MBA LOGISTICS & SUPPLY CHAIN MANAGEMENT
Vels University  MBA Program Outcomes

The following outcomes have been identified by the School of Management and commerce, Faculty Council, as important for students to be able to perform at the conclusion of the MBA program. The MBA curriculum has been mapped to these outcomes, which are regularly assessed to identify levels of student achievement and areas of improvement. Students who are Graduates of the Master of Business Administration degree program will be able to:

1. Apply fundamental knowledge of management that comprising of accounting, finance, marketing and human resources management with supply chain for a supply chain enterprise.
2. Apply fundamental knowledge of management that comprising of accounting, finance, marketing and human resources management with logistics for a business enterprise.
3. Demonstrate knowledge, skills and techniques operations that comprising of project and quantitative method to improve supply chain and logistics operations.
4. Apply the fundamental concepts of transportation and distribution management related to national and international business system.
5. Organize the implementation of logistics strategies and manage logistics resources to improve supply chain operations.
6. Identify the concepts of planning and strategy to improve logistics and supply chain system operations.
7. Discover the drivers of logistics and supply chain system to improve the business performance.
8. Improve the supply chain process using the advanced operations such as quality, lean, strategy and green to ensure sustainable business practices.
9. Improve the logistics process using the advanced operations such as quality, lean, strategy and green to ensure sustainable business practices.
10. Develop analytical skills using Information technology to implement the concepts of logistics and supply chain system to aid decision making.
11. Communicate effectively in various firms by effective use of recent technology and logical reasoning for presentation, documentation, report writing and manual preparation.
12. Adapt to changing the demands due to advancements in Information Technology in logistics and supply chain industry.

**MBA**

**Logistics & Supply Chain Management**

**Program Specific Outcomes**

PSO – 1: To apply supply chain management principles to integrated supply chain activities to articulate and deliver customer-oriented quality outcomes within legal and ethical frameworks.

PSO – 2: To develop operations to source and utilise appropriate technology to support the implementation of logistics strategies and manage logistics resources to improve supply chain operations.

PSO – 3: To use state-of-the-art distribution practices to implement strategic and operational concepts and techniques that underpin distribution of goods and services for domestic and international markets.

PSO – 4: To improvise creative supply chain design and solutions to plan and implement less conventional supply chain solutions in a dynamic business environment at the strategic, tactical and operational levels to ensure sustainable business practices.

PSO – 5: To apply teamwork and leadership capabilities to actively lead and work with people of diverse skills and cultural backgrounds within a dynamic business environment to achieve stated business goals and objectives.
## VELS UNIVERSITY
### SCHOOL OF MANAGEMENT STUDIES
#### BOARD OF STUDIES MEMBERS
**MBA (GEN), MBA (LSM), MBA (LSCM) and MBA(BA)**

<table>
<thead>
<tr>
<th>Sl.No</th>
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| 1.    | **Dr.K.S.Meenakshisundaram,**  
       Director,  
       School of Management Studies,  
       Vels University, Chennai-600117 | Chairperson |
| 2.    | **Dr.R.Thenmozhi,**  
       Professor and Head,  
       Department of Management Studies,  
       Madras University, Chennai | External Expert |
| 3.    | **Mr.K.V.V.Giri**  
       President CCHA,  
       M/S Vaishnavi freight logistics Pvt Ltd. | External Expert |
| 4.    | **Mrs.Sripriya,**  
       Operations Programme Manager, TCS | Alumni |
| 5.    | **Dr.S.Vasantha,**  
       Professor,  
       School of Management Studies,  
       Vels University, Chennai-600117 | Internal Member |
| 6.    | **Dr.S.Preetha,**  
       Associate Professor, | Internal Member |
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| 7. | **Dr. G. Rajini**  
Associate Professor,  
School of Management Studies, Vels University, Chennai-600117 | Internal Member |
| 8. | **Dr. P. Shalini**  
Associate Professor,  
School of Management Studies, Vels University, Chennai-600117 | Internal Member |
| 9. | **Dr. P. G. Thirumagal**  
Assistant Professor,  
School of Management Studies, Vels University, Chennai-600117 | Internal Member |
| 10. | **Dr. Madhumita G**  
Assistant Professor,  
School of Management Studies, Vels University, Chennai-600117 | Internal Member |
MBA
Logistics & Supply Chain Management

Curriculum and Syllabus
(Based on Choice Based Credit System)
Effective from the Academic year
2015-2016

Department of M.B.A
School of Management Studies
# MBA – LOGISTICS & SUPPLY CHAIN MANAGEMENT

## CURRICULUM

**Total No of Credits 90**

## SEMESTER I

<table>
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**Total Credits: 28 0 2 25**

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<td>Personality Development</td>
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Course Objective:

- To understand the fundamentals of Management, its significance, scope of management, levels of management, functions of a manager and types of business organisation.
- To learn about the development of management thought, contributions towards Taylor & Fayol principles.
- To examine the various types of planning, strategies and policies.
- To study about the decision making in the organisation.
- To understand about the organisational structure, its types, decentralisation and delegation of the authority.
- To study about the Line & staff authority and the effectives of management.
- To identify the communication process, theories of motivation and types of leadership.
- To comprehend the terms HRD, Staffing and selection process.
- To know about the control process, its techniques.
- To identify the global environment and international management.

Course Outcomes:

The students will be able to:

CO – 1: Describe the management and observe the historical development of management thought.

CO – 2: Relate to the business organisations.


CO – 4: Analyse the Business decisions made using various tools and techniques in the corporate world.

CO – 5: Equip knowledge about the organization structure, its types of organisation structure, delegation of authority.

CO – 6: Distinguish between the line and staff authority.

CO – 7: Evaluate about the communications in the organisations, its process and breakdowns,
theories of leadership and determine various theories of motivations
CO– 8:Determine the selection process, staffing & HRD.
CO – 9: Evaluate about the control process and its techniques.
CO – 10: Determine about the global environment and the fundamentals of liberalization, globalisation and international management.

UNIT – I INTRODUCTION TO MANAGEMENT PRINCIPLES 12

UNIT – II PLANNING 12

UNIT – III ORGANIZING 12

UNIT – IV DIRECTING 12

UNIT – V CONTROLLING 12
TEXT BOOKS:


REFERENCES:

Course Objective:

• To explore the fundamental concepts of managerial economics, the production functions and the cost functions.
• To have a sound knowledge of the demand, supply, cost analysis, pricing and environmental analysis.

Course Outcomes:
The students will be able to:

CO – 1: Discriminate different cost concepts
CO – 2: Estimate the future sales with the available data
CO – 3: Construct profit planning and policies
CO – 4: Estimate the trend of supply of shipping.
CO – 5: Predict the future demand for the product
CO – 6: Construct cost budget feasible for the given type of business
CO – 7: Analyze the investment decision and suggest for the best alternative
CO – 8: Prepare business report after conducting the case study.
CO – 9: Analyze the changes in the economic indicators
CO – 10: Build the economic policy suitable.

UNIT I  DEMAND & SUPPLY ANALYSIS  12

UNIT II  PRODUCTION ANALYSIS  12
Production function- Law of returns- Iso-Quants Curve- Importance of Cost Analysis- Cost & Profit Analysis-Profit concepts- Functions of profit- Break even analysis- Economies of Scale-Market structure & Pricing- Characteristics of Market- Perfect Competition- Monopoly-
Monopolistic Competition- Price Leadership.

UNIT III ECONOMIC AND SOCIAL ENVIRONMENTS


UNIT IV ECONOMIC REFORMS

Factors influencing the Supply of Shipping- Tonnage, Number and Flag, Productivity and Supply trends - surplus tonnage/ active fleet/ short run supply, measuring elasticity of supply.

UNIT V GLOBALIZATION

Globalization and its impact on development, Logistics as the carrier of globalization processes, Micro environmental issues of logistics and their economic and social relevance, Logistics as a Strategy for sustainable global development.

Total: 60 hours

TEXT BOOKS:
1. Dean Joel, Managerial Economics, PHI, New Delhi; 1976.

REFERENCE BOOKS:
Course Objective:

- The course is to study of the cost and revenue models used to monitor, evaluate and control modern supply chain and logistics areas.
- The strategic and functional use of financial information in Logistics like cost, sources of capital, profit analysis and financial operating methods are delivered.

Course Outcomes:

The students will be able to:

CO – 1: Describe about the basic financial concepts.
CO – 2: Analyze various costing concepts like marginal costing.
CO – 3: Apply the professional financial management aspects relevant to logistics and supply chain industry.
CO – 4: Understand the various cost concepts.
CO – 5: Analyze the financial and operating methods.
CO – 6: Gain knowledge on financial and operating leverages.
CO – 7: Well versed in the double entry system of accounting.
CO – 8: Gain a wide knowledge on various financial statement analyses.
CO – 9: Have diverse knowledge of working capital concepts.
CO – 10 Analyze of different capital budgeting decisions.

UNIT – I  FINANCIAL ACCOUNTING  12


UNIT – II  FINANCIAL STATEMENT ANALYSIS  12

Ratio analysis – Classification of ratios, Advantages & Disadvantages - Fund flow statements advantages and disadvantages- Marginal costing – Cost Volume Profit analysis – Break Even analysis – BEP, P/V ratio, MS.
UNIT – III  FINANCIAL MANAGEMENT

UNIT – IV  CAPITAL

UNIT – V  FINANCIAL ANALYSIS

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:
- To emphasise the importance of the marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction.

