

# Study & Evaluation Scheme

of

## Master of Business Administration

with Specialization

## Supply Chain Management and Logistics

in

## Collaboration with Safeducate

(An Education wing of Safexpress Pvt. Ltd.)

[Applicable w.e.f. Academic Session 2017-18 till revised]



**TEERTHANKER MAHAVEER UNIVERSITY**

N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001

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# TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U.P. Act No. 30, 2008)

Delhi Road, Bagarpur, Moradabad (U.P.)

## Study & Evaluation Scheme of Master of Business Administration

### SUMMARY

<b>Programme</b>	<b>: MBA (SCM and Logistics) with Safeducate</b>
<b>Duration</b>	<b>: Two Years full time (Four Semesters)</b>
<b>Medium</b>	<b>: English</b>
<b>Minimum Required Attendance</b>	<b>: 75%</b>
<b>Credits:</b>	
<b>Maximum Credits</b>	<b>: 130</b>
<b>Minimum Credits Required for Degree</b>	<b>: 126</b>
<b>Assessment:</b>	

Evaluation			Internal	External	Total
Theory			40	60	100
Practical/ Dissertations/ Project Reports/OJT			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance	Total
Best two out of three					
10	10	10	10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	

*To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to clear the semester*

### **Question Paper Structure**

- The question paper shall consist of SIX questions. Out of which first question shall be of short answer type (not exceeding 50 words) and will be compulsory. Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weight age 2 marks each)*
- The remaining five questions shall have internal choice. The weight age for each question shall be 10 marks.*

# Study & Evaluation Scheme

## Program: MBA

### Semester I

S.N	Course	Subject	TMU/ SAFEDUCATE	Periods			Credit	Evaluation Scheme		
	Code			L	T	P		Internal	External	Total
1	MBA101	Principles of Management	TMU	4	0	0	4	40	60	100
2	MBA131	Computer Fundamentals, Internet, & MS-Office	TMU	3	2	0	4	40	60	100
3	MBA103	Managerial Economics	TMU	4	0	0	4	40	60	100
4	MBA199	English Communication & Soft Skill-I	TMU	3	0	2	4	50	50	100
5	MBA106	Financial Accounting	TMU	3	2	0	4	40	60	100
6	MBA116/ MBA205	Human Resource Management	TMU	4	0	0	4	40	60	100
7	MBA151	Computer Fundamental (Practical)	TMU	0	0	4	2	50	50	100
<b>Total</b>				<b>21</b>	<b>4</b>	<b>6</b>	<b>26</b>	<b>300</b>	<b>400</b>	<b>700</b>

### Semester II

S.N	Course	Subject	TMU/ SAFEDUCATE	Periods			Credit	Evaluation Scheme		
	Code			L	T	P		Internal	External	Total
1	MBA201	Marketing Management	TMU	4	0	0	4	40	60	100
2	MBA202	Business Research	TMU	4	0	0	4	40	60	100
3	MBA203	Production and Operations Management	TMU	4	0	0	4	40	60	100
4	MBA206	Cost and Management Accounting	TMU	4	0	0	4	40	60	100
5	MBA216/ MBA104	Business Statistics	TMU	4	0	0	4	40	60	100
6	MBA217/ MBA107	Business Environment	TMU	4	0	0	4	40	60	100
7	MBA218/ MBA108	Organizational Behaviour	TMU	4	0	0	4	40	60	100
8	MBA251	Comprehensive Viva- Voce	TMU	0	0	0	4	50	50	100
9	MBA299	English Communication & Soft Skill-II	TMU	3	0	2	4	50	50	100
<b>Total</b>				<b>31</b>	<b>0</b>	<b>2</b>	<b>36</b>	<b>380</b>	<b>520</b>	<b>900</b>

### Semester III

S. N	Course Code	Subject	TMU/ SAFEDUCATE	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA321	Strategic Supply Chain Management	SAFEDUCATE	4	2	0	5	40	60	100
2	MBA322	Logistics Management & information system	SAFEDUCATE	5	0	0	5	40	60	100
3	MBA323	Warehouse Management	SAFEDUCATE	5	0	0	5	40	60	100
4	MBA324	Documentation and Indirect Taxation	SAFEDUCATE	3	0	0	3	40	60	100
5	MBA325	Global Trade Operation & Forwarding	SAFEDUCATE	4	2	0	5	40	60	100
6	MBA326	Commercial Geography	SAFEDUCATE	4	2	0	5	40	60	100
7	MBA327	Recent trends in SCM	SAFEDUCATE	4	0	0	4	40	60	100
8	MBA352	On the Job Training -I	SAFEDUCATE	0	0	0	4	20	80	100
<b>Total</b>				<b>29</b>	<b>6</b>	<b>0</b>	<b>36</b>	<b>300</b>	<b>500</b>	<b>800</b>

### Semester IV

S.N	Course Code	Subject	TMU/ SAFEDUCATE	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	MBA421	On the Job Training-II	SAFEDUCATE	0	0	0	32	20	80	100
<b>Total</b>				<b>0</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>20</b>	<b>80</b>	<b>100</b>

**Note:-**

**L – Lecture**  
1L=1 Hour

**T- Tutorial**  
1T= 1 Hour

**P- Practical**  
1P= 1 Hour

**C-Credits**  
1C = 1 Hour of Theory Paper  
1C = 2 Hour of Practical / Tutorial

# MBA (SCM) - Semester I

## PRINCIPLES OF MANAGEMENT

Course Code: MBA101

L-4, T-0, P-0 C-4

**Objective:** The basic objective of this course is to provide the knowledge of basic concepts and principles of management.

### Unit-wise Course Contents:

**1. Fundamentals of Management:** Concept, Nature, Importance; Management: As an Art and Science, Management as a Profession, Management Vs. Administration, Management Skills, Levels of Management, Characteristics of Quality Managers. Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Social System Approach, Decision Theory Approach. Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.

**(10 Hours)**

**2. Management Functions:** Introduction to Functions of Management, Planning: Nature, Scope, Objectives, Significance, Types, Process, Barriers to Effective Planning, Planning Premises and Forecasting, Key to Planning, Decision Making. Organizing: Concept, Organization Theories, Forms of Organizational Structure, Combining Jobs: Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Organizational Design.

**(8 Hours)**

**3. Staffing and Directing:** Concept, System Approach, Manpower Planning, Job Design, Recruitment and Selection, Training and Development, Performance Appraisal. Directing: Concept, Direction and Supervision. Basics of Motivation: Concept, Motivation and Performance, Theories of Motivation, Approaches for Improving Motivation, Pay and Job Performance, Quality of Work Life, Morale Building, Sustained Motivation.

**(10 Hours)**

**4. Leadership:** The Core of Leadership: Influence, Functions of Leaders, Leadership Style, Leadership Development. Communication: Process, Importance, Channels, Barriers to Communication, Communication and management, Role of communication in managerial effectiveness.

**(6 Hours)**

**5. Controlling:** Concept, Types of Control, Methods: Pre-control, Concurrent Control, Post-control, An Integrated Control System, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control, Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs.

**(6 Hours)**

### Text Books:

1. Stoner, Freeman and Gilbert Jr, *Management*, Prentice Hall of India.
2. Koontz, *Principles of Management*, Tata McGraw Hill, 2008.

