

MBA – LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2023-2024)
(SPCTE)

Programme Outcome of MBA

PO1 Demonstrate the knowledge of management science to solve corporate problems using limited resources.

PO2 Identify business opportunities, design and implement innovations in work space.

PO3 Apply ethical principles for making judicious managerial decisions.

PO4 Acquire Leadership skills and apply effective decision making in organization.

PO5 Initiate creative and Innovative ideas to overcome the competition in business world.

Programme Specific Outcomes of MBA

- PSO-1 **Understand** the Fundamentals of Decision Making and Problem Solving in Management
- PSO-2 **Ascertain** the Analyze various Functions entailing Management
- PSO-3 **Acquire** the Essential Qualities Required for Managing the Business Functions
- PSO-4 **Enrich** the Skills and Qualities Entailed in the Management Process
- PSO-5 **Upgrade** Aptitude and Related Skills
- PSO-6 **Acquire** Leadership Traits and Team Building Ability
- PSO-7 **Initiate** the Process of Innovation and Critical Thinking
- PSO-8 **Resolve** Professional Ordeals by Developing Suitable Action Plans

MBA – LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2023-2024)

S. No	Seme ster	Category	Paper Code	Title of The Paper	Maximum Marks			Minimum Marks			Hours	Credits
					CIA	E.E	Total	CIA	E.E	Total		
1	I	Core	23P1LM1	Management Principles and Business Ethics	25	75	100	10	30	50	4	4
2		Core	23P1LM2	Quantitative Techniques and Research Methods in Business	25	75	100	10	30	50	4	4
3		Core	23P1LM3	Managing Organizational Behaviour	25	75	100	10	30	50	4	4
4		Core	23P1LM4	Accounting for Managers	25	75	100	10	30	50	4	4
5		Core	23P1LM5	Managerial Economics	25	75	100	10	30	50	4	4
6		Core	23P1LM6	Legal Systems in Business	25	75	100	10	30	50	4	4
7		Extra	23P1LMED1	Entrepreneurship Development	25	75	100	10	30	50	3	3
8		Soft Skill	23P1LMSS1	Soft Skills I – Executive Communication	40	60	100	10	30	50	2	2
9	II	Core	23P2LM7	Applied Operations Research	25	75	100	10	30	50	4	4
10		Core	23P2LM8	Human Resource Management	25	75	100	10	30	50	4	4
11		Core	23P2LM9	Marketing Management	25	75	100	10	30	50	4	4
12		Core	23P2LM10	Operations Management	25	75	100	10	30	50	4	4
13		Core	23P2LM11	Financial Management	25	75	100	10	30	50	4	4
14		Core	23P2LM12	Strategic Management	25	75	100	10	30	50	4	4
15		Extra	23P2LMED2	International Business	25	75	100	10	30	50	3	3
16		Soft Skill	23P2LMSS2	Soft Skills II – Business Etiquette	40	60	100	10	30	50	2	2

MBA – LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2023-2024)

S. No	Seme ster	Category	Paper Code	Title of The Paper	Maximum Marks			Minimum Marks			Hours	Credits
					CIA	E.E	Total	CIA	E.E	Total		
17	III	Core	23P3LM13	Information Systems for Business	25	75	100	10	30	50	4	4
18		Core	23P3LM14	Supply Chain Management	25	75	100	10	30	50	3	4
19		Core	23P3LM15	Inventory And Warehousing	25	75	100	10	30	50	3	4
20		Core	23P3LM16	Domestic And International Logistics	25	75	100	10	30	50	3	4
21		Core	23P3LM17	Purchasing Management	25	75	100	10	30	50	3	4
22		Core	23P3LM18	Export And Import Management	25	75	100	10	30	50	3	4
23		Extra	23P3LMED3	Air Cargo Management training Programme – Practical	40	60	100	16	24	50		2
24		Soft Skill	23P3LMSS3	Soft Skills III – Leadership and Team Building Skills	40	60	100	10	30	50	2	2
25	IV	Core	23P4LM19	Strategic Logistics Management	25	75	100	10	30	50	3	4
26		Core	23P4LM20	Distribution Management	25	75	100	10	30	50	3	4
27		Core	23P4LM21	Multi Modal Transportation	25	75	100	10	30	50	3	4
28		Core	23P4LM22	Logistics Infrastructure	25	75	100	10	30	50	3	4
29		Core	23P4LM23	Shipping Finance and Maritime Insurance	25	75	100	10	30	50	3	4
30		Core	23P4LM24	Packaging and Material Handling	25	75	100	10	30	50	3	4
31		Project	23P4LM25PR	#Project Work & Viva-Voce	40	60	100	10	30	50		8
32		Soft Skill	23P4LMSS4	Soft Skills IV – Computing Skills	40	60	100	10	30	50	2	2
				Total			3200				120	120

MBA – LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2023-2024)

Industrial Internship: Students have to undergo In-Plant training in Industry or Organization where any process related to Business Administration is going on. The period of training should be minimum 10 days. Students have to submit the report of the training underwent with the certificate from the concerned authority of the Industry / Organization.

Industrial Visit: Students have to attach a report on the Industrial visit made with the counter signature of Staff Incharge for the Industrial visit while submitting the Project / Industrial Internship report

MOOC: Massive Open Online Course is introduced in the second and third semester as an extra credit course from This academic year 2020-2021. Students can avail any one or more of the courses available in MOOC to equip their skill and knowledge themselves.

Field Visit / Industrial Visit / Hands on Training Programme having minimum 15 hours of contact time as Extra Credit course is introduced for I year PG students to gain experiential learning.

Evaluation of the visit report will be held at the end of II Semester

Components of Evaluation

Internal Marks	40
External Marks	60
Total	100

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM1	Management Principles and Business Ethics	4	4

Course Objectives	
C1	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.
C2	To provide insights on Planning & Decision Making
C3	To throw light on Organizing, Managing Change and Innovation
C4	To elucidate on Leadership, Communication and Controlling.
C5	To create awareness and importance of Business Ethics and Social Responsibility.

UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Nature of Management– Concepts and Foundations of Management- Managerial Functions- Management Skills- The Evolution of Management Thought– Tasks of a Professional Manager–Organizational Culture- Environment– Systems Approach to Management – Levels in Management – Disaster Management	12	C1
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations –Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models	12	C2
III	Nature of Organizing: Organization Structure and Design - Authority Relationships –Delegation of Authority and Decentralization–Interdepartmental Coordinator–emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design–Mechanisticvs. Adoptive Structures–Formal and Informal Organization. Span of control–Prosand Cons of Narrow and Wide Spans of Control–Optimum Span –Managing Change and Innovation.	12	C3
IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control–Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards–Measurements of Performance– Remedial Action - An Integrated Control system in an Organization –Management by Exception (MBE) –	12	C4
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit – Business Ethics and- CSR Models.	12	C5
Total		60	

M.B.A. Logistic and Supply Chain Management

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Possess the knowledge on the basic concepts of management and understand how an organization functions.	PO4, PO6, PO8
CO2	Possess knowledge on planning & decision making.	PO1, PO2
CO3	Have insights on organizing, managing change and Innovation	PO5, PO6, PO7

CO4	Learn leadership, communication and controlling skills.	PO4, PO5
CO5	Have better understanding on business ethics and social responsibility.	PO3, PO8

Reading List

1.	https://deb.ugc.ac . In
2.	http://www.managementconcepts.Com
3.	International journal of Management Concepts and Philosophy
4.	Journal of Management, Sage Publications

References Books

1.	Certo, S C. and Certo, T, Modern Management, 13 th Edition, Prentice Hall, January 2014.
2.	Griffin, R. W., Management, 11 th Edition, South-Western College Publication, January 2018.
3.	Koontz, H. and Weihrich, H., Essentials of Management: An International Perspective, 11 th Edition, Tata McGraw Hill Education Private Ltd., July 2020
4.	Mukherjee, K., Principles of Management, 2 nd Edition, Tata McGraw Hill Education Pvt. Ltd., 2009
5.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012
6.	ShaikhUbaid, Disaster Management, Technical publications, 1 st edition, 2020

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

M.B.A. Logistic and Supply Chain Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM2	Quantitative Techniques and Research Methods in Business	4	4

Course Objectives			
C1	To provide the students with an introduction to probability theory and discuss how probability calculations may facilitate their decision making.		
C2	To construct a coherent research proposal that includes an abstract, literature review, research questions, ethical considerations and methodology.		
C3	To understand the basic statistical tools for analysis & interpretation of qualitative and quantitative data.		
C4	To recognize the principles and characteristics of the multivariate data analysis techniques.		
C5	To become familiar with the process of drafting a report that poses a significant problem		
UNIT	Details	No. of Hours	Course Objectives
I	<p>Correlation: Definition – Types of correlation – methods of correlation: scatter diagram – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation coefficient.</p> <p>Regression Analysis: Regression lines – Regression equation - Regression equation of Y on X - Regression equation of X on Y. Chapter 7 – (Page number 221 – 242) Chapter 8 – (Page number 267 - 277)</p>	17	C1
II	<p>Probability: Definition – Elements of set theory – Events – Addition law – Conditional probability – Bayes Theorem.</p> <p>Probability Distribution: Binomial Distribution – Poisson Distribution – Normal Distribution – Uniform Distribution – Exponential Distribution. Chapter 11 – (Page number 427 – 442) Chapter 12 – (Page number 463 – 475, 479 - 502)</p>	10	C2
III	<p>Index Number: Uses of Index Number – Problem in the construction of Index Number – Methods of constructing Index Number – Unweighted Index Number - Weighted Index Number – Quantity Index Number – Tests for perfection.</p> <p>Tests of Hypothesis: Introduction – Procedure of Hypothesis testing – Type I and Type II Errors – One tailed and Two tailed Tests – Testing hypothesis about the difference between two means – Testing Hypothesis about the Difference between two proportions. Chapter 9 – (Page number 307 – 326) Chapter 15 – (Page number 555 - 565)</p>	15	C3
IV	<p>Research methods: Research overview – Definition – objectives and motives of Research – limitations of scientific Research – Types of Research.</p> <p>Research Design: Definition – Components of Research Design - Types of Research Design – Need for Research Design. Chapter 1: (Page Numbers 1-15) Chapter 5: (Page Numbers 43-58)</p>	09	C4

V	<p>Collection and Processing of Data: Kinds of Data – methods of Primary data collection – Tools for Data collection – Construction of Questionnaire – Processing of Data – Tabulation.</p> <p>Report Writing: Functions of a Research Report – Types of Report – Format of Research Report.</p> <p>Chapter 8: (Page Numbers 101-117) Chapter 11: (Page Numbers 207-223)</p>	09	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to develop problem-solving techniques needed to accurately calculate probabilities.	PO1, PO2, PO6, PO7	
CO2	Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry.	PO4, PO6	
CO3	Be able to apply and interpret the different types of quantitative and qualitative methods of data analysis.	PO4, PO6	
CO4	Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions.	PO4, PO6	
CO5	Be able to present orally their research or a summary of another’s research in an organized, coherent, and compelling fashion.	PO4, PO6	
Text Book			
1.	S.P.Gupta and M.P.Gupta, Business Statistics, Sultan Chand & Sons, Educational Publishers, Nineteenth Edition, 2017. (Unit -1,2,3)		
2.	T.Raju and R.Prabhu, Business Research Methods, MJP Publishers, 2011, (Unit -4,5)		
References Books			
1.	Anderson, Sweeny, Williams, Camm and Cochran, Statistics for business and Economics, Cengage Learning, New Delhi, 13th Edition, 2017		
2.	Digambar Patri and D.N.Patri, Statistics for Management, Kalyani Publishers, 2009.		
3.	Cooper, D.R., Schindler, P. and Sharma, J.K., Business Research Methods, 11th Edition, Tata-McGraw Hill, 12 th Edition, 2018.		
4.	Kumar, R., Research Methodology: A Step-by-Step guide for Beginners, Sage, South Asia, 4th Edition, 2014.		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S				S	S	
CO 2				S		S		
CO 3				M		S		
CO 4				M		M		
CO 5				S		S		

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM3	Managing Organizational Behaviour	4	4

Course Objectives			
1	To familiarize the students to the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization.		
2	To provide insights on Individual Differences, perception, learning, Attitudes values and motivation		
3	To throw light on Group Dynamics and Interpersonal Communication		
4	To elucidate on Leadership, Politics, Conflicts and Negotiation.		
5	To create awareness and importance of work stress and Emotional Intelligence and its influence on employees in an organization.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to Organizational Behaviour: Historical background of OB - Concept Relevance of OB – Contributing disciplines - to the field of OB, challenges and opportunities for OB, foundations of Individual Behaviour. Theory – social theory- Organizational Citizenship Behaviour	12	C1
II	Individual Difference - Personality – concept and determinants of personality – theories of personality – type of theories – trait theory – psycho analytic theory - social learning theory – Erikson’s stages of Personality Development Chris Argyris Immaturity to Maturity Continuum. Personality – Job fit. Perception: Meaning Process – Factors influencing perception – Attribution theory Learning: Classical, Operant and Social Cognitive Approaches – Managerial implications. Attitudes and Values: – Components, Attitude – Behaviour relationship, formation, values. Motivation: Early Theories of Motivation – Hierarchy of needs theory, Theory X and Theory Y, Two factor theory, McClelland’s theory of needs and Contemporary theories of motivation – Self – Determination theory, Job Engagement, Goal Setting theory, Self-efficacy theory, Re – inforcement theory, Equity theory, Expectancy theory.	12	C2
III	Group Dynamics – Foundations of Group Behaviour – Group and Team - Stages of Group Development–Factors affecting Group and Team Performance - Group Decision making Interpersonal Communication – Communication Process – Barriers to Communication– Guidelines for Effective Communication	12	C3