Course Outcomes:
The students will be able to:
CO – 1: Relate the real corporate function of marketing.
CO –2: Discuss the importance of macro and micro environment in molding the company’s marketing function.
CO –3: Differentiate the consumer and institutional buyer behavior.
CO –4: Compare and contrast goods and services.
CO –5: Define the target segments for the products.
CO –6: Plan the positioning strategies used by the companies for their products.
CO –7: Justify the importance of products, branding and new product development.
CO –8: Assess the importance of integrated marketing communications.
CO –9: Summarise the importance of marketing research in decision making.
CO –10: Predict the future demand based on prediction.

UNIT I  INTRODUCTION

UNIT II  CONSUMERMARKETS

UNIT III  MARKET SEGMENTATION
Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets,

**UNIT IV MARKETING PROGRAMME**
12

**UNIT V MARKETING RESEARCH AND CONTROL**
12

**Total: 60 hours**

**TEXT BOOKS:**

**REFERENCE BOOKS:**
QUANTITATIVE TECHNIQUES & FORECASTING

15MBS005

METHODS

Course Objective:

- To impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.
- To focus on more practical than theoretical. Because statistical analysis informs the judgment of the ultimate decision-maker—rather than replaces it—some key conceptual underpinnings of statistical analysis will be covered to insure the understandability of its proper usage.

Course Outcomes:
The students will be able to:

CO – 1: Facilitate Objective Solutions in Business Decision Making under Subjective conditions.
CO – 2: Enhance Knowledge in Probability Theory
CO – 4: Stress the need for collection of data and its Dispersion Techniques.
CO – 5: Apply Time Series Analysis in Market Prediction Rates.
CO – 7: Determine the relationship between Dependent and Independent Variables.
CO – 8: Measure the trend setting factors for projection of Sales and Demand Curves.
CO – 9: Extract the variance among the factors of study concerned.
CO – 10: Classify the distribution of Data Spread

UNIT – I INTRODUCTION TO STATISTICS 12
Collection & Tabulation, Presentation of Data.

UNIT – II MEASURES OF CENTRAL TENDENCY 12
Measures of Central Tendency & Dispersion in Frequency Distribution - Correlation & Regression.

UNIT – III PROBABILITY THEORY 12
Classical, Objective & Subjective Approach – Addition, Multiplication & Baye’s Theorem -
Binomial, Poisson & Normal Distribution.

UNIT – IV HYPOTHESIS TESTING 12
Significance Level – Type I & Type II Error – One, Two tailed tests – Hypothesis Testing of
Means, Proportion – Chi-Square test, t test & F test – ANOVA.

UNIT – V INDEX NUMBER AND TIME SERIES 12
Forecasting techniques - Types of forecasting, Index Number and Time series - Trend
Projection

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:
- To study the communication skills and apply it in practical business situations, written exercises & e-mails and letters: Re-writing and re-framing of sentences are being delivered.

Course Outcomes:
The students will be able to:
CO – 1: Recall the basics of communication and its process, elements and importance.
CO – 2: Well versed with the various barriers in the communication.
CO – 3: Express the components of good communication.
CO – 4: Identify the various stages of written communication.
CO – 5: Evaluate the effectiveness of revising and checking the messages.
CO – 6: Develop the proofreading practice to ensure message preparation is up to standard to achieve its purpose.
CO – 7: Write E-mails in a structured pattern.
CO – 8: Well versed with the skills of writing an email - Introduction, Body and Conclusion,
CO – 9: Employ the art of report preparation and writing various types of letters.
CO – 10: Develop the skills of oral presentation.

UNIT – I INTRODUCTION 12

UNIT – II OVERVIEW 12
Non-verbal communication, Introducing the 7 Cs of business writing – Candid, Clarity, Complete, Concise, Concrete, Correct and Courteous, Writing business messages, The Stages in writing, Pre writing, Writing and Post writing.

UNIT – III REVISIGN AND CHECKING MESSAGES 12
Revising to improve the content and sentence structure, Avoiding redundant phrases and
words, Proof-reading to correct grammar, spelling, punctuation, format, and mechanics, Evaluating whether the message achieves its purpose.

UNIT – IV  EMAIL WRITING  12
The Process of Writing E Mails, Breaking it Down – The PAIBO Technique, Structuring an E Mail – The 3 T’s – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off

UNIT – V  REPORTS AND PRESENTATIONS  12
Business reports and Proposals, Format, visual aids and contents, Oral Business presentations.

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:

- To help the students to recognize legal and ethical issues when making business decisions
- To gain an enhanced understanding of following ethical rules and ethical constraints
- To improve analytical problem solving and ethical decision making skills.

Course Outcomes:

The students will be able to:

CO – 1: Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.

CO – 2: Explain the relationship between ethics, morals and values in the workplace.

CO – 3: Formulate ethical philosophy to explain how it contributes to current practice.

CO – 4: Appraise some of the competing demands on business when scrutinizing the ethics of business activity.

CO – 5: Critically apply understanding of ethics of real-world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics.

CO – 6: Discuss the corporate governance system influence performance, including both the performance of individual firms and the allocation of capital within a country;

CO – 7: Relate the evolution of diverse ownership and governance structures across different economies;

CO – 8: Evaluate theories of the firm, and explain how they are relevant to the diverse range of ownership structures that exist in reality;

CO – 9: Discuss the moral and social responsibility dimensions of corporate governance;

CO – 10: Describe why systematic way failure of corporate governance can lead to failure of confidence that could spread from individual firms to entire markets or economies.
UNIT – I HUMAN VALUES
Morals, Values and Ethics – Integrity – Work Ethic – Service Learning – Civic Virtue –
Respect for Others – Living Peacefully – caring – Sharing – Honesty – Courage – Valuing

UNIT – II ETHICS
Senses of 'Ethics' - variety of moral issued - types of inquiry - moral dilemmas - moral
autonomy - Kohlberg's theory - Gilligan's theory - consensus and controversy – Models of
Professional Roles - theories about right action - Self-interest - customs and religion - uses of
ethical theories.

UNIT – III CORPORATE SOCIAL RESPONSIBILITY
Social Responsibility of Business – Corporations expected to do - CSR as Business strategy
for sustainable Development - Advantages and Scope of CSR – The Indian Perspective –
Social Responsibility and Indian corporations. Corporate Governance – issues – Need –
Corporate governance Code.

UNIT – IV SAFETY, RESPONSIBILITIES AND RIGHTS
Safety and risk - assessment of safety and risk - risk benefit analysis and reducing risk - the
three mile island and chernobyl case studies. Collegiality and loyalty - respect for authority -
collective bargaining - confidentiality - conflicts of interest - occupational crime - professional
rights - employee rights - Intellectual Property Rights (IPR) - discrimination.

UNIT – V GLOBAL ISSUES
Multinational corporations - Environmental ethics - computer ethics - weapons development.

Total: 60 hours

TEXT BOOKS:
2. Govindarajan M, Natarajan S, Senthil Kumar V. S, Ethics, Prentice Hall of India, New
   Delhi, 2004.

REFERENCES:
1. Charles D. Fleddermann, Ethics, Pearson Education / Prentice Hall, New Jersey, 2004
   (Indian Reprint now available).
2. Charles E Harris, Michael S. Protchard and Michael J Rabins, Engineering Ethics –
Concepts and Cases, Wadsworth Thompson Learning, United States, 2000 (Indian Reprint now available)

Course Objective:

- To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in the business.
- To highlight the important challenges facing managers and employees in today's business climate.
- To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.

Course Outcomes:

The students will be able to:

CO – 1: Discuss the History and evolution of HRM.

CO – 2: Explain the importance of HRM in the organizations through their Roles and responsibilities, challenges, etc.

CO – 3: Assess the major HRM functions and processes of HRM planning, job analysis and design, recruitment, selection, training and development, compensation and benefits, and performance appraisal.

CO – 4: Identify strategic HR planning and the HRM process to the organization’s strategic management and decisionmaking process.

CO – 5: Explain how training helps to improve the employee performance.

CO – 6: Discuss and understand the concept of career development and various career stages.

CO – 7: Compare the difference between coaching and Mentoring.

CO – 8: Analyze the emerging trends, opportunities and challenges in performance appraisal.

CO – 9: Apply the Concept of job application and how it is practically applied in the org.

CO – 10: Discuss various recent techniques related to HRM.

UNIT 1 HUMAN RESOURCE MANAGEMENT

Meaning, Scope & Objectives of HRM, Evolution of HRM, Difference between PM & HRM,
HRM function’s, HR as a Strategic Business Partner, HR Policy & procedures. Competitive challenges influencing HRM Qualities & qualification of HR Manager, Roles and Responsibilities of HR Manager/Departments.

**UNIT II  HUMAN RESOURCE PROCESS**  
12

**UNIT III  MANAGING CAREERS**  
12
Career Development vs Employee development, Career stages – Career Choices and Preferences, Mentoring and Coaching, Time Management.

**UNIT IV  PERFORMANCE MANAGEMENT**  
12

**UNIT V  CONTEMPORARY ISSUES IN HRM**  
12
Talent Management, Competency Mapping, Industrial Relations – Health & Safety issues, grievance handling, D Work Life Balance, Quality of Work Life, HRD in India, International HRM.

**Total: 60 hours**

**TEXT BOOKS:**

**REFERENCE BOOKS:**
Course Objective:

- To acquaint the student with the applications of Operations Research to business and industry
- To help them to grasp the significance of analytical techniques in decision making.
- To test on the application of Operations Research to business related problems.