### Reference Books:

1. Robbins S.P. & Decenzo David A., *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education.
2. Hillier Frederick S. & Hillier Mark S., *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*, Tata McGraw-Hill

\* **Latest editions of all the suggested books are recommended.**

# Semester I

## Computer Fundamentals, Internet, & MS-Office

Course Code: MBA131

L-3, T-2, P-0, C-4

**Objective:** To give the basic knowledge of Computer hardware, Internet and application software with DOS keys to the students.

### Course Contents

#### Unit I:

**Introduction and Definition of Computer:** Computer Generation, Characteristics of Computer, Advantages and Limitations of a computer, Classification of computers, Functional components of a computer system (Input, CPU, Storage and Output Unit), Types of memory (Primary and Secondary) Memory Hierarchy. Hardware: a) Input Devices- Keyboard, Mouse, Scanner, Bar Code Reader b) Output Devices – Visual Display Unit (VDU), Printers, Plotters etc. Software: Introduction, types of software with examples, Introduction to languages, Compiler, Interpreter and Assembler. Number System: Decimal, Octal, Binary and Hexadecimal Conversions, BCD, ASCII and EBCDIC Codes  
(8 Hours)

#### Unit II:

**MS – DOS:** Getting Started on DOS with Booting the System, Internal Commands: CHDIR(CD),CLS, COPY, DATE, DEL(ERASE), DIR, CHARACTER, EXIT,MKDIR(MD), REM, RENAME(REN), RMDIR(RD), TIME, TYPE, VER, VOL, External Commands: ATTRIB, CHKDSK, COMMAND, DOSKEY, EDIT, FORMAT,HELP, LABEL, MORE, REPLACE, RESTORE, SORT, TREE, UNDELETE, UNFORMAT,XCOPY.

**Introduction of Internet:** History of internet, Web Browsers, Searching and Surfing, Creating an E-Mail account, sending and receiving E-Mail.  
(8 Hours)

#### Unit III:

**MS Word:** Starting MS WORD, Creating and formatting a document, Changing fonts and point size, Table Creation and operations, Autocorrect, Auto text, spell Check, Word Art, Inserting objects, Page setup, Page Preview, Printing a document, Mail Merge.  
(8 Hours)

#### Unit IV:

**MS Excel:** Starting Excel, Work sheet, cell inserting Data into Rows/ Columns, Alignment, Text wrapping , Sorting data, Auto Sum, Use of functions, Cell Referencing form, Generating graphs, Worksheet data and charts with WORD, Creating Hyperlink to a WORD document, Page set up, Print Preview, Printing Worksheets.  
(8 Hours)

#### Unit V:

**MS-POWERPOINT:** Starting MS–Power Point,, Creating a presentation using auto content Wizard, Blank Presentation, creating, saving and printing a presentation, Adding a slide to presentation, Navigating through a presentation, slide sorter, slide show, editing slides, Using Clipart, Word art gallery, Adding Transition and Animation effects, setting timings for slide show, preparing note pages, preparing audience handouts, printing presentation documents.  
(8 Hours)

### Course outcomes:

After studying this course, you should be able to:

- Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components
- Understand the difference between an operating system and an application program, and what each is used for in a computer
- Describe some examples of computers and state the effect that the use of computer technology has had on some common products
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets, presentations with their properties.
- Experience working with email and recognize email netiquette.

### Text Books:

1. Sinha P.K., Computer Fundamentals, BPB Publishing.
2. Bill Bruck., The Essentials Office 2000 Book, BPB Publishing.
3. Leon A. & Leon M., Introductions to Computers, Vikas Publications.

**Reference Books:**

1. Peter Norton\_s, Introductions to Computers, Tata McGraw Hill.
2. Price Michael, Office in Easy Steps, TMH Publication.

**\*Latest editions of all the suggested books are recommended.**

# MBA (SCM) - Semester I MANAGERIAL ECONOMICS

**Course Code: MBA103**

**L- 4, T-0, P-0, C-4**

**Objective:** The course intends to develop a perspective necessary for the application of modern economic concepts, percepts, tools and techniques in evaluating business decisions taken by a firm.

**Unit-wise Course Contents:**

- 1. Introduction:** Nature, scope and significance of managerial economics, its relationship with other disciplines; Role of managerial economics in business decisions; Fundamental economic concepts, incremental principle, opportunity cost principle, discounting principle, equi-marginal principle, time value of money.

**(6 Hours)**
- 2. Demand Analysis and Consumer Behavior:** Demand functions - Generalized demand function and demand function, individual and market demand functions, law of demand, determinants of demand; Elasticity of demand - meaning, importance in business decisions and its measurement; Cardinal and Ordinal approaches to consumer behavior; Demand forecasting -its significance and techniques.

**(9 Hours)**
- 3. Production and Cost Analysis:** Production function - meaning and significance; short run and long run production analysis; Empirical estimation of production functions; short and long run cost function - their nature, shape and inter-relationship; Empirical estimation of cost function; Economies of scale and scope.

**(9 Hours)**
- 4. Theory and Behaviour of Firm:** Different market structures and their characteristics, Profit maximization objective, Alternative objectives of business firms, short run and long run price -output decisions under perfect competition, monopolistic competition, monopoly and oligopoly; Pricing strategies - full - cost pricing, product line pricing, price skimming and penetration pricing.

**(9 Hours)**
- 5. Macroeconomics:** National Income, Concepts and methods of its measurement; Inflation -demand pull and cost push inflation, effects of inflation, control of inflation; Business cycles -nature and phases of business cycle, policies to control business cycles.

**(7 Hours)**

**Text Books:**

1. Dwivedi, D.N., *Managerial Economics*, Vikas Publishing House Pvt. Ltd., New Delhi. Ed.
2. Vaish M.C., *Macro Economic Theory*, Vikas Publishing House Pvt. Ltd.
3. Dhingra I.C., *Managerial Economics*, S. Chand Publishers, New Delhi. Ed.

**Reference Books:**

1. Christopher R. Thomas & S. Charles Maurice, *Managerial Economics*, Tata McGraw - Hill, New Delhi.
2. Petersen Craig H. et al., *Managerial Economics*, Pearson Education.

**\* Latest editions of all the suggested books are recommended.**

## MBA (SCM) - Semester I

### ENGLISH COMMUNICATION & SOFT SKILLS-I

Course code: MBA 199

L-3, T-0, P-2, C-4

**Objective-** The objective of the course is to impart basic knowledge of English Language and Communication.

#### Course Content:

##### Module – 1

##### Significance of English Language

4 Hours

- a) Role and importance of English language in corporate.
- b) Language as a tool of communication.

##### Module -2

##### Vocabulary Building

10 Hours

- a) Word Formation Methods
  - i. Prefix
  - ii. Suffix
  - iii. Conversion
  - iv. Compounding
- b) Homophones
- c) One word Substitutes
- d) Words often confused

##### Module -3

##### Fundamentals of English Language

12 Hours

- e) Parts of Speech
- f) Basic Auxiliaries and Modals
- g) Tenses

##### Module – 4

##### Self Enhancement Skills

14 Hours

- a) Understanding self
- b) Self introduction
- c) Introducing others
- d) Managing Emotions
- e) Understanding Roles
- f) Basic etiquettes at college premises

*(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)*

#### Learning Outcomes-

Students will be able to

- Know the importance of English Language for their future and start feeling, thinking and living with English.
- Use different words in different situations and be aware of impurities concerning the usage of words.
- Communicate with confidence.
- Exercise the correct use of grammar in their written and spoken English.
- Introduce themselves and others.
- Build a proper attitude required for overall development of a professional.