IV	<p>Leadership – Trait, Behavioural and Contingency theories, Leaders vs Managers Power and</p> <p>Politics: Sources of Power – Political Behaviour in Organizations – Managing Politics.</p> <p>Conflict and Negotiation: Sources and Types of Conflict – Negotiation Strategies– Negotiation Process.</p>	12	C4
V	<p>Work Stress: Stressors in the Workplace – Individual Differences on Experiencing Stress - Managing Workplace Stress. Organizational Culture and Climate: Concept and Importance – Creating and Sustaining Culture.</p> <p>Emotional Intelligence, Work Life Integration Practices. Knowledge based enterprise- systems and Processes; Networked and virtual organizations.</p>	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Possess the knowledge on the basic concepts of managing Organisational Behaviour in order to aid in understanding how an men behave in an organization	PO4	
CO2	Possess knowledge on Individual Differences, perception, learning, Attitudes values and motivation	PO3, PO6	
CO3	Have insights on Group Dynamics and Interpersonal Communication	PO2, PO4, PO5	
CO4	Learn Leadership, Politics, Conflicts and Negotiation.	PO5	
CO5	Have better understanding on work stress and Emotional Intelligence and its influence on employees in an organisation.	PO6, PO8	
Reading List			
1.	www.himpub.com		
2.	https://iedunote.com/organisational-behaviour		
3.	www.yourarticlelibrary.com/organisation/		
4.	Journal of Organizational Behaviour – wiley Online Library		
References Books			
1.	Stephen P. Robins, Timothy A. Judge and NeharikaVohra, Essentials of Organisational Behaviour, 18th Edition, Pearson Education, 2019.		
2.	K. Aswattappa, Organisational Behaviour, Himalaya Publishing House, 12th Edition, 2016.		
3.	Luthans, F. Organizational Behaviour, 12th Edition, Tata McGraw Hill Education, 2017.		
4.	McShane, S.L., Von Glinow, M.A., and Sharma, R.R., Organizational Behaviour, 5th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2011.		
5.	Prasad .L.M., Organisational Behaviour ,Sultan Chand and Sons, 2019		
6.	C.B.Guptha, A Textbook Of Organisational Behaviours ,S.Chand& Company,2019		

Methods of Assessment	
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M				
CO 2			S			S		
CO 3		S		S	S			
CO 4					S			
CO 5						S		M

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM4	Accounting For Managers	4	4

Course Objectives	
1	To acquaint the students with the fundamentals of principles of financial, cost and management accounting
2	To enable the students to prepare, analyses and interpret financial statements
3	To acquaint the students with the tools and techniques of financial analysis
4	To enable the students to take decisions using management accounting tools.
5	To enable the students to prepare the reports with the accounting tools and facilitate managerial decision making.

UNIT	Details	No. of Hours	Course Objectives
I	Financial Accounting–Meaning-Objectives-functions. Branches of Accounting: Financial, Cost and Management Accounting- Accounting Concepts and conventions. Journal– Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems); International Accounting Standards – IFRS	12	C1
II	Financial Statement Analysis-Objectives-Techniques of Financial Statement Analysis: Common Size and Comparative Financial Statements, Trend analysis, Ratio Analysis. Fund Flow Statement-Statement of Changes in Working Capital – Preparation of Fund Flow Statement-Cash Flow Statement Analysis-Distinction between Fund Flow and Cash Flow Statement–problem.	12	C2
III	Marginal Costing-Definition- distinction between marginal costing and absorption costing-Breakeven point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems.	12	C3
IV	Budget, Budgeting, and Budgeting Control - Types of Budgets – Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems –Zero Base Budgeting.	12	C4

M.B.A. Logistic and Supply Chain Management

V	Cost Accounting: meaning–Objectives – Elements of Cost– Cost Sheet (Problems) – classification of cost – Cost Unit and Cost Centre – Methods of Costing– Techniques of Costing. Standard costing and variance analysis Reporting to Management–Uses of Accounting information in Managerial decision - making. Reporting-Accounting Standards and Accounting Disclosure practices in India; Exposure to Practical Knowledge of using Accounting software- Open Source.	12	C5
Theory – 30 Problem – 70			
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be able to understand the fundamentals of principles of financial, cost and management accounting	PO6	
CO2	Be able to prepare, analyze and interpret financial statements	PO1, PO2, PO4, PO6, PO7	
CO3	Be able to use the tools and techniques of financial analysis.	PO1, PO2, PO3, PO6, PO7	
CO4	Be able to take decisions using management accounting tools.	PO1, PO2, PO6, PO7	
CO5	Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.	PO2, PO3, PO4, PO6, PO7, PO8	
Reading List			
1.	http://files.rajeshindukuristudyplace.webnode.com/200000014-9621c971b8/for%20managers.pdf	accounting%20	
2.	http://shodhganga.inflibnet.ac.in/bitstream/10603/70588/9/09_chapter%201.pdf		
3.	http://educ.jmu.edu/~drakepp/principles/module6/capbudtech.pdf		
4.	https://www.researchgate.net/publication/313477460_concept_of_working_capital_management		
References Books			
1.	Gupta, A., Financial Accounting for Management: An Analytical Perspective, 5 th Edition, Pearson, 2016.		
2.	Khan, M.Y. and Jain, P.K., Management Accounting: Text, Problems and Cases, 8 th Edition, Tata McGraw Hill Education Pvt.Ltd., 2021.		
3.	Nalayiram Subramanian, Contemporary Financial Accounting and reporting for Management – a holistic perspective- Edn. 1, 2014 published by S.N. Corporate Management Consultants Private Limited		
4.	Horngren, C.T., Sundem, G.L., Stratton, W.O., Burgstahler, D. and Schatzberg, J., 16 th Edition, Pearson, 2013		
5.	Noreen, E., Brewer, P. and Garrison, R., Managerial Accounting for Managers, 13 th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2009.		
6.	Rustagi, R.P., Management Accounting, 2 nd Edition, Taxmann Allied Services Pvt. Ltd, 2011		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
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Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1						M		M
CO 2	S	S		S		S	M	
CO 3	S	S	S			S	M	
CO 4	S	S				S	S	
CO 5		S	S	S		S	M	M

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM5	Managerial Economics	4	4

Course Objectives			
1	To familiarize the students about managerial economics and to know the fundamental concepts affecting business decisions.		
2	To understand the concept of utility and demand analysis and demand forecasting		
3	To know about production function and market structure		
4	To have an idea and understanding about Macroeconomics like National Income, savings and investment, Indian economic policy and Planning.		
5	To Provide insights on Money Market, Inflation and Deflation, Monetary and Fiscal policies, FDI and cashless economy.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Definition of Managerial Economics. Decision Making and the Fundamental Concepts Affecting Business Decisions – the Incremental Concept, Marginalism, Equimarginal Concept, the Time Perspective, Discounting Principle, Opportunity Cost Principle- Micro and Macro Economics.	12	C1
II	Utility Analysis and the Demand Curve: Elasticity of Demand - Demand Analysis: Basic Concepts, and tools of analysis for demand forecasting. Use of Business Indicators: Demand forecasting for consumer, Consumer Durable and Capital Goods. Input-Output Analysis – Consumer Behavior-Consumer Equilibrium	12	C2
III	The Production Function: Production with One Variable Input – Law of Variable Proportions – Production with Two Variable Inputs – Production Isoquants – Isocost Lines Estimating Production Functions- Returns to Scale– Economies Vs Diseconomies of Scale – Cost Concepts – Analysis of cost – Short and long run costs. Market Structure: Perfect and Imperfect Competition – Monopoly, Duopoly, Monopolistic Competition – Pricing Methods.	12	C3
IV	Macro Economic Variables – National Income- Concepts – Gross Domestic Product, Gross National Product, Net National Product – Measurement of National Income, Savings, Investment - Business Cycles and Contra cyclical Policies – Role of Economic Policy – Indian Economic Planning	12	C4
V	Commodity and Money Market: Demand and Supply of Money – Money Market Equilibrium – Monetary Policy – Inflation – Deflation – Stagflation-Role of Fiscal Policies- Indian Fiscal Policies - Government Policy towards Foreign Capital and Foreign Collaborations – Globalization and its Impact. Cashless economy and digitalized cash transfers; Economic models and its steps; FEMA-GST-Industrial Policy in India and its effects on growth.	12	C5
	Total	60	
Course Outcomes			

M.B.A. Logistic and Supply Chain Management

Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to understand the basic concepts of managerial economics that helps the firm in decision making process.	PO2, PO4
CO2	Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants	PO4, PO6, PO7
CO3	Have better idea and understanding about production function and market structure	PO6, PO7
CO4	Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning	PO8
CO5	Possess better knowledge about Money market, Monetary and Fiscal policy, inflation and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.	PO7
Reading List		
1.	http://pearsoned.co.in/prc/book/paul-g-keat-managerial-economics-economic-tools-todays-decision-makers6e-6/9788131733530	
2.	http://www.onlinevideolecture.com/mba-programs/kmpetrov/managerial-economics/?courseid=4207	
3.	https://www.slideshare.net/dvy92010/nature-and-scope-of-managerial-economics-76225857	
4.	The Indian Economic Journal - SAGE Journals	
References Books		
1.	1. Damodaran, S., Managerial Economics, 2nd Edition, Oxford University Press, 2011.	
2.	Dwivedi, D.N., Managerial Economics, Vikas Publishing House, 2011.	
3.	R. L. Varshney , K.L. Maheshwari., Managerial Economics, Sultan Chand & Sons, 2014.	
4.	William F. Samuelson, Stephen G. Marks, Jay L., Zagorsky., Managerial Economics, Wiley Publishers, 9 th Edition (2021)	
5.	H. L. Ahuja., Managerial Economics., Atlantic Publishers and distributors(P) Ltd., 2017.	
6.	Dominick Salvatore, Managerial Economics: Principles and worldwide applications, 9E Adaptation, Oxford university press, 9 th Edition, 2020.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M		S				
CO 2				S		M	M	
CO 3						S	S	
CO 4								M
CO 5							M	

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LM6	Legal Systems in Business	4	4

Course Objectives			
1	To create knowledge and understanding on law of contracts		
2	To describe about sale of goods and Negotiable instrument act		
3	To have an overall understanding about partnership act and company law.		
4	To familiarize various labor laws for effective administration of Human Resource of an organization.		
5	To provide insights and awareness about consumer protection act, Cyber-crimes, Intellectual property Rights.		
UNIT	Details	No. of Hours	Course Objectives
I	The Law of Contracts: Definition of Contract Offer and Acceptance – Essential Elements of a Valid Contract: Free Consent – Competency of Parties – Lawful Consideration –Legality of Object. Void, Voidable, Unenforceable and Illegal Contracts–Performance of Contracts – Privity of Contracts – Assignment of Contracts – By Whom Contract must be Performed – Time and Place of Performance – Performance of Reciprocal Promises – Contracts which need not be performed, Discharge of Contracts : By Performance, By Agreement, By Impossibility, By Lapse of Time, By Operation of Law and By Breach of Contracts–Remedies for Breach of Contracts.	12	C1
II	Sale of Goods Act: Definition of a Sale and a Contract of Sale–Difference between (1)Sale and an Agreement to Sell (2) Sale and a Contract Form (3) Sale and Bailment (4)Sale and Mortgage of Goods (5) Sale and Time Purchase Conditions and Warranties –Passing of Property of Goods – Rights of an Unpaid Seller. Negotiable Instruments Act: Negotiable Instruments in General: Cheques, Bills of Exchange and Promissory Notes–Definition and Characteristics.	12	C2
III	Partnership Act: Evolution – Definition of Partnership–Difference between Partnership and Joint Family Business – Kinds of Partnerships – Registration – Rights and Liabilities of Partners –Dissolution. Company Law: Evolution of Company Form of Organisation – Companies Separate Legal Entity – Comparison of Company with Partnership and Joint Hindu Family Business – Kinds of Companies – Comparison of Private and Public Companies –Formation of Companies–General Idea About Memorandum and Articles of Association, Prospectus, Statement in lieu of Prospectus –Management of Companies – General Idea of Management of Companies – Officers, Meetings – Resolutions –Account and Audit–Winding up of Companies–General Idea of the Different Modes of Winding Up.	12	C3

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IV	Labour Law: Factories Act, Minimum Wages Act, Industrial Disputes Act, Employees Compensation Act, Payment of Bonus Act 1965. Payment of Gratuity Act 1972. ESI Act, Employees Provident Fund and Miscellaneous Provisions Act 1952, Maternity Benefits Act, Child labour Abolition & Regulation Act, 1986- Inter-state Migrant Workmen (Regulation of Employment & Conditions of services) Act 1979- Bonded Labour system (Abolition) Act 1976- Sexual Harassment of women at Workplace (Prevention, Prohibition & Redressal) Act 2013- Contract Labour (Regulation and Abolition) Act- Four Labour Codes and Rules- RTI Act 2005.	12	C4
V	Consumer Protection Act, Competition Act 2002, Cyber Crimes, IT Act 2008 - Intellectual Property Rights: Types of Intellectual Property – Trademarks Act 1999 –The Copy right Act 1957 –International Copyright Order, 1999 –Design Act, 2000; UNICITRAL – United Nations Commission on International Trade Law.	12	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Have knowledge on understandings on law of contract.	PO4, PO6, PO7	
CO2	Know the sale of Goods & Negotiable instrument act.	PO6	
CO3	Have understandings on partnership and company law	PO6, PO7	
CO4	Have familiarize with various labour laws.	PO5, PO6, PO7	
CO5	Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property Rights.	PO8	
Reading List			
1.	http://www.legalserviceindia.com/article/		
2.	http://www.freebookcentre.net/Law/Law-Books.html 2		
3.	https://www.mooc-list.com/course/business-law-wma		
4.	https://ilj.law.indiana.edu/		
References Books			
1.	KapoorND., Legal Systems in Business, Edition 2 (2021), Sultan Chand & Sons.		
2.	Rao, P.M., Mercantile Law, PHI Learning, 2011.		
3.	Majumdar, A. K. and Kapoor, G.K., Company Law, 15th Edition, Taxmann Publications Pvt. Ltd., 2012.		
4.	Majumdar, A. K. and Kapoor, G.K., Company Law and Practice, 17th Edition, Taxmann Publications Pvt. Ltd., 2012.		
5.	Intellectual Property Laws, Universal Law Publishing, 2012.		
6.	Daniel Albuquerque , Legal systems in Business, Oxford University Press India, 2 nd Edition, 2015.		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M	M	
CO 2						M		
CO 3						M	M	
CO 4					M	M	M	
CO 5								M

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LMED1	Extra Disciplinary - Entrepreneurship Development	3	3

Course Objectives			
1	To introduce students to entrepreneurship and its growth in India.		
2	To impart knowledge on innovation, its types, role of technology in innovation, patents and licensing.		
3	To orient the students on new venture creation		
4	To enable students to prepare a feasible business plan		
5	To give inputs on various types of financing available for new ventures.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: The Entrepreneur – Definition – Characteristics of Successful entrepreneur. Entrepreneurial scene in India; MSME; Analysis of entrepreneurial growth in different communities – Case histories of successful entrepreneurs. Similarities and Distinguish between Entrepreneur and Intrapreneur.	9	C1
II	Innovation in Business: Types of Innovation – Creating and Identifying Opportunities for Innovation – Design Thinking- The Technological Innovation Process – Creating New Technological Innovation and Intrapreneurship – Licensing – Patent Rights – Innovation in Indian Firms	9	C2
III	New Venture Creation: Identifying Opportunities for New Venture Creation: Environment Scanning – Generation of New Ideas for Products and Services. Creating, Shaping, Recognition, Seizing and Screening of Opportunities. Feasibility Analysis: Technical Feasibility of Products and Services – Marketing Feasibility: Marketing Methods – Pricing Policy and Distribution Channels	9	C3
IV	Business Plan Preparation: Benefits of a Business Plan – Elements of the Business Plan – Developing a Business Plan – Guidelines for preparing a Business Plan – Format and Presentation; Start-ups and e-commerce Start-ups. Business Model Canvas	9	C4
V	Financing the New Venture: Capital structure and working capital Management: Financial appraisal of new project, Role of Banks – Credit appraisal by banks. Institutional Finance to Small Industries – Incentives – Institutional Arrangement and Encouragement of Entrepreneurship.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to know about growth of entrepreneurship in India	PO4, PO7
CO2	Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing	PO7, PO8
CO3	Obtain knowledge on new venture creation	PO6, PO7
CO4	Be able to prepare a business plan	PO7, PO8
CO5	Gian knowledge on various types of financing available for new ventures.	PO7, PO8
Reading List		
1.	http://www.jimssouthdelhi.com/sm/BBA6/ED.pdf	
2.	https://www.cengage.com/highered	
3.	https://roadmapresearch.com/entrepreneurship-beyond-curriculum	
4.	The International Journal of Entrepreneurship and Innovation	
References Books		
1.	Entrepreneurship: Successfully Launching New Ventures, Global Edition, 6th Edition Bruce R. Barringer, Texas A & M University, R. Duane Ireland, ©2018 Pearson	
2.	Barringer, B., Entrepreneurship: Successfully Launching New Ventures, 3rd Edition, Pearson, 2011.	
3.	Bessant, J., and Tidd, J., Innovation and Entrepreneurship, 2nd Edition, John Wiley & Sons, 2011.	
4.	Desai, V., Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2011.	
5.	Reddy, N., Entrepreneurship: Text and Cases, Cengage Learning, 2010.	
6.	Roy, R., Entrepreneurship, 2nd Edition, Oxford University Press, 2011.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S			S	
CO 2							S	M
CO 3						M	S	
CO 4							S	M
CO 5							S	S

S-Strong M-Medium L-Low

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Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
I	23P1LMSS1	Soft Skills I - Executive Communication	2	2

Course Objectives			
1	To acquire communication awareness they are going to get for the industry.		
2	To make the customer realize that you can provide them with information and other essential things		
3	To explore the skill of writing business proposals		
4	To develop a plan for the meetings and interviews		
5	To analyze the skills required for non-verbal communication		
UNIT	Details	No. of Hours	Course Objectives
I	UNIT 1- Communication: Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.	6	C1
II	UNIT 11- Business Correspondence: Planning Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.	6	C2
III	UNIT III- Business Reports and Proposals: Structure of Reports- Long and Short Reports: Formal and Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices- Writing Business Proposals.	6	C3
IV	UNIT IV- Conducting Meetings and Interviews: Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences- Procedure of Regulating Speech- Evaluating Oral Presentations Drafting Speech- Participating in Debates and Group Discussions- Presentation Skills- Fluency Development Strategies- Attending and Conducting Interviews- Listening.	6	C4
V	UNIT V- Non-verbal Communication: Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication.	6	C5
Total		30	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understanding of theories and concepts, types and various modes of communication in organizations	PO4, PO6
CO2	Development of skills on developing Business Correspondence	PO4, PO6
CO3	Development of skills on preparing Business Reports and Proposals	PO4, PO6
CO4	To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills.	PO4, PO6
CO5	To demonstrate his/her verbal and non-verbal communication ability through presentations.	PO4, PO6
Reading List		
1.	https://www.skillsyouneed.com/ips/communication-skills.html	
2.	https://mtbt.fpg.unc.edu/more-baby-talk/10-ways-promote-language-and-communication-skills-infants-and-toddlers	
3.	http://skillopedia.com	
4.	https://www.habitsforwellbeing.com/9-effective-communication-skills	
References Books		
1.	American Management Association, The AMA Handbook of Business Writing: The Ultimate Guide to Style, Usage, Punctuation, Construction and Formatting, 2010.	
2.	Bovec L. Courtland and John V. Thill, Business Communication Today, 10 ed., Pearson Education, New Delhi, 2011.	
3.	Chaney, L. and Martin, J., Intercultural Business Communication. Person, 4 ed., 2008.	
4.	Chaturvedi, Business Communication, Person, 2 edition, 2011	
5.	Gerson, Sharan J., and Steven M Gerson, Technical Writing: Process and Product, Person Education, New Delhi, 2008	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S		
CO 2				S		S		
CO 3				S		S		
CO 4				S		S		
CO 5				S		S		

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM7	Applied Operations Research	4	4

Course Objectives

1	To provide the students with introduction on OR and its models to aid in understanding its applicability in the various functional areas of management.
2	To understand the concept of linear programming models in determining profit maximization and cost minimization
3	To learn about various methods adopted in transportation and Assignments models.
4	To determine about inventory models, replacement models, job sequencing, networking model and Queuing model
5	To throw light on dynamic model and game models and the application of pure and mixed strategies in competitive environment.

SYLLABUS

UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Overview of operations research – Origin – Nature, scope & characteristics of OR – Models in OR – Application of operations research in functional areas of management. Linear Programming Problem: Linear programming problem model – Formulation.	08	C1
II	Linear Programming Problem: Introduction –Graphical method – Simplex method – Artificial variable – Primal & Dual.	12	C2
III	Transportation problem: Basic Solution - North - West corner Method, LCM, VAM, Matrices method – Optimal Solution –Modi method – Degeneracy. Assignment model: Hungarian method – Travelling salesman problem.	12	C3
IV	Queueing Theory: Queueing system – Probability Distributions – Poisson Queueing systems. Network Scheduling by PERT/CPM: Networking –Programme Evaluation and Review Technique and Critical Path Method for Project Scheduling.	18	C4
V	Games and Strategies: Introduction – two - Person zero sum games – Saddle Point –Mixed Strategies for games without saddle points – Dominance method - Graphical and L.P Solutions.	10	C5

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Obtain insight on the origin and nature of OR and also the application of various models of OR.	PO4, PO6
CO2	Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem.	PO1, PO2, PO6, PO7
CO3	Be well versed with the concept of transportation and Assignments models	PO1, PO2, PO6, PO7
CO4	Have better understanding on networking model and Queuing model	PO1, PO2, PO6, PO7
CO5	Be imparted knowledge on the various methods of game model	PO2, PO7

Reading List

1.	https://www.youtube.com/watch?v=4U3B5lr-MqM
2.	https://ocw.ehu.eus/pluginfile.php/40935/mod_resource/content/1/5_Transportation.pdf
3.	https://www.youtube.com/watch?v=Nq2QPOiZing
4.	http://www.digimat.in/nptel/courses/video/110104063/L03.html

Textbook:

1. *“Operations Research”, Fourteenth Edition, KantiSwarup, P.K.Gupta and Manmohan, Sultan Chand & Sons Publications, New Delhi, 2009.*

Unit	Chapter	Sections
I	1,2	Sec 1.1 – 1.10 (Pages 25 – 37) Sec 2.1 – 2.4 (Pages 39 – 50)
II	3,4,5	Sec 3.1 – 3.2 (Pages 65 – 76) Sec 4.1, 4.3, 4.4 (Pages 87 – 89, 99 – 114) Sec 5.1– 5.3, 5.7 (Pages 129,130 , 138 – 144)
III	10,11	Sec 10.1 – 10.13 (Pages 247 – 266) Sec 11.1 – 11.3, 11.7 (Pages 295 – 307, 320 –323) Theorems not included in both chapters
IV	21, 25	Sec 21.1 – 21.9 (Pages 589 – 625) Sec 25.1 – 25.8 (Pages 763 – 791)
V	17	Sec 17.1 – 17.7 (Pages 443 – 464)

References Books

1.	Anderson,D.R.,Sweeney,D.J.,Williams,T.A.and Martin. K., <i>“AnIntroduction toManagementScience:QuantitativeApproachtoDecisionMaking”</i> , 14 th Edition Paperback – 1, Cengage Learning India Pvt. Ltd., 2019.
2.	Taha. H.A., <i>“OperationsResearch:An Introduction”</i> , 10 th Edition,Pearson, 2019.
3.	P.K.Gupta and Manmohan, <i>“Problems in Operations Research”</i> , 11 th Edition, Sultan Chand & Sons, 2006.
4.	P.R.Vittal& V. Malini, <i>“Operations Research”</i> , Margham Publications, 2014.
5.	C.R. Kothari, <i>“An Introduction to Operational Research”</i> , Vikas Publishing House Pvt. Ltd, 2015
6.	G.V. Shenoy, U.K. Srivastava&S.C.Sharma, <i>“Operations Research for Management”</i> , Wiley Eastern limited, 1984.

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		
CO 2	S	M				M	M	
CO 3	S	S				S	M	
CO 4	S	S				M	M	
CO 5		S					M	

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM8	Human Resource Management	4	4

Course Objectives			
1	To embark importance of HRM role, functions and need		
2	To assimilate theoretical and practical implications of HRP		
3	To critically use appropriate training tools		
4	To analyze and implement an effective performance management		
5	To extrapolate and design compensation management techniques		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Introduction of Human Resource Management: Importance of Human Resources, Definition and Objectives of Human Resources Management, Qualities of a good HR manager – Evolution and growth of Human Resource Management in India. Functions of Human Resource Management. Strategic Human Resource Management (SHRM). Human Resource Policies: Need, type and scope, Human Resource Accounting and Audit- Gig Economy.	12	C1
II	Human Resource Planning (HRP): Human Resources Planning: Long and Short term planning, Job Analysis, Skills inventory, Job Description, Job Specification and Succession Planning, Strategic Human Resource Planning. Recruitment and selection: Purposes, types and methods of recruitment and selection, Relative merits and demerits of the different methods, Recruitment and Social Media. Placement, Induction, Transfers, Promotions, Dismissal, Resignation, Exit Interviews, Reduction of attritionrate - Attrition and retention management	12	C2
III	Training, Development & Career Management: Importance and benefits of Training and Development, Types of Training Methods, Executive Development Programs, Concept and process of Career Management; Competency mapping, Knowledge Management & Talent Management.	12	C3
IV	Performance Management: Importance, process and Methods: Ranking, rating scales, critical incident method, Removing subjectivity from evaluation, MBO as a method of appraisal, Performance Feedback, Online PMS. Human Resource Information System; International Human Resource Management; Cross cultural diversity management; Hybrid work culture; work-life balance; Quality of work-life; HR Analytics.	12	C4
V	Compensation Management: Wage and Salary Administration: Job Evaluation, Calculation of Wage, Salary, Prerequisites, Compensation Packages, Cost of Living Index and Calculation of Dearness Allowance,	12	C5

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	Rewards and Incentives; ESOP-Financial and non- financial incentives, Productivity-linked Bonus, Compensation Criteria, Rewards and Recognition.		
	Total	60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Gain an understanding of HRM policies and importance.	PO4, PO6	
CO2	Implement appropriate HRP in workplace.	PO6	
CO3	Apply feasible Training method and manage career progressions.	PO5, PO6, PO7	
CO4	Demonstrate managing performance of human resources.	PO6, PO7	
CO5	Design and justify compensation framework.	PO4, PO6, PO7	
Reading List			
1.	https://businessjargons.com/performance-management.html		
2.	https://www.hr-guide.com/data/G400.htm		
3.	https://www.managementstudyguide.com/training-development-hr-function.htm		
4.	https://www.tandfonline.com/toc/rijh20/current		
References Books			
1.	Gary Dessler & Biju Varrkey, Human Resource Management, 16 th Edition, Pearson India Pvt.Ltd., 2020.		
2.	Ashwathappa, K., Human Resource Management, 9 th Edition, Tata McGraw-Hill Education Pvt.Ltd., 2021.		
3.	DeCenzo, D.A., Robbins S.P., Susan L Verhulst, Human Resource Management, 11 th Edition, Wiley India Pvt.Ltd., 2015.		
4.	Ivaneceovich, J.M., Human Resource Management, 12 th Edition, Tata McGraw-Hill Education Pvt.Ltd., 2020.		
5.	Leigh Thompson, Making the team, A guide for Managers, Pearson, 6 th Edition 2019.		
6.	Gary Dessler, Fundamentals of Human Resource Management, Pearson, 4 th Edition 2017.		
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		
CO 2						M		
CO 3					S	S	M	
CO 4						M	M	
CO 5				M		M	M	

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM9	Marketing Management	4	4

Course Objectives			
1	To develop an understanding and enhance the knowledge about marketing theories, principles, strategies and concepts and how they are applied.		
2	To provide with opportunities to analyze marketing activities within the firm.		
3	To analyze and explore the buyer behavior pattern in marketing situations.		
4	To understand the branding, pricing and strategies in marketing a product.		
5	To upgrade the knowledge and awareness of Consumer Rights in the Market.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Marketing Management Philosophies – What is marketing- The concepts of marketing- Marketing and Services - Digital Marketing – Social Media Marketing – Current marketing challenges; Rural Marketing - E-Rural Marketing - International Marketing - Industrial Marketing.	12	C1
II	Strategic Marketing– Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, developing Marketing Mix Analysis of Macro and Micro environment Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting –Techniques. Marketing Tactics, The Mix Service and Retail Marketing.	12	C2
III	MIS: Marketing Information Systems- Customer Relationship Management (CRM) Customer Engagement Marketing – Sales force Automation- Marketing Analytics	12	C3
IV	Buyer Behaviour: Factors Influencing Consumer Behaviour – Buying situation– Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation : Targeting and Positioning – Competitive Marketing Strategies. Customer Life Cycle - Customer Life time Value, Product Portfolio Management.	12	C4
V	Product Policies: Consumer and Industrial Product Decisions, Branding, Packaging and Labelling – New Product Development and Product Life Cycle Strategies, Pricing – Pricing Strategies and approaches, Promotion Decisions: Promotion Mix – Integrated Marketing Communication - Advertising and Sales Promotion - Sales Force Decisions, Selection, Training, Compensation and Control – Publicity and Personal Selling – Distribution Management – Channel Management: Selection, Co-operation and Conflict Management – Vertical, Horizontal and Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.	12	C5
Total		60	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understand the fundamental principles of marketing, marketing concepts and ideas.	PO4, PO6, PO7
CO2	Understand the organization's marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques.	PO4, PO6
CO3	Understand the buyer behavior and market segmentation and competitive marketing strategies.	PO4, PO6, PO7
CO4	Think strategically about branding, pricing and marketing issues.	PO3, PO4, PO6, PO7
CO5	Familiar with Promotion decisions along with awareness on Consumer Rights in the Market Place.	PO6, PO8
Reading List		
1.	https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-fall-2010/lecture-notes/	
2.	https://cpbucket.fiu.edu/mar3023vd1131/syllabus.html	
3.	https://www.ama.org/ama-academic-journals/	
4.	https://www.emerald.com/insight/publication/issn/0736-3761	
References Books		
1.	Philip Kotler and Keven Lane Keller, Marketing Management, 15 th Edition, Pearson, 2015	
2.	G.Shainesh Philip Kotler, et..al., Marketing Management; Indian Case Studies included, 16 th Edition, Pearson, 2022	
3.	Warren J. Keegan, Global Marketing Management, 8thEdition, Pearson, 2017.	
4.	Mullins,Marketing Management: AStrategicDecisionMakingApproach,7 th Edition, McGraw-Hill,2010.	
5.	Pillai & Baghawathy, Marketing Management, S.Chand , 2010.	
6.	Gupta Prachi, AggarwalAshita , et al., Marketing Management: Indian Cases, 1 st Edition, 2017	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M	M	
CO 2				S		S		
CO 3				M		M	M	
CO 4			M	M		M	M	
CO 5						M		M

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM10	Operations Management	4	4

Course Objectives			
1	To understand the production function, production design & capacity planning,		
2	Exploring the Make or Buy decision, and thus understanding the role of inventory management		
3	To determine multiple plant location decisions and effective utilization of plant layout. To explain the models, concepts, and techniques adopted in the areas of inventory control and maintenance.		
4	To elucidate the importance and usefulness of work-study and quality control tools		
5	To provide insights on service operations management and waiting line analysis.		
UNIT	Details	No. of Hours	Course Objectives
I	INTRODUCTION: Operations Management- Nature, Scope, Historical Development, Functions- Long term Vs Short term issues- A Systems Perspective- Challenges- Manufacturing Trends in India-Production Design and Process Planning- Types of Production Processes- Plant Capacity-Capacity Planning- Make or Buy Decisions - Use of Crossover Chart for Selection Processes-Types of Charts used in Operations Management.	12	C1
II	FACILITY DESIGN: Plant Location: Factors to be considered in Plant Location- Location Analysis Techniques- Choice of General Region, Particular community and Site- Multiple Plant Location Decision- Plant Location Trends. Layout of Manufacturing Facilities: Principles of a Good Layout- Layout Factors- Basic Types of Layout- Principles of Materials Handling- Materials Handling Equipment - Role of Ergonomics in Job Design.	12	C2
III	INVENTORY CONTROL AND MAINTENANCE: Basic Inventory Models- Economic Order Quantity- Economic Batch Quantity- Reorder Point-Safety Stock- Inventory Costs-Classification and Codification of Stock- ABC Classification-Materials Requirement Planning (MRP)-JIT- Implications of Supply Chain Management. Maintenance: Preventive Vs Breakdown Maintenance- Group Replacement Vs Individual Replacement- Breakdown Time Distribution- Maintenance of Cost Balance- Procedure for Maintenance.	12	C3
IV	DESIGN OF WORK SYSTEMS AND QUALITY CONTROL: Work Study- Objectives- Procedure- Method Study and Motion Study- Work Measurement-Time Study-Performance Rating- Allowance Factors-Standard Time- Work Sampling Techniques- Job Sequencing and Scheduling. Quality Control: Purpose of Inspection and Quality Control-Different Types of Inspection- Acceptance Sampling- The Operating Characteristic Curve- Control Charts for Variables and Attributes; Quality Circles; TQM – Six Sigma, Kaizen	14	C4

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V	SERVICE OPERATIONS MANAGEMENT: Introduction to Services Management- Nature of Services- Types of Services- Service Encounter-Designing Service Organizations- Service Facility Location and Layout- Service Blueprinting-Waiting Line Analysis for Service Improvement- Service Processes and Service Delivery.	10	C5
Total		60	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the concepts of production and its design, capacity planning and make or buy decisions.	PO2, PO4	
CO2	Be cognizant of the complexity involved in plant location decisions and utilization of plant layout.	PO2, PO7	
CO3	Understand the Inventory models and the importance of maintenance techniques.	PO6, PO7	
CO4	Be aware of work-study procedures and the importance on quality control tools	PO1, PO2, PO6, PO7	
CO5	Have insight on service operations, service delivery and waiting line analysis.	PO2, PO6, PO7	
Reading List			
1.	www.shsu.edu/~mgt_ves/mgt560/ServiceManagement.ppt		
2.	zums.ac.ir/files/research/site/ebooks/strategy/operations-strategy.pdf		
3.	https://www.emerald.com/insight/publication/issn/0144-3577		
4.	https://www.inderscience.com/jhome.php?jcode=ijaom		
References Books			
1.	William J Stevenson, Operations Management, 14th Edition, McGraw Hill, 2021.		
2.	Russel and Taylor, Operations and Supply Chain Management, 8th Edition, Wiley, 2021.		
3.	Aswathappa K and ShridharaBhat K, Production and Operations Management, 2 nd Edition, Himalaya Publishing House, 2021.		
4.	Mahadevan B, Operations Management Theory and Practice, 3 rd Edition, Pearson Education, 2015.		
5.	Gerard Cachon and Christian Terwiesch, Operations Management, 3 rd Edition, McGraw Hill, 2022.		
6.	Prof. K C Jain, Production and Operations Management, 1 st Edition, Wiley, 2022.		
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M		M				
CO 2		M					M	
CO 3						M	M	
CO 4	M	M				M	M	
CO 5		M				M	M	

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM11	Financial Management	4	4

Course Objectives			
1	To create an understanding and familiarize the students to the fundamentals of financial management and create awareness on the various sources of finance.		
2	To create awareness on the various investment techniques on the investment decision making.		
3	To throw light on the concept of cost of capital and familiarize on the technique of identifying the right source of capital.		
4	To educate on the concept of capital structure and the create understanding on the concept of dividend.		
5	To create an understanding on the concept of working capital, its need, importance, factors and forecasting technique		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Financial management: Definition and scope – objectives of Financial Management – Profit Maximization - wealth maximization - functions and role of finance manager. Sources of finance – short term – Bank Sources – Long term – Shares – Debentures – Preferred stock – Debt: Hire purchase, Leasing, Venture Capital – Private equity- International Financial Management- Financial Planning- Behavioural Finance- Capital Market- Money Market- Micro Finance- Financial Information System.	12	C1
II	Investing Decision - Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return- Problems - Risk analysis in Capital Budgeting- Introduction to Fintech – Digital Currency – Crypto currency – Financial Modeling; Hurdle Rate.	12	C2
III	Cost of Capital - Cost of specific sources of capital – Cost of equity capital – Cost of debt – Cost of preference – Cost of retained earnings - weighted average cost of capital. EBIT -EPS Analysis - Operating Leverage - Financial Leverage-problems.	12	C3
IV	Capital structure - Factors influencing capital structure – optimal capital structure - capital structure theories – Net Income Approach – Net Operating Income (NOI) Approach – Modigliani - Miller(MM) Approach – Traditional Approach – Practical Problems. Dividend and Dividend policy: Meaning, classification - sources available for dividends -Dividend policy general, determinants of dividend policy.	12	C4

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V	Working Capital Management - Definition and Objectives - Working Capital Policies - Factors affecting Working Capital requirements - Forecasting Working Capital requirements (problems) - Cash Management - Receivables Management and - Inventory Management - Working Capital Financing - Sources of Working Capital and Implications of various Committee Reports- Financial Analytics.	12	C5
Theory – 30 Problem - 70			
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be aware of the basic concepts of financial management and understand the various sources of finance.	PO4, PO6, PO7	
CO2	Possess knowledge on investment decision making.	PO1, PO2, PO6, PO7	
CO3	Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital.	PO2, PO7	
CO4	Have learnt the concept of capital structure and dividend	PO6, PO7	
CO5	Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.	PO1,PO2, PO4, PO7	
Reading List			
1.	https://accountingexplained.com/managerial/capital-budgeting/		
2.	http://www.studyfinance.com/lessons/workcap/		
3.	Journal of International Financial Management & Accounting		
4.	The Management Accountant Journal - icmai-rnj.in		
References Books			
1.	S.N.Maheswari, Finanacial Management, Sulthan Chand & Sons, 15th Edition, 2019		
2.	I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 11th edition, 2018.		
3.	Van Horne, J.C., Financial Management and Policy, 13th Edition, Pearson, 2015.		
4.	Prasanna Chandra, Financial Management, 10th edition, Tata McGraw Hill, 2019		
5.	Periasamy, P., Financial Management, 4th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2017.		
6.	Brigham, E.F. and Ehrhardt, M.C., Financial Management: Theory and Practice, 14th Edition, 2015.		
Methods of Assessment			
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions		
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview		
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain		
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge		
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons		
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations		

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	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M	M	
CO 2	M	S				M	M	
CO 3		M					S	
CO 4						M	S	
CO 5	M	M		S			M	

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LM12	Strategic Management	4	4

Course Objectives			
1	To enable the students understand the importance of vision and mission in framing corporate strategy.		
2	To provide insights on how business is responsible socially and ethically.		
3	To highlight on the environmental analysis framework.		
4	To throw light on strategic formulation and strategic choice.		
5	To understand strategic implementation and strategic control.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Strategy – Strategic Management Process – Developing a Strategic Vision – Mission- Setting Objectives – Strategies and Tactics – Importance of Corporate Strategy – the 7-S Framework- Corporate Governance – Board of Directors: Role and Functions – Board Functioning – Top Management: Role and Skills.	12	C1
II	Corporate Policy and Planning in India: Importance – Characteristics – Objectives - Policy Formulation and Development – Types of Business Policies-Implementation of Policies. Society and Business: Social Responsibility of Business–Corporate Governance and Ethical Responsibility.	12	C2
III	Environmental Analysis: Environmental Scanning – Industry Analysis - The Synthesis of External Factors - Internal Scanning – Value Chain Analysis – SWOT Audit –Scenario planning- Creating an Industry Matrix.	12	C3
IV	Strategy Formulation and Analysis: Strategy Formulation – Strategic Factors Analysis Summary Matrix (SFAS) Portfolio Analysis – Business Strategy- TOWS Matrix– Corporate Strategy – Functional Strategy – Strategic Choice – Generic, Competitive Strategies; ETOP, TOWS	12	C4
V	Strategy Implementation: Strategy Implementation - Corporate Culture – Matching Organisation Structure to Strategy – Mergers and Acquisitions and Diversifications – Strategic Leadership Strategic Control: Measurement in Performance- Problems in Measurement of Performance- Strategy Audit-Strategic Control Process – Du Pont’s Control Model – Balanced Score Card – Michael Porter’s Framework for Strategic Management – Future of Strategic Management – Strategic Information System.	12	C5
Total		60	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to frame vision and mission statements.	PO3, PO4, PO7
CO2	Be social and ethically responsible.	PO3, PO8
CO3	Possess insights on making environmental analysis.	PO3, PO8
CO4	Possess knowledge on learning strategic formulation & strategy choice.	PO2, PO5, PO7
CO5	Understanding strategic implementation and control.	PO4, PO5, PO7
Reading List		
1.	Strategic Management Journal – Wiley online Library	
2.	Journal of strategy and Management – Emerald Insight	
3.	Mastering Strategic Management – WWW.opentextbooks.org.hk	
4.	Mastering Strategic Management – WWW.saylor.org .	
References Books		
1.	V S P Rao, Strategic Management Text and Cases, 2nd edition 2013.	
2.	Dess, G., Lumpkin, G.T. and Eisner, A., Strategic Management, 8th Edition, Tata McGraw-Hill, 2018.	
3.	Hill, C.W.L. and Jones, G.R., Strategic Management: An Integrated Approach, 9th Edition, Cengage Learning, 2012.	
4.	Kazmi, A., Strategic Management and Business Policy, 15th Edition, Tata McGraw-Hill Education, 2018.	
5.	Pearce II, J., Robinson, R.B. and Mittal, A., Strategic Management: Formulation, Implementation and Control, 12th Edition, McGraw-Hill, 2017.	
6.	Wheelen, T.L. and Hunger, D., Strategic Management and Business Policy, 13th Edition, Pearson, 2012.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	M			S	
CO 2			S					S
CO 3			M					S
CO 4		M			S			M
CO 5				S	S			S

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LMED2	Extra Disciplinary - International Business	3	3

Course Objectives			
1	To understand and analyze international situations and evaluate international collaborative arrangements and strategic alliances.		
2	To apply knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.		
3	To throw light on international trade theories and the management of business functional operations in an international context.		
4	To analyze and evaluate barriers, opportunities, market entry modes and the process of internationalization.		
5	To know about regional economic integration and contemporary issues in international business.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction: Introduction to International Business: Importance, nature and scope of International business-International Business Vs. Domestic Business; Tariff and non-tariff barriers- transition from Domestic to International Business; Advantages and disadvantages of International business; Balance of Payments; Balance of Trade; Balance of Current Account . Modes of entry into International Business- Internationalization process and managerial implications- Multinational Corporations and their involvement in International Business- Issues in foreign investments, technology transfer, pricing and regulations- International collaborative arrangements and strategic alliances- Counter Trade; Import-Export Process and Documentation.	9	C1
II	International Business Environment and Cultural Differences: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing International Business environment. Differences in Culture: Introduction — Social Structure — Religion — Language — Education — Culture and the Workplace — Cultural Change — Cross-cultural Literacy — Culture and Competitive Advantage.	9	C2
III	International Trade Theory: Introduction — Mercantilism, Neo-Mercantilism — Theory of Absolute Advantage — Theory of Comparative Advantage — Heckscher-Ohlin Theory — The New Trade Theory — National Competitive Advantage — Porter's Diamond — General Agreement on Tariff and Trade (GATT)- World Trade Organization (WTO)-GATS-UNCTAD- Trade Blocks; Customs Union-EU- PTA- European Free Trade Area (EFTA)-Central American Common Market(CACM)-Latin American Free Trade Association(LAFTA)- North American Free Trade Agreement(NAFTA)- Association of South East Asian	9	C3

	Nations(ASEAN)- CARICOM- GSTP-GSP-SAPTA-Indian Ocean RIM Initiative- BIMSTEC- Brett on Woods Twins- World Bank & IMF, International Finance Corporation- Multilateral Investment Guarantee Agency (MIGA).		
IV	Global Trading and Investment Environment: Recent Trends in India's Foreign Trade- India's Commercial Relations and Trade Agreements with other countries- Institutional Infrastructure for export promotion in India- Export Assistance- Export Finance- Export Processing Zones (EPZs) - Special Economic Zones (SEZs)- Exports by Air, Post and Sea- Small Scale Industries (SSI) and Exports- Role of ECGC- Role of EXIM Bank of India- Role of Commodity Boards- Role of State Trading Agencies in Foreign Trade- STC, MMTC, etc. Foreign Exchange Market- Functions of Foreign Exchange Market- Foreign Direct Investments (FDI); forms of FDI — Horizontal and Vertical Foreign Direct Investment — Advantages of FDI to Host and Home Countries.	9	C4
V	Contemporary Issues: Contemporary Issues in International Business- International Sales Contract- Major Laws- INCO terms- Standard Clauses of International Sales Contract- Role of Indian Council of Arbitration / International Chamber of Commerce in solving Trade disputes. Export Regulations: Procedure for export of goods- Quality Control and Pre- shipment Inspection- Customs Clearance- Port formalities- Exchange regulations for Export- Role of Clearing and Forwarding Agents.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Be aware of the international situations and evaluate international collaborative arrangements and strategic alliances.	PO2, PO4, PO7	
CO2	Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets.	PO4, PO7	
CO3	Know the various international trade theories and the management of business functional operations in an international context.	PO4, PO6, PO7	
CO4	Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization.	PO2, PO4, PO7	
CO5	Have better understanding on regional economic integration and contemporary issues in international business.	PO6, PO7, PO8	
Reading List			
1.	www.internationalbusinesscorporation.com		
2.	www.business-ethics.org		
3.	https://www.jstor.org/journal/jintebusistud		
4.	Journal of International Business and Management (JIBM)		
References Books			
1.	International Business: Competing in the Global Marketplace (SIE) 11th Edition – 14 August 2018 by Charles W. L. Hill (Author), G. Tomas M. Hult (Author), Rohit Mehtani (Author)		
2.	International Business Fourth Edition By Pearson – 30 November 2017 by S. Tamer		

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	Cavusgil (Author), Gary Knight (Author), John Riesenberger (Author)
3.	Cherunilam, F., International Business: Text and Cases, 5th Edition, PHI Learning, 2010.
4.	Paul, J., International Business, 5th Edition, PHI Learning, 2010.
5.	Deresky, H., International Management: Managing Across Borders and Cultures, 6th Edition, Pearson, 2011.
6.	Griffin, R., International Business, 7th Edition, Pearson Education, 2012.

Methods of Assessment

Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M		S			M	
CO 2				M			M	
CO 3				S		S	S	
CO 4		S		S			S	
CO 5						S	S	S

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
II	23P2LMSS2	Soft Skills II – Business Etiquette	2	2

Course Objectives			
1	To analyze the Business etiquette at workplace		
2	To determine the Principles of exceptional work behavior		
3	To explore Tech etiquette in using various telecommunication devices and channels		
4	To successfully handle Multi-cultural challenges		
5	To ascertain sensitivity to new and emerging issues in etiquette		
UNIT	Details	No. of Hours	Course Objectives
I	<p>Introduction to business etiquette: The ABCs of etiquette Meeting and greeting scenarios-Developing a culture of excellence The principles of exceptional work behaviour - What is the role of Good Manners in Business?-Enduring Words</p> <p>Greetings and Introductions: Guideline for receptionists - Making introductions and greeting people- Greeting Components- The protocol of shaking hands- Introductions - Introductory scenarios - Addressing individuals.</p>	6	C1
II	<p>Meeting and Boardroom Protocol: Guidelines for planning a meeting - Before the meeting - On the day of the Meeting - Guidelines for Attending the meeting - For the Chairperson- For attendees - For Presenters - Planning a power point presentation-Dealing with customer complaints.</p> <p>Entertaining Etiquette: Planning a meal- Issuing invitations -Business meals basics - Basics of table etiquette - Holding and resting utensils - Business dining etiquette - Multi-cultural Highlight: Japanese Dinning-Specific food Etiquette guidelines.</p>	6	C2
III	<p>Telephone Etiquette: Cell phone etiquette-Social Media Usage etiquette- Telephone etiquette guidelines - Mastering the telephone courtesy - Active listening - Putting callers on hold -Transferring a call - Screening calls - Taking at message - Voice Mail-Closing the call - When Making calls - Closing the call-Handling rude or impatient clients</p> <p>Internet & email etiquette: Internet usage in the workplace Email-Netiquette - Online chat - Online chat etiquette - Online chat etiquette guidelines</p>	6	C3
IV	<p>Business Attire & Professionalism: Business style and professional image - Dress code - Guidelines for appropriate business attire - Grooming for success - Guidelines for appropriate business attire - Grooming for success - Multicultural dressing</p> <p>Diversity Management- Gender Sensitivity- Social Media and Communication with colleagues-Preventing sexual harassment-Disability Etiquette: Basic disability Etiquette practices - Courtesies for wheelchair users Courtesies for blind or visually impaired - Courtesies for the deaf- People with speech impairments.</p>	6	C4

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V	<p>Business Ethics: Ethics in the workplace - The challenge of business ethics - Creating an ethical compass - Business ethics and advantages - Ethical Issues - Conflict Management- Conflict resolution strategies - Choosing the appropriate gift in the business environment</p> <p>Multi-cultural challenges: Multi-cultural etiquette - Example of cultural sensitivity - Cultural differences and their effect on business etiquette- onsite projects-Cultural Highlight: China-Cultural Highlight: India.</p>	6	C5
Total		30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Learn using business etiquette at work place	PO4, PO6, PO7	
CO2	Be able to acquire knowledge about the Principles of exceptional work behavior	PO4, PO6, PO7	
CO3	Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels.	PO4, PO6, PO7	
CO4	Get familiarized with the Successful handling of Multi-cultural challenge	PO4, PO6, PO7	
CO5	Become sensitive to new and emerging issues in etiquette	PO4, PO6, PO7	
Reading List			
1.	https://accountingexplained.com/managerial/capital-budgeting/		
2.	http://www.studyfinance.com/lessons/workcap/		
3.	Journal of International Financial Management & Accounting		
4.	The Management Accountant Journal - icmai-rnj.in		
References Books			
1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.		
2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noula: HarperCollins		
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.		
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.		
5.	Travis, R. (2013). Tech Eliquette: OMG, 2 Edition, RLT Publishing.		
6.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S		S	S	
CO 2				S		S	S	
CO 3				S		S	S	
CO 4				S		S	S	
CO 5				S		S	S	

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM13	Information Systems for Business	4	4

Course Objectives			
1	To enable students to understand the fundamentals of information system and its role of information in managerial decision making		
2	To throw light on fundamentals of information systems like TPS, DSS, and EIS.		
3	To manage system applications and data to best support functional areas of business		
4	To provide insights in securely managing database and information using the process of		
5	To elucidate the need and importance of ERP, its selection and implementation in workplace		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to information system-The management, structure and activities-Information needs and sources-Types of management decisions and information need. System classification Elements of system, input, output, process and feedback.	12	C1
II	Transaction Processing information system, Office Automation System (OAS) - Knowledge workers System (KWS); MIS; Information system for managers, Intelligence information system – Decision support system-Executive information systems.	12	C2
III	Functional Management Information System: Production / Operations Information system, Marketing Information Systems, Accounting Information system, Financial Information system, Human resource Information system.	12	C3
IV	System Analysis and Design: The work of a system analyst- SDLC- System design – AGILE Model – Waterfall Model – Spiral Model – Iterative and Incremental Model - RAD Model - Requirement analysis-Data flow diagram, relationship diagram, design-Implementation-Evaluation and maintenance of MIS, Database System: Overview of Database- Components-advantages and disadvantages of database; Data Warehousing and Data Mining; Business Intelligence; Artificial Intelligence; Expert System; Big Data; Cyber Safety and Security- Cryptography; RSA Model of Encryption; Data Science - Block Chain Technology; E-commerce and E-Business models; IOT - RFID.	12	C4
V	Enterprise Resource Planning (ERP)System, Benefits of the ERP, ERP how different from conventional packages , Need for ERP , ERP components , Selection of ERP Package, ERP implementation, Customer Relationship management. Organisation & Types, Decision Making, Data & information, Characteristics & Classification of information, Cost & value of information, various channels of information and MIS; Information system audit and control – E-Governance.	12	C5
Total		60	

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Course Outcomes		Program Outcomes
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Learn the importance of data and information in managerial decision making.	PO1, PO2, PO6
CO2	Possess on the various IS and the its relevance to Organizational environment	PO3, PO5, PO8,
CO3	Understand the application of IS on the various functions like Accounting, Finance, Marketing, Operations and HR	PO1, PO3, PO5, PO8
CO4	To study the various models and new technologies	PO1, PO2, PO6, PO7
CO5	Be exposed on the importance of selecting the appropriate ERP and its implementation	PO1, PO2, PO5, PO8
Reading List		
1.	Information Systems for Business and Beyond – open text books. site.	
2.	Management Information Systems: Managing the Digital firm – www.textbooks.com	
3.	Information systems Journal – Wiley Online Library.	
4.	Information Systems management in Business and development organisations – Harekrishna Misra – PHI Learning.	
References Books		
1.	Azam, M., Management Information System, McGraw Hill Education,2012	
2.	Laudon,K.,Laudon,J.andDass,R.,ManagementInformationSystems–Managing the Digital Firm, 11 th Edition, Pearson,2010.	
3.	Murdick, R.G.,Ross, J.E. and Claggett, J.R.,Information Systems for Modern Management, 3 rd Edition, PHI,2011.	
4.	O’Brien,J.A.,Morakas,G.M.andBehl,R.,ManagementInformationSystems,9 th Edition,Tata McGraw-HillEducation,2009.	
5.	Saunders,C.S.andPearson,K.E.,ManagingandUsingInformationSystems,3 rd Edition, WileyIndiaPvt.Ltd.,2009.	
6.	Stair,R.andReynolds,G.,InformationSystems,10 th Edition,CengageLearning,2012.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	M				S		
CO 2			S		S			S
CO 3	M		S		M			S
CO 4	S	S				M	S	
CO 5	S	M			M			S

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM14	Supply Chain Management	3	4

Course Objectives			
1	To familiarize the students to the basic concepts of Supply Chain management		
2	To provide insights on Supply chain synergies		
3	To throw light on Sales & Operation Planning		
4	To elucidate on Customer value and supply chain management		
5	To create awareness on supply chain analytics		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to Supply Chain: Historical perspective Understanding Supply Chain key issues in supply chain management Objectives, importance, Decision phases -Examples of supply chains Supply chain strategies, The supply chain becomes value chain Supply chain as a competitive weapon	9	C1
II	Supply chain synergies: Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance: Framework for structuring Facilities, including warehouse, Inventory, Transportation, Information, Sourcing, and Pricing – Yield management /Revenue management	9	C2
III	Sales and Operations Planning: Demand management Demand forecasting, Aggregate Planning and Managing Supply, Demand and Inventory Aggregate Planning in a Supply Chain: role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain – Types of supply chains creating responsive supply chains lean and agile supply chain their characteristics.	9	C3
IV	Leadership and Control: Customer value and supply chain management: Dimensions of customer value-value added services –customer value measures Push-pull boundary –mass customization and supply chain management outsource - Third and Fourth - Party Logistics providers – managing risk in supply chains Creating a sustainable supply chain.	9	C4
V	Supply chain analytics: Use of computer software in supply chain problems -Electronic commerce – emerging mega trends supply chain of the future –seeking structural flexibility–The multi-channel revolution 2020 vision.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Be able to familiarize the students to the basic concepts of Supply Chain management.	PO4, PO6, PO8
CO2	Possess insights on Supply chain synergies.	PO1, PO2
CO3	Have insights on Sales & Operation Planning.	PO5, PO6, PO7
CO4	Learn about Customer value and supply chain management.	PO4, PO5
CO5	Have better understanding on supply chain analytics.	PO3, PO8
Reading List		
1.	Supply chain management and advanced planning, Springer.	
2.	Supply chain management: An international journal, Emerald.	
3.	Industrial marketing management, Elsevier.	
4.	Journal of Business logistics, Wiley online.	
References Books		
1.	Supply Chain Metrics that Matter, Lora M. Cecere , 2014,wiley publication.	
2.	The Supply Chain Revolution, suman sarkar,2017, Amacom	
3.	Supply Chain Strategy, Second Edition Unleash the Power of Business Integration to Maximize Financial, Service, and Operations Performance, Edward Frazelle, 2017,McGraw hill.	
4.	Managing Supply Chain Operations, Lei Lei , 2017, World scientific publications	
5.	Essentials of Supply Chain Management, Michael H. Hugos ,2018,wiley publication	

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3		S			M	M	M	
CO 4				S	S		S	
CO 5			S					S

S-Strong M-Medium L-Low

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Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM15	Inventory & Warehousing Management	3	4

Course Objectives			
1	To enable the students to understand the fundamentals of Inventory Management and its impact on Logistics		
2	To acquaint the students with various models, tools and techniques of Inventory control and inventory management		
3	To impart the students, knowledge of various inventory ranking methods, and how to use technology in inventory control		
4	To acquaint the students with basics of warehouse management, its location, layout and principles of warehouse design		
5	To impart knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to Inventory – Definition, principles, role, functions and importance of Inventory, Types of Inventory, Inventory Policy, Costs Associated with Inventory, Inventory and Profitability, Impact of Inventory on total logical cost– Inventory management – objectives importance, symptoms of poor inventory management, Improving effectiveness of inventory management.	9	C1
II	Inventory Control and models – Importance and scope of Inventory control, Selective Inventory control, Inventory Models–Economic Lot size, EOQ, Economic Batch Quantity [EBQ], ROL–reorder level, P model, Q model, two bin system, fair share allocation model, MRP, ABC analysis, Just in Time(JIT).Modern methods Kanban, DRP and ERP.	9	C2
III	Inventory Methods – Inventory ranking methods and Quadrant technique, FIFO. LIFC, Weighted average method, Inventory under certainly and uncertainly, Risk Management, Work in progress inventories, Finished Goods Inventories, Spare parts inventories, Use of Computers in Inventory Management –RFID, EDI, Satellite tracking system.	9	C3
IV	Warehouse Management–Definition, Principles, Roles, Importance of Warehouses, Need for Warehousing, Warehouse selection and planning, functions and operations of a warehouse, Warehouse location, Area of Warehouse, Factors affecting warehousing cost, Warehouse layout, Design principles.	9	C4

V	Planning–codification and standardization of the Materials, Incoming Materials Receipts, Retrieval and Transaction Processing System, Security and Loss Prevention, Consumption Based Planning –MRP and lot sizing procedure, Forecasting parameter and result, planned order planning file consolidation, Break bulk, Cross docking, Mixing, Assembly – competitive advantage, production support warehouse – ERP, Role of IT in warehousing.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understand the fundamentals of Inventory Management and its impact on Logistics.	PO1, PO4, PO6, PO8	
CO2	Become familiar with various models, tools and techniques of Inventory control and inventory management.	PO3, PO4	
CO3	Have knowledge of various inventory ranking methods, and how to use technology in inventory control.	PO5, PO6, PO7	
CO4	Will become acquainted with basics of warehouse management its location, layout and principles of warehouse design.	PO4, PO5	
CO5	Possess knowledge about the standardization, codification, safety and security of inventory and the role of Information technology in warehouse management	PO3, PO8	
Reading List			
1.	International Journal of Supply Chain and Inventory Management, Inderscience.		
2.	International Journal of Logistics Systems and Management, Inderscience.		
3.	Journal of Operations Management, wiley.		
4.	International Journal of Logistics Research and Applications, Taylor and francis		
References Books			
1.	Basics of Warehouse and Inventory Management: (The pillars of business Logistics) INDIA SPECIFIC EDITION 2022, by Villivalam Rangachari Rangarajan, Notion Press		
2.	Inventory Management: Principles and Practices Paperback 2008, by P. Narayan (Author), Jaya Subramanian (Author), Excel books		
3.	Best Practice in Inventory Management Hardcover, 1997 by Tony Wild (Author), Publisher A Butterworth-Heinemann Title.		
4.	Hands-On Inventory Management (Resource Management) Hardcover 2007, Ed C. Mercado, Auer Bach Publications.		
5.	Inventory Management, 2006, Chandra bose, Prentice Hall India Learning Private Limited.		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M			M		M		M
CO 2			M	S				
CO 3					M	M	M	
CO 4				S	S			
CO 5			M					S

S-Strong M-Medium L-Low

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Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM16	Domestic and International Logistics	3	4

Course Objectives			
1	To familiarize students with the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.		
2	To provide insights on planning & Decision making. To examine the role that logistics plays with the rest of the corporate functions.		
3	To throw light on legislation such as licensing, drivers working hours and vehicle dimensions.		
4	To examine logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.		
5	To provide a general understanding of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.		
UNIT	Details	No. of Hours	Course Objectives
I	Vehicle Selection – Types of Vehicles – Types of Operations – Load types and characteristics – main types of vehicle body – Implications of vehicle selection – vehicle acquisition.	9	C1
II	Need for planning – fleet management – main types of road freight transport – transport resource requirements – vehicle routing and scheduling issues – data requirements – computer routing and scheduling – information system applications – GPS – RFID.	9	C2
III	Legislation – Operator licensing – Driver licensing – Driver’s Hours regulations – Road transport directive – tachographs – vehicle dimensions.	9	C3
IV	Introduction to Air Cargo; Aviation and airline terminology – IATA areas – Country – Currency – Airlines – Aircraft layout – different types of aircraft – aircraft manufacturers – ULD – International Air Routes – Airports – codes – Consortium – Hub and spoke – Process Flow.	9	C4
V	Air freight forwarding; Air Freight Exports and Imports – Special Cargoes – Consolidation – Documentation – Air way Bill (AWB) – Communications – Handling COD Shipments – POD – conditions of contract – Dangerous (DGR) or Hazardous goods.	9	C5
	Total	45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		Program Outcomes
CO1	Be aware of the basic logistics concepts and the terminology used in the logistics field and various types of vehicle selection.		PO1, PO2, PO6
CO2	Possess knowledge on planning & decision making. They will examine the role that logistics plays with the rest of the corporate functions.		PO1, PO5
CO3	Have insights on legislation such as licensing, drivers working hours and vehicle dimensions.		PO5, PO6, PO7

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CO4	Examine logistics functions interface with Order Management, Inventory Control, Transportation, and Distribution channels as integral part of the supply chain.	PO3, PO5
CO5	Have better understanding of strategic challenges of the material sourcing, reverse logistics and material production as a means of supply chain strategies.	PO3, PO8
Reading List		
1.	Journal of Marketing Theory and Practice, Taylor and francis.	
2.	International Journal of Physical Distribution, emerald.	
3.	Management Decision, emerald.	
4.	Periodicals of Engineering and Natural Sciences (PEN)	
References Books		
1.	Wendy L Tate, The Definitive Guide to Supply Management and Procurement, 1 st Edition, Pearson, 2020.	
2.	T. A. S. Vijayaraghavan, Supply Chain Analytics, Wiley, 2021	
3.	Business Logistics; Supply chain management (5 th edition) L Ronald Ballou, Pearson, 2007.	
4.	Warehouse management; a complete guide to improving efficiency and minimizing cost (2 nd Edition); Gwynne Richards, 3 rd Edition, Kogan Page. 2017.	
5.	Pierre A. David and Richard D. Stewart, International Logistics: The management of International Trade Operations, Cengage Learning, 2013	
6.	Fundamentals of air transport management by P.S. Senguttuvan, Excel Books, 2006.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				S		
CO 2	M				S			
CO 3					M	M	M	
CO 4			S		S			
CO 5			S					S

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM17	Purchasing Management	3	4

Course Objectives			
1	Understand established principles, theories and practices of purchasing and supply management, critically evaluate these, and link to various aspects of performance (financial measures as well societal (e.g. ethical and environmental) aspects)		
2	Understand the role of purchasing and supply management in the organization, and also relative to other supply chain management processes		
3	Understand supply strategies and supplier relationships in various contexts		
4	Analyze and critical assess robustness of supplier relationship strategies		
5	Relate supply strategy to externalities such as scarcity of natural resources, climate change, ethical and environmental issues and costs.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to purchasing: Introduction to purchasing, Importance of purchasing, change role of purchasing	9	C1
II	Purchasing policies and activities: Importance of policies, policies to provide guidance and direction, and purchasing procedures. Objectives of purchasing, responsibilities, purchasing process, efficient purchase.	9	C2
III	Selection of supplier: Outsourcing or in sourcing, supplier evaluation and selection, supplier evaluation criteria, supplier score cards.	9	C3
IV	Developing and maintaining supplier relationships.	9	C4
V	Importance of quality in purchasing decisions: overview of quality management, purchasing role in managing supplier quality, Total quality management (TQM).	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;		Program Outcomes
CO1	Students will Understand established principles, theories and practices of purchasing and supply management		PO4, PO6, PO8
CO2	Understanding the role of purchasing and supply management in the organization.		PO1, PO2
CO3	Understanding supply strategies and supplier relationships in various contexts		PO5, PO6, PO7
CO4	Understanding and analyzing and critical assess robustness of supplier relationship strategies		PO4, PO5
CO5	Relating supply strategy to externalities and environmental issues and costs.		PO3, PO8
Reading List			
1.	https://www.projectmanager.com/blog/purchase-management		
2.	Supply chain management: An international journal, Emerald.		
3.	Industrial marketing management, Elsevier.		
4.	https://www.procurementexpress.com/purchase-orders/purchasing-management/		

References Books	
1.	Supply Chain Management 6/e Paperback, 2016, Chopra/Kalra, Pearson.
2.	Purchasing and Supply Chain Management (English, Paperback, Johnsen Thomas E, 2014, Rutledge publication.
3.	Purchasing and Supply Management, 15th edition, Anna E. Flynn P. Fraser Johnson, 2019.Mcgraw hill.
4.	Supply Management, 8th Edition By David Burt and Sheila Petcavage and Richard Pinkerton, 2010, McGraw hill.
5.	Procurement and Principles Management.11 the edition,2018. Peter Baily,Barry Crocker, David Farmer, Pearson.
Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M					M		M
CO 2	M	S						
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong

M-Medium

L-Low

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Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LM18	Export And Import Management	3	4

Course Objectives	
1	The course gives a foundation to participants who seek a career in International markets.
2	The course gives participants to understand Exim documentation.
3	To give abstract on logistics and shipping characteristics.
4	To give knowledge on logistics and shipping procedures and pricing.
5	To give knowledge on role of IT in International business.

UNIT	Details	No. of Hours	Course Objectives
I	Export & Import – Introduction, Definitions. Evolution of Export & Import. Foreign Trade Institutional Framework and Basics. Multinational Organizations & Structure, International Business Scenario.	9	C1
II	Export-Import—Documentation and Steps, Export–Import Strategies and Practice, Export Marketing, Business Risk Management and Coverage, Export Incentive Schemes.	9	C2
III	Logistics and Characteristics of Modes of Transportation, Characteristics of Shipping Industry, World Shipping, Containerization and Leasing Practices.	9	C3
IV	Export Procedures and Documents, Customs Clearance of Import and Export Cargo, Methods and Instruments of Payment and Pricing Inco terms, Methods of Financing Exporters.	9	C4
V	Information Technology and International Business, Export & Import with European continent, Africa, Middle East Countries, ASEAN Countries, Australia and New Zealand, China and Japan.	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding the role of logistics who seek a career in International markets.	PO1, PO6, PO8	
CO2	Understand Exim documentation process	PO3, PO4	
CO3	Understanding logistics and shipping characteristics.	PO5, PO6, PO7	
CO4	Understanding logistics and shipping procedures and pricing.	PO4, PO5	
CO5	Understanding the role of IT in International business.	PO3, PO8	

Reading List	
1.	Supply chain management: An international journal, Emerald.
2.	Industrial marketing management, Elsevier.
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html
References Books	
1.	Justin Paul & Rajiv Aserkar(2010). Export Import Management : Oxford University Press.
2.	Rama Gopal C.(2007). Export Import Procedures - Documentation And Logistics New Age International.
3.	Usha Kiran Rai.(2007) Export-Import and Logistics Management : PHI Learning Pvt. Ltd.
4.	Export Business-A Beginner's Guide: A practical guide for starting export business: Notion Press,2020
5.	India's Trade Analytics: Patterns And Opportunities: Sage India Pvt Ltd.2019.
Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M					M		M
CO 2			M	S				
CO 3					M	S	M	
CO 4				S	S			
CO 5			M					S

S-Strong M-Medium L-Low

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Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
III	23P3LMSS3	Soft Skills III – Leadership and Team Building Skills	2	2

Course Objectives	
1	To understand the characteristics, style, traits of leaders, and theories of leadership.
2	To learn more about self-leadership and developing team-building skills through case studies and examples.
3	To understand how to form, manage and lead the team.
4	To understand the measures of conflict in a team
5	To explore team roles & processes in developing and managing a team

UNIT	Details	No. of Hours	Course Objectives
I	Leadership Theories: Nature of leadership theories & models of leadership - attributes of effective leaders - traits of leadership - interpersonal competence & leadership	6	C1
II	Leadership Styles: Leadership qualities -styles of leadership - attitudes-role models & new leadership - cultural differences and diversity in leadership - leader behaviour leadership in different countries- leadership ethics & social responsibility.	6	C2
III	Leadership Skills: Leadership skills - Leadership & management - transactional & transformational in leadership -Strength based leadership in practice - Tasks & Relationship approach in leadership - influence tactics of leaders- motivation and coaching skills. Establishing constructive climate- listening to out group members-communication and conflict resolution skills.	6	C3
IV	Team Work: Working in group & teams - characteristics of effective team- types- team development: Tuckman's team development stages- Belbin team roles - Ginnett - team effectiveness leadership model.	6	C4
V	Exploring team roles & processes: mapping the stages of group development -Building: and developing teams-overcoming resistance coping and conflict and Ego-leading a team managing meetings.	6	C5
Total		30	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Critical understanding of theories and concepts of leadership and teamwork in organizations	PO4, PO5, PO6, PO7
CO2	Critical awareness of the importance of teamwork and development of the skills for building effective teams	PO4, PO5, PO6, PO7
CO3	Understanding of the techniques and practical understanding of how to apply theories and concepts to improve leadership skills.	PO2, PO4, PO5, PO6, PO7
CO4	Development of skills in effective leadership and professional communication	PO4, PO5, PO6, PO7

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CO5	Demonstrate effective written communication skills for plans, strategies and outcomes.	PO4, PO6, PO7
Reading List		
1.	Uday Kumar Haldar, Leadership and Team Building,	
2.	D.K. Tripathy, Team Building and Leadership with Texts and Cases, Himalaya Publishing House, 2014	
3.	International Journal on Leadership, Publishing India Group	
4.	International Journal of Organizational Leadership, CIKD	

References Books	
1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noulia: HarperCollins
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.
5.	Travis, R. (2013). Tech Etiquette: OMG, 2 Edition, RLT Publishing.
6.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				S	S	S	S	
CO 2				S	S	S	S	
CO 3		S		S	S	S	S	
CO 4				S	S	S	S	
CO 5				S		S	S	

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM19	Strategic Logistic Management	3	4

Course Objectives	
1	Able to understand the concept of strategy
2	Able to understand the process of environmental analysis
3	Able to understand the concept of business level strategy
4	Able to understand the strategy analysis and choice
5	Able to understand the strategy analysis and control

UNIT	Details	No. of Hours	Course Objectives
I	Strategy: Introduction - Strategic planning and strategic management: Levels of strategic planning - Process of strategic planning - dimensions of strategic decisions - Strategic management process	9	C1
II	Environmental analysis: environmental scanning - Industry analysis - Competitive analysis -Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis-Strategy formulation/ alternatives: Corporate strategies: grand strategies- stability, expansion, retrenchment and combination	9	C2
III	Business level strategies: - acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies	9	C3
IV	Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership	9	C4
V	Strategic evaluation and control: Balanced Score Card approach –EVA and MVA - ERP– Stake holder analysis – Systems thinking approach, Strategic control - operational control - process and Techniques.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To understand the concept of strategy	PO1, PO2, PO6
CO2	To understand the process of environmental analysis	PO1, PO5
CO3	To understand the concept of business level strategy	PO5, PO6, PO7
CO4	To understand the strategy analysis and choice	PO3, PO5
CO5	To understand the strategy analysis and control	PO3, PO8

Reading List	
1.	International Journal of Operations & Production Management. Emerald.
2.	International Journal of Physical Distribution & Logistics Management, Emerald.
3.	Logistics Information Management, Emerald.
4.	Journal of business logistics, Pro Quest.

References Books	
1.	Azhar Kazmi. (2007). Strategic Management and Business Policy – 3 rd Edition: Tata McGraw Hill. New Delhi.
2.	R. Srinivasan. (2007). Strategic Management - 3rd Edition: Prentice Hall India, New Delhi.
3.	Thomson, Strickland & Pearson. (2005). Strategic Management: Tata McGraw Hill, New Delhi. V.S., 2 nd Edition
4.	Ramasamy& S. Namakumari. Strategic Planning-Formulation of corporate strategy: Macmillan India pvt ltd, 2001
5.	James R Stock, Douglas Lambert Strategic Logistics Management - McGraw-Hill Higher Education; 4th edition (1 April 2001)

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	M	M				M		
CO 2	M				M			
CO 3					M	M	M	
CO 4			S		S			
CO 5			S					S

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM20	Distribution Management	3	4

Course Objectives			
1	To develop an understanding of logistics operating areas and their interrelationship.		
2	To develop an understanding of planning and decision making and process steps.		
3	To study the nature of organizing structure in distribution.		
4	To study the structure of distribution organization and its leadership and Control		
5	To study Business Ethics of the organization.		
UNIT	Details	No. of Hours	Course Objectives
I	Introduction to Distribution Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – System perspective. Physical distribution trends in India. Transportation: Scope – principles of transportation function – relationship of transportation to other business functions.	9	C1
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations –Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models	9	C2
III	Nature of Organizing: Organization Structure and Design - Authority Relationships –Delegation of Authority and Decentralization –Interdepartmental Coordinator–emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design–Mechanisticvs. Adoptive Structures–Formal and Informal Organization. Span of control–Pros and Cons of Narrow and Wide Spans of Control–Optimum Span –Managing Change and Innovation.	9	C3
IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control–Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards–Measurements of Performance – Remedial Action - An Integrated Control system in an Organization –Management by Exception (MBE)	9	C4
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit – Business Ethics and-CSR Models.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understanding of logistics operating areas and their interrelationship.	PO4, PO6, PO8
CO2	Understanding of planning and decision making and process steps.	PO1, PO2
CO3	Understanding the nature of organizing structure in distribution.	PO5, PO6, PO7
CO4	Understanding the structure of distribution organization and its leadership and Control	PO4, PO5, PO7
CO5	Understanding Business Ethics of the organization.	PO3, PO8
Reading List		
1.	Supply chain management and advanced planning, Springer.	
2.	Supply chain management: An international journal, Emerald.	
3.	Industrial marketing management, Elsevier.	
4.	Journal of Business logistics, Wiley online.	
References Books		
1.	Alan Ruston, Phil Crouches, Peter Baker.(2014)The Handbook of Logistics and Distribution Management:kogan page India New Delhi.	
2.	D K Agrawal. (2007). Distribution and Logistics Management: A Strategic Marketing Approach: Macmillan publishers. India.	
3.	KapoorSatis K &KansalPurva.(2003) Basics of Distribution Management: A Logistical Approach: Prentice HALL of India.	
4.	Basics of distribution management: a logistics approach by purvakansal and Satis K. Kapoor, 2003.	
5.	The strategy of distribution management, by Martin Christopher , 1985	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3					M	M	M	
CO 4				S	S		S	
CO 5			S					S

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM21	Multi - Modal Transportation	3	4

Course Objectives			
1	To understand various tariffs applicable in sea/air/rail/road/pipeline transportation		
2	To examine about Multimodal Trade Route		
3	To understand the corporate structures in Multimodal		
4	Able to understand the concept of International Conventions		
5	Able to understand the marketing of Multimodal Transport		
UNIT	Details	No. of Hours	Course Objectives
I	Multi Modal Transportation: Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, Modal interfaces - Function of infrastructure in various modes - Ports, airports, inland depots, railheads - Intermodal systems – road/rail/ sea - sea/ air - road/ air - road / rail.	9	C1
II	Multimodal Trade Routes: Multimodal trade routes – factors affecting Mode and Route choices, Multimodal transport operators – Types of Vessel Operators –Other provisions through Transport services.	9	C2
III	Corporate Structures In Multimodal: Corporate structures in Multimodal Transport, Pricing aspects in transport modes - price measurements –relationship between price and demand - importance of revenue and cash flow - pricing strategies - Calculation of through transport pricing - Multimodal carrier service contracts - Modern Freight Tariffs, Tracking the Container Fleet.	9	C3
IV	International conventions: pertaining to multimodal transport - Hague Rules – Hague V is by Rules - Hamburg Rules - Rotterdam Rules - CMR - CIM - TIR - Warsaw Convention - Montreal convention -Regulations regarding Carriage of Dangerous Goods by various modes	9	C4
V	Marketing of Multimodal Transport: Indian Multimodal Act-1993, Conventions related to Multi modal transport-Cargo liability conventions, Conventions relating to Dangerous Goods-Customs conventions-Statutory Regulations and Restrictions -National and International restrictions on the movement of goods-WTO. Measurement of quality of services - Importance of Quality management systems (ISO 9000) - Application of Total Quality Management (TQM) - Benchmarking.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Evaluate the multimodal and intermodal transportation and the maritime transportation.	PO1, PO2
CO2	To understand about Multimodal Trade Route	PO1, PO2, PO3, PO8
CO3	To understand the corporate structures in Multimodal	PO5, PO6, PO7
CO4	To understand the concept of International Conventions	PO4, PO5
CO5	To understand the marketing of Multimodal Transport	PO3, PO8
Reading List		
1.	Journal of Logistics Management, in genta.	
2.	Periodicals of Engineering and Natural Sciences	
3.	The International Journal of Logistics Management, emerald.	
4.	Advances in Logistics and Supply Chain Management, springer.	
References Books		
1.	Hutchinson B.G. (2013). Principles of Urban Transport Systems Planning: McGraw Hill Book Company (latest edition).	
2.	Jotin Khisty C & Kent Lall B. (1998). Transportation Engineering: An Introduction: Prentice. Hall International, Inc. 12th Edition	
3.	A simulation instructor's handbook: the learning game. Nautical Institute, 2010 Clark, Ian. Stability, trim and strength for merchant ships and fishing vessels (2nd edn). Nautical Institute, 2008	
4.	Bray, Capt David. DP operator's handbook: a practical guide. Nautical Institute, 2009 Carson-Jackson, Jilian, 3 rd Edition	
5.	Michiel Spanjaart(2017) multimodal transport law, 1st edition rout ledge, Singapore.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1	S	S						
CO 2	M	S	S					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM22	Logistics Infrastructure	3	4

Course Objectives			
1	To study about the salient logistics infrastructure and environment.		
2	To study about the technical infrastructure and web.		
3	To study about the modes of transportation and the infrastructure.		
4	To study about the storage operations and control.		
5	To study about Infrastructure and Layout Of Container Terminals		
UNIT	Details	No. of Hours	Course Objectives
I	Infrastructure: Salient Features - Importance - Types - Commercialization of Infrastructure - Infrastructure and Environment - Infrastructure and the poor-Policy framework - Indian Scenario - Phases of project development - Slow progress.	9	C1
II	Technology Infrastructure :Internet and World Wide Web, internet protocols-FTP, intranet and extranet, Cloud Service Models – SAAS, PAAS, IAAS, Cloud Deployment Models – Public Cloud, Private Cloud, Hybrid Cloud, Auto-Scaling in the Cloud, Internet information publishing technology-basics of web sever hardware and software.	9	C2
III	Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness–3PLadvantages – Indian transport infrastructure – IT solutions–EDI, e-Commerce, e- Procurement – Bar Coding and RFID technology	9	C3
IV	Storehouse Operations and Control: Introduction, Objectives, Storehouse Operations and its Objectives, Daily Activities of Stores, Organizing a Store, Store Location and Layout, Selecting appropriate storage system, Centralisation, Decentralisation and variety reduction of stores, Store Housekeeping, Stores Accounting	9	C4
V	Infrastructure and Layout Of Container Terminals: Infrastructure and layout of container terminals - Berth and quay characteristics- Apron width, quay crane rails - Container yard size, layout and markings Container Freight Station (CFS) - Gates, offices, maintenance facilities, fencing and traffic control. Types and purpose of equipment used in container terminals - Ship to shore handling equipment – Yard equipment for transfer, storage and delivery - CFS and other terminal equipment, Terminal automation.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Understanding the salient logistics infrastructure and environment.	PO4, PO6, PO8
CO2	Understanding about the technical infrastructure and web.	PO1, PO2
CO3	Understanding about the modes of transportation and the infrastructure.	PO5, PO6, PO7
CO4	Understanding about the storage operations and control.	PO4, PO5
CO5	Understanding about Infrastructure and Layout Of Container Terminals	PO3, PO8
Reading List		
1.	https://www.projectmanager.com/blog/purchase-management	
2.	Supply chain management: An international journal, Emerald.	
3.	Industrial marketing management, Elsevier.	
4.	https://www.procurementexpress.com/purchase-orders/purchasing-management/	
References Books		
1.	David Simchi, Levi, Philip Kaminsky, Ravi Shankar. (2010). Designing & Managing the Supply Chain: Tata Mc Graw Hill. 14 th Edition JOSHI R. N. (2013).	
2.	Public Private Partnership in Infrastructure: Perspectives, Principles and Practices: Vision Books. New Delhi .K. Hariharan. (2007).	
3.	Containerization, Multimodal Transport and Infrastructure Development in India: Shroff Publishers and distributors Pvt. Ltd. 5th Edition.	
4.	Lean Logistics: High velocity Logistics Infrastructure and C-5 Galaxy Timothy L. Ramey,1999.	
5.	The fundamentals of military logistics: a primer of the logistics infrastructure,2005.	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				M		M		M
CO 2	M	S						
CO 3		S			M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM23	Shipping Finance And Maritime Insurance	3	4

Course Objectives			
1	Able to understand the Investment Appraisal Concept		
2	Able to understand the Ship Registration, Tax Issues & Depreciation Policies		
3	Able to understand the Classes of Risk Covered by Marine Insurance		
4	Able to understand the General Principles of Marine Insurance.		
5	Able to understand the Principles of Protection & Indemnity (P&I) Insurance		
UNIT	Details	No. of Hours	Course Objectives
I	Investment Appraisal Concept. Project cost (cost & revenue) - The time value of money – net present value & internal rate of return methods of calculation - Return on capital employed. Methods of accounting for depreciation and asset replacement. Financing of Shipping Business: Equity and debt financing – The basic secured loan & how it differs when the asset is a ship – The ship mortgage – Financing of new building ships – Appraising risk on shipping investment.	9	C1
II	Ship Registration, Tax Issues & Depreciation Policies. Swaps and Options in Ship financing – Sale & lease back – Derivatives in shipping finance – Analysis of the share price movements of a public limited company. Sales and purchase of second hand ships: Financing of secondhand ships – Analysis of standard Ship Sale & Purchase contracts – Role of ship sale brokers – Demolition market dynamics.	9	C2
III	Classes of Risk Covered By Marine Insurance. Hull & Machinery - Disbursements and increased value of hull – Ship owners’ third party liability (including collision liability, contact damage to the property, death and personal injury, pollution liability) - Excess liabilities in hull insurance - Protection and Indemnity - Mortgagees indemnity - Employee liability - Freight at risk and Freight for Hire - Cargo insurance - Cargo liability - War and Strikes risks – hulls - War risks – cargo - Strikes risks - cargo.	9	C3
IV	General Principles Of Marine Insurance. Marine insurance market structure – Effecting marine insurance cover – Types of marine insurance covers – Institute clauses – war & strike clauses – Marine insurance claim process – Marine Insurance claim during General average situations.	9	C4
V	Principles Of Protection & Indemnity (P&I) Insurance. Types of P&I covers available & their modes of operation – Third party liability claims processing – Insurance cover for Pollution claims – Insurance cover for professional indemnity.	9	C5
Total		45	

Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	To thoroughly understand the Investment Appraisal Concept	PO1, PO2
CO2	To understand the process of Ship Registration, Tax Issues & Depreciation Policies	PO1, PO2, PO3, PO8
CO3	To understand the Classes of Risk Covered by Marine Insurance	PO5, PO6, PO7
CO4	To understand the procedural General Principles of Marine Insurance.	PO4, PO5
CO5	To understand the Principles of Protection & Indemnity (P&I) Insurance	PO3, PO8
Reading List		
1.	Supply chain management: An international journal, Emerald.	
2.	Industrial marketing management, Elsevier.	
3.	https://www.marineinsight.com/maritime-law/required-documentation-for-shipping-complete-list/	
4.	https://uncitral.un.org/en/texts/transportgoods	
References Books		
1.	Shipping Finance, Graham Burns and Stephenson Harwood, Publisher: Euromoney Books, 2 nd Edition,	
2.	Ship Finance: Credit expansion and the Boom Bust Cycle, Peter Stokes, Publisher: Lloyd's of London Press, 2 nd Edition, 1997	
3.	Ship Sale and Purchase, Lain Goldrein QC and Paul Turner, Publisher: Lloyd's of London Press, 6 th Edition, 2012	
4.	Marine Insurance: Law and Practice - Francis D Rose., Publisher: Lloyd's of London Press, 2 nd Edition, 2013	
5.	General Average : Law and Practice - Francis D Rose, Publisher: Lloyd's of London Press, 3 rd Edition, 2017	
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1			S	S				
CO 2	M	S	S					S
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low

M.B.A. Logistic and Supply Chain Management

Semester	Course Code	Course Title	House of Teaching / Cycle	No. of Credits
IV	23P4LM24	Packaging and Material Handling	3	4

Course Objectives			
1	To study about types of packaging materials and design.		
2	To study about Functions and Essentials of Packaging.		
3	To study about consumer packaging Identification codes, bar codes, and electronic data interchange.		
4	To study about Packing Considerations: Protection, Convenience, Environment, Use/Re-use- Cost and Competition.		
5	To study about Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.		
UNIT	Details	No. of Hours	Course Objectives
I	Packaging/Packing Materials & Components: Various Materials/Metals Flexible, Folding, Insulated, Corrugated Packing Materials-Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet- Security printing-Stretch wrap –Time temperature indicator- Tinplate. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry- Packaging Demands of Industrial Users-Technology Trends in Packaging Industry – Aseptic processing - Authentication-Automatic identification and data capture - Blow fill seal - Blow molding -Containerization -Electronic article surveillance -Graphic Design -Induction sealing -Plastic welding - Printing	9	C1
II	Packaging: Meaning, Functions and Essentials of Packing- Packaging: Meaning, Functions and Essentials of Packaging- Difference between Packing and Packaging-Packing for Storage- Packing for Overseas Shipment-Packing for Inland Transportation- Packaging for Product content Protection-Test of packaging: Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost	9	C2
III	Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging – Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels. Heavy, Medium and small Packaging- Active packaging-Child-resistant packaging Pilfer/Tamper Evident/Proof Packaging-Product-Packaging compatibility- Pharma Packaging-Food Packaging- Electronic goods Packaging- FMCG packaging- Heavy engineering Goods/Equipment Packaging.	9	C3

M.B.A. Logistic and Supply Chain Management

IV	Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition – Packing as a systems approach to Logistics- Transport/Storage Requirements-Physical, Chemical Environmental, Biological Nature of the Products Packing as Protection Against Hazards- Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors- Packaging for Marketing and Visual Appeal-Biodegradation -Recycling: Glass, Plastic &Paper-Reuse- Sustainable packaging - Waste management.	9	C4
V	Packaging Economics: Packaging Cost Vs Product cost- Cost Reduction in Packaging. Packing for Inventory Control, Value Analysis- Packing and Value Engineering, Packaging Laws- Consumer Protection in Food Packaging, Marking and Labeling, Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging. Quality assurance-Radio-frequency identification -Track and trace -Vacuum forming Verification and validation - Barcode printer - Barcode reader - Bottling line –Carton machine- Check weighed -Conveyor system -Heat gun - Heat sealer - Industrial robot Injection molding machine –Logistics automation	9	C5
Total		45	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Understanding types of packaging materials and design.	PO1, PO6, PO8	
CO2	Understanding Functions and Essentials of Packaging.	PO3, PO4	
CO3	Understanding consumer packaging Identification codes, bar codes, and electronic data interchange.	PO5, PO6, PO7	
CO4	Understanding Packing Considerations: Protection, Convenience, Environment, Use/Re- use- Cost and Competition.	PO4, PO5	
CO5	Understanding Eco friendly Packaging for Exports- Scientific Packaging-Standardization in Packaging.	PO3, PO8	
Reading List			
1.	Supply chain management: An international journal, Emerald.		
2.	Industrial marketing management, Elsevier.		
3.	https://in.sagepub.com/en-in/sas/export-and-import-management/book276434		
4.	https://www.ettintl.com/blog/Why-Export-Import-Management-Course-Is-Important.html		
References Books			
1.	Calver G. (2003). What Is Packaging Design: Rot vision.		
2.	Dean D. A. (2000). Pharmaceutical Packaging Technology: Taylor & Francis.		
3.	McKinley A. H. (2004) Transport Packaging: IoPP.		
4.	Robertson G. L. (2005). Food Packaging.		
5.	Introduction to Materials Management Eighth Edition By Pearson, 2017.		

Methods of Assessment	
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1		M				M		M
CO 2			S	S				
CO 3					M	M	M	
CO 4				S	S			
CO 5			S					S

S-Strong M-Medium L-Low