Course Outcomes:

The students will be able to:

CO – 1: Apply research techniques in quantitative and qualitative aspects.
CO – 2: Schedule the projects and find the early ways of finishing it.
CO – 3: Develop simulation models.
CO – 4: Minimize the resource allocation for project.
CO – 5: Maximize the productivity with help of least cost techniques.
CO – 6: Minimize the waiting hours of simultaneous projects undertaken.
CO – 7: Sequence and priorities the daily activities of a project.
CO – 8: Build the best fit route of transportation for carrying schedule of activities.
CO – 9: Graphically locate the optimum peak point in completing the project.
CO – 10: Apply the operations techniques in reality to market scenario.

UNIT – I  LINEAR PROGRAMMING  12
Origin, Nature, Definition, Managerial applications & Limitations of OR. Linear programming – Formulation - Graphical & Simplex Method.

UNIT – II  TRANSPORTATION AND ASSIGNMENT  12
Transportation Model - Initial Solution - NW Corner Rule, Least Cost Method, Vogel’s Approximation method - Assignment Problem - Sequencing Problem.

UNIT – III  PERT AND CPM  12
PERT & CPM – Project scheduling by PERT/CPM – Cost considerations in PERT/CPM.

UNIT – IV  GAME THEORY  12

UNIT – V QUEUING THEORY

Queuing Theory – Models – Simple Problem – Introduction to simulation.

Total: 60 hours

TEXT BOOKS:

1. Singh & Kumar, Operation Research, UDH Publisher, 2013.

REFERENCES:

Course Objective:
- To develop business communication skills of students by improving their speaking, listening and writing skills.
- To provide exposure to real world communication by presenting various real world business communication challenges in class-room structure

Course Outcomes:
The students will be able to:
CO– 1: Define the concept of Basics of communication.
CO – 2: Describe the various communication process and channels.
CO – 3: Explain the concept of listening.
CO – 4: Differentiate good listening and bad listening.
CO – 5: Create good interpersonal skills.
CO – 6: Identify the presentation skills
CO – 7: Practice written communication skills for business correspondence.
CO – 8: Describe the reading skills and its importance.
CO – 9: Well verse in preparing business emails
CO – 10: Describe the Non Verbal communication and its characteristics & importance.

UNIT I THEORY OF COMMUNICATION
Basics of communication, definitions of communication, human communication, communication situation, elements of communication, the communication process, business communication, importance of business communication, communication channels, barriers to effective communication: physical, physiological and psychological barriers, overcoming communication barriers.

UNIT II LISTENING
Hearing v/s listening, how to shift from “hearing” to “listening”?, a listener or not?, characteristics of good and poor listeners, causes of poor listening, listening as a business tool,
listening for fact v/s listening for overall comprehension, kinds of listening, kinds of listening, approaches to listening, barriers to effective listening

UNIT III  EFFECTIVE ORAL COMMUNICATION  12
Effective oral communication, interviewing, negotiation, communication in groups, presentations, types of presentations, audience analysis, formulating core statements, organizing and structuring a presentation, supporting the idea, visual aids, selecting the right medium, non-verbal dimensions of a presentation.

UNIT IV  WRITTEN AND NONVERBAL COMMUNICATION  12
Reading as a process of decoding messages, importance of reading, types of reading, reading techniques - SQ3R, KWL table and SARAS. Speed reading, factors that impact reading, factual comprehension and inferential comprehension, business correspondence, types of letters, concept of business correspondence, importance of business correspondence, qualities of a business letter, parts of a business letter, 7Cs of business correspondence, business correspondence- the myth.

UNIT V  BUSINESS CORRESPONDENCE  12

Total: 60 hours

TEXT BOOKS:


REFERENCE BOOKS:


Course Outcomes:
The students will be able to:

CO – 1: Design to organizations of all types and sizes by managing critical short-term projects.
CO – 2: Create solutions to key challenges.
CO – 3: Design marketing strategies.
CO – 4: Leverage business analytics with key strategic decision makers.
CO – 5: Analyze lay the foundation for strong relationships and subsequent job offers.
CO – 6: Choose a variety of ways to engage in experiential learning.
CO – 7: Classify knowledge and skills acquired in the classroom to a professional context.
CO – 8: Assess what skills are transferable to new contexts.
CO – 9: Explain and reflect on the quality of the contribution interns have made to the organization.
CO – 10: Arrange and reassess interns’ own career goals as a result of the experience.
Course Objective:

- To expose the students to the principles of scientific methodology in business enquiry
- To develop analytical skills of business research
- To develop independent thinking for critically analyzing research reports.
- To able to identify the overall process of designing a research study from its inception to its report.
- To familiarizewith ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.

Course Outcomes:

The students will be able to:

CO – 1: Describe the various kinds of research questions and research design

CO – 2: Choose the qualitative, quantitative and mixed methods research, as well as relevant ethical and philosophical consideration

CO– 3: Practice and design a good quantitative purpose statement and good quantitative research questions and hypotheses

CO – 4: Order and familiarize with best practices in conducting a qualitative interview and observation.

CO – 5: Develop how to distinguish between a population and a sample and to determine the sample size

CO –6: Identify the various types of quantitative sampling techniques and conditions to use.

CO– 7: Sketch the various steps involved in coding qualitative data.

CO– 8: Infer practical exposure on application of various statistical tools to test the hypothesis & drawing inferences

CO – 9: Summarize on writing different types of report

CO – 10: Develop independent thinking for critically analysing research reports.

UNIT – II DATA COLLECTION

Data – Methods of data collection – Questionnaire design, interview, scheduling, and e-questionnaire design, guidelines for information collection questionnaire convention and pre-testing, panel research, major qualitative research techniques, scaling techniques – nominal, ordinal, ratio, interval scales.

UNIT – III SAMPLING AND HYPOTHESIS TESTING

Sampling techniques, probability and non-probability sampling – sample size determination for survey research, confidence in determining sample size – Hypothesis testing, procedures for pilot study – sampling error – sampling techniques for marketing – HR and other management areas.

UNIT – IV ANALYSIS

Data Analysis – Editing and coding of data univariate, bivariate and multivariate analysis chi square test – correlation and regression analysis – ANOVA – elementary concepts of factor and cluster analysis – use of MS excel, SPSS in data analysis.

UNIT – V REPORT


Total: 60 hours

TEXT BOOKS:

REFERENCES:


Course Objective:

- Information technology is fundamental to the practice of general management.
- To understand and able to build an understanding of the fundamental concepts of ERP system.
- Business process knowledge has become a prerequisite to conducting sound business using the computer system as a tool to aid decision making.
- To learn ERP architecture, and working of different modules in ERP.
- To understand to develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- Core activities in the systems development process; To learn about BPR concepts.
- Cultivate skills and experience in the development and implementation of ERP projects.
- To provide an understanding of the managerial issues involved in the design and implementation of Enterprise Resource Planning Systems.
- To focus on the benefits that may be realized from an ERP system and on the management of benefits from the ERP system.

Course Outcomes:

The students will be able to:

CO – 1: Describe how an integrated information system can support effective and efficient business processes.

CO – 2: Comprehend the technical aspects of ERP systems.

CO – 3: Formulate the modules distinguishing the characteristics of ERP software.

CO – 4: Analyze mapping of business processes using process mapping techniques;

CO – 5: Identify concepts of re-engineering and how they relate to ERP system implementation.

CO – 6: Tell the steps and activities in the ERP life cycle.

CO – 7: Plan and identify and describe the typical functionality in an ERP system;
CO – 8: Predict the functionality in an ERP system.
CO – 9: Order the factors that led to the development of ERP systems.
CO – 10: Schedule ERP implementation packages

**UNIT I ERP INTRODUCTION**

**UNIT II ERP AND RELATED TECHNOLOGIES**
Data Warehousing, Data Mining, OLAP, PLM, SCM, CRM, GIS, Intranets and Extranets, Middleware, Computer Crimes, Security and ERP

**UNIT III ERP IMPLEMENTATION**

**UNIT IV MARKETING AND PRODUCTION**
Marketing Information system and sales order processing: Sales and Distribution in ERP, Standard order in SAP. Production and Supply Chain Management information system: Production planning, Sale Forecasting, sales and operations planning, Demand management, materials requirement planning and details scheduling in ERP. Difference between traditional SCM and SCM on ERP.

**UNIT V ACCOUNTING AND HUMAN RESOURCE PROCESS**
Accounting in ERP : Operational decision making, product profitability analysis, management reporting with ERP system. Human Resource process with ERP: HR structure, Recruiting, Time management, Payroll, Travel management, Training and development with ERP system.

**Total: 60 hours**

**TEXT BOOKS:**
1. Sandeep Desai, Abhishek Srivastava, ERP to E2RP-A Case Study Approach, PHI

REFERENCE BOOKS:
Course Outcomes:
The students will be able to:

CO – 1: Relate in-depth understanding of general management and the business/management environment.

CO – 2: Create and develop deep understanding of the interaction between operational and strategic management.

CO – 3: Analyze and solve problems on an executive level, demonstrating critical and creative thinking.

CO – 4: Design the general (core) management skills in the chosen area of specialisation.

CO – 5: Match in-depth knowledge of the management issues characteristic of the area of specialization and the chosen elective modules.

CO – 6: Manage business problem in new and unfamiliar circumstances through the integration of relevant disciplines.

CO – 7: Design strategies to solve business problems and pursue opportunities.

CO – 8: Relate the ability to communicate formulated strategies in a clear and concise manner.

CO – 9: Conclude the knowledge and skills acquired in the classroom to a professional context.

CO – 10: Interpret a variety of ways to engage in experiential learning.
Course Objective:
- To explore the fundamental concepts of transportation and distribution management
- To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.