**Evaluation & Assessment:** The students will be evaluated on all four parameters of LSRW

<i>External Exam</i>	<i>Internal Assessment</i>	<i>Total</i>
50	50	100

**Internal Assessment: 50**

<i>Best 2 out of Three CTs</i>	<i>Attendance</i>	<i>Workbook Assignments &amp; Viva</i>	<i>Total</i>
20	10	10+10	50

*Viva to be carried out by external faculty from within the university.*

**Reference Books:**

- ✓ ILFS Bi-lingual Course in Basic English, ILFS Skill Development Corporation
- ✓ English Grammar Composition & Usage by J.C. Nesfield, Macmillan Publishers
- ✓ The Business letters by Madan Sood, Goodwill Publishing House, New Delhi
- ✓ Communication Skills by Sanjay Kumar & PushpLata, Oxford University Press
- ✓ Taylor Grant, *English Conversation Practice*, Tata McGraw Hill New Delhi.
- ✓ Mohan Krishna and Banerji Meera, *Developing Communication Skills*, MacMillan India Ltd., Delhi.

# MBA (SCM) - Semester I FINANCIAL ACCOUNTING

Course Code: MBA106

L- 3, T-2, P-0, C-4

**Objective:** The basic purpose of this course is to learn the basic accounting concepts, and tools of financial analysis.

## Unit-wise Course Contents:

1. **Financial Accounting:** Meaning, nature and importance. Accounting cycle, accounting equation. Journal, Ledger and Trial Balance. **(8 Hours)**
2. **Preparation of Final Accounts:** Manufacturing Accounting, Trading Account, Profit and Loss Account, Profit and Loss appropriation Account, Balance Sheet (with adjustments). Depreciation Accounting. **(10 Hours)**
3. **Analysis of Financial Statement:** Meaning and importance Ratio analysis, Profitability ratios, Activity ratios, Liquidity ratios, Long-term solvency ratios, Common size statement, Comparative statements and Trend analysis. **(10 Hours)**
4. **Funds Flow Statement:** Meaning and importance, Preparation of schedule of changes in working capital; Preparation of funds flow statement and its analysis. **(6 Hours)**
5. **Cash Flow Statement:** Meaning and importance- various cash and non-cash transactions, Flow of cash, Preparation of cash flow statement and its analysis. **(6 Hours)**

**Note:** Case study on practical analysis of Balance Sheets of Joint Stock Companies and Bank **Text Books:**

1. Bhattacharya S.K. & John Dearden, *Accounting for management*, Vikas Publication.
2. Jain S.P. & Narang K.L., *Advanced Accounting*, Kalyani Publication, Revised edition.

## Reference Books:

1. Maheshwari S.N. & Maheshwari S.K., *Corporate Accounting* Vikas Publication,
2. Dr. Arjun Das, *Financial Accounting*- Navyug Publications, Agra
3. Robert Anthony & Hawkins, *Accounting Test and Cases*, Irwin London.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester I**

### **HUMAN RESOURCE MANAGEMENT**

**Course Code: MBA 116/ MBA 205**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic objective of this course is to understand the concepts of human resource management.

**Unit-wise Course Contents:**

- 1. Elements of HRM:** Evolution of HRM, Meaning, Nature and Scope, HRM functions and objectives, Difference between HRM and Personnel Management, Human Resources Development in India, Role of HR managers. Manpower Planning.

**(8 Hours)**
- 2. Job Analysis, Recruitment and Selection:** Job Analysis - Job Description, Job Specification. Recruitment and Selection- Methods and Procedures. Difference between recruitment and selection process.

**(8 Hours)**
- 3. Human Resource Development:** Training and Development- Purpose, Methods and issues of training and management development program, Mentoring and Coaching.

**(8 Hours)**
- 4. Performance and Job Evaluation:** Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation:-concept, methods and types.

**(8 Hours)**
- 5. Job Enrichment:** Promotion, Transfer and Separation: Promotion - purpose, principles and types; Transfer - reason, principles and types; Separation - lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme. Job Enrichment, Job Enlargement, Job rotation.

**(8 Hours)**

**Text Books:**

1. Bratton J. & Gold J., *Human Resource Management: Theory and Practice*, Palgrave.
2. Gomez Mejia et.al, *Managing Human Resources*, Pearson Education.

**Reference Books:**

1. Aswathappa, *Human Resource Management*, Tata McGraw-Hill.
2. Dessler, *Human Resource Management*, Prentice-Hall.

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester I**  
**COMPUTER FUNDAMENTALS**  
**(Practical)**

**Course Code: MBA 151**

**L- 0, T-0, P-4, C-2**

**Objective:** The basic objective of this course is to get familiar with computers.

**Course Contents:**

1. Preparation of Questionnaires, Presentations, Tables based on MS-Word, MS-Excel, MS-PowerPoint.
2. Application of these Softwares for Documentation and Report Generation.
3. Creating Tables, Queries forms, Reports based on Microsoft Access.

**EVALUATION SCHEME**

**Evaluation of Practical Examination: (Computers)**

**Internal Evaluation (50 Marks)**

Each experiment would be evaluated by the faculty concerned on the date of the experiment on a 5 point scale which would include the practical conducted by the students and a viva voce taken by the faculty concerned. The marks shall be entered on the index sheet of the practical file.

**Evaluation:**

**PRACTICAL PERFORMANCE And VIVA  
DURING THE SEMESTER (30 MARKS)**

<b>EXPERIMENT</b>	<b>FILE WORK</b>	<b>VIVA</b>	<b>ATTENDANCE</b>	<b>QUIZ</b>	<b>VIVA</b>	<b>TOTAL INTERNAL</b>
(10 MARKS)	(10 MARKS)	(10 MARKS)	(5 MARKS)	(5 MARKS)	(10 MARKS)	(50 MARKS)

**External Evaluation (50 Marks)**

The External Evaluation would be done by the external faculty based on the experiment conducted during the examination.

<b>EXPERIMENT</b>	<b>FILE WORK</b>	<b>VIVA</b>	<b>TOTAL EXTERNAL</b>
(20 MARKS)	(10 MARKS)	(20 MARKS)	(50 MARKS)

# **MBA (SCM) - Semester II MARKETING MANAGEMENT**

**Course Code: MBA 201**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic objective of this course is to understand the concepts of marketing. **Unit-wise**

**Course Contents:**

- 1. Basics of Marketing:** Introduction, Definition, Importance and Scope of Marketing, Core marketing concepts, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing - Mix, Functions of Marketing Management, Marketing Organizations, Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research. **(8 Hour)**
  
- 2. STP Marketing:** Market Segmentation, Segmenting the Market, Benefits, of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation. Market Targeting - Introduction, Procedure. Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy. **(10 Hours)**
  
- 3. Product Design:** Marketing - Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Product Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC. **(8 Hours)**
  
- 4. Pricing, Distribution, and Promotion Decision:** Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel Distribution, Management of Channels: Current Trends in Wholesaling and Retailing Decision. **(8 Hours)**
  
- 5. Service Marketing Aspect:** A Brief Account of Marketing of Services, Social Marketing, Online Marketing. **(6 Hours)**

**Text Books:**

1. Kotler Philip, *Marketing Management: Analysis, Planning, Implementations and Control*, Pearson Education, New Delhi. 2003, 11<sup>th</sup> edition.
2. Stanton William J., *Fundamentals of Marketing*, McGraw Hill, N. Delhi 10<sup>th</sup> Ed.
3. Kotler Philip & Armstrong Graw, *Principles of Marketing*, Pearson Education, New Delhi 2004.

**Reference Books:**

1. Neelamegham S., *Indian Cases in Marketing*, Vikas Publication, New Delhi.
2. Bull Victor P., *Marketing Management: A Strategic Planning Approach*, McGraw Hill, New York.
3. Czinkota M.R., *Marketing Management*, Pearson Education Asia, New Delhi.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester II BUSINESS RESEARCH**

**Course Code: MBA 202**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic objective of this course is to understand the concepts of business research and its applications.

### **Unit-wise Course Contents:**

- 1. Introduction:** Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. **(8 Hours)**
  
- 2. Process of Research:** Steps Involved in Research Process. Research Design: Various Methods of Research Design. Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member. Collection of Data. **(8 Hours)**
  
- 3. Types of Data:** Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data. **(8 Hours)**
  
- 4. Analysis of Data:** Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages, Hypothesis testing. **(10 Hours)**
  
- 5. Report Preparation:** Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons. Use of SPSS in Data Analysis. **(6 Hours)**

### **Text Books:**

1. Cooper & Schindler, *Business Research Methods*, Tata McGraw Hill.
2. Saunders *Research Methods for Business students*, Pearson Education.
3. Malhotra Naresh K., *Marketing Research*, Pearson Education.

### **Reference Books:**

1. Gravetter, *Research Method for Behavioral Sciences*, Cengage Learning.
2. Beri G.C., *Marketing Research*, Tata McGraw Hill, 4th Edition.
3. Kothari C.R., *Research Methodology Methods and Techniques*, New Age International Publishers.

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester II**  
**PRODUCTION AND OPERATIONS MANAGEMENT**

**Course Code: MBA203**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic objective of this course is to understand the concepts of production and operations management.

**Unit-wise Course Contents:**

- 1. Operations Management:** An overview, Definition of production and operations management, Production Cycle, Classification of operations, Responsibilities of Operations Manager, New Product Development, Product Design, Service Design.  

**(8 Hours)**
  
- 2. Project and Process Planning:** Types in manufacturing: project, jobbing, batch, line, continuous, mass. Plant Location, Layout Planning. Project Management: PERT/CPM, Resource Leveling, Project Scheduling, Forecasting as a planning tool. Productivity and Work study: Method study, Work Measurement, Work sampling and its applications.  

**(8 Hours)**
  
- 3. Production Planning Techniques:** Production Planning techniques, Routing Decisions, Scheduling types and principles, master production schedule, Aggregate Planning. Total Productive Maintenance (TPM), Capacity Planning, Total Preventive Maintenance.  

**(8 Hours)**
  
- 4. Basic Concepts of Quality:** Dimensions of quality, Juran's quality trilogy, Deming's 14 principles, Quality circles, KAIZEN and BPR, Poka - Yokes, Zero Defects. Bird's view of SPC.  

**(8 Hours)**
  
- 5. Materials Flow Control:** Raw Materials and WIP inventory control, JIT purchasing, Lead time control. Manpower Scheduling: Techniques of manpower scheduling. Inventory Management -Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, and FSN.  

**(8 Hours)**

**Text Books:**

1. Adam JrEveretl E.R.J., *Production and Operations Management*, Prentice-Hall.
2. Charry, *Production and Operations Management*, Tata McGraw-Hill.
3. Johnston R. et al, *Cases in Operations Management*, Prentice-Hall.

**Reference Books:**

1. McGregor D., *Operations Management*, McGraw-Hill..
2. Morton, *Production and Operations Management*, Vikas publication.
3. Haleem A., *Production and Operations Management*, Galgotia Books.

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester II**  
**COST AND MANAGEMENT ACCOUNTING**

Course Code: MBA 206

L- 4, T-0, P-0, C-4

**Objective:** The objective of this course is to acquaint students with various concepts of costing and highlight the decision-making and control, focus on managerial accounting.

**Unit-wise Course Contents:**

- 1. Introduction of Cost Accounting:** Meaning, objectives and functions of cost accounting, Role of Costing in decision making, Types of cost; cost concepts; Elements of cost;-Overheads and their Allocation and Apportionment.  

**(8 Hours)**
- 2. Preparation of Cost Sheet:** Methods of Costing, Reconciliation of Cost and Financial Accounting. Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and Break-even analysis, Margin of Safety, key factors, Managerial Applications of Marginal Costing.  

**(8 Hours)**
- 3. Differential Costing and Incremental Costing:** Concept, uses and applications, Methods of calculation of these costs and their role in management decision making. Standard Costing: Concept of standard cost, establishing various cost standards, Variance analysis, Material, Labour and its applications and implications.  

**(8 Hours)**
- 4. Budgeting:** Concept of Budget, Budgeting and Budgetary Control, Types of Budgets and their preparation and Advantages and Limitations of Budgetary Control.  

**(8 Hours)**
- 5. Responsibility Accounting:** Concept and various approaches to Responsibility Accounting, Concept of investment centre, cost centre, profit centre and responsibility centre and its managerial implications.  

**(8 Hours)**

**Text Books:**

1. Horngren et al, *Introduction to Management Accounting*, Pearson.
2. Khan & Jain, *Management Accounting*, Tata McGraw-Hill.
3. Pandey, I.M., *Management Accounting*, Vikas Publication.

**Reference Books:**

1. Bhattacharyya S.K. & Dearden J., *Accounting for Management*, Vikas Publication.
2. Kishore Ravi M., *Advanced Management Accounting*, Taxmann.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester II BUSINESS STATISTICS**

**Course Code: MBA 216/ MBA 104**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic purpose of the course is to provide the knowledge about statistical tools and techniques to assist the participants in better decision making.

### **Unit-wise Course Contents:**

- 1. Introduction to statistics:** Application of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Quartile deviation, Mean deviation, Standard deviation, Skewness and Kurtosis.  

**(6 Hours)**
- 2. Time series analysis:** Concept, and Secular trend; Seasonal variation; Cyclical variation and Irregular variation; Various methods of Time Series analysis, and their applications in business decision-making; Construction of Index Numbers and their managerial application.  

**(8 Hours)**
- 3. Correlation and Regression:** Meaning and uses; various methods of calculation of coefficients and their analysis and implication.  

**(8 Hours)**
- 4. Probability:** Concept of probability and its uses in business decision-making; Addition and multiplication theorem of probability; Baye's theorem analysis, and its application, Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.  

**(8 Hours)**
- 5. Estimation Theory and Hypothesis Testing:** Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.  

**(10 Hours)**

### **Text Books:**

1. Beri, G.C., *Statistics for Management*, Tata McGraw-Hill, 13th edition.
2. Chandran J.S., *Statistics for Business and Economics*, Vikas Publication.
3. Render and Stair Jr, *Quantitative Analysis for Management*, Prentice-Hall.
4. Sharma J.K., *Business Statistics*, Pearson Education.

### **Reference Books:**

1. Gupta C.B., *An Introduction to Statistical Methods* Vikas publication.
2. Dr. K.L. Gupta; *Business Statistics*; Navyug Publications, Agra
3. Earshot L., *Essential Quantitative Methods for Business Management and Finance*, Palgrave.
4. Levin Rubin, *Statistics for Management*, Pearson, New Delhi.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester II BUSINESS ENVIRONMENT**

**Course Code: MBA 217/ MBA 107**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic purpose of this course is to understand the concept of Business Environment, Political, Legal and Global Policies, Philosophy and strategy of planning, and Consumerism.

### **Unit-wise Course Contents:**

- 1. Concept of Business Environment:** Significance and nature, Interaction matrix of different environment factors, Process of environmental scanning, Basic philosophies of Capitalism and Socialism with their variants. **(8 Hours)**
  
- 2. Politico-Legal Environment:** Relationship between business and Government of India; Constitutional provisions affecting business; Introduction to some important business laws: MRTP, Industrial (development and regulation) Act 1951, FEMA, SEBI Act, Consumer Protection Act; changing dimensions of these laws and their impact on business. **(8 Hours)**
  
- 3. Economic Environment:** Philosophy and strategy of planning in India; Problem of poverty; Concept of mixed economy: the public sector and the private sector, their changing roles; Industrial policy in India in recent years; Policy with regard to small scale industries and labour; The monetary policy, fiscal policy and union budget as an instrument of growth and their impact on business. Financial institutions and their relevance to business operations; Multinational corporations (MNCs). **(8 Hours)**
  
- 4. Technological and Socio-Cultural Environment:** Policy for research and development in India; Problem of selecting appropriate technology; Multinationals as source of technology; foreign collaborations and joint ventures; Impact of culture and values: Salient features of Indian culture and values and their implications for industrialization and economic growth; Emergence of middle class and consumerism; Development of business entrepreneurship in India; Social responsibility and Indian business. **(8 Hours)**
  
- 5. Liberalization in India:** The New Economic Policy; Globalization; Policy changes for liberalization-Industrial policy; Exim policy; Banking policy; FDI policy; Reforms in capital market; Structural reforms; Impact of reform measures, Salient Features of WTO , Global business environment. **(8 Hours)**

### **Text Books:**

1. Adhikari M., *Economic Environment of Business*, S. Chand & Sons.
2. Ghosh, *Economic Environment of Business*, Vikas Publications.

### **Reference Books:**

1. Agarwal R., *Business Environment*, Excel Books.
2. Bedi S.K., *Business Environment*, Excel Books.
3. George A. & Steiner G.A., *Business, Government and Society*, Macmillan Publishers.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester II ORGANISATIONAL BEHAVIOUR**

**Course Code: MBA 218/ MBA 108**

**L- 4, T-0, P-0, C-4**

**Objective:** The basic objective of this course is to understand the concept of organizational behavior.

### **Unit-wise Course Contents:**

- 1. Introduction to Organizational Behaviour:** Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management and Emotional Intelligence in contemporary business organization.  

**(8 Hours)**
  
- 2. Understanding Human Behaviour in Management:** Perception: Concept, nature, process, importance. Management and behavioral applications of perception. Attitude: concept, process, and importance. Attitude measurement. Personality: Concept, nature, types and theories of personality shaping. Learning In Management: Concept and theories of learning, learning Principles, Role of learning in management.  

**(8 Hours)**
  
- 3. Motivation and Leadership:** Concept, principles, theories - content and process. Monetary and non-monetary motivation. Leadership: Concept, functions, styles, and theories of leadership-trait, behavioral, and situational.  

**(8 Hours)**
  
- 4. Interpersonal Relationship management:** Analysis of Interpersonal Relationship, Developing interpersonal relationship. Rapport Building techniques and tips Group Dynamic: Definition of Group, Stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making.  

**(8 Hours)**
  
- 5. Stress and Conflict Management:** Define Stress and its potential sources, Individual and Organizational Approaches for managing stress. Conflict Management- Concept, sources, types, functionality and dysfunctional of conflict. Classification of conflict-intra individual, inter-personal, inter-group, and organizational. Resolution of conflict, meaning and types of grievance and process of grievance handling.  

**(8 Hours)**

### **Text Books:**

1. Davis Keith, *Human Behavior at Works: Organizational Behaviors*, Tata McGraw- Hill, New Delhi.
2. Pareek Udai, *Behavioral Process in Organizations*, Oxford and IBH, New Delhi.
3. Robbins S.P., *Organizational Behavior*, Pearson Education, New Delhi.

### **Reference Books:**

1. Luthans Fred, *Organizational Behavior*, McGraw Hill, New Delhi.
2. Chandran J.S., *Organization Behavior*, Vikas Publishing House.

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester II**  
**COMPREHENSIVE VIVA VOCE**

**Course Code: MBA 251**

**L- 0, T-0, P-0, C-4**

**Objective:** The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the first year of the course.

**Guidelines:**

1. The comprehensive viva voce is scheduled to be held at the end of II Semester in the first year.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by taking the presentation of the students in the class on any topic of second sem syllabus in the front of a panel of at least three faculty members to be appointed by the Director / Principal of the College.
4. The marks will also be awarded by the external examiner to be appointed by the examination division.

**EVALUATION SCHEME  
COMPREHENSIVE VIVA VOCE**

*(To be filled by Internal Examiners only)*

**Name of Candidate: Roll No:**

**Class and Section:**

**Please evaluate out of marks as indicated.**

Sl. No.	Details				Marks
		Int. Exam. 1	Int. Exam. 2	Int. Exam.3	Average
1	<b>KNOWLEDGE GAINED DURING THE SEMESTER [20 marks/</b>				
2	<b>CONFIDENCE LEVEL OF STUDENT [15 marks]</b>				
3	<b>SPEAKING ABILITY [15 marks]</b>				
	<b>Total</b>				
	<b>Signature</b>				

*(To be filled by the External Examiner only)*

**Name of Candidate:**

**Please evaluate out of fifty marks.**

<sup>Date:</sup> S.No.	Details	Maximum marks in each column	Marks obtained
1	<b>KNOWLEDGE GAINED DURING THE SEMESTER</b>	<b>20</b>	
2	<b>CONFIDENCE LEVEL OF STUDENT</b>	<b>15</b>	
3	<b>SPEAKING ABILITY</b>	<b>15</b>	
	<b>Total (Out of 50)</b>	<b>50</b>	

**Signature:**

**Roll No :**

**MBA (SCM) - Semester II**  
**ENGLISH COMMUNICATION & SOFT SKILLS- II**

**Course code: MBA 299**

**L-3, T-0, P-2, C-4**

**Objective-** The objective of the course is to impart basic knowledge of English Language and Communication.

**Course Content:**

**Module – 1**

**Fundamentals of Communication**

**8 Hours**

- a) Communication: definition and significance
- b) Understanding Verbal & Non verbal Communication
- c) Using Body Language in Communication
- d) Building Conversational Skills
- e) 7C's of Communication
- f) Barriers to communication.

*(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)*

**Module – 2**

**Employability Communication**

**8 Hours**

- a) Writing Emails
- b) Job application writing-solicited and unsolicited
- c) Resume
- d) Joining reports
- e) Handling telephonic Interviews

*(Note- Refer to workbook to carry out exercises as class room activity and home assignment.)*

**Module – 3**

**English Grammar and Usage**

**12 Hours**

- a) Prepositions
- b) Active and Passive Voice
- c) Conditional sentences
- d) Question tags
- e) Syntax concord

**Module - 4**

**Listening Comprehension**

**12 Hours**

- a) Effective Listening
- b) Hurdles to listening
- c) Listening exercises- Listening to a text reading in class, videos like The Moth, Ted Talks, short movies with English subtitles, and motivational speeches.

## Learning Outcomes-

Students will be able to

- Know the importance of English Language and its role in Communication.
- Write and present their resume along with other corresponding tools required for getting job.
- Exercise the correct use of grammar in their written and spoken English.
- Comprehend listening for the sake speaking with force and proper articulation.

**Evaluation & Assessment:** The students will be evaluated on all four parameters of LSRW

<i>External Exam</i>	<i>Internal Assessment</i>	<i>Total</i>
50	50	100

### Internal Assessment: 50

<i>Best 2 out of Three CTs</i>	<i>Attendance</i>	<i>Workbook Assignments &amp; Viva</i>	<i>Total</i>
20	10	10+10	50

*Viva to be carried out by external faculty from within the university*

### Reference Books:

1. ILFS Bi-lingual Course in Basic English, ILFS Skill Development Corporation
2. Sasikumar V and Dhamija P.V., *Spoken English*, Tata McGraw Hill, New Delhi.
3. Allen, W.S., *Living. English Speech*, London. Longman, 1965
4. Taylor Grant, *English Conversation Practice*, Tata McGraw Hill New Delhi.
5. Thomson A. J. & Martinet A. V., *A Practical. English. Grammar*, Oxford University Press, New Delhi.
6. Department of English and Modern European Languages, University of Allahabad, *Anthology of Modern Prose*, Oxford University Press.
7. Mohan Krishna and Banerji Meera, *Developing Communication Skills*, MacMillan India Ltd., Delhi
8. Bansal, R.K. and J.B. Harrison, *Spoken English*, Orient Longman, New Delhi.
9. Hornby A.S., *Oxford Advanced Learners Dictionary of Current English*, 7<sup>th</sup> Edition.

\* Latest editions of all the suggested books are recommended.

## **MBA (SCM) - Semester III**

### **Strategic Supply Chain Management**

**Course Code: MBA321**

**L-4, T-2, P-0 C-5**

**Objective:** The basic objective of this Subject is to get familiar with Supply chain and its functions & how Supply chain management plays an important part in today's business world.

#### **Unit-wise Course Contents:**

- 1. Overview of Supply Chain:** Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of Supply Chain, Decision Phases in Supply Chain, Process view of Supply Chain. **(10 Hour)**
  
- 2. Flows in Supply Chain:** Flow of Product Across Supply Chain, The Flow of Information Across Supply Chain, Importance of Ownership Flow in Supply Chain, Significance of Finance Flow Across Supply Chain. **(10 Hour)**
  
- 3. Types of Supply Chain:** Made-To-Stock Supply Chain Strategy, Built-To Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order. **(10 Hour)**
  
- 4. Decisions of Supply Chain:** Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework for Strategic Alliance, Distributor Integration, Supply Chain Network. **(10 Hour)**
  
- 5. Strategies:** Distribution Strategy, Push v/s Pull System, Drivers of Supply Chain Performance. **(10 Hour)**

#### **Text Books:**

1. Supply Chain Management: Strategy, Planning, and Operations (5th Edition) by Sunil Chopra and Peter Meindl. Prentice Hall.
2. Operations Strategy: Principles and Practice by Jan A. Van Mieghem. Dynamic Ideas.
3. AzharKazmi, "Strategic Management and Business Policy – 3rd Edition", Tata MCGRAW HILL N. Delhi.
4. R. Srinivasan , "Strategic Management – 3rd Edition", Prentice Hall India, N. Delhi.
5. Thomson, Strickland and Pearson, "Strategic Management", Tata Mcgraw Hill, N.DELHI
6. V.S. Ramasamy and S. Namakumari, "Strategic Planning-Formulation of corporate strategy",Macmillan india pvt ltd

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester III**  
**Logistics Management & information system**

**Course Code: MBA322**

**L-5, T-0, P-0 C-5**

**Objective:** Interrelation between supply chain & logistics, the principles of supply chain networks, the basic concepts of management systems involved in transportation.

**Unit-wise Course Contents:**

- 1. Introduction:** Inter-Relation between Supply Chain and Logistics, Introduction to Logistics Management: role of logistics, types of logistics and their characteristics, various functions of logistics, key players in the field of logistics, List the deliverables of logistics. **(10 Hours)**
- 2. Transportation and Reverse Logistics:**  
**Transportation:** Evolution of freight transportation, basic concept, Role and components of freight transportation and distribution, Surface freight transportation, Ocean freight transportation, Air freight transportation, multi-modal Freight Transportation, cost and charges in freight transportation, principle of good routing & scheduling.  
**Reverse Logistics:** Reason for reverse logistics, Activities involved in reverse logistics, Reverse logistics network. **(10 Hours)**
- 3. Warehouse Operation:** Evolution of warehousing, Strategic warehousing and its benefit, Role of warehousing in supply chain, Types of warehouses and storage policies, Elements & Principle of warehouse design, Warehouse Inbound and Outbound operations.  
**Operational Research:** Operation Research in LSCM Decision Making methods: Least cost Method, Row Minimum Method, Column Minimum Method, Vogel's Approximation Method. **(10 Hours)**
- 4. Logistics Network:** Logistics Network Configuration, Measuring Logistics Cost: Traditional cost method & Total cost method & Performance. **(10 Hours)**
- 5. Role of IT:** Logistics Pipeline Process, Role of Information Technology in Logistics, Introduction to Transport Management System. **(10 Hours)**

**Text Books:**

1. O'Brien, James A, Management Information System, Golgotha Publications Ltd.
2. Sadagopan, S., Management Information System, Prentice Hall of India.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester III**

### **Warehouse Management**

**Course Code: MBA323**

**L-5, T-0, P-0 C-5**

**Objective:** The basic objective of this Subject is to get familiar with Supply chain and its functions & how Supply chain management plays an important part in today's business world.

#### **Unit-wise Course Contents:**

- 1. Introduction to Warehousing:** Evolution of warehousing from store to warehouse, warehouse operations, process of receiving and put away, principle of storing goods & various storing methods, process of order picking and order creation, significance of packaging, documents required for issuing goods.  

**(10 Hours)**
- 2. Strategic Warehousing:** Meaning & benefits of Strategic Warehousing, Types of Warehouses; Storage: storage policies - dedicated storage, randomized storage & class-based storage; Storage Methods-assembling & seasonal storage; stockpiling and rapid storage.  

**(10 Hours)**
- 3. Warehouse Design:** Elements & Principle of Warehouse Design, factors of warehouse design; Warehouse Location: its benefits & Significance of Warehouse in SCM.  

**(10 Hours)**
- 4. Warehousing Operations:** warehousing operations- inbound process, outbound processes, Functions of Warehouse- break-bulk, cross docking, order mixing.  

**(10 Hours)**
- 5. Centralized and Decentralized Storage Systems:** MHEs Safety & Security: types of warehousing hazards, protections taken against warehousing hazards, manual and automated MHEs in warehouse, legal requirements for ensuring a safe workplace; and Warehouse Management Systems.  

**(10 Hours)**

#### **Text Books:**

1. James A. Tompkins, Warehouse Management Handbook, Tompkins Press.
2. David Mulcahy, Warehouse Distribution and Operations Handbook , McGraw Hill.
3. Edward Frazelle, World-Class Warehousing and Material Handling, McGraw Hill.
4. David J. Piasecki, Inventory Accuracy: People, Processes, & Technology , Ops. Pub..
5. M.Napolitana, The Time, Space & Cost Guide to Better Warehouse, Distribution Group.
6. Jeroen P. Van Den Berg , Integral Warehouse Management , Management Outlook.
7. Steven M. Bragg, Inventory Best Practices, Wiley

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester III**  
**Documentation and Indirect Taxation**

**Course Code: MBA324**

**L-3, T-0, P-0, C-3**

**Objective:** Through this syllabus students should be able to understand the operations related documents and their purpose, Know different types of documents which are commonly required, Come across some very special type of documents, Understand how the documentation management is an integral part of operations, Have a thorough information about the tax system in country.

**Unit-wise Course Contents:**

- 1. Operations related documents:** Invoice, Purchase Order, Waybill, Delivery loading/un-loading Tally, delivery vehicle trip sheet, Vehicle Arrival Report.  

**(6 Hours)**
- 2. Type of document:** Bill of lading, receiving report location report, over short & damaged freight (OS & D), Non-negotiable warehouse receipt, Pick ticket, Electronic (RF) Pick Document/ Ticket. Special Documents: Defense goods related documents, Exhibition goods related documents, Accident Breakdown.  

**(6 Hours)**
- 3. Introduction of Indirect tax:** Indirect tax in India, Indirect tax during pre reforms, Indirect taxes in post reform (Reforms as per GST).  

**(6 Hours)**
- 4. Introduction to GST Structure:** IGST, CGST, SGST Compensation to UT/State Law, Cess Rules, SEZ export rules, Composition Levy, Input tax credit composition scheme.  

**(6 Hours)**
- 5. GST on Sectors:** Impact of GST on different sectors -E- commerce, MSME, Exports, IT, ITES.  

**(6 Hours)**

**Text Books:**

1. S. S. Gupta, Demands Penalties & Appeals Under Service Tax/ Excise & Customs Laws, Taxman
2. V S Datey, Elements of Indirect Taxes, Taxman Allied Services Pvt. Ltd. Books in India.
3. V S Datey, Indirect Taxes Law and Practice Taxman Allied Services Pvt. Ltd. Books in India.
4. Indirect taxes made easy----Prof N.S. Govindan (C.Sitaraman publication).
5. Indirect taxes----Viswanathan Nagarajan (Asia Law House)19<sup>th</sup> edition.
6. Indirect Taxation----V.Balachandra (Sultan Chand & Sons, New Dehli.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester III**

### **Global Trade Operation & Forwarding**

**Course Code: MBA325**

**L-4, T-2, P-0, C-5**

**Objective:** The objective of the course is to familiarize students about Global Trade operations, and the role of Forwarders in International Trade. This will help the students in understanding the integrities of International trade. All Logistics and supply chain professionals must have a clear understanding of the Global Trade operations and documentations involved in Trade.

#### **Unit-wise Course Contents:**

- 1. Introduction to International Business:** Global Business Environment, Importance of International Business, problems and risks involved in Int. business & solutions, Int. marketing sales channel.  

**(10 Hours)**
- 2. Trade Barriers:** Various factors affecting international trade, Tariff & Non-Tariff Barriers, Regulatory Authorities & Government Policies, and Role of Department of Commerce & Finance Ministry.  

**(10 Hours)**
- 3. EXIM process:** Elements of export & import contract, Procedure & Documents required for shipment of cargo, Multimodal Transport, Letter of Credit & other payment terms, Methods of payment & risks, Bill of Lading & its types, INCOTERMS, Sea freight Export & Import Documentation / Cargo Flow.  

**(10 Hours)**
- 4. Containerization:** Containerization and multimodal transport, Feeders /Hub & Spoke Operations, Types of containers & dimensions, Container stuffing.  

**(10 Hours)**
- 5. Different Service providers:** Services offered by various service providers in international business-Freight Forwarders, CHA, NVOCC, Freight rates and basis of calculation, Freight Surcharges and Role of FMC.  

**(10 Hours)**

#### **Text Books:**

1. Khurana P.K., *Export management*, Cyber Tech Publication, 12th edition.
2. Cherunilam F., *International Trade and Export Management*, Himalaya Publication.
3. Thakur M., Burton and Gene, E, *International Management*. Tata McGraw Hill.
4. Hodgetts R. &Luthens F., *International Management*. McGraw Hill.
5. Deresky, *International Management: Managing across borders and culture*, Pearson Education.

**\* Latest editions of all the suggested books are recommended.**

## **MBA (SCM) - Semester III**

### **Commercial Geography**

**Course Code: MBA326**

**L-4, T-2, P-0, C-5**

**Objective:** The objective of the course is to familiarize students about Global Trade routes used in International Trading and Business. Although this subject is core for Logistics and Supply Chain professionals, but, is equally important from the point of view of General awareness for other industry professionals as well. This will not only enable them to understand the geographical restrictions of trade, but also help them in analyzing the best trade route for business transactions between various players.

#### **Unit-wise Course Contents:**

- 1. Transportation and world overview:** Modes of transportation and their advantages and disadvantages- water transport and its significance, continents and countries, seas and oceans, location of different ports and canals, Physical geographical features-climate ,winds, tides, currents and seasons of bad weather and their influence on shipping- Time Zones. **(10 Hours)**
  
- 2. Load line & Major Trade Routes:** Concept of Daylight saving time, Major ocean routes- features and patterns of Trade, major waterways and canals and their influence on shipping, Load line zones and their importance. **(10 Hours)**
  
- 3. Introduction of Ports:** Ports & their hinterland- functions of ports- types of ports- major ports of India and their principal trades. **(10 Hours)**
  
- 4. Major Trading Commodities:** commodities transported by sea- raw materials and minerals; Agricultural commodities: crude oil and oil products, finished goods and other cargoes sources and destinations of such cargoes. **(10 Hours)**
  
- 5. Trade Blocs:** Trade blocs- various trade blocs and benefits of trading blocs-EU, EFTA, OAU, NAFTA, OECD, ASEAN, LAFTA, SAARC, CIS, APTA, GCC, OPEC. **(10 Hours)**

#### **Text Books:**

1. Commercial Geography- S.D.Paranjpe, Vipul Publication.
2. The Geography of Transport systems- Jean Paul Rodrigue, Claude Comtois & Brian Slack, Routledge publication.

**\* Latest editions of all the suggested books are recommended.**

**MBA (SCM) - Semester III**  
**Recent Trends in SCM**

**Course Code: MBA327**

**L-4, T-0, P-0, C-4**

**Objective:** The objective of this course is to provide basic knowledge and understanding of contemporary developments in the field of recent trends in Supply Chain Management.

**Unit-wise Course Contents:**

1. Vendor Managed Inventory: uses, benefits & challenges; Cross-docking: process, uses, advantages & disadvantages; Lean & Agile Supply Chain: meaning & key factors; Green Supply Chain: benefits & uses.  

**(8 Hours)**
2. Augmented Reality: meaning, objective & its impact on logistics and supply chain; Artificial Intelligence: its benefits in logistics and supply chain; Internet of Things: uses & benefits.  

**(8 Hours)**
3. Hyper local Logistics: benefits & roles, countries using hyper local logistics; Telematics: its benefits and scope in SCM.  

**(8 Hours)**
4. Digitization in Supply Chain: Evolution of Digital Supply Chain and its phases; Hyper loop; Autonomous Delivery Vehicles-RFID, IOT, EDI, DRONES.  

**(8 Hours)**
5. Information Technology in Logistics, Modern Logistics Infrastructure, Logistics Outsourcing, Logistics in the Global Environment.  

**(8 Hours)**

**Text Books:**

1. Khurana P.K., *Export management*, Cyber Tech Publication, 12th edition.
2. Cherunilam F., *International Trade and Export Management*, Himalaya Publishing House.
3. Thakur M., Burton and Gene, E, *International Management*. Tata McGraw Hill
4. Hodgetts R. & Luthens F., *International Management*. McGraw Hill Inc.
5. Deresky, *International Management: Managing across borders and culture*, Pearson Education.

**\* Latest editions of all the suggested books are recommended.**

## MBA (SCM) - Semester III On the Job Training-I

Course Code: MBA352

L-0, T-0, P-0, C-4

**Objective:** By this training, the student is expected to learn about the organizational problems and analyze it to provide proper solutions of these problems. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions during the on job training (OJT-I) in Supply Chain Management and Logistics sector.

**Guidelines:**

1. After second semester examination and third semester classes, every student of MBA will undergo on-the-job training (OJT-I) in any Supply Chain Management and Logistics Company. The duration of the training will be of 10 to 12 weeks.
2. During the course of training (OJT-I), the student shall prepare a **hand written report** in approximate 500 words based on day to day learning in the organization, where the student undergone the training. This report shall be submitted by student after the completion of the training to the course coordinator of the program which shall be the part of third semester examination.
3. Student has to submit neatly hand written two copies (one original & one photocopy) on A-4 size paper with spiral binding (paperback).
4. Industry supervisor shall submit duly signed and stamped performance evaluation form and certificate of OJT-I of the student by the courier and scan copy of the form and certificate through email to the course coordinator of the program. The performa of the evaluation form and certificate is included in the syllabus of the program.
5. Student has to prepare & present power point presentation of 15 to 20 slides in front of internal and external examiners about the learning in the OJT-I.
6. The Internal assessment (20 Marks) of the training (OJT-II) will be evaluated by panel of three internal examiners (appointed by the Principal of the College) and External assessment (80 Marks) will be provided by the company supervisor. The detail of the scheme of evaluation and format enclosed is as under :-

### EVALUATION SCHEME

INTERNAL ASSESSMENT (20 MARKS)		EXTERNAL ASSESSMENT (80 MARKS)		Remark
Presentation	10	Performance Evaluation	80	Will be Evaluated by the supervisor during the training.
Viva – Voce based on hand written report	10			
<b>Total</b>	<b>20</b>	<b>Total</b>	<b>80</b>	100

## MBA (SCM) - Semester IV

### On the Job Training-II

Course Code: MBA421

L- 0, T-0, P-0, C-32

**Objective:** By this training, the student is expected to learn about the organizational problems and analyze it to provide proper solutions of these problems. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions during the on job training (OJT – II) in Supply Chain Management and Logistics sector.

**Guidelines:**

1. After third semester examination, every student of MBA will undergo on-the-job training (OJT-II) in any Supply Chain Management and Logistics Company. The duration of the training will be of 16 to 18 weeks.
2. During the course of training (OJT-II), the student shall prepare a **hand written report** in approximate 500 words based on day to day learning in the organization, where the student undergone the training. This report shall be submitted by student after the completion of the training to the course coordinator of the program which shall be the part of third semester examination.
3. Student has to submit neatly hand written two copies (one original & one photocopy) on A-4 size paper with spiral binding (paperback).
4. Industry supervisor shall submit duly signed and stamped performance evaluation form and certificate of OJT-II of the student by the courier and scan copy of the form and certificate through email to the course coordinator of the program. The Performa of the evaluation form and certificate is included in the syllabus of the program.
5. Student has to prepare & present power point presentation of 15 to 20 slides in front of internal and external examiners about the learning in the OJT-II.
6. The Internal assessment (20 Marks) of the training (OJT-II) will be evaluated by panel of three internal examiners (appointed by the Principal of the College) and External assessment (80 Marks) will be provided by the company supervisor. The detail of the scheme of evaluation and format enclosed is as under :-

#### EVALUATION SCHEME

INTERNAL ASSESSMENT (20 MARKS)		EXTERNAL ASSESSMENT (80 MARKS)		Remark
Presentation	10	Performance Evaluation	80	Will be Evaluated by the supervisor during the training.
Viva – Voce based on hand written report	10			
<b>Total</b>	<b>20</b>	<b>Total</b>	<b>80</b>	100

**PERFORMANCE EVALUATION FORM**

**OJT-I & OJT-II**

**Mentor's details:**

<b>Name:</b>	
<b>Designation:</b>	
<b>Name of the Organization:</b>	
<b>Postal Address:</b>	
<b>Mobile No.</b>	
<b>Landline with Extension No.</b>	
<b>E mail:</b>	

**Student's details:**

<b>Name of the Student:</b>	
<b>Name of Institution:</b>	
<b>Date of Joining:</b>	
<b>Date of Completion:</b>	
<b>Project Assigned:</b>	

## To be evaluated by the Supervisor:

### **Part A- SKILLS AND PERSONAL CHARACTERISTICS (30 Marks)**

<b>S. No.</b>	<b>Skills/Personal Characteristics</b>	<b>Marks</b>	<b>Remark</b>
1	Integrity		
2	Leadership		
3	Client Relationship		
4	Communication Skills		
5	Team player		
6	Reliability		
7	Analytical Skills		
8	Time Management		
9	Attitude		
10	Dependability		
11	Creativity		
12	Interaction with staff		
13	Appearance		
14	Decision Making Skills		
15	Ability to learn		
	<b>Total Marks</b>		

**Part B- Project Performance****(30 Marks)**

<b>S. No.</b>	<b>Attribute</b>	<b>Marks</b>	<b>Remark</b>
1	Ability to generate Relevant Solutions		
2	Industry & Business Knowledge		
3	Domain & Functional Knowledge/Analysis		
4	Subject Knowledge		
5	Ability to assimilate assignment objective		
6	Quality of Work		
7	Report Writing/Presentation		
8	Attention to Accuracy and details		
9	Demonstrated Critical thinking		
10	Seemed interested and enthusiastic about the training		
11	Planning & organizing		
12	Effectively performed assignments		
13	Ability to adapt to a variety of tasks		
14	Reliability and dependability		
15	Arrived to work on time		
	<b>Total</b>		

**Part C- Overall, how would you rate the student?****(20 Marks)**

Please give marks to the student's performance on the following areas of competency, using the category mentioned below:

marks	Category(s)	Remark
17 - 20	Outstanding	Performance which consistently exceeds standards and expectations
13-16	Excellent	Performance consistently meets and occasionally exceeds, all expectations
8-12	Good	Performance consistently meets standards and expectations
<8	Average	Performance meets some, but not, all the expectations

- (a) Outstanding
- (b) Excellent
- (c) Good
- (d) Average
- (e) Below Average

Marks obtained:
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**\* Your comments and suggestions to the Student**

DATE:

PLACE:

SIGNATURE: