

NAGARJUNA GOVERNMENT COLLEGE

(AUTONOMOUS)

NALGONDA

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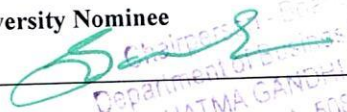



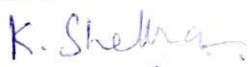


BOARD OF STUDIES

DEPARTMENT OF BUSINESS MANAGEMENT

2022-23

NAGARJUNA GOVT.COLLEGE (AUTONOMOUS), NALGONDA
DEPARTMENT OF BUSINESS MANAGEMENT
BOARD OF STUDIES - 2022-23

Board of studies in the Department of Commerce has been constituted with the following members for the year 2022-23

S.No	Name	Designation
1	Dr.R.Praveen Kumar Reddy Asst.Prof.of Commerce, I/C BBA Dept Nagarjuna Govt.College,Nalgonda	BOS Chair Person 
2	Dr.B.Saritha Prof.of Business Management MG University Nalgonda	University Nominee 
3	Dr.D.Thiruvengalachary Asst.Prof.of Commerce, I/C Academic Guidance Officer, O/o CCETS, Hyderabad.	Subject Expert 
4	Dr.M.J.Eliot Associate.Prof.of Commerce Government Degree College for Women(A) Begumpet, Hyderabad	Subject Expert 
5	Prof S.Ganesan, Head-Education Initiatives, Logistics Sector Skill Council, No. 480 A, 7th floor Khivraj Complex 2 Anna Salai, Nandanam, Chennai – 600035	Industry Representative
6	Dr.Gayathri Harish, Head – Skilling in Schools & Academia Linkages, No. 480 A, 7th floor Khivraj Complex 2 Anna Salai, Nandanam, Chennai – 600035	Industry Representative
7	Swetha Miryala Lecturer in Business Administration Nagarjuna Govt.College,Nalgonda	Member 
8	K.Shekhar Lecturer in Business Administration Nagarjuna Govt.College,Nalgonda	Member 
9	V.Shireesha Associate Professor of Commerce Govt. City College, Hyderabad.	Member 
10	O.Vishnumurthy Lecturer in Commerce, Nagarjuna Govt.College, Nalgonda	Member 



NAGARJUNA GOVT.COLLEGE (AUTONOMOUS), NALGONDA
DEPARTMENT OF BUSINESS MANAGEMENT
BOARD OF STUDIES MEETING

The members of Board of Studies in the Department of Business Management, N.G.College, Nalgonda met under the Chairmanship of Dr.R.Praveen Kumar Reddy on 01.12.2022 in the office of CCETS, Telangana and passed the following resolutions.

AGENDA

1. To consider and approve the Syllabus for BBA I ,II & III Year (I,II,III,IV,V&VI) Semesters for the Academic Year 2022-23 (New Syllabus for first year only)
2. To consider and approve the Choice Based Credit System (CBCS) credit structure and Cumulative Grade Point Average (CGPA) system for First year, Second year & Third year students for the Academic year 2022-23 for BBA and BBA(E-Commerce Operations) courses.
3. To consider and approve the Continuation of Internal Assessment for the students admitted into First year, Second year & Third year Degree Course during 2022-23.
4. To consider and approve the syllabus for the BBA (E-Commerce Operations) for First year, Second year & Third year (I, II, III, IV, V&VI) Semesters for the Academic Year 2022-23.
5. To consider and approve the list of examiners for paper setting and evaluation for BBA First year, Second year & Third year (I,II,III,IV,V&VI) Semesters for the Academic Year 2022-23.
6. To consider and approve the model Question Papers for BBA and BBA(E-Commerce Operations) First year ,Second year & Third year (I,II,III,IV,V&VI) Semesters for the Academic Year 2022-23.
7. To consider and approve the award of diploma, advanced diploma and degree in E-Commerce Operations as per NSQF framework
8. To consider and approve the Skill Enhancement Compulsory Course (SECC) for II&III years students for III&IV, V&VI Semesters in Management as per the syllabus prescribed by Mahathma Gandhi University for the Academic Year 2022-23.
9. Any other related matters.

RESOLUTIONS:

1. CBCS structure of BBA and BBA (E-Commerce Operations) and CGPA system are approved.
2. To conduct 2 Internal Assessments for 20 Marks, one student seminar for 5 marks and one assignment for 5 marks (total 30 marks) for First year, Second year and third year students.
3. List of the examiners are approved.
4. Model question papers are approved.
5. Internal Examinations are conducted for 30 marks. Semester end exams are conducted for 70 marks, it is mandatory to get a minimum of 28 marks for one to get through it. On the whole for 100 marks one must get 40 marks to get through the paper.

Chair Person: Dr.R.Praveen Kumar Reddy

University Nominee: Dr.B.Saritha

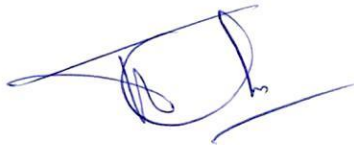
Members

1. Dr.D.Thiruvengalachary
2. Dr.M.J.Eliot
3. Prof Ganeshan
2. Dr.Gayathri Harish
3. Swetha Miryala
4. KShekhar
5. V.Shireesha
6. O.Vishnumurthy

Chairperson
Department of Management
MAHATMA JYOTIBA PHULE UNIVERSITY
NALGONDA DISTRICT

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Department of Business Management
MAHATMA GANDHI UNIVERSITY
NALGONDA-508 254. (T.S.)

FACULTY OF BUSINESS MANAGEMENT
BBA for First Year , Second year & Third year for I,II,III,IV,V&VI
Semester EXTERNAL Examinations
BBA Subjects
(with effect from 2022-23)

Marks :70

Time:3 Hours

Part-A

- I. Answer the following questions.(short answer Questions)-Two questions from each unit.**

6x5=30

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.


Part-B

- II. Answer the following Questions. (Essay Questions)**

5x8=40

11. A) Theory from Unit I
Or
B) Theory from Unit I
12. A) Theory from Unit II
Or
B) Theory from Unit II
13. A) Theory from Unit III
Or
B) Theory from Unit III
14. A) Theory from Unit IV
Or
B) Theory from Unit IV
15. A) Theory from Unit V
Or
B) Theory from Unit V




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FACULTY OF BUSINESS MANAGEMENT
BBA for First Year , Second year& Third year for I,II,III,IV,V&VI Semester
INTERNAL Examinations
BBA Subjects (with effect from 2022-23)

Time:3 Hours

Marks :20

Part-A

I. Very Short answer Questions.

5X1=5

- 1.
- 2.
- 3.
- 4.
- 5.

Part-B

II. MULTIPLE CHOICE QUESTIONS

5x1=5

- 6.
- 7.
- 8.
- 9.
- 10.

Part-C

III. LONG ANSWER QUESTIONS

5x2=10

- 11.
- 12.
- 13.



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EXAMINATIONS PATTERN

For I, II, III, IV, V&VI Semesters

Semester End Exam : 70 Marks
Internal Exam : 30 Marks
Total : 100 Marks

Internal Paper Pattern

Written Exam 20 Marks
Assignment 5Marks
Seminar 5 Marks
Total 30Marks

Note: There is no internal exam for Information Technology for Business paper for BBA e commerce operations course.

Practical Question Paper Pattern (Information Technology for Business LAB) only for BBA (e commerce operations)

Practical Exam & Execution : 20Marks
Record : 5 Marks
Viva-voice : 5 Marks
Total : 30 Marks


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COURSE STRUCTURE AND EXAMINATION PATTERN OF BBA(CBCS)2019-2020

Year - I Semester-I							
S .NO.	Code No	Title of the Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	1.1	English - I	4	4	20	80	100
2	1.2	Second Language - II	4	4	20	80	100
3	1.3	Principles of Management	5	5	20	80	100
4	1.4	Basics of Marketing	5	5	20	80	100
5	1.5	Business Economics	5	5	20	80	100
6	1.6	Environmental Studies (AECC)	2	2	10	40	50
Credits			25	25	110	440	550

Year - I Semester-II							
S .NO.	Code No	Title of the Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	2.1	English - II	4	4	20	80	100
2	2.2	Second Language - II	4	4	20	80	100
3	2.3	Organizational Behaviour	5	5	20	80	100
4	2.4	Business Statistics	5	5	20	80	100
5	2.5	Financial Accounting	5	5	20	80	100
6	2.6	Basic Computer Skills (AECC)	2	2	10	40	50
Credits			25	25	110	440	550

Year - II Semester-III							
S .NO.	Code No	Title of the Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	3.1	English – III	3	3	20	80	100
2	3.2	Second Language - III	3	3	20	80	100
3	3.3	Human Resource Management	5	5	20	80	100
4	3.4	Marketing Research	5	5	20	80	100
5	3.5	Financial Management	5	5	20	80	100
6	3.6	Communication Skills / Professional Skills	2	2	10	40	50
7	3.7	Basic Quality Management	2	2	10	40	50
Credits			25	25	120	480	600

Year - II Semester-IV							
S.NO.	Code No	Title of the Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	4.1	English - IV	3	3	20	80	100
2	4.2	Second Language - IV	3	3	20	80	100
3	4.3	Business Law and Ethics	5	5	20	80	100
4	4.4	Business Analytics	5	5	20	80	100
5	4.5	Management Science	5	5	20	80	100
6	4.6	Leadership and Management Skills / Universal Human Values	2	2	10	40	50

[Signature]

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[Signature]

Year - III Semester-V							
S .NO.	Code No	Title of the Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	5.1	English – V	3	3	20	80	100
2	5.2	Second Language - V	3	3	20	80	100
Elective Course Optional-1							
3	5.3	a)Financial Markets and Services (F) b) Brand Management(M) c)Organization Development (HR)	5	5	20	80	50
Elective Course Optional-2							
4	5.4	a)Analysis of Investment in Financial Assets (F) b)Retail Management (M) c) Performance Appraisal and Counselling (HR)	5	5	20	80	100
Elective Course Optional-3							
5	5.5	a)Insurance Services (F) b)Customer Relationship Management (M) c) Compensation Management (HR)	5	5	20	80	100
6	5.6	Mobile Commerce (GE)	4	4	20	80	100
Credits			25	25	120	480	600

Year - III Semester-VI							
S .NO.	Code No	Title of The Course	Periods per week	Marks			Total
				Credits	Internal	External	
1	6.1	English – VI	3	3	20	80	100
2	6.2	Second Language - VI	3	3	20	80	100
Elective Course Optional-1							
3	6.3	a) Banking (F) b) Buyer Behaviour (M) c)Leadership and Change Management(HR)	5	5	20	80	100
Elective Course Optional-2							
4	6.4	a) Risk Analysis and Management(F) b) Advertising and Sales Promotion (M) c)Talent and Knowledge Management (HR)	5	5	20	80	100
Elective Course Optional-3							
5	6.5	a) International Finance(F) b)Rural Marketing (M) c) Employee Relation(HR)	5	5	20	80	100
Project Work			4	4		100	100
Credits			25	25	100	500	600

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HPW- Hours Per Week; **AEC**- Ability Enhancement Course (Compulsory) **CC**- Core Course;
SEC-Skill Enhancement Course;

Electives – **GEN**- Generic for BBA students, **ID**- Interdisciplinary- Offered by this department for other department students

DSC- Discipline Specific Course; **DSE**- Discipline Specific Elective **F**- Finance; **M** –Marketing; **HR**- Human Resource Management

Summary of Credits

Sl.No	Course Category	No. of Courses	Credits per Course	Credits
1.	AECC	2	2	4
2.	SEC	4	2	8
3.	CC Language	8	5	40
4.	DSC	16	5	80
		2	4	8
5.	DSE	4	5	20
6	GE	2	2	4
	TOTAL	38		164
	Management Total	22		114

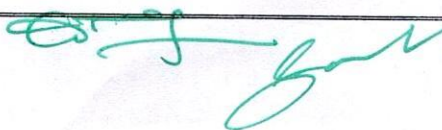
Note:

1. IT lab will be evaluated through a practical exam.
2. At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
3. Grade (A/B/C/D) is awarded to both the project viva-voce and project report.

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I - SEMESTER

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PRINCIPLES OF MANAGEMENT

OBJECTIVE:

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

UNIT - I : INTRODUCTION TO MANAGEMENT :

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co-ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heiny Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education, New Delhi.
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.
7. Singh, "Principles and Practices of Management and Organizational Behaviour, 2016 1st ed, Sage Publication.
8. P Subba Rao, "Principles of Management, (2018), HPH.

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BASICS OF MARKETING

OBJECTIVE :

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools –Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., Oxford University Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UI Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
4. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019 Sage Publishing
6. Context, Macmillan Publishers India Limited.4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H
7. Roger J. best , "Market – Based Management", 2009, 1st Ed. PHI Learning Pvt. Ltd.

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BUSINESS ECONOMICS

OBJECTIVE:

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

UNIT - I : BUSINESS ECONOMICS NATURE AND SCOPE :

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

UNIT – II : DEMAND CONCEPTS & ELASTICITY OF DEMAND :

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

UNIT – III : PRODUCTION AND COST CONCEPTS :

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

UNIT – IV : BUDGET LINE :

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

UNIT – V : MARKET STRUCTURES AND PRICING :

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

SUGGESTED BOOKS :

1. Dominik Salvatore, "(2015) Principal of Micro Economics (7th Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Appliocation, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers
6. Rubin field and Mehathe (Micro Economics (7th Edn) Pearson Publishers.

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ENVIRONMENTAL STUDIES

UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES : (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem :Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION : (15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
(a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

FIELD STUDY: (5 hrs.) Pond Ecosystem Forest Ecosystem

SUGGESTED BOOKS :

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr.D.K.Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

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BBA (CBCS) Syllabus 2022-2023

II - SEMESTER

3

BBA (CBCS) Syllabus 2022-2023

ORGANIZATIONAL BEHAVIOUR

OBJECTIVE :

The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

UNIT - I : ORGANIZATIONAL BEHAVIOR :

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT - II : MOTIVATION :

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT - III : GROUP DYNAMICS :

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT - IV : MANAGEMENT OF CHANGE :

Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

SUGGESTED BOOKS :

1. Robbins, P. Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai, 18th Edition, 2018.
7. Afsaneh Nahavandi - Organizational Behavior – Sage Publications.
8. P Subba Rao – Organizational Behavior (2018), HPH, 18th Edition

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BBA (CBCS) Syllabus 2022-2023

BUSINESS STATISTICS

OBJECTIVE:

The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analysing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

UNIT – I : STATISTICS :

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode.

Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts –Calculation – Kurtosis.

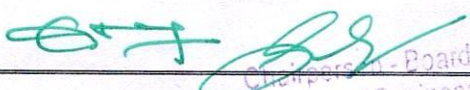
UNIT – III : INDEX NUMBERS :

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index – Problems in Construction.

UNIT – I V : PROBABILITY :

Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

Sampling: Sampling – Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).


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UNIT – V : CORRELATION ANALYSIS :


Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients(Simple problems only)

Time Series Analysis: Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods(Simple problems only).

SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
4. Bharadwaj, RS: "Business Statistics" , Excel books, 2nd Ed, 2008.
5. J K Singh, Business Mathematics, 2018, HPH.

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FINANCIAL ACCOUNTING

OBJECTIVE :

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

UNIT - I : INTRODUCTION TO FINANCIAL ACCOUNTING :

Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :

The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :

Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act 2013.

UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :

Objective of financial statement analysis, sources of information; Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios . Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios; Limitation of ratio analysis.

UNIT - V : INDIAN ACCOUNTING STANDARDS (IND-AS) :

Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

SUGGESTED BOOKS :

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K. , Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers
6. Jain, S.P. & Narang, K.L., Advanced Accountancy.
7. Santhi Vedula, Financial Accounting, 2019, HPH

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BASIC COMPUTER SKILLS

OBJECTIVE :

The objective of this courses to enable student to understand the basic computer concepts related to day to day office environment.

UNIT – I : INTRODUCTION TO COMPUTATION AND COMPUTERS :

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition.

UNIT – II : INTRODUCTION TO INPUT DEVICES :

Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers - Impact & non-impact printer)

Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT - III : INTRODUCTION TO INFORMATION SYSTEM :

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

UNIT - IV : INTRODUCTION TO WORD PROCESSING :

Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents.

UNIT – V : WORD PROCESS :

Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Brelitin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, Universiy Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

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III - SEMESTER

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HUMAN RESOURCE MANAGEMENT

OBJECTIVE:

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESOURCES :

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESOURCES :

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT :

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

UNIT – V : REWARDING HUMAN RESOURCES :

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS :

1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. - TMH
6. Human Resource Management, P Subba Rao, HPH, 2009
7. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

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MARKETING RESEARCH

OBJECTIVE:

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

UNIT - I : MARKETING RESEARCH :

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

UNIT – II : SOURCES OF DATA :

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

UNIT – III : SECONDARY METHOD OF DATA COLLECTION :

Advantages & Disadvantages of Secondary
Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

UNIT – IV : MEASUREMENT AND SCALING :

Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of a scale.

UNIT – V : SAMPLING :

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

SUGGESTED BOOKS :

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: “Research for Marketing Decisions”, 2018, PHI.
2. Tull and Hawckins, “Marketing Research”, 2000, 4th Ed. Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, “Market intelligence”, 2009, Kogan Page Publishers.
5. G.C. Beri, “Marketing Research”, 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, “Marketing Research- And applied orientation”, 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.

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FINANCIAL MANAGEMENT

OBJECTIVE:

To acquaint students with the techniques of financial management and their applications for business decision making.

UNIT – I : NATURE OF FINANCIAL MANAGEMENT :

Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximin Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organisation of finance function;

UNIT – II : CONCEPT OF TIME VALUE OF MONEY :

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting –meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting, calculation of NPV and IRR .

UNIT - III : SOURCES OF LONG TERM FINANCE :

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

UNIT - IV: WORKING CAPITAL MANAGEMENT :

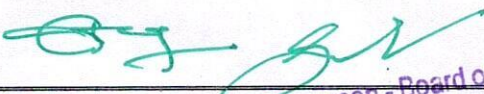
Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

UNIT - V: RECEIVABLES MANAGEMENT – OBJECTIVES :

Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

SUGGESTED BOOKS :

1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6th edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6th edition, 2015
4. I.M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
5. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India, 13th edition, 2009.
6. Rustogi, Financial Management, TaxMann, 5th edition, 2011.



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BBA (CBCS) Syllabus 2018 – 2019

BASIC QUALITY MANAGEMENT

OBJECTIVE :

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

UNIT – I : INTRODUCTION :

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

UNIT – II : TOOLS AND TECHNIQUES OF TQM :

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

SUGGESTED BOOKS :

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books. 2016

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IV SEMESTER

BBA (CBCS) Syllabus 2018 – 2019

BUSINESS LAW & ETHICS

OBJECTIVES :

It helps the students to understand importance of contracts companies act & ethics