Course Outcomes:
The students will be able to:
CO – 1: Design well versed in distribution techniques in the supply chain.
CO – 2: Develop the various distribution network models
CO – 3: Make use of the advantages and disadvantages of the various models.
CO – 4: Plan for the different distribution networks and the decisions concerning the distribution networks.
CO – 5: Gain knowledge about the distribution requirements planning.
CO – 6: Rewrite the role of transportation in logistics and business.
CO – 7: Predict the scope and relationship of transportation with other business functions
CO – 8: Illustrate on the various modes of transportation and the selection decisions.
CO – 9: Gain well verse knowledge on vehicle routing and scheduling.
CO – 10: Identify the issues involved in international transportation.
CO – 11: Explain about the transportation management systems
CO – 12: Identify versed with the transportation rate negotiation.

UNIT I DISTRIBUTION 12
Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages

UNIT II PLANNING 12
Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)
UNIT III TRANSPORTATION
Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

UNIT IV TRANSPORTATION
International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

UNIT V INFORMATION TECHNOLOGY (IT)
Usage of IT applications - E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To describe the various streams of the supply chain
- To describe the drivers of the supply chain
- To describe the concepts employed in the supply chain
- To explain about the strategies employed in the supply chain

Course Outcomes:

The students will be able to:

CO – 1: Identify the concepts of supply chain.
CO – 2: Classify logistics and supply chain management
CO – 3: Identify the difference between service and manufacturing supply chains.
CO – 4: Analyze supply chain dynamics and various issues of supply chain performance.
CO – 5: Relate the supply chain processes.
CO – 6: Develop the supply chain strategies.
CO – 7: Plan about supply chain outsourcing.
CO – 8: Select the various drivers of supply chain performance.
CO – 9: Identify about demand forecasting and learn about the various forecasting techniques.
CO – 10: Design about sales and operations planning process

UNIT I CONCEPTS OF SUPPLY CHAIN

Service and manufacturing supply chain dynamics - Evolution of supply chain management - Multiple views and flows - Service supply chains - Manufacturing supply chains - Measures of supply chain performance - Bullwhip effect

UNIT II SUPPLY CHAIN PROCESSES AND STRATEGIES

Integrated supply chains design - Customer relationship process - Order fulfillment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization -
Lean supply chains - Outsourcing and offshoring - Virtual supply chains.

UNIT III

SUPPLY CHAIN PERFORMANCE DRIVERS AND FORECASTING

Drivers of supply chain performance - Logistics drivers (Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction - Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR

UNIT IV

SALES AND OPERATIONS PLANNING

Introduction to Sales and operations planning - Purpose of sales and operations plans - Decision context - Sales and operations planning as a process - Overview of decision support tools

UNIT V

RESOURCE PLANNING AND SCHEDULING


Total: 60 hours

TEXT BOOKS:

Course Objective:

- To explain a clear view of customer behaviour in different markets
- To describe customer retention in different markets
- To formulate a different set of strategy in building customer loyalty.

Course Outcomes:

The students will be able to:

CO – 1: Identify the various basic issues in CRM.
CO – 2: Explain customer relationship and business intelligence
CO – 3: Relate CRM as a business strategy.
CO – 4: Categorise about the various types of CRM.
CO – 5: Inspect the role of CRM in building customer relationships.
CO – 6: Design CRM value chain.
CO – 7: Appraise the various stages of customer relationships.
CO – 8: Design and prepare CRM business plan.
CO – 9: Describe how to create CRM solutions for an organization.
CO – 10: Evaluate CRM performance metrics.
CO – 11: Design best practices in outsourcing CRM.
CO – 12: Identify the basics of supplier relationship management (SRM).
CO – 13: Create various systems used in SRM.
CO – 14: Identify the various challenges in SRM.
CO – 15: Express about an effective supplier relationship.
CO – 16: Operate on various technologies and tools used in SRM.

UNIT 1 INTRODUCTION

Strategy – Elements of CRM – Operational CRM – Collaborative CRM – Analytical CRM.

UNIT II ROLE OF CRM IN MANAGEMENT
12

UNIT III CREATING CRM SOLUTIONS FOR AN ORGANIZATION
12

UNIT IV INTRODUCTION TO SUPPLIER RELATIONSHIP MANAGEMENT
12
Supplier Relationship Management- Overview- Components of Effective SRM-Organizational structure- Governance- Supplier engagement Model- Joint Activities- Value measurement- Systematic collaboration- Technology & Systems.

UNIT V CHALLENGES IN SRM
12
Challenges & Other considerations- SRM & Supplier Performance Management- CRM to SRM.

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:
- To understand the performances of each individual driver are monitored.
- To understand the reason for the performance, drop at every stage of the supply chain is monitored and briefed.

Course Outcomes:
The students will be able to:
CO – 1: Learn about the planning of logistics and supply chain management.
CO – 3: Reproduce knowledge on measurement of logistics
CO – 4: Design the various measurement systems.
CO – 5: Name of control system of logistics.
CO – 6: Operate and implementation of control system.
CO – 7: Organize the implementation of lean logistics.
CO – 8: Design the mapping for supply chain management.
CO – 9: Evaluate the performance of supply chain management.
CO – 10: Measure performance of supply chain management

UNIT – I STRATEGIES, PLANNING AND PERFORMANCE
Principles and strategies of Logistics and supply chain management, Logistics and supply chain operations planning, Approaches to develop metrics

UNIT – II LOGISTICS MEASUREMENTS SYSTEMS
Logistical and supply chain measurement, Measurements in integration context

UNIT – III LOGISTICS CONTROL SYSTEMS
Logistics / supply chain control, Characteristics of an ideal measurement system

UNIT – IV UNDERSTANDING PERFORMANCE FRAMEWORKS
Mapping for supply chain management, Lean thinking and supply chain management

UNIT – V SUPPLY CHAIN PERFORMANCE MEASUREMENT

Measurement of supply chain performance.

Total: 60 hours

TEXT BOOKS:

REFERENCES:
1. Sunil Chopra and Peter Meindl, Supply Chain management - Strategy, Planning and Operation, Pearson Education 2002
Course Objective:
- To explain the various technological aspects that are described in the different logistical background
- To explain the real time description updated technologies in the logistics sector and supply chain industry

Course Outcomes:
The students will be able to:

CO – 1: Explain about eSCM, benefits and communication networks.
CO – 2: Explain about data security in communication networks.
CO – 3: Explain about the various e-commerce models.
CO – 4: Explain about the various enterprise information systems and their benefits.
CO – 5: Explain the classification of enterprise information systems.
CO – 6: Explain about information architecture.
CO – 7: Explain the framework for managing supply chain information.
CO – 8: Explain about the various information systems development methodologies.
CO – 9: Explain about the various enterprise architectures.
CO – 10: Explain the various information system deployment methods.
CO – 11: Explain the methods of managing information systems risk.
CO – 12: Explain the basics of information integration.

UNIT I  ELECTRONIC SCM, COMMUNICATION NETWORKS  12
Introduction  eSCM - eSCM framework - Key success factors for eSCM - Benefits of eSCM - Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks –EDI - Data security in supply chain networks - Overview of internet able models

UNIT II  ENTERPRISE INFORMATION SYSTEMS  12
Overview of enterprise information systems - Information functionality and principles -
Introduction  enterprise information systems -Classification of enterprise information systems - Information architecture -Framework for managing supply chain information - Description on popular enterprise application packages -Benefits of enterprise information systems

Unit III  SCM SYSTEMS DEVELOPMENT, DEPLOYMENT AND MANAGEMENT

Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model

UNIT IV  DEPLOYMENT AND MANAGEMENT

Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value

UNIT V  INFORMATION INTEGRATION

Enterprise application integration and supply chain visibility - Enterprise application integration - Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis - Recommendations and implementation -Decision support systems

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To prepare students successfully implement a contract logistics and closed supply chain in Retail, FMCG and Ausectors.
- To explain the concept and principle of contract logistics and closed supply chain

Course Outcomes:

The students will be able to:

CO – 1: Explain the basics of contract logistics.
CO – 2: Explain about the third party logistics industry
CO – 3: Explain contract logistics.
CO – 4: Explain about the third party logistics providers.
CO – 5: Explain about closed loop supply chains.
CO – 6: Explain and learn the closed loop supply chain models.
CO – 7: Explain strategic issues involved in closed loop supply chains.
CO – 8: Explain about the business and markets for closed loop supply chains.
CO – 9: Explain the reasons for using reverse logistics.
CO – 10: Explain the emerging trends in closed loop supply chains.
CO – 11: Explain the systems and technologies used in closed loop supply chains.
CO – 12: Explain the impact and value of advanced logistics
CO – 13: Explain the various reverse logistics processes.
CO – 14: Explain the Make in India concept and its impact on the GDP growth.
CO – 15: Explain the contemporary issues in third party logistics.

UNIT I CONTRACT LOGISTICS

Third party logistics industry overview - A framework for strategic alliances - Evolution of contract logistics - Types of third party logistics providers – Auto, FMCG and Retail-Third party services and integration

UNIT II CLOSED LOOP SUPPLY CHAINS AND LOGISTICS
Introduction closed loop supply chains and logistics – Logistics and closed loop supply chain service - Overview of return logistics and closed loop supply chain models – Introduction product returns - Product Vs Parts returns - Strategic issues in closed loop supply chains

UNIT III BUSINESS AND MARKET 12

UNIT IV EMERGING TRENDS 12
Emerging trends in Retail, FMCG and Au sectors- Systems and technology - For consumer goods operations, High tech logistics system - Impact and value of advanced logistics -

UNIT V MANAGING PROCESSES 12
Managing processes - Step by step process - Use of third party service providers - Additional factors – Contemporary issues – Make in India and its impact on Countries GDP and Economic Growth.

Total: 60 hours

TEXT BOOKS:
1. Janat Shah, Supply Chain Management: Text and Cases, Pearson Education India, 2009

REFERENCE BOOKS:
2. D. F. Blumberg, Reverse Logistics & Closed Loop Supply Chain Processes, Taylor and Francis, 2005
Course Objective:

- To successfully implement a green supply chain in any industry.
- To teach the implication of today’s most pressing environmental issues.
- To explain how green practices can actually save money, increase efficiency and reduce delivery time.

Course Outcomes:

The students will be able to:

CO – 1: Describe the concepts, and principles that underlie sustainability in supply chains, reverse logistics and the environment, especially with regard the management of recycling and closed-loop-manufacturing, and logistics systems.

CO – 2: Analyse the impact of logistics and supply chain on environment and appreciate the importance of environmental and waste management issues in logistics and supply chain from the strategic perspective.

CO – 3: Determine the performance measures necessary to capture sustainable supply chain practices.

CO – 4: Explain and apply the environmental assessment methods and tools and international environmental standards such as ISO 14001 in supply chains.

CO – 5: Interrelate the life cycle assessment methods and tools with strategic decision making regarding the environment.

CO – 6: Explain recent trends in green legislation with respect to supply chains.

CO – 7: Explain the environmental impacts of supply chains and hence the need for green supply chains.

CO – 8: Apply related methodologies and tools to the design of green supply chains and the improvement of existing supply chains.

CO – 9: Integrate green practices, based on green legislation, on supply chain activities for sustainable development.

CO – 10: Describe the information systems procurement and apply them in a supply chain management context.
UNIT – I  INTRODUCTION GREEN SCM  12
Green Supply Chain Management Best Practices-Green Sustainability-Carbon Strategies-
Green Supply Chain Management-Tools for Quality Improvement-Supplier Assessments for
Environmental and Social Responsibility-Green Supply Chain IT Systems-Carbon
Accounting, Sustainability, Renewable Energy, Greenhouse Gases (GHG), Water and Land
Use

UNIT – II  SUSTAINABLE DEVELOPMENT  12
Sustainable Building-Building Green Factories-Corporate Social Responsibility –
Environmental Issues -Carbon Accounting--Climate Change Regulations, Impacts and
Strategies-State and Federal Regulations-Corporate Sustainability Strategies-Global Warming
Perspectives-Carbon Credits-Corporate Social Responsibility-Green Power and Renewable
Energy Credits-Green Customer Expectations-How Stay Current, Up Date and Relevant-
Manufacturing, Demand, Factory, Materials and Network Planning

UNIT – III  GREEN MANUFACTURING  12
Green Forecasting and Strategies-Green Product Lifecycle Management (PLM)-Outsourcing
in a Green World-Green Building and Leasing-Green Manufacturing Systems--Supplier
Management and Purchasing Essentials-Green Purchasing Policies-Environmentally Preferred
Purchasing-Inventory Management-Establishing Procurement Plans-Selecting Potential
Vendors-Purchasing Green IT Systems-Transportation, Warehousing and Distribution

UNIT – IV  GREEN TRANSPORTATION MANAGEMENT  12
Green Network Analysis-Green Transportation-Expediting Deliveries and Conducting Follow-
Up-Green Network Optimization-Green Warehousing--Green Distribution and Transportation
With IT Systems-Direct Store Delivery, Returns and Recycling-Green Supplier Network-
Direct Store Delivery-Supplier Sustainability Scorecard

UNIT – V  GREEN IMPROVEMENT PROCESS  12
Green Continuous Improvement Process-Green Indirect Purchasing-Product Naming-End of
Lifecycle-Value Enhancement Strategies-Green Supply Chain Risk Management -Supplier
Product Issues-Product Origin and Traceability-Green Business Intelligence-Developing
Financing and Leveraging Strategies for Purchasing.

Total: 60 hours
TEXT BOOKS:


REFERENCES:

Course Objective:

- To provide a mutually explaining of how the customer uses its goods over the course of a year. Vendor managed inventory (VMI) implementations can be challenging. They not only require collaboration between the retailer and manufacturer;
- To integrate with technology and operations platforms.

Course Outcomes:

The students will be able to:

CO–1: Survey and analyze cooperation between different parts of an organization as well as between different companies within a supply chain for physical products

CO–2: Explain the impact that the type of demand for goods and services (dependent and independent) has on the inventory management system.

CO–3: Explain the inventory management models that help plan the timing and volume of inventory orders

CO–4: Evaluate the efficiency of Vendor Managed Inventory.

CO–5: Describe operational procurement processes and be able to explain procurement related terms

CO–6: Describe the role of information technology in managing inventories

CO–7: Describe the rationale behind the application of vendor based inventory.

CO–8: Demonstrate how inventory control fits into the logistics organization.

CO–9: Learn how to use physical inventories and cycle counting

CO–10: Incorporate the concepts of supply chain integration in real-time business

UNIT – I SCM

What is SCM- Logistics Network Configuration-Model development-Model validation-Impact of aggregating customer & products on model accuracy-Number of required distribution centers-Inventory Management & Risk Pooling- Centralized versus decentralized systems- Managing inventory in the supply chain-Practical issues. Approaches forecast future demand- Inventory Management & Risk Pooling-The Value of Information
UNIT – II SUPPLY CHAIN COORDINATION STRUCTURES
The bullwhip effect - Information sharing & decision rights-Centralized and decentralized decision-making and performance impact-The Value of Information-Effective forecasts-Information for the coordination of systems-Locating desired products-Lead-time reduction-Information and supply chain trade-offs-the Value of Information-Supply Chain Integration: Implications of Demand and Supply Uncertainty

UNIT – III SUPPLY CHAIN INTEGRATION

UNIT – IV SUPPLY CHAIN DESIGN
Design for logistics-Supplier integration in new product development-Mass customization-Coordinated Product and Supply Chain Design-Customer Value and Supply Chain Management-Dimensions of customer value-Strategic pricing-Customer value measures

UNIT – V INFORMATION TECHNOLOGY
IT and customer value- Information Technology for SCM-Goals of IT for SCM-Standardization-IT infrastructure-SCM system components-Integrating IT for SCM-decision Support Systems for SCM
International Issues in Supply Chain Management-Introduction global SCM-Risks and advantages of international supply chains-Issues in international supply chain management-Regional differences in Logistics

Total: 60 hours

TEXT BOOKS:
REFERENCES:


Course Objective:

- To relate the strategy in supply chain management for a seamless integration of the distribution channels.
- To explain how technology can ease the cost and efficiency of the SCM of services.
- To realize the importance of distribution in the services marketing.

Course Outcomes:

The students will be able to:

CO– 1: Differentiate the difference between goods and services.
CO– 2: Plan the SCM aspects with reference to non-profit organization and profit organization.
CO– 3: Explain the importance of channel members.
CO– 4: Explain the logistical and facilitating functions of the intermediaries.
CO– 5: Eliminate the vertical and horizontal conflicts in channel.
CO– 6: Explain the o reach the consumers effectively.
CO– 7: Explain the use of technology in the distribution chain.
CO– 8: Create a cost effective integration of channel partners.
CO– 9: Make use of the contemporary techniques in service marketing.
CO– 10: Explain the trends in service marketing.

UNIT I SERVICES MARKETING AND SCM

Services Marketing, Channels & Supply Chain Management: The Difference Between Services and Goods- Services Marketing: The Difference Between Services and Goods- How Non-Profit Marketing Differs from For-Profit Marketing

UNIT II MARKETING CHANNEL

Definition and Function in the Marketplace- Channel Intermediaries: Definition and Function in Business- Channel Intermediaries: Definition and Function in Business- physical distribution strategy, logistical and facilitating functions.
UNIT III  CHANNEL CONFLICT  12
Horizontal & Vertical Conflict- pricing, distribution and logistical operations. The channel members: goal- comprehensive channel partnership-Eliminate conflict-drive product efficiently consumers.

UNIT IV  SCM TECHNOLOGY  12
Technology, Measurement, Relationship & Material Integration-Distribution cost-efficient integration of the distribution chain

UNIT V  LATEST TRENDS  12
Latest trends in SCM for services marketing, Contemporary Techniques for Services Marketing

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To explain e-business, business over web and web hosting, retail e-business, e-commerce industry framework, electronic payment systems and electronic fund transfer.

Course Outcomes:

The students will be able to:

CO – 1: Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.

CO – 2: Recognize the fundamental principles of e-Business and e-Commerce.

CO – 3: Distinguish the role of management in the context of e-Business and e-Commerce.

CO – 4: Explain the added value, risks and barriers to the adoption of e-Business and e-Commerce.

CO – 5: Examine applications of e-Commerce in relation to the applied strategic.

CO – 6: Use tools and services of the Internet in the development of a virtual e-commerce site.

CO – 7: Explain the various characteristics of electronic payment systems.

CO – 8: Explain the security protocols and the issues in internet security.

CO – 9: Describe various legal and ethical issues specific e-Business.

CO – 10: Explain the privacy issues specific e-business.

UNIT – I  INTRODUCTION E-BUSINESS  12
Overview of E-Business; Fundamentals, E-Business framework; E-Business application; Major requirements in E-Business; Emerging trends and technologies in E-Business; From E-Commerce E-Business.

UNIT – II  INTERNET AND E-BUSINESS  12
Brief history of the Internet; Introduction internet and its application; Intranet and Extranets; World Wide Web; Internet Architectures; Creating Web Pages using HTML; Development of e-business in parallel that of the WWW; Business Applications on Internet.
UNIT – III E-BUSINESS MODELS  

UNIT – IV E-COMMERCE  
Origin and Need of E-Commerce; Factors affecting E-Commerce; Business dimension and technological dimension of E-Commerce; E-Commerce frame work.  
E-Commerce and On-line publishing approach from customer prospective; Supply chain management fundamentals; Intranets and Supply Chain Management; Managing retail supply chains, Supply chain Application Software.

UNIT – V ELECTRONIC DATA INTERCHANGE (EDI)  
Electronic Data Interchange (EDI); EDI definition; Overview of advantages and disadvantages; EDI application in business development; EDI technology.

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:

- To provide the participants with a good knowledge on Export trade, types of trades, formalities for trade, legalities of export trade and the documentation process of it.

Course Outcomes:

The students will be able to:

CO – 1: Identify and select export product
CO – 2: List the methods of marketing
CO – 3: Explain the process for obtaining quality certification
CO – 4: List the types of marine insurance policies
CO – 5: State the export and import procedure.
CO – 6: Explain the role of clearing and forwarding Agents
CO–7: State the custom formalities of imports
CO–8: Outline policy and institutional framework for exports and imports
CO–9: List the export promotion council and commodity boards
CO–10: List the import promotion council and commodity boards

UNIT – I  EXPORT 12


UNIT – II  DOCUMENTATION 12


UNIT – III  EXPORT CONTRACT AND SHIPMENT 12

UNIT – IV IMPORT


UNIT – V POLICY AND INSTITUTIONAL – EXPORTS, IMPORTS


Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:

- To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- To create awareness about the Air Cargo management.
- To provide general information or a framework on the setup of air cargo processes, for business.

Course Outcomes:

The students will be able to:

CO – 1: Learn about the airports and aircrafts.
CO – 2: Explain the basic air cargo terminologies and phonetic alphabets.
CO – 3: Explain about the various participants in air cargo transportation.
CO – 4: Explain the role of a custodian in air cargo.
CO – 5: Explain the role of freight forwarders and customs brokers.
CO – 6: Know about the various IATA and ICAO airport and airline codes.
CO – 7: Explain about the air transport and IATA.
CO – 8: Explain the roles of GSSA and the GHA.
CO – 9: Explain about air mode of transportation.
CO – 10: Learn about the various aspects air cargo transport.
CO – 11: Know about the roles of the customs and the government in air transport.
CO – 12: Explain the advantages and disadvantages of air cargo
CO – 13: Explain the roles and functions of IATA, ICAO
CO – 14: Explain the roles and functions of AAI, DGCA
CO – 15: Explain the various documentation required for air cargo.

UNIT 1 AIR PORTS AND SHIPMENT

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business
UNIT II  AIR CARGO 12
Air Cargo Console - Freighting of Air Cargo - Volume based Calculation of Freight - Weight based Calculation of Freight - Import Documentation - Export Documentation

UNIT III  AIRWAY BILLS 12
Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA - Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne kilometers flown

UNIT IV  CARGO VILLAGE 12
History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV - Operations - Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper?

UNIT V  DG CARGO 12
DG Cargo by Air - Classification and labelling - Types of Labels according Cargo - Samples of Labels - Packing and Transportation of DG Goods by Air

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To explain for satisfaction of the customer who wants. Every commercial organization is to focus on making profit.
- To explain the world class manufacturing strategy within these enterprises because they make their products themselves.

Course Outcomes:

The students will be able to:

CO – 1: Describe the concepts of World Class Manufacturing.
CO – 2: Identify the layout based on the Strategic decisions, Choice of technology and Automation in Materials handling system
CO – 3: Explain the principle and wastages of JIT
CO – 4: Explain the Kanban system.
CO – 5: Describe on the concepts of quality definition based on the TQM and ISO system
CO – 6: Explain the implementation of quality tools.
CO – 7: Analyze the failure for maintenance using reliability.
CO – 8: Explain the various principles of Total Productive Maintenance (TPM).
CO – 9: Describe on the Flexible Manufacturing System (FMS) and Group Technology (GT).
CO – 10: Evaluate the layout based on cellular manufacturing.

UNIT – I INTRODUCTION

World Class Manufacturing Environment, Imperatives for success, System approach and change in mindset, Strategic decisions in Manufacturing Management, Choice of technology, Capacity and layouts, Automation in Materials handling system

UNIT – II JIT

UNIT – III  TQM
Total Quality Management Philosophy, TQM Principles, TQM Tools, Quality through design, Quality Management System and ISO 9000, QS 9000 etc

UNIT – IV  TPM
Total productive Maintenance (TPM), Concept of reliability, reliability improvement, Concept of maintainability and Maintainability improvement.

UNIT – V  FMS AND GT
Concept of Flexible Manufacturing System (FMS) – Group Technology (GT) – Cellular Manufacturing Systems.

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:

- To describe the introduction of Multimodal Transportation management and its various distribution models to be discussed in detail through understanding of various tariffs applicable in sea/air/rail/road/pipeline transportation.

Course Outcomes:

The students will be able to:

CO – 1: Describe the various issues in multimodal transportation.
CO – 2: Describe the various participants in multimodal transportation.
CO – 3: Describe the various modes of international multimodal transportation and selection of the modes.
CO – 4: Describe about the multimodal and intermodal transportation.
CO – 5: Describe about the freight costing and pricing.
CO – 6: Describe various issues involved in the rail mode of transportation.
CO – 7: Describe about the air transport and IATA.
CO – 8: Describe about maritime transportation.
CO – 9: Describe about air modes of transportation.
CO – 10: Discuss about the various aspects air cargo transport.
CO – 11: Define about the need of a bill of lading and its legal significance.
CO – 12: Describe about the Indian Multimodal Act

UNIT I   MULTI MODAL TRANSPORTATION 12
Multimodal transportation - Introduction, growth and components, Physical multi modal operations – Interrelationship of transport mode, Specialised container equipments – FCL, LCL and Customs facilitation.

UNIT II   MULTIMODAL TRADE ROUTES 12
Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport
operators – Types of Vessel Operators – Other provisions through Transport services.

UNIT III CORPORATE STRUCTURES AND PRICING 12
Corporate structures in Multimodal Transport, System required by the Transport Operar, Transport Pricing—Modern Freight Tariffs, Meeting the Demand—Tracking the Container Fleet.

UNIT IV RAIL AND AIR 12

UNIT V CONTRACT 12

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To discuss about the inland transportation and the logistic avenues in inland transportation management at sea.
- To explain in safety aspects in the inland transportation management, Cost benefit analysis on using inland waterways & latest trends
- To explain about the use of technology to support inland waterways for transportation.

Course Outcomes:
The students will be able to:

CO – 1: Identify the mode of transportation.
CO – 2: Describe the implementation of inland waterways in India
CO – 3: Describe the Bridges & Tunnel system for logistics.
CO – 4: Describe the National regulations for logistics in India.
CO – 5: Explain on the concepts of boating safety.
CO – 6: Identify the special risks that are involved in safety
CO – 7: Analyze the loading and weight distribution.
CO – 8: Describe the various concepts of risk based on the implementation of safety.
CO – 9: Explain on the latest trends and technologies support inland waterways for logistics.
CO – 10: Evaluate the Cost benefit analysis using inland waterways.

UNIT – I MODES OF TRANSPORTS

Sea trade - Role of ocean transport - various modes of transports and its merits and demerits - Introduction inland waterways in India - development of coastal shipping - nature and scope - inland waterways - Importance in India - waterways for logistics and supply chain management - vessel safely on the Inland Waterways.

UNIT – II BRIDGE AND TUNNEL

Bridges & Tunnels - Bridge operations and Use of tunnels - The Rules of the Road - By-laws and local traffic regulations - National regulations
UNIT – III  SAFETY

Boat safety-Use of fire extinguishers-Watertight integrity -Fire hazards, particularly gas and petrol--Refloating after grounding - Personal Safety-Risks involved in the water, including cold shock-Avoidance of personal injury, including crush injuries and threats in water and precaution strategies.

UNIT – IV  RISK

Special risks children-Checks be undertaken periodically -Undertake checks be carried out before and whilst running-Common boating terms --Loading and weight distribution-Interaction and canal effect

UNIT – V  ENVIRONMENT

Care Of The Environment-Avoiding damage banks, boats, flora and fauna-Pollution avoidance-Consideration for water users –Cost benefit analysis on using inland waterways-latest trends and use of technology support inland waterways for transportation.

Total: 60 hours

TEXT BOOKS:


REFERENCES:

1. Walter Havighurst, Voices on the river,, Castle Books, 2009
Course Objective:

- To provide comprehensive knowledge about the principles, practices, tools and techniques of Industrial Engineering (IE).
- To introduce students to the basic concepts of layout and production planning.

Course Outcomes:

The students will be able to:

CO – 1: Calculate of Manufacturing lead time based on Work Content and Ineffective Time.
CO – 2: Identify the various productivity measurement based on the application.
CO – 3: Describe the implementation of method study.
CO – 4: Describe the various risk factors of ergonomics.
CO – 5: Explain on the location and layout based on the production system.
CO – 6: Analyze the product layout using Line Balancing.
CO – 7: Analyze the failure for maintenance using reliability.
CO – 8: Describe the various principles of Total Productive Maintenance (TPM).
CO – 9: Explain on the various planning method.
CO – 10: Analyze the production system based on the planning methods.

UNIT I INTRODUCTION


UNIT II METHOD STUDY AND ERGONOMICS


UNIT III TIME STUDY (WORK MEASUREMENT)

Time Study (Work Measurement) Techniques – Stop Watch Time Study – Calculation of
UNIT IV  PLANT LOCATION AND LAYOUT  12
Types of Production System – Plant Location – Factors affecting Plant Location – Plant Layout and Material Handling – Types of Plant Layout and Material Handling Equipment – Line Balancing

UNIT V  PRODUCTION PLANNING  12
Capacity Planning – Aggregate Planning – Master Production Schedule (MPS) – Material Requirement Planning (MRP) – Production Planning and Control (PPC).

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:
- To explain the strategic role of operations management in creating and enhancing a firm’s competitive advantages
- To explain the concepts of layout, planning, maintenance, quality and inventory control, material and store management.

Course Outcomes:
At the end of the course, the students will be able to:
CO – 1: Explain about the fundamental production and operations concepts.
CO – 2: Analyze the product layout using Line Balancing
CO – 3: Record knowledge on calculation of capacity
CO – 4: Explain the various planning concepts.
CO – 5: Analyze the failure for maintenance.
CO – 6: Explain the implementation of quality tools.
CO – 7: Explain the implementation of time and motion.
CO – 8: Explain the various risk factors of ergonomics.
CO – 9: Evaluate the selection of vendors.
CO – 10: Evaluate the classification of inventory.

UNIT – I  INTRODUCTION OPERATIONS MANAGEMENT  12

UNIT – II  CAPACITY PLANNING  12
UNIT – III

MAINTENANCE MANAGEMENT & QUALITY
CONTROL


UNIT – IV

TIME & WORK STUDY


UNIT – V

VENDOR DEVELOPMENT & SRES LOCATION


Total: 60 hours

TEXT BOOKS:


REFERENCES:

Course Objective:

- To explain the conceptual framework for business policy and strategy, find the objectives and goals, its vision, Mission and purpose.

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition.

CO – 2: Recognize the different stages of industry evolution and recommend strategies appropriate each stage.

CO – 3: Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage.

CO – 4: Demonstrate explaining of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.

CO – 5: Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.

CO – 6: Analyze dynamics in competitive rivalry, including competitive action and response, and first-mover advantage.

CO – 7: Formulate strategies for exploiting international business opportunities, including foreign entry strategies and international location of production.

CO – 8: Explain how to formulate strategies that leverage a firm’s core competencies.

CO – 9: Demonstrate the ability to think critically in relation to a particular problem, situation or strategic decision through real-world scenarios.

CO – 10: Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

UNIT – I STRATEGY AND POLICY

UNIT – II  COMPETITIVE ADVANTAGE


UNIT – III  STRATEGIES


UNIT – IV  STRATEGY IMPLEMENTATION & EVALUATION

The implementation process, Resource allocation, Designing ORGANIZational structure-Designing Strategic Control Systems- Matching structure and control strategy-Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT – V  OTHER STRATEGIC ISSUES


Total: 60 hours

TEXT BOOKS:

REFERENCES:
1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and

Course Objective:
- To get clear view about the concepts employed in the different logistical background
- To explain the process related the logistical industry
- To explain the different drivers of logistics.

Course Outcomes:
At the end of the course, the students will be able to:
CO – 1: Explain the scope of logistics in business.
CO – 2: Explain logistics and supply chain management
CO – 3: Explain the core and support activities in logistics.
CO – 4: Explain about the logistical integration hierarchy
CO – 5: Explain the various issues in logistics integration.
CO – 6: Explain about the logistical performance cycles.
CO – 7: Explain about the logistics channel participants and supply chain relationships.
CO – 8: Explain about the various risks involved in logistics.
CO – 9: Explain about logistics re-engineering.
CO – 10: Explain about logistical environmental assessment and other logistics systems.

UNIT I INTRODUCTION LOGISTICS
Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships – Channel participants, Channel structure, Basic functions, Risk, power and leadership.

UNIT II LOGISTICS SYSTEM DESIGN
Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.
UNIT III  LOGISTICS STRATEGY AND PLANNING  12
Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

UNIT IV  INVENTORY AND PURCHASING  12
Review – Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation.

UNIT V  LOCATION DECISIONS  12
Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis.

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To explain the concept and principles of the Project Management.
- To explain the tools and technique for identification, analysis and implementation of Project Management.

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Explain about the fundamental project and operations concepts.
CO – 2: Identify the project parameters based on the Project Management Process.
CO – 3: Construct the project charter.
CO – 4: Formulate the Work Breakdown Structure (WBS).
CO – 5: Identify the Network technique for Project Management.
CO – 6: Analysis the time using CPM.
CO – 7: Identify the project risks.
CO – 8: Evaluate the risk using FMEA.
CO – 9: Evaluate the cost control.
CO – 10: Evaluate the quality control.

UNIT I  INTRODUCTION


UNIT II  IDENTIFICATION AND PLANNING

Selection – Project Planning and Scheduling – Project charter – Scope Management – Work Breakdown Structure (WBS) – Gantt Chart

UNIT III  ANALYSIS

Financial analysis – Cost Management – Network technique for Project Management – CPM, PERT
UNIT IV  RISK MANAGEMENT  

UNIT V  IMPLEMENTATION, MONIRING & CONTROL  
Implementation and Control – Quality Control – Cost control – Progress monitoring – Project Management Software.

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To enable the students acquire knowledge of Environmental studies and their use, structure and function of an ecosystem, threats, bio-diversity, solid waste management, population explosion, disaster management, value management

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Explain the natural environment and its relationships with human activities.

CO – 2: Analyse the renewable and non-renewable sources.

CO – 3: Evaluate strategies, technologies, and methods for sustainable management of environmental systems.

CO – 4: Describe and analyze human impacts on the environment and conservation of Biodiversity.

CO – 5: Demonstrate an awareness, knowledge, and appreciation of the conservation of ecological processes.

CO – 6: Recall core concepts and methods from ecological and physical sciences and methods of conservation.

CO – 7: Explain the effects of pollution and its prevention.

CO – 8: Determine a general explaining of the disaster management.

CO – 9: Explain the human rights, human health and current environmental challenges.

CO – 10: Analyse the role of Information Technology in Environment.

UNIT I  MULTIDISCIPLINARY NATURE

Definition, scope and importance, Need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

UNIT II  ECOSYSTEMS

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and
decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids

**UNIT III BIODIVERSITY AND ITS CONSERVATION** 12


**UNIT IV ENVIRONMENTAL POLLUTION** 12

Definition, Cause, effects and control measures of several pollutions, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides

**UNIT V HUMAN POPULATION AND THE ENVIRONMENT** 12


Total: 60 hours

**TEXT BOOKS:**


**REFERENCE BOOKS:**

2. Mr. Chary, Environmental Studies, Macmillan, 2008
Course Objective:
- To introduce the fundamental Lean manufacturing and Six Sigma principles.
- To explain the tools and technique for the implementation of Lean manufacturing and Six Sigma.
- To explain the synergy of Lean manufacturing and Six Sigma.

Course Outcomes: At the end of the course, the students will be able to:
CO – 1: Explain the principle and wastages of lean.
CO – 2: Explain the implementation of lean tools.
CO – 3: Design the current and future state mapping of Value Stream Mapping (VSM)
CO – 4: Explain the lean concepts based on the Value Stream Mapping (VSM).
CO – 5: Record knowledge of the concepts of TQM and Six Sigma.
CO – 6: Explain the Six Sigma methodologies based on the implementation and tools.
CO – 7: Explain the implementation of SPC tools using Six Sigma methodologies
CO – 8: Explain the DMAIC based on the implementation of tools and techniques.
CO – 9: Record knowledge on the synergy of lean and six sigma for successful implementation
CO – 10: Explain the implementation of tools based on the lean and six sigma

UNIT – I LEAN MANUFACTURING: PRINCIPLE AND TOOLS 12
Evolution of Just-In-Time and Lean Manufacturing – Principle – Seven wastes – Just-In-Time (JIT) – One-Piece or Continuous Flow – Kanban or Pull System – Basic tools such as 5S, Kaizen, Poka-Yoke and Single-Minute Exchange of Dies (SMED)

UNIT – II TECHNIQUE: VALUE STREAM MAPPING 12
UNIT – III  SIX SIGMA
Evolution – TQM vs. Six Sigma – What is Six Sigma – Six Sigma methodologies Such as DMAIC, DFSS – Six Sigma Belts.

UNIT – IV  DMAIC: TOOLS
Define – Measure – Analyze – Improve – Control – SIPOC model – VOC – CTQ – Seven Quality or SPC tools such as Pare Analysis, Cause and Effect Diagram, Control Charts etc. – Process Capability Analysis such as $C_p$, $C_{pk}$ – Design of Experiments (DoE).

UNIT – V  LEAN SIX SIGMA

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:

- To explain the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management.
- To explain the statistical process control for the implementation of TQM.
- To create an awareness about the ISO certification process and its need for the industries.

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Define the quality based on the quality gurus.
CO – 2: Analyze the implementation of TQM.
CO – 3: Identify the critical success factors.
CO – 4: Explain the implementation of continuous process improvement.
CO – 5: Record knowledge of the standards of ISO.
CO – 6: Explain the ISO system based on the implementation.
CO – 7: Explain the implementation of SPC tools.
CO – 8: Calculate the Process Capability.
CO – 9: Record knowledge on the various techniques of TQM.
CO – 10: Explain the implementation of PDCA cycle based on the problem solving method.

UNIT I INTRODUCTION

Evolution of Quality – Quality Definition and Contributions by Deming, Juran, Crosby, Feigenbaum, Ishikawa and Taguchi – Definition of TQM – TQM Framework – Barriers or Obstacles implementation of TQM – Cost of Quality

UNIT II PRINCIPLES OR CRITICAL SUCCESS FACTORS

Top management Commitment (Leadership) – Customer Satisfaction – Employee Involvement – Continuous Process Improvement – Supplier Partnership – Performance Measure.

UNIT III QUALITY MANAGEMENT SYSTEMS

UNIT IV STATISTICAL PROCESS CONTROL 12
Introduction – Pare Analysis – Cause and Effect Diagram – Checklist or Checksheet – Process Flow Chart – Histogram – Scatter Diagram – Statistical Fundamentals such as Mean and Standard deviation – Chance andAssignable Causes – Control Charts for Variables – Process Capability Analysis such as $C_p$ and $C_{pk}$ – Control Charts for Attributes.

UNIT V TOOLS AND TECHNIQUES 12
Plan-Do-Check-Act (PDCA) Cycle – Quality Circles – Seven Management tools – Benchmarking – Quality Function Deployment (QFD) – Failure Mode and Effect Analysis (FMEA) – Taguchi Method

Total: 60 hours

TEXT BOOKS:

REFERENCE BOOKS:
Course Objective:

- To help the students in explaining the significance of Warehousing.
- To provide timely customer service,
- To keep track of items so they can be found readily & correctly
- To minimize the total physical effort
- To minimize the cost of moving goods in & out of storage.

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Explain the basics of warehousing.
CO – 2: Explain about the various warehouse operations.
CO – 3: Explain the various warehousing decisions.
CO – 4: Explain about the various types of warehouses.
CO – 5: Explain the various costs involved in a warehouse.
CO – 6: Explain about the storage systems used in a warehouse.
CO – 7: Explain about the various types of warehouses.
CO – 8: Explain about inventory management in the supply chain.
CO – 9: Explain the various inventory control techniques.
CO – 10: Explain the use of warehouse management systems to manage warehouse operations.
CO – 11: Explain and learn about the various manual and automated material handling systems used in a warehouse.
CO – 12: Explain the various modern warehouse technologies like AIDC devices such as bar coding, RFID etc.

UNIT I INTRODUCTION WAREHOUSING

Introduction   Warehousing – Basic Warehousing Decisions – Warehouse Operations –
Types of Warehouses – Functions – Centralized & Decentralized – Storage Systems –
UNIT II INVENTORY MANAGEMENT

Inventory: Basic Concepts – Role in Supply Chain – Role in Competitive Strategy –
Independent Demand Systems – Dependent Demand Systems – Functions – Types _ Cost –
Need for Inventory – Just in Time

UNIT III INVENTORY CONTROL

Inventory Control – ABC Inventory Control – Multi-Echelon Inventory Systems – Distribution
Requirement Planning – Bull Whip Effect – Using WMS for Managing Warehousing
Operations

UNIT IV MATERIALS HANDLING

Principles and Performance Measures Of Material Handling Systems – Fundamentals of
Material Handling – Various Types of Material Handling Equipments – Types of Conveyors –
Refrigerated Warehouses- Cold Chain- Agri SCM

UNIT V MODERN WAREHOUSING METHODS

Modern Warehousing – Automated Storage & Retrieval Systems & their Operations – Bar
Coding Technology & Applications in Logistics Industry – RFID Technology & Applications
– Advantages of RFID

TEXT BOOKS:


REFERENCE BOOKS:

2. Satish K. Kapoor and PurvaKansal, Basics of Distribution Management - A Logistical
   Approach, Prentice Hall, 2003
   Education, 2003

Total: 60 hours
Course Objective:
- To explain the movement of cargo from vendor to end user across the globe
- To increase the value in product.
- To add value that includes improved quality and product accessibility across the world at optimal cost

Course Outcomes:
At the end of the course, the students will be able to:
CO – 1: Explain the various basic issues in international transportation.
CO – 2: Explain the various participants in international transportation.
CO – 3: Explain the various modes of international transportation and selection of the modes.
CO – 4: Explain about the multimodal and intermodal transportation.
CO – 5: Explain about the freight costing and pricing.
CO – 6: Explain various issues involved in ocean mode of transportation.
CO – 7: Explain about the various classifications of ships and shipping methods.
CO – 8: Explain about risks and insurance in ocean transportation.
CO – 9: Explain about air mode of transportation.
CO – 10: Explain the advantages and disadvantages of air cargo transport.
CO – 11: Explain the types air cargo carriers.
CO – 12: Explain the legal aspects of carriage of goods by air.
CO – 13: Explain about the air freight structure, classification and calculation.
CO – 14: Explain the role of IATA and TIACA in the air cargo industry.

UNIT I TRANSPORTATION
Meaning and Significance of International Transportation- Role of transportation in integrated logistics process, Basic principles of international transportation, Parties involved in international transportation, Significance of Transportation, Modes of International Transportation- Criteria for Selection of different modes of transportation, Multi Modal
Transportation. Freight costing and pricing- Classification of Costs associated with Transportation process, Cost Strategies, Factors affecting, Transportation rate

UNIT II OCEAN MODE OF TRANSPORTATION 12
Features, Types and Terminology- Features, Advantages and Disadvantages of using sea mode, Classification of ships, Shipping Methods, S wage in Ship, Major Sea-routes around the world, Important Terminology, Freight, Parties and Perils Associated with Sea Mode- Parties involved in sea mode of transportation- Ocean Freight- Types of Sea Freight, Calculation of Freight; Maritime Risks, Marine Insurance.

UNIT III AIR AND FREIGHT TRANSPORTATION 12

UNIT IV LAND MODE 12
Transportation by Rail and Road, Meaning of Land mode of transportation, International Road Transportation, International Road Network, Advantages and Constraints of International Road Transport, International Rail Transportation, Advantages and Constraints of International Rail Transport; Pipeline as a Mode of Transportation and Concept of Multi-modalism, Concept of Containerization.

UNIT V EXIM PROCEDURE AND DOCUMENTATION 12
Export procedure in India, Import Procedure in India, Transport Documents, Mate Receipt, Bill of Lading – features and types, Air-way Bill, Lorry Receipt; INCOTERMS 2013; Packaging and Labeling for Exports- What is packaging?, Functions of Packaging, Labeling the export packages, Packaging for different modes of transportation, Rail Receipt.

Total: 60 hours

TEXT BOOKS:
REFERENCE BOOKS:

Course Objective:

- To introduce programming course in the computer science major and minor curriculum. Introductory courses in computer science and the study of algorithms appropriate for students in data-intensive disciplines.
- To study how computers work, simple algorithms and their efficiency, networking, databases, artificial intelligence, graphics, simulation and modelling, security and the social impact of computing

Course Outcomes:

At the end of the course, the students will be able to:

CO – 1: Explain the structure, function and characteristics of a computing system including hardware and software

CO – 2: Explain the process of creating and executing a program in a computing system

CO – 3: Outline the foundation of documentation and database management.

CO – 4: Arrange to manipulate structures for database.

CO – 5: Explain the basic networks and emerging network technologies.

CO – 6: Explain the database system theory and implementation using structured query language.

CO – 7: Explain the various database architectures and applications.

CO – 8: Explain the roles of manager in an organization and explain the challenges faced by business enterprise.

CO – 9: Explain the various enterprise software’s like ERP/SCM/CRM in business organization.

CO – 10: Explain MIS by following best practices and also able elaborate decision making process.

UNIT – I COMPUTER

Computer in Indian context.

UNIT – II DATA PROCESSING

UNIT – III FILE SYSTEM AND DATA BASE
Introduction, Various Types of Files, Files Organization, Master File, Transaction File, File Design, Designing Reports, Database Management Systems, Integration of Application, Frontend and back-end, RDBMS.

UNIT – IV DATA COMMUNICATION AND NETWORKING

UNIT – V MANAGEMENT INFORMATION SYSTEM

Total: 60 hours

TEXT BOOKS:

REFERENCES:
Course Objective:
- To explain about personality development with regard to the different behavioural dimensions that are far reaching significance in the direction of organizational effectiveness.
- To enhance the overall development of the students.
- To explain the concept of success and failures and its implications for organizational function.
- To improve interpersonal skills and be an effective team player.

Course Outcomes:
At the end of the course, the students will be able to:
CO – 1: Discuss the concept SWOT and its outcome.
CO – 2: Explain the communication skills and the self-confidence.
CO – 3: Revise the concept of self-esteem with examples
CO – 4: Compare the concept of success and its failure and causes
CO – 5: Discuss the concept of motivation and also various factors leading to motivation and demotivation,
CO – 6: Discuss leadership skills and also know various types of leadership.
CO – 7: Explain the concept of Team building and the problem solving techniques
CO – 8: Analyze the time management skills and various techniques handle
CO – 9: Explain the concept of Group Discussion
CO – 10: Explain the concept of Time Management Styles

UNIT 1 INTRODUCTION
UNIT II SELF-ESTEEM, SUCCESS AND FAILURE

Term self-esteem - Symptoms - Advantages - Do's and Don’ts develop positive self-esteem –
Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. The concept of success and failure. What is success? - Hurdles in achieving success -
Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure -
Do's and Don’ts regarding success and failure.

UNIT III ATTITUDE

Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages -
Negative attitude - Disadvantages - Ways develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance -
Internal and external motives - Importance of self-motivation- Factors leading motivation.

UNIT IV LEADERSHIP AND TEAM

Introduction Leadership, Leadership Power, Leadership Styles, Leadership in Administration. Group Dynamics Importance of groups in organization, and Team Interactions in group, Group Building Decision Taking, Team Building, Interaction with the Team, How build a good team?

UNIT V GROUP DISCUSSION

Group Discussion - Resume Writing – Telephone, E-mail and Public Relations Office’s Etiquettes - Telephone conversation - Time Management Styles- Techniques for better Time Management.

Total: 60 hours

TEXT BOOKS:


REFERENCE BOOKS:
