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>	15	1
2	<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>	15	2
3	<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, pre-requisites to create blueprint for success. Successful stories of business Gurus.</p>	15	3

4	Module IV: Ethical Philosophies	15	4
	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of Knowledge management and wisdom management.		

Suggested Readings

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.

Online Resources

1. eGyanKosh: Business Ethics and Human Values online available at <https://egyankosh.ac.in/handle/123456789/82251>
2. Pondicherry University: Business and Human Values online available at https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Business%20ethics.pdf

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	3	1	2					3	3	
CO2	3	1	2	1	2							2	2	1
CO3	3	3	3	3	3	1	2					3	3	2
CO4	1	1	1	2	2	2	2	1		1	1	3	3	1

Program	BBA (Logistics and Supply chain Management)				
Year	Third	Semester		Sixth	
Course Name	Research Methodology				
Code	NDSE38804				
Course Type	DSE – 2	L	T	P	Credit
Pre-Requisite	Student must have basic knowledge regarding research and different aspects of report writing.	4	0	0	4
Course Objectives	To familiarize students with: Concept and relevance of marketing research. Marketing research process and report preparation.				
Course Outcomes					
CO1	Understand the basic concept of Research methodology and its implementation in various business situations.				
CO2	Examining the impact of sampling and its techniques and sources of data collection.				
CO3	Analysing measurement scale and data processing. Apply and relate decisions to formulate a good hypothesis.				
CO4	Assessing clear and meaningful understanding of business reports and its characteristics.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	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.	15	1
2	Module II: Sampling Design & Data Collection Sampling Design: Census & Sample Surveys; Steps in Sampling Design, Types of Sample designs-Probability & Non Probability sampling. Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing.	15	2
3	Module III: Measurement Scale and Data Processing Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques, Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	15	3
4	Module IV: Report Writing Presentation: Diagram, Graphs, Charts, Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research report. Application of research in business management.	15	4

Suggested Readings

1. Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.
2. Gupta, S.L., Marketing Research, Excel Books, 2004.
3. Aaker, Marketing Research, John Willey & Sons, 2001.
4. Tull & Hawkins, Marketing Research, Prentice Hall of India, 2000.

Online Resources

1. NPTEL: Research Methodology online available at https://onlinecourses.nptel.ac.in/noc22_ge08/preview
2. eGyanKosh: Research Methodology online available at <https://egyankosh.ac.in/handle/123456789/481>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2						1	2	2	2
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4	2		1	3		1		1			1		1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Third	Semester			Sixth
Course Name	Digital Governance				
Code	NGE38811				
Course Type	GE-6	L	T	P	Credit
Pre-Requisite	Basic knowledge of e-governance and data mining.	4	0	0	4
Course Objectives	To familiarise students about: Generating human resources with the right skills, knowledge, and aptitude and leadership qualities for effective implementation of e-Governance Projects, by studying e-Governance models and its characteristics. To make aware students about scope of e-Governance in the State through various sectors and services.				
Course Outcomes					
CO1	Understand and critique the various roles attributed to government				
CO2	Apply legal/human/Technological /Infrastructural preparedness in digital system				
CO3	Describe about data mining and data warehousing				
CO4	Evaluate the e-governance in Indian perspective through case studies				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module 1 Overview of E-Governance and its Models: Introduction to E-Governance: Needs of E-Governance, Issues in E-Governance applications and Digital Divide; Evolution of E-Governance, its scope and content; Present global trends of growth in E-Governance; Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Key areas; Towards Good Governance through E-Governance Models.	15	1
2	Module 2 E-Governance Infrastructure, Strategies: E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness; Evolutionary Stages in E-Governance;	15	2
3	Module 3 Applications of Data Mining in E-Governance: Introduction of Data warehousing and Data mining in E- Governance; National Data Warehouses: Census Data, Prices of Essential Commodities; Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors.	15	3
4	Module 4 Case Studies of E-Governance in Indian perspective <ul style="list-style-type: none"> • Smart Nagarpalika-Computerization of Urban Local Bodies (Municipalities) NICNET-Role of Nationwide Networking in E-Governance • Ekal Seva Kendra • Aadhar • E-Suvidha 	15	4

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Suggested Readings

1. C.S.R. Prabhu, "E-Governance: Concepts and Case Studies", Prentice-Hall of India Private Limited, 2004.
2. N. Gopalsamy, "Information Technology & e-Governance", New Age Publication, First Edition 2009.
3. Backus, Michael, "e-Governance in Developing Countries", IICD Research Brief, No. 1, March 2001.
4. Subhash Bhatnagar, "Unlocking E-Government Potential: Concepts, Cases and Practices

Online Resources

1. <https://egyankosh.ac.in/bitstream/123456789/25880/1/Unit-1.pdf>

2. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004120815046665Nandita_Kaushal_Digital_Governance.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1			2			2					1	1	
CO2			2		1	2				2		2	2	2
CO3		2						1	2				2	2
CO4	1	2			1		2		2			2	2	1

Program	BBA (Logistics and Supply chain Management)				
Year	Third	Semester			Sixth
Course Name	Event Management				
Code	NGE38812				
Course Type	GE – 6	L	T	P	Credit
Pre-Requisite	Student must have studied Marketing Management	4	0	0	4
Course Objectives	To familiarize students with: The skills to plan and manage events.				
Course Outcomes					
CO1	Exhibit the capability to organize a formal event.				
CO2	Planning and Organizing events. Assessing risk management in event.				
CO3	Analysing event marketing, public relations and promotional tools.				
CO4	Assessing Plans and prepare sponsorship proposals, vent associates and event sponsor.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Management: meaning and functions. Event Management: Concept, and Scope, Categories of Events: Personal/Informal Events and Formal/Official Events, Requirement of Event Manager, Roles & Responsibilities of Event Manager in different events; Special event topics.	15	1
2	Module II: Planning and Organizing for Events Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process, Conceptualization, Costing, Canvassing, Customization, and Carrying-out. Critical Success Factors; Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability and Responsibility. Event Risk Management and IT for Event Management.	15	2
3	Module III Event Marketing Advertising, & PR Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools – Media invitations, press releases, TV opportunities, radio interviews. Promotional tools – Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.	15	3
4	Module IV: Sponsorship Event Partners, Event Associates, Event Sponsor Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship;	15	4

	Research on sponsorship avenues; Converting sponsorship into partnership.		
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Suggested Readings

1. Conway, D. G. (2006). The Event Manager's Bible. Devon: How to books Ltd.
2. Goldblatt, J. (2005). Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
3. Hoyle, L. H. (2002). Event Marketing. New Jersey: John Wiley & Sons Inc.

Online Resources

1. eGyanKosh: Basics of Event Management online available at <https://www.egyankosh.ac.in/handle/123456789/69654>
2. NPTEL: Basics of Event Management online available at https://onlinecourses.swayam2.ac.in/nou20_ge01/preview

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2						1	2	2	2
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4	2		1	3		1		1			1		1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Shipping Finance and Marine Insurance				
Code	NBBAS3701				
Course Type	DSC – 19	L	T	P	Credit
Pre-Requisite	Basic knowledge of shipping industry	4	0	0	4
Course Objectives	To familiarize students with: Shipping Industry, its Assets Valuation and Sources of Long term Finance. Awareness about Marine Insurances and associated risks and mitigation.				
Course Outcomes					
CO1	To Identify and remember the importance of Shipping industry and its assets valuation.				
CO2	To Understand the source of shipping finance and capital structure.				
CO3	To evaluate the Corporate governance and corporate social responsibility activity				
CO4	To analyse the behaviour of Shipping Insurance and related risks.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module-I: Introduction to Shipping Industry: Overview of the Shipping Industry -Importance of the Sector -Participants in the Shipping Business (Redefining Agency Cost) -Shipping Cycles and their Drivers Ship (Asset) Valuation -Models of Ship Valuation: Case Study -Probability of Default: Case Study -(Basel II &Basel III criteria)	15	1
2	Module –II: Sources of Shipping Finance and Corporate Governance: Sources of Ship Finance-Equity (IPO's): Case Study -Debt Financing and the Bond Markets: Case Study -KG Funds-KS Funds: Case Study -Islamic Finance: Case Study -Debt/Equity Structure Decision of a Shipping Company –Corporate Governance in Shipping: Discussion of Empirical Results -Corporate Social Responsibility: Discussion of Empirical Results.	15	2
3	Module-III: Introduction to Marine Insurance: Marine Insurance Contract 1906: Origin and growth; History of Lloyds; Evaluation of marine insurance business in India, Basic elements - insurable interest utmost good faith implied warranties; Policy document; Types of marine insurance contract —freight, cargo and -vessel; Procedure for obtaining marine protection policy; Marine policies and conditions; Nature of coastal marine..	15	3
4	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.	15	4

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, McGrawHill, Company, Higher Education.

3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley

Online Resources

1. <https://egyankosh.ac.in/bitstream/123456789/29281/1/Unit-5.pdf>

2. <https://egyankosh.ac.in/bitstream/123456789/12077/1/Unit-8.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	1	1		2	2			2	2	2	3	1
CO2	3	3	2	3		3				3	3	1	2	2
CO3	3	1	1	2		2				2	1	3	2	2
CO4	2	2	1	1		2	1			2	2	1	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Human Resource Management & Development				
Code	NDSE38805				
Course Type	DSE - 3	3	T	P	Credit
Pre-Requisite	Basic knowledge of Human Resource Management	4	0	0	4
Course Objectives	<p>To familiarize students with:</p> <p>Importance and function of HR department and Process adopted for recruitment and selection. Also, to aware them about different training methods used for employees and how wage determination and welfare activities for employees are conducted.</p>				
Course Outcomes					
CO1	To Understand HRM and its objectives and identify its importance and functions in present scenario. Meaning and importance of Human Resource Development.				
CO2	To analyse the factors affecting recruitment and sources of recruitment.				
CO3	To apply manpower planning and personnel policies.				
CO4	To evaluate different training and development methods used for employees				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	<p>Module I: Introduction</p> <p>Basic of HRM: Concept, objectives, importance and functions of HR department. Manpower planning. Personnel policies, programs and procedures.</p> <p>Staffing: Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion, orientation, placement, promotion, demotion, transfer and job analysis</p>	15	1
2	<p>Module II: Training & Development and Performance Appraisal</p> <p>Objectives and importance of training. Training methods: on the job training, vestibule training, and apprenticeship. Development methods: case study, business games, in basket, role playing, sensitivity training, transactional analysis, special courses, coaching, understudy, position rotation, multiple management, selective readings, special meetings and special projects Welfare activities, Health and safety to workers, social security measures. Wages and salary determination, Performance appraisal: objectives, methods and job evaluation.</p>	15	2
3	<p>Module III Human Resource Development</p> <p>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. Potential Appraisal</p>	15	3

4	<p>Module IV Job Enrichment & Stress Management</p> <p>Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign.</p> <p>Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, quality circles in India.</p> <p>Stress Management: Definition, sources of stress, consequences of stress, managing stress.</p>	15	4
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Suggested Readings

- 1.1. 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. Ivancevich, Human Resource Management, Tata McGraw Hill, 10th Edition.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/21336>
2. <https://egyankosh.ac.in/handle/123456789/1882>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	2	1	2							2	2	1
CO2	3	3	3	3	3	1	2					3	3	1
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4			1			1				1			1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Rural Management				
Code	NDSE38806				
Course Type	DSE – 3	L	T	P	Credit
Pre-Requisite	Students must possess certain knowledge about rural and agricultural market.	4	0	0	4
Course Objectives	To familiarize students with: The role of rural sector in the development of the country's economy in recent years. The rural market, consumers and marketing strategies for the rural sector. The working of Co-operative Credit Societies and various financial schemes for rural development.				
Course Outcomes					
CO1	To understand rural management, its scope and the rural problems & their remedies.				
CO2	Identify the characteristics of rural consumers, their sources and structure of income. Understand the rural financial environment for rural development. Understanding the Credit policies, deposits schemes and various credit programmes for rural development.				
CO3	Analyzing various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products.				
CO4	Assessing the working of Co-Operative Credit societies. Illustrate some successful co-operative organizations.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I : Introduction Definition, Scope and Importance of Rural Management. Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.	15	1
2	Module II: Rural Consumer and Rural Finance Consumption theory and Characteristics of Rural Consumers. Village Economy sources and structure of Income. Rural Financial Environment: Organization of rural Credit supply, Credit Planning and Implementation of Credit Programmers for Rural Development, Saving and Deposits. Mobilization in Rural India.	15	2
3	Module III : Rural Marketing Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.	15	3
4	Module IV: Co-operative Management Co-operation: Meaning, Objectives and Scope. Development of Cooperatives in Rural Area: Co-operative Credit Societies & Cooperative Marketing. Some successful Co-operative organization.	15	4

Suggested Readings

1. Kashyap ,Pradeep., Raut, Siddhartha. And Biztantra ., Rural Marketing.
2. GopalSwamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e
3. Barkar, J.W., Agricultural Marketing, Oxford University Press, New York.
4. Mathur., Rural Marketing, Excel Books.

Online Resources

1. eGyanKosh: Rural Development- Planning and Management online available at <https://egyankosh.ac.in/handle/123456789/32074>
2. eGyanKosh: Rural Management Overview online available at <https://egyankosh.ac.in/handle/123456789/10126>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	1	1		2	2			2	2	2	3	1
CO2	3	3	2	3		3				3	3	1	2	2
CO3	3	1	1	2		2				2	1	3	2	2
CO4	2	2	1	1		2	1			2	2	1	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Marketing of Services				
Code	NDSE38807				
Course Type	DSE – 4	L	T	P	Credit
Pre-Requisite	Student must possess knowledge regarding marketing management and different forms of service industry.	4	0	0	4
Course Objectives	To familiarize students with: The understanding of foundation of marketing of services, bank marketing and its marketing mix. A comprehensive description of hotel and tourism industry, its marketing and marketing of some selected services.				
Course Outcomes					
CO1	Understand the basic concept of services marketing				
CO2	Illustrate the marketing mix for services and impact of technology				
CO3	Analyse banking and tourism marketing services				
CO4	Evaluate and formulate the marketing strategies for hotel and various other services				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	<p>Module I: Introduction</p> <p>Basics of Service Marketing, Nature and Types of Services, Difference between Service and Goods, Unique Characteristics of Services, Importance of Service Quality and Service Components, Framework for Marketing of Service, Improving Services, Relationship Marketing.</p> <p>Environment for Service Marketing: Macro and Micro Environment, Understanding Service Customer, model of Service, Consumer Behaviour.</p> <p>Market Segmentation and Selection: Service Marketing Segmentation, targeting and Positioning.</p>	15	1
2	<p>Module II: Service Marketing Mix and International MOS</p> <p>Service Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer, Pricing, Promotion and Distribution of Services, Management of People, Process and Physical Evidence, Matching Demand and Supply of Services, Service Marketing Triangle.</p> <p>International Marketing of Services and GATT.</p> <p>The Service Based Business Plan. The Future of Marketing of Services. Technological Changes and The Services.</p>	15	2

3	<p>Module III: Banking and Tourism Marketing</p> <p>Bank Marketing: The Concept, Users of Banking Services, Structure of Bank Product, The Marketing Mix of Banking Services.</p> <p>Tourism Marketing: Introduction, Tourism Product, Salient Features of Tourism Product, Market Segmentation of Tourism, Formulation of Marketing Mix for Tourism Industry.</p>	15	3
4	<p>Module IV: Marketing of Selected Services</p> <p>Marketing of Selected Services: Personal Care Service, Hospital Marketing, International Services, Education, Consultancy Services, Transportation Services and Communication Services.</p> <p>Hotel Marketing: The Concept, Hotel and Its Topology, Hotel Product, Market Segmentation of Hotel Industry, Formulation of Marketing Mix of Hotel Industry.</p>	15	4

Suggested Readings

1. Donald, Cowell., Marketing of Service, Heinemann, London.
2. Lovelock, C.H., Services Marketing, Prentice Hall, London.
3. Jha, S.M., Services Marketing, Himalaya Publishing House, New Delhi.
4. Akhtar, J., Management of Tourism in India, Ashish Publishing House, New Delhi

Online Resources

1. eGyanKosh: Marketing of Services online available at <https://egyankosh.ac.in/handle/123456789/4612>
2. Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya: Marketing of Services online available at <https://kanchiuniv.ac.in/coursematerials/T5MM1servicesmarketing.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3	3	3	3	1	2		1	1		3	3	1
CO2	3	1	2	1	2					1		2	2	1
CO3	3	3	3	3	3	1	2					3	3	1
CO4	1	1	1	2	2	2	2	1				3	3	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Financial Institutions				
Code	NDSE38808				
Course Type	DSE – 4	L	T	P	Credit
Pre-Requisite	Students must be aware about the concepts of Business Environment and Business Economics.	4	0	0	4
Course Objectives	The primary function of the financial system is the mobilization of savings, their distribution for industrial investment and stimulating capital formation to accelerate the process of economic growth.				
Course Outcomes					
CO1	Remembering about the financial institutions.				
CO2	Understanding about the financial services and its components.				
CO3	Applying basic theories of Mutual Funds and its example in the minds of learners.				
CO4	Analyzing various theories of Mergers and Acquisitions.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Commercial Banking: Commercial Banking – Classification of Banks – Functions – Creation of Credit – Balance Sheet – Investment Policies – Banking Structure – Clearing Houses -Reserve Bank of India - Asset Liability Management and Non-Performing Assets.	15	1
2	Module II: Financial Services: Financial Services - financial services in India, types, and importance, online trading, dematerialization and re-materialization. Mutual Funds and AMCs - mutual funds, various types of mutual funds schemes, advantages and disadvantages of investing in mutual funds, legal structure and the regulation of mutual funds in India	15	2
3	Module III: Mergers and Acquisitions: Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers and the legal aspects governing mergers, acquisitions and takeovers in India.	15	3
4	Module IV: E-banking: Payment system in India – Paper based, e-payments – Electronic banking – advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in ebanking.	15	4

Suggested Readings

1. Bhole, L.M, Financial Markets and Institutions, Tata McGraw-Hill Publishing Company, New Delhi, 2005.
2. Khan, M.Y., Indian Financial System: Theory and practice, Vikas Publishing House, New Delhi, 2005.
3. R Keshavanathan, Banking and Insurance Management, Academic Excellence Publications, 2009.
4. DK Murthy, and Venugopal, Indian Financial System, I K International Publishing House -2006.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/23400>
2. <https://archive.nptel.ac.in/courses/110/105/110105121/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1		2	2	1			3			1		2	2
CO2	2	1					2		2	1	2	1	2	1
CO3	1	2	1	2	3		2	3			3	2	3	3
CO4	1	3		2	3			2	3			1	3	3

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	System Analysis and Design				
Code	NGE38813				
Course Type	GE – 7	L	T	P	Credit
Pre-Requisite	Students must possess knowledge regarding system concepts, hardware and software.	4	0	0	4
Course Objectives	To familiarize students with: System analysis and design skill in information management. To provide the students with the skills to identify business problems which may be solved by technology-based solutions and develop design which form the basis for implementing systems as well as a strong foundation in systems analysis and design concepts, methodologies, techniques and tools. This also include waterfall model (system development life cycle), system analysis and Design Technique (Process Modelling (DFDs), Logical Modelling (decision tree, decision table, structured English).				
Course Outcomes					
CO1	Understanding the different phases of systems development life cycle.				
CO2	Applying the different fact-finding techniques in system analysis and design.				
CO3	Examine the system design and form designing.				
CO4	Assessing the system testing and quality assurance. Manage implementation and maintenance of hardware and software.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I Overview of Systems Concepts Introduction to System Concept: Characteristics of the system, Elements of a System, Types of Systems, Physical and Abstract System, Open and Closed System, Formal and Informal System; Types of Information System, Needs of Information Systems, Qualities of Information System; Software Development Life Cycle (SDLC); Role and Attributes of System Analyst.	15	1
2	Module II System Analysis Fact Finding Technique (Information gathering tools): Review of Literature, On-Site observation, Interviews and Questionnaires; The Tools of Structured Analysis: Data Flow Diagram, Components of a DFD, Zero Level DFD, DFD Transformation and Decomposition, Context Diagram, Leveling a DFD; Data Dictionary, Structured English, Decision Tree, Decision Table, Feasibility Study: Economic Feasibility (Cost & Benefit Analysis), Organizational Feasibility, Technical Feasibility, Behavioral Feasibility study, Steps in Feasibility study.	15	2

3	Module III System Design Process of Design: Logical and Physical Design, Structured Design, Functional Decomposition. Form Design, Classification of Forms, Requirement of Form Design, Input Design, Output Design.	15	3
4	Module IV System Testing And Quality Assurance System Testing, Types of System Tests, Quality Assurance, Quality factors specifications, Levels of Quality Assurance. Audit Trail; Software Maintenance. Hardware and Software Selection Procedure.	15	4

Suggested Readings

1. System Analysis and Design Methods, Whitten, Bentley and Barlow, Galgotia Publication.
2. System Analysis and Design Elias M. Award, Galgotia Publication
3. Modern System Analysis and Design, Jeffrey A. Hofer Joey F. George Joseph S. Valacich Addison Weseley.

Online Resources

1. NPTEL: System Analysis and Design online available at <https://nptel.ac.in/courses/106108102>
2. eGyanKosh: System Analysis and Design online available at <https://egyankosh.ac.in/handle/123456789/952>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1	2	1	1		2	2			2	2	2	3	1
CO2	3	3	2	3		3				3	3	1	2	2
CO3	3	1	1	2		2				2	1	3	2	2
CO4	2	2	1	1		2	1			2	2	1	2	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Seventh	
Course Name	Creativity and Innovation				
Code	NGE38814				
Course Type	GE – 7	L	T	P	Credit
Pre-Requisite	Students have knowledge about innovation, motivation, creativity and leadership.	4	0	0	4
Course Objectives	To familiarize students with: Approaches used by managers and organizations for creating and sustaining high levels of innovation.				
Course Outcomes					
CO1	Analyze the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business mode.				
CO2	Generate Innovative idea for business and defend/ justify the same.				
CO3	Interpret the Business Competence achieved by various organisations by using the Innovative Business Model.				
CO4	Assessing the significance of Innovative Leadership.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction Meaning & Concept of Creativity; Creativity Process; Nature & Characteristics of Creativity and Creative Persons; Factors affecting Creativity; Recognizing and Avoiding Mental Blocks; Thinking Preferences; Risk Taking; Creativity Styles; Creative Thinking Tools; Innovation vs Creativity; Types of Innovations: Incremental & Radical.	15	1
2	Module II: Idea Generation & Creativity in Problem Solving Ideation; Pattern Breaking Strategies; Mind stimulation: games, brain- twisters and puzzles; Idea-collection processes: Brainstorming/Brain- writing, SCAMPER methods, Metaphoric thinking, Outrageous thinking, Mapping thoughts; Eight-Dimensional (8D) Approach to Ideation; Systematic Inventive Thinking: TRIZ methodology.	15	2
3	Module III: Innovation Invention and Discovery- Process and Typology; Methods and Techniques; Arenas of Innovative Competence; Categories of Innovation: Product, Process, and Service Finance (Venture Capital, Angel Investors), Offerings, Delivery. Evaluation of Effectiveness of Innovation.	15	3
4	Module IV Setting the Right Ecosystem for Innovation The Essence of Right Ecosystem; Dimensions of the Ecosystem for Innovation; Intrinsic Motivation & Extrinsic Motivation; Leadership Styles fostering Innovation; Organisational Alignment; Creating Self- Sustaining Culture of Innovation; Organisational Enrichment.	15	4

Suggested Readings

1. Harvard Business Essentials. (2003). Managing Creativity and Innovation. Boston: Harvard Business School Publishing.
2. Prather, C. (2010). The Manager's Guide to Fostering Innovation and Creativity in Teams. New York: McGraw-Hill Education.

Online Resources

1. eGyanKosh: Creativity and Innovation online available at <https://egyankosh.ac.in/handle/123456789/56543>
2. NIOS: Creativity and Innovation online available at https://nios.ac.in/media/documents/249_Enterpreneurship/English_pdf/249_Enterpreneurship_Lesson_4.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1				3					1		1	2	3	3
CO2		2		3	2		1	1		2			3	3
CO3	1	1	2	3				1				1	3	3
CO4				3									3	3

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	Logistics Information System				
Code	NBBAS3801				
Course Type	DSC – 20	L	T	P	Credit
Pre-Requisite	Basic Knowledge of Logistics Management and Information Technology.	4	0	0	4
Course Objectives	To familiarize students with: Logistics information systems and information technologies that help in taking right decisions regarding logistics activities of the organization and latest trends of IT and logistics issues.				
Course Outcomes					
CO1	To Understand the basic concepts of Logistics information system, its elements and structure.				
CO2	To evaluate LIS application components, its activities, co-ordination flows and to make use of integrated logistics information.				
CO3	To apply fundamental data communication concepts, its hardware and software in real world problem solving.				
CO4	To analyse artificial intelligence in LIS and emerging trends of usage of IT in logistics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module -I: Introduction to Logistics information system: Information System: Concept of Information System, Elements of Information System, Structure of Information System, Logistics Information-Meaning & Need; Forms: LIS-Definition-Information functionality, Activities	15	1
2	Module -II: LIS Architecture LIS Architecture: Principles of designing or evaluating LIS applications Components, activities; Planning & co-ordination flows and use of integrated logistics information.	15	2
3	Module -III: Data Communication and Networking: Data Communication: Fundamental communication concepts, Hardware and Software requirements, Simplex, Duplex, Half-Duplex. Communication Medium: Wired and Wireless.	15	3
4	Module -IV: Information Technology & Logistics: Electronic Data Interchange-Artificial Intelligence-Expert System-Bar coding & scanning, Emerging trends in IT usage in Logistics	15	4

Suggested Readings

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India PvtLtd.,Joe B. Hanna 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
- 6.Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi,2004 7.MartinChristopher, Logistics and Supply Chain Management, Prentice-Hall, 1998 8.Javadekar, W.S.(2003),Management Information System, Tata MacGraw Hill Publication.

Online Resources

1. <https://egyankosh.ac.in/bitstream/123456789/72290/1/Unit-9.pdf>
2. <https://egyankosh.ac.in/handle/123456789/72281>

Course Articulation Matrix

PO- PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	2	1			1	1		1		1			1	2
CO2	3	2		1	1	2		2		2		2	2	3
CO3	2	2			2	2		3		2		1	3	2
CO4	1	3		2		3		3		2		2	2	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	International Financial Management				
Code	NDSE38809				
Course Type	DSE - 5	L	T	P	Credit
Pre-Requisite	Knowledge of Financial Instruments and terminologies.	4	0	0	4
Course Objectives	To familiarize students with: International financial management and international trade. Foreign exchange rate fluctuations and political risk that have a basic bearing on management of global investment and financing decisions. Institutions of international financial markets, instruments, trade modalities. Impacts and responses of governments, markets, and firms to various international situations.				
Course Outcomes					
CO1	Understand the globalised and integrated economic environment of international trade.				
CO2	To examine the foreign exchange market and exchange rate determination and risk management in country.				
CO3	To analyse the concept of International Working Capital Management and Export Import Financing.				
CO4	To assess Project Appraisal in international context, multinational capital finance and International Capital Budgeting.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: International Financial Environment International economic environment: Issue and dimensions. International financial flow: Comparative Cost Advantage Theory and Balance of payment framework. Indian Experiences in International Capital Market. Instruments of Sources of Finance in International Financial Market: ADR, GDR, EURO BOND etc.	15	1
2	Module II: Foreign Exchange Risk Management Foreign exchange markets and instruments. Exchange rate determination and Factors forecasting: Foreign exchange risk, Management of Risk, Currency Risk Management, Country Risk Management	15	2
3	Module III: International Working Capital Management and Export & Import Financing International Working Capital Management: Concept and financing foreign trade. International financing systems and institutions. International Cash Management, International Receivables and Inventory Management. Export Financing and Import Financing, Modes of Payment: DA/DP, L/C, and consignment basis.	15	3
4	Module IV: Multinational Business Financing Project Appraisal: An International Context. Multinational business finance: trends towards international operations, changing Organization and structure of multinational business. Reason for foreign investment: benefits and risks. Accounting treatment of	15	4

	foreign subsidiaries. International capital budgeting: evolution, investment opportunities, financing the project, strategic tie-up mergers and takeovers.		
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Suggested Readings

1. Apte P.G., International Financial Management, Tata McGraw Hill.
2. Somnath V.G., International Financial Management, I. K. International Pvt. Ltd.
3. Jain P.K., International Financial Management, Macmillan India Limited, 1st Edition.
4. Cheol S. Eun and Bruce G. Resnick, International Financial Management, Tata McGraw Hill.

Online Resources

1. eGyanKosh: International Financial Management online available at <https://www.egyankosh.ac.in/handle/123456789/405>
2. NPTEL: International Financial Management online available at <https://archive.nptel.ac.in/courses/110/105/110105057/>

Course Articulation Matrix														
PO- PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2
CO1	3	3	2	1	2							2	2	2
CO2	3	3	3	3	3	1	2	1				3	3	2
CO3	1	1	1	2	2	2	2	1				3	3	1
CO4			1			1				1			3	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	Investment Management				
Code	NDSE38810				
Course Type	DSE – 5	L	T	P	Credit
Pre-Requisite	Students have basic knowledge of Investments.	4	0	0	4
Course Objectives	To familiarize with: Different aspects of investment management and risks, introduce them to the framework of their analysis and valuation and highlight the process of portfolio management.				
Course Outcomes					
CO1	To understand the basics of investment management and different investment avenues available;				
CO2	To apply components of risk and to measure the same				
CO3	To analyze the value of bonds and the role of credit rating agencies				
CO4	To evaluate the techniques to manage the risk; Advise how to invest in mutual funds				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction Investment management- concept and need; Investment Process; Avenues for investment- features and classes; Security and Portfolioconcept and features; Difference between investment, speculation, and gambling; Meaning of Security Analysis; Primary and Secondary Market. International Investment- concept, challenges, and opportunities	15	1
2	Module II: Risks and Equity Valuation Models Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis- individual security and portfolio; Security Pricing; Factors influencing valuation of securities; Security Pricing Models- Capital Asset Pricing Model, Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Ratio Model and Whitbeck-Kishor Model.	15	2
3	Module III: Debt Instruments and Valuation Bonds & Debentures- meaning, types and features; Public Deposits, Public Sector Bonds, Risk in bond market; Calculation of Return on Bond and debentures- Yields on bonds, yield to maturity; Bond Valuation Theories; Sovereign Debt; Credit Rating; Scenario of Indian Debt Market.	15	3
4	Module IV: Portfolio Management, Mutual Fund and Derivatives Portfolio	15	4

	Management- Concept, Need, Dimensions, and Theories; Condition of Certainty; Opportunity Set with Uncertainty; Measurement of Portfolio Risk; Ways to Minimize Risk; Diversification-Markowitz Theory; Return on Portfolio Risk and Return; Regression Equation-Alpha, Beta, and Rho. Mutual Fundconcept and types; Offshore Fund, Performance Evaluation; Derivatives- concept, types, and purpose.		
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Suggested Readings

1. Luenberger, D. G. (2017), Investment Science, Oxford University Press.
2. Bodie, Kane, and Marcus (2019), Investments, McGraw Hill.
3. Damodaran, A. (2014), Applied Corporate Finance, Wiley India

Online Resources

- 1 <https://egyankosh.ac.in/bitstream/123456789/6442/1/Unit-13.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/19202/1/Unit-9.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1									1		1		1
CO2		1	1	1		2		2	1		1	1	1	2
CO3		1		1	2	2	1		1	2	1	1	1	
CO4		1				1		2		1		2	1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	Industrial Relations and Labour Law				
Code	NDSE38811				
Course Type	DSE – 6	L	T	P	Credit
Pre-Requisite	Student must be aware about the concept of industry, its management, environment and employer – employee relationship.	4	0	0	4
Course Objectives	To familiarize students with: Legal relationship between employer and employee, major Acts and regulations pertaining to employment practices in India, and analysis and interpretation of the role of various labor laws.				
Course Outcomes					
CO1	To Understand the concept and importance of Industrial Relations, its participants, systems and codes in India.				
CO2	To learn about the participative management, work committees and collective bargaining to apply in effective participative management.				
CO3	To evaluate the various labour welfare legislations and their impact on industrial relations.				
CO4	To analyse the scope, applications and usefulness of Industrial Disputes Act, 1947 in managing the industrial relations.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I : Industrial Relations: Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations, system of IR in India, code of wages.	15	1
2	Module II : Participative Management: Participative Management: Structure – Scope – Collective Bargaining , Works Committee – Joint Management Councils – Pre-Requisite for successful participation – Role of Government in Collective Bargaining.	15	2
3	Module III Labour welfare Legislations: The Factories Act 1948 : Definition, Scope, approval of licensing and registration of factories, the inspection staff, health safety, welfare, working-hours of adults, employment of women and young persons, leave with wages, penalties and procedure. The Payment of Wages Act, 1936: Object, definition, application of the Payment of wage act 1936, deductions, maintenance of registers and authorities, claims. The Workmen Compensation Act 1923: Object, definition,	15	3

	employer's liabilities for compensation, amount of compensation, appeals. The Trade Union Act, 1926: Object, definitions, registration, right and liabilities of office bearers, change of name, amalgamation, discussion and returns.		
4	<p>Module IV: Industrial Unrest</p> <p>The Industrial Disputes Act, 1947: Scope and object of the act, definition, authority, notice of change, reference settlement of industrial disputes, strikes and lockouts, lay-off and retrenchment. Miscellaneous. Industrial conflicts: types and causes of industrial conflicts. Industrial disputes: Preventive measures-bipartite and tripartite bodies, ethical codes, standing orders, grievance procedure, settlement machinery.</p>	15	4

Suggested Readings

1. Mamoria C.B, Industrial Relation, Himalaya Publication.
2. Sinha ., Industrial Relations, Trade Unions and Labour Legislation ,Pearson Ed.
3. Srivastava, S.C., (2000), Industrial Relations and Labour Laws ,Vikas, 4th Ed.
4. Singh B.D. ,Industrial Relations &Labour Laws, Excel, 1st Ed.
5. Kogent ., Industrial Relations &Labour Laws ,Wiley Dreamtech.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/6912>
2. <https://egyankosh.ac.in/handle/123456789/4177>
3. <https://archive.nptel.ac.in/courses/129/105/129105006/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	3				3				3		3	3	
CO2	3	3				2				3		3	3	
CO3	3	3				3				3		3	3	
CO4	3	3				3				3		3	3	

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	Goods and Service Tax and Customs Law				
Code	NDSE38812				
Course Type	DSE – 6	L	T	P	Credit
Pre-Requisite	Students must be aware about concept of tax and economics.	4	0	0	4
Course Objectives	To familiarize students with: - To provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers. It also aims to provide an understanding of compliances and procedures laid down in GST law and to provide the understanding about significant provisions of the customs law				
Course Outcomes					
CO1	To understand the need, and utility of indirect taxes and analyse the constitutional aspects of GST.				
CO2	To apply the provisions relating to levy of GST;				
CO3	To analyze the procedure and exemptions for different types of goods and services. Examine the various provisions of input tax credit;				
CO4	To Evaluate the provisions of the customs law.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Basic Concepts Concept and features of Indirect Taxes, Difference between Direct and Indirect Taxes, Concept of GST, Relevant Definitions under GST law, Constitutional aspects of GST. GST Council: Constitution, Structure and functioning	15	1
2	Module II: Concept of supply and Levy of GST Concept of supply including composite and mixed supply, Place, Time and Value of taxable supply, Significance of consideration. Basis of Charge of GST, Inter-State Supply, Intra-state supply, GST rates notified for supply of various goods and services, Reverse charge mechanism, Composition levy, Exemptions from GST, Power to grant exemptions, Exempted goods under exemption notifications, Exempted services under exemption notifications, Input tax credit	15	2
3	Module III: Procedures under GST Registration under GST law, Tax invoice credit and debit notes, Different GST returns, Electronic liability Ledger, Electronic credit Ledger, Electronic cash ledger, Different assessment under GST, Interest applicable under GST (Period), Penalty under GST, Various provisions regarding e-way bill in GST, Mechanism of Tax Deducted at Source (TDS) and tax collected at source (TCS), Audit under GST	15	3
4	Module IV: Customs Law Custom Law: Concepts; Territorial waters; High seas; Levy of customs duty, Types of custom duties; Valuation; Baggage rules & exemptions	15	4

Suggested Readings

1. Singhania, V. K., &Singhania, M. (2020). Student's Guide to Income Tax Including GST. New Delhi: Taxmann Publication.
2. Singhania, V. K., &Singhania, K. (2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication.
3. Ahuja, G., & Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
4. The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module 1, 2, 3 and4]

Online Resources

1. <https://egyankosh.ac.in/bitstream/123456789/82430/1/Unit-9.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/60510/3/Unit-10.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	1	2			2				2	2	1
CO2	2	2	2	2	2	1		2				2	2	1
CO3	1	1	1	2	2	2		2		2		3	2	1
CO4		1		1				2					1	2

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	Data Communication and Networking				
Code	NGE38815				
Course Type	GE – 8	L	T	P	Credit
Pre-Requisite	Students must possess knowledge regarding concepts of data communication.	4	0	0	4
Course Objectives	To Familiarize students with: To study the different aspects of data communication service integrated over the IP networks, focusing on protocol design, implementation and performance issues. To debate the current trends and leading research in the computer networking area.				
Course Outcomes					
CO1	Understand concepts data communication and signal transmission				
CO2	Different networking elements and protocols in each layer of references models gain the knowledge of network deployment.				
CO3	Select the transport protocol appropriate for a given application.				
CO4	To assess Transport Layer and User Defined Layer.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Data Communication and Network Models: Data and Signals: Analog and Digital, Transmission Digital Signals, Noisy and Noiseless channel, Bandwidth and Throughput, Attenuation and Noise; Digital and Analog Transmission: Transmission modes, PCM, DM, AM, FM, PM; Multiplexing and Spread Spectrum; Guided and Unguided Media; Switching; Modem; ISDN and PSTN; Introduction to Computer Network: Introduction, Application of Network, Types of Network, Network Protocols and Standards, Switched and Broadcast Network; Topology; References Models: OSI Model, TCP/IP Protocol Suite, Example of Networks.	15	1
2	Module II: Data Link Layer and Multiple Access: Basic Function of Data Link Layer: Fixed and variable size Framing, Flow and Error control, Redundancy, Block Coding, Noisy and Noiseless Channel, HDLC; Multiple Access: ALOHA, CSMA/CD, CSMA/CA, Polling, FDMA, TDMA, CDMA; Wired and Wireless LAN's: IEEE Standards, Standard-Ethernet, Gigabit Ethernet, IEEE 802.11; Intermediary Network Devices; Frame Relay and ATM; Categories of Satellites, SONET/SDH .	15	2
3	Module III: Network Layer: Basic Function of Network Layer; Logical Addressing: IPv4, IPv6; Address Mapping: ARP, RARP, BOOTP, DHCP; Routing Protocols: Delivery, Forwarding Techniques, Routing Table, Distance Vector Routing, Link State Routing, Path Vector Routing, Multicast Routing, Flooding, Hierarchical Routing; Internetworking: Tunneling, Fragmentation, OSPF, BGP, Mobile IP; Congestion Control: Data Traffic, Network Performance, Congestion Control Mechanism.	15	3

4	Module IV: Transport Layer and User Defined Layer: Basic Function of Transport Layer; Process-to-Process Delivery: TCP, UDP; QoS; Basic Function of Presentation and Session Layer; Application Layer: Namespace, Domain Namespace, Distribution of Namespace, Resolution, DDNS, TELNET, EMail, SMTP, SNMP, POP, IMAP, FTP, WWW and HTTP; Basic Terminology of Cryptography; Security in Internet: IPSec, PGP Algorithms, Packet-filter and Proxy Firewall.	15	4

Suggested Readings

1. Andrew S Tanenbaum, David. J. Wetherall, "Computer Networks", Pearson Education, 5th Edition
2. Behrouz A. Forouzan, "Data Communications and Networking", Tata McGraw-Hill, Fourth Edition
3. Ying-Dar Lin, Ren-Hung Hwang, Fred Baker, "Computer Networks: An Open Source Approach", Mc Graw Hill Publisher, 2011
4. Dayanand Ambawade, Dr. Deven shah, Prof. Mahendra Mehra, "Advance Computer Network", Wiley India.
5. Todd Lammle, "CCNA Intro – Study Guide", Sybex.

Online Resources

1.eGyanKosh: Data Communication and Networks online available at <https://egyankosh.ac.in/handle/123456789/1005>

2.NCERT: Data Communication and Networks online available at <https://ncert.nic.in/textbook/pdf/lecs111.pdf> .

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	1			2	1			2	1				2	2
CO2	2	1	3			2		1		1		3	2	1
CO3	1		2	2	3	2			2			3	3	3
CO4	1		3	2	3			3	3				3	3

Program	BBA (Logistics and Supply Chain Management)				
Year	Fourth	Semester		Eighth	
Course Name	People Management				
Code	NGE38816				
Course Type	GE – 8	L	T	P	Credit
Pre-Requisite	Students must possess knowledge of motivation and leadership.	4	0	0	4
Course Objectives	To familiarize students with: The concepts of Motivation, leadership and team building for a better understanding of people and their management at work.				
Course Outcomes					
CO1	Remember and understand the concept of people management and its relevance in organizations.				
CO2	Understand and analyse the applicability of People First Strategy in an Organisation.				
CO3	Demonstrate team building skills and leadership qualities in work setting.				
CO4	Understand and apply team building and conflict resolution skills in organization.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Managing and Evaluating Oneself: Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making - steps, Managing your Manager, Evaluating and building a personal development plan for oneself.	15	1
2	Module II: Managing and Motivating Others Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and Organisational factors on people management, Motivating Others - Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People - People First Strategy: Emerging cases.	15	2
3	Module III: Building Team and Peer Networks Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behaviour of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an Organisation.	15	3
4	Module IV: : Leading People & Resolving Conflicts Leading people to achieve the vision and mission of the Organisation. Leadership for high performance culture, Leadership Styles for creating conducive Organisational climate and culture of excellence. Managing different types of conflicts in an Organisation, Problem solving and quality improvement process.	15	4

Suggested Readings

1. Andrew S Tanenbaum, David. J. Wetherall, "Computer Networks", Pearson Education, 5th Edition
2. Behrouz A. Forouzan, "Data Communications and Networking", Tata McGraw-Hill, Fourth Edition
3. Ying-Dar Lin, Ren-Hung Hwang, Fred Baker, "Computer Networks: An Open Source Approach", Mc Graw Hill Publisher, 2011
4. Dayanand Ambawade, Dr. Deven shah, Prof. Mahendra Mehra, "Advance Computer Network", Wiley India.
5. Todd Lammle, "CCNA Intro – Study Guide", Sybex.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/77171>
2. <https://egyankosh.ac.in/handle/123456789/71670>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	1		2	2				1		2	1	1
CO2	2	3	1	3	2	2	1	1		3		2	3	2
CO3	2	2	1	1	1	2	2			1		1	2	1
CO4	2	1	1	2	3	1				2		1	3	2

List of VC and CC courses offered:

Program	BBA (Logistics and Supply Chain Management)				
Year	1	Semester	1		
Course Name	Managing Organizational Diversity				
Code	NSMVC5101				
Course Type	VC	L	T	P	Credit
Pre-Requisite	Pass Certificate of 10+2	2	0	0	2
Course Objectives	To familiarize students with: <ul style="list-style-type: none"> ❖ Understand the concept and importance of diversity in the workplace. ❖ Examine the impact of diversity on organizational culture, productivity, and innovation. ❖ Develop strategies for recruiting, retaining, and promoting diverse talent within organizations. ❖ Understand the global aspects of diversity and its implications for multinational organizations. 				
Course Outcomes					
CO1	Understand basic concepts of diversity in the workplace.				
CO2	Describe the impact of diversity on organizational culture, productivity, and innovation.				
CO3	Identify the recruitment and retention strategies for the diverse talent within organizations.				
CO4	Explain global diversity and its implications for multinational organizations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Managing Organizational Diversity: Understanding the concept of diversity and its significance in the workplace, Benefits, and challenges of managing diversity, Exploring various dimensions of diversity: race, ethnicity, gender, age, religion, etc., Inter-Sectionality and multiple identities, Impact of diversity on organizational performance.	8	1
2	Building an Inclusive Culture: Creating an inclusive work environment, Inclusive leadership and management practices, Development of Inclusive Leadership Practices and Processes, Employee resource groups and affinity networks, Inclusive Organization Design, and Developing cultural intelligence.	7	2
3	Recruitment and Retention of Diverse Talent: Strategies for attracting diverse candidates, Selection processes that minimize bias, Retention strategies for diverse employees, Affirmative action and equal employment opportunity, and Evaluating the effectiveness of diversity initiatives.	7	3
4	Global Diversity and Multi-Culturalism: Cultural differences in a global context, Managing diversity in multinational organizations, Global diversity trends and best practices, Cultural competence and sensitivity, Developing cross-cultural communication skills, Understanding and appreciating cultural differences.	8	4

Suggested Readings

1. Stefan Kühl: Influencing Organizational Culture: A Very Brief Introduction.
2. Rohini Anand: Leading Global Diversity, Equity, and Inclusion: A Guide for Systemic Change in Multinational Organizations.
3. David A. Thomas and Robin J. Ely: HBR's 10 Must Read on Diversity.

Online Resources

1. <https://www.youtube.com/watch?v=dwWtb64XQOk>
2. <https://www.youtube.com/watch?v=TnhBeaFbHYo&feature=youtu.be>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2		1	1	2		1		1	2		2	1	1
CO2	2	1		1	2			1	1	2	1	2		2
CO3	2		1	1	2	1	1		1	2		2	2	
CO4	2		1	1	2		1		1	2		2	1	2

Program	BBA (Logistics and Supply chain Management)				
Year	1	Semester			2
Course Name	Logistics Management				
Code	NSMVC5201				
Course Type	VAC	L	T	P	Credit
Pre-Requisite	10+2 pass certificate	2	0	0	2
Course Objective	To familiarize students with: The fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers				
Course Outcomes					
CO1	To understand the role Logistics in an organization.				
CO2	To understand the concept and need for Outsourcing logistics				
CO3	To examine the role of procurement and material handling in an organization				
CO4	To describe the role of warehouse and its process.				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module 1: Introduction to Logistics Management Definition and Evolution of Logistics management -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management – Model, Emerging concept in logistics, Case study	7	1
2	Module 2: Outsourcing logistics and Logistics Strategy Reasons for Outsourcing logistics, Third party logistics provider-Fourth party Logistics providers (4 pl), Role of logistics providers, Role of logistics managers in strategic decisions, Designing & Implementing logistical strategy, Case Study.	8	2
3	Module 3: Procurement and Material Handling Objectives of Procurement System, Principles of Procurement, History of procurement function, Procurement Cycle, Procurement Planning, Material handling- Product movement- concept- costs-product load activity—dispatch activity, unload activity-control device, Packaging - Pallet - Stretch wraps - Cartons – Labelling, Case Study.	8	3
4	Module 4: Warehousing and Storage Management system Storage Inventory Management, Functions of storage & Inventory - Classification of Inventory, Methods of Controlling Stock Level, Warehouse Management Systems (WMS), Role of warehouse, types of warehouse, warehouse location, Warehouse functions, Role of warehouse manager, Case Study.	7	4

Suggested Readings

1. Arnold, J.R., Chapman, S.N. (2012). The Introduction to Materials Management. (7th ed.), Prentice-Hall. Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013).
2. Managing Supply Chains: A Logistics Approach. (9th ed.), McGrawHill. Edward, F. (2002).
3. World-Class Warehousing and Material Handling. (International ed.), McGraw-Hill. Muller, M. (2011).
4. Essentials of Inventory Management. (2nd ed.), American Management Association. Donald J Bowersox, David J Closs, Logistical Management, TMH

Online Resources

1. <http://egyankosh.ac.in/handle/123456789/72286>

2. <http://egyankosh.ac.in/handle/123456789/13664>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	1	2	1					2	2	2	3	3
CO2	3	1	1	2	1		1			2	2	2	3	3
CO3	3	1	1	2	1	1			1	2	2	2	3	3
CO4	3	1	1	2	1					2	2	2	3	3

Program	BBA (Logistics and Supply Chain Management)				
Year	2	Semester	3		
Course Name	Creativity and Design Thinking				
Code	NSMVC5301				
Course Type	VC	L	T	P	Credit
Pre-Requisite	Pass Certificate of 10+2	2	0	0	2
Course Objectives	Course Objectives: ❖ How to transform creative thinking into design thinking in every stage of your problem ❖ How to apply design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				
Course Outcomes					
CO1	Gain in depth knowledge about creative thinking and design thinking in every stage of problem				
CO2	Analyze the concept of Design thinking				
CO3	Applying design thinking to your real life problems / situations in order to evolve an innovative and workable solutions				
CO4	Understand and implement design thinking to your real life problems / situations in order to evolve an innovative and workable solutions				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Innovation & Creativity: Meaning of Innovation and creativity. Difference between innovation and creativity, and its role in Industry and organizations	7	1
2	Innovation & Creativity: dynamics of creative thinking, Process of Design Thinking, implementing the process in driving innovation, Case Study	7	2
3	An exercise in design thinking & implementing design thinking through a workshop & exercise case studies in design thinking, design thinking process. Case Study	8	3
4	Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions	8	4

Suggested Readings

- 1.Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY)
- 2.The Design Thinking by Patrick , Michael Lewrick, Larry Leifer (WILEY)
- 3.The Art of Creative Thinking by Rod Judkins
- 4.Design Thinking - Strategic innovations by IRIS

Online Resources

- 1.Design Thinking: A Primer, IIT Madras by Dr Ashwin Mahalingam and Prof Bala

Ramadurai <https://nptel.ac.in/courses/110106124>

- 2.eGyanKosh: Creative, Innovative and Positive Thinking, <https://egyankosh.ac.in/handle/123456789/74637>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1		1	1	2			1		2	3	1	1
CO2		1	1	1	1	2	1		1		2	3		1
CO3	2	1		1	2	3		1		1	2	3	2	
CO4	2	1		1	1	2			1		2	3		1

Program	BBA (Logistics and Supply Chain Management)				
Year	2	Semester	4		
Course Name	Technical Charts and Analysis for Stock Markets				
Code	NSMVC5401				
Course Type	VC	L	T	P	Credit
Pre-Requisite	Basic Knowledge of Financial Securities	1	0	1	2
Course Objectives	To familiarize students with: <ul style="list-style-type: none"> ❖ Different type of Technical charts ❖ Basics of fundamentals and Technical Analysis ❖ Understanding of Charts patterns and indicators 				
Course Outcomes					
CO1	Gain the Ability to Analyse the Market at every Stage and Make Profit by Trading or Investing				
CO2	Understand and use all the Most Practical Indicators and Oscillators				
CO3	Analyze the different chart patterns and trading psychology				
CO4	Understand and applying the different indicators of Technical analysis				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Basics of Fundamental and Technical Analysis, Difference between Fundamental and Technical Analysis. Basic Terminology of Technical Analysis, Technical Charts, Types of Technical Charts: Line Charts, Bar Charts, Candlestick charts,	8	1
2	Types of Candlestick Pattern: Bearish and Bullish. Types of Candlestick: Single, Hanging man, shooting star, Marubozu etc	7	2
3	Charts Patterns: Support, Resistance, Head and Shoulder, Inverse Head and shoulder, Double top, double bottom	7	3
4	Technical Analysis Indicators: Simple Moving average, exponential moving average, Relative strength Index, RSI Divergence, Stochastic Oscillators, MACD, MACD Divergence, Bollinger Bands, Gaps and Gap trading strategies in Technical Analysis, Dow Theory	8	4

Suggested Readings

1. Kevin – Security Analysis and Portfolio Management – PHI
2. Jack Clark Francis - Management of Invest, McGraw Hill
3. Shape Alexander Ballen - Investment, Eastern Economy Ed

Online Resources

1. Security Analysis and Portfolio Management, IIT Kharagpur, Dr. Chandra Sekhar Mishra, Dr. Jitendra Mahakud, <https://nptel.ac.in/courses/110105035>
2. Technical Analysis, eGyanKosh <https://egyankosh.ac.in/handle/123456789/6346>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	2		2	2	3	2	2		1		2	1	
CO2	2	2	1	2	2		2	2	1	1		2		1
CO3	2	2		2	2	3	2	2		1		2	1	
CO4	2	2		2		3	2	3		1		2	1	1

Program	BBA (Logistics and Supply Chain Management) Program				
Year	2	Semester			4
Course Name	DIGITAL MARKETING				
Code	NSMVC5402				
Course Type	VAC	L	T	P	Credit
Pre-Requisite		1	1	0	2
Course Objectives	To familiarize students with digital marketing concept, practices, consumers online engagement and various social media platforms				
Course Outcomes					
CO1	Understand the concept, scope and functions of Digital Marketing.				
CO2	Understand various channels of Digital marketing, content and campaign management.				
CO3	Develop insight about SEO and its types; tools and techniques of SEM.				
CO4	Application of social media marketing and its platforms in digital marketing.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Digital Marketing: concept, importance and scope of digital marketing, Evolution of digital marketing. Difference between traditional and digital marketing. Contemporary best practices in digital marketing. Case-study.	7	1
2	Acquiring and engaging users through Digital Channels: Introduction to content marketing and management. Understanding the relationship between content and branding, mobile marketing, video marketing, Email marketing. Online campaign management- preparation, execution and tracking. Case-study	8	2
3	Overview of SEO and SEM: Search Engine Optimisation (SEO)- concept, importance, On-page Optimisation and Off-page Optimisation, Google Adwords. Search engine marketing (SEM)- Strategy building and execution through SEM tools and techniques. Difference between SEO and SEM. Case-study	8	3
4	Social Media Marketing (SMM)- concept, Importance and objectives. Blogging, social networking, introduction and use of various social media platforms in digital world. Digital innovations and trends - in Indian and global context. Case-study.	7	4

Suggested Readings

1. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
2. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
3. Dave Evans, Susan Bratton; Social Media Marketing; The Next Generation Of Business innovation, Wiley & Sons (2010)
4. Gupta, Seema; Digital Marketing, McGraw Hill (August, 2022).

Online Resources

1. <https://www.investopedia.com/terms/d/digital-marketing.asp>
2. <https://egyankosh.ac.in/handle/123456789/79506>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	2	1	1			2	1		2	3	1	1
CO2		1	2	1	1		1	2	1		2	3		1
CO3	2	1	2	1	2	1		2		1	2	3	1	
CO4	2	1	2	1	1		1	2	1		2	3	1	1

Program	BBA (Logistics and Supply Chain Management)				
Year	3	Semester	5		
Course Name	Entrepreneurial Finance				
Code	NSMVC5501				
Course Type	VC	L	T	P	Credit
Pre-Requisite	Pass Certificate of 10+2	2	0	0	2
Course Objectives	To familiarize students with: <ul style="list-style-type: none"> ❖ To understand the role of finance in entrepreneurship and develop a new business plan. ❖ To analyze financial statements and ratios to assess the financial health of a start-up. ❖ To analyze the various sources of investment and also know the support provided by the state and central government for entrepreneurship. ❖ To determine the various financial support schemes provided by different institutions to entrepreneurs. 				
Course Outcomes					
CO1	Understand the importance of finance in entrepreneurship and developing a business plan.				
CO2	Analysis of the financial statements and ratios to assess the financial health of a start-up.				
CO3	Identify the various investment sources and the support provided by the state and central government for entrepreneurship.				
CO4	Determine the various financial support schemes provided by different institutions to entrepreneurs.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Entrepreneurial Finance: Definition and scope of entrepreneurial finance, Role of finance in entrepreneurship, Characteristics of entrepreneurial finance, Developing a business plan, Estimating start-up costs and funding needs, Financial projections and forecasting, Valuation of start-ups.	8	1
2	Financial Statements & Analysis: Introduction to financial statements (balance sheet, income statement, and cash flow statement), financial ratio analysis for start-ups, assessing the financial health of a start-up, Benchmarking, and industry analysis.	7	2
3	Sources of Finance: Various sources of Investment - Basics of Venture Capital and Angel Investment - Start-up Culture - Various measures of encouragement and support being provided by the State and Central Government for strengthening the Entrepreneurial Culture.	7	3
4	Institutional Financial Support: Schemes and functions of rate of Industries- District Industries Centres (DICs)-IndustrialDevelopment Corporation (IDC)-State Financial Corporation (SFCs)-Small Scale IndustriesDevelopment Corporations (SSIDCs) -Khadi and Village Industries Commission (KVIC)-Technical Consultancy Organisation (TCO)- Small Industries Service Institute (SISI)-National Small Industries Corporation (NSIC)-Small Industries Development Bank of India (SIDBI).	8	4

Suggested Readings

1. Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.
2. Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill, 2014.
3. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, 2nd Edition, Pearson Education, 2012

Online Resources

1. https://www.youtube.com/watch?v=c9ZENOt1j_w&list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=3
2. https://www.youtube.com/watch?v=UL86GGHBX5Q&list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=37&pp=iAQB

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	2	1	2	3	2	1	1			1	1	2	1	
CO2	2	1	2	1	2	1	1			1	2	2		2
CO3	2	1	2	3	1	1	1			2	1	2	1	
CO4	2	1	2	3	2	1	1			1	1	2		1

Program	BBA (Logistics and Supply Chain Management)				
Year	2	Semester	3		
Course Name	Financial Literacy				
Code	NSMCC5301				
Course Type	CC	L	T	P	Credit
Pre-Requisite	The students are familiar with terminologies like financial institutions, financial services, banking services and budget`	2	1	0	3
Course Objectives	The course aims to provide an integrated approach to understand the concepts and applications of financial planning.				
Course Outcomes					
CO1	Describe the importance of financial literacy and list out the institutions providing financial services				
CO2	Construct financial plan and budget and manage personal finances				
CO3	Analyze various types of products and services offered by banks and post office				
CO4	Evaluate the appropriate financial instrument for investment				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction Meaning, importance and scope of financial literacy; Prerequisites of Financial Literacy – level of education, numerical and communication ability; Various financial institutions – banks, insurance companies, Post Offices; Mobile App based services.	10	CO1
2	Financial Planning and Budgeting Meaning, importance and need for financial planning; Personal Budget, Family Budget, Business Budget and National Budget; Procedure for financial planning and preparing budget; Budget surplus and Budget deficit, avenues for savings from surplus, sources for meeting deficit.	11	CO2
3	Banking Services Types of bank deposit accounts – Savings Bank Account, Term	12	CO3

	Deposit, Current Account, Recurring Deposit, PPF, NSC etc., PAN Card, Address proof, KYC norm; Various types of loans – short term, medium term, long term, micro finance, agricultural etc. and related interest rates offered by various nationalized banks and post office; Cashless banking, e-banking, Check Counterfeit Currency; CIBIL, ATM, Debit and Credit Card		
4	Financial Services from Post Office Monthly Income Scheme, Kishan Vikas Patra, NSC, PPF, Senior Citizen Savings Scheme (SCSS), Sukanya Samridhi Yojana/ Account (SSY/SSA); India Post Payments Bank (IPPB). Money Transfer: Money Order, E-Money order. Instant Money Order, collaboration with the Western Union Financial Services; MO Videsh	12	CO4

Suggested Readings

1. Kothari, R. (2010). *Financial Services in India-Concept and Application*. New Delhi: Sage Publications India Pvt. Ltd.
2. Milling, B. E. (2003). *The Basics of Finance: Financial Tools for Non-Financial Managers*. Indiana: universe Company.
3. Mitra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). *Financial Planning*. New Delhi: Sage Publications India Pvt. Ltd.
4. Zokaityte, A. (2017). *Financial Literacy Education*. London: Palgrave Macmillan.

Online Resources

1. <https://egyankosh.ac.in/handle/123456789/30874>
2. <https://egyankosh.ac.in/handle/123456789/15575>

PO- PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2
CO1	2	1	1	2		2			1	1		2	1	
CO2	2	1	1	2		2		1	1	1	1	2		2
CO3	2	1	1	2		1			1	1		2	1	
CO4		2		2		2			1	1		2		1

Program	BBA (Logistics and Supply Chain Management)				
Year	2	Semester	4TH		
Course Name	Leadership & Personality Development				
Code	NSMCC5401				
Course Type	CC	L	T	P	Credit
Pre-Requisite	Pass Certificate of 10+2	2	1	0	3
Course Objectives	To familiarize students with: <ul style="list-style-type: none"> ❖ Concept of Leadership and challenges related to it ❖ Evaluating the Personality Development 				
Course Outcomes					
CO1	Understanding leadership concept, styles and theories of leadership and new approaches of leadership.				
CO2	Analysing Leadership skills and effective leadership for optimum use of human resources				
CO3	Applying Professionalism in Personality grooming				
CO4	Evaluating and Creating the techniques of communication in Personality Development				

Module	Course Contents	Contact Hrs.	Mappe d CO
1	Module I: Introduction to Leadership: Leadership: Concept and nature of Leadership, Styles of Leadership, Trait theory of Leadership, Behavioural theory of Leadership, Situational Theory of Leadership, Transformational & Transactional Leadership, Recognition and motivating tips for leading Staff.	10	1
2	ModuleII: Leadership Skills Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Emerging trends in leadership, Emotional Intelligence & leadership, Nature of Executive leadership, Patterns of leadership effectiveness, Ethical leadership & issues.	11	2
3	ModuleIII: Professionalism & Grooming Meaning of professionalism, Developing Professionalism at workplace, Learning Time management, Dress and grooming for Success, Role of verbal and non-verbal Communication in Organization, Barriers to Communication.	12	3

4	ModuleIV: Personality Development & Leadership Concept of Personality, Determinants of Personality, Significance of Personality Development, Group Communication, Active Listening , Art of Public Speaking, Work ethics and Business Etiquettes, Team building exercises to understand and develop the personality.	12	4
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Suggested Readings:

1. John Mitchell, Natalie Mitchell & Bogdan Gudzenko (2012) - Leadership Development
2. Hurlock, E.B.(2006), Personality Development, TMH, New Delhi.
3. Heller, Robert, Effective Leadership, Essential Manager Series, D.K. Publishing 2002

Online Resource:

1. <https://egyankosh.ac.in/handle/123456789/10199>
2. <https://egyankosh.ac.in/handle/123456789/34717>

Course Articulation Matrix

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1	3	1	2	3	2	1	2			3		2	1	1
CO2	3	1	2	3	2		2			3		2	2	1
CO3	3	1	2	3	2	1	2			3		2	1	2
CO4	3	1	2	3	2		2	2		3		2	3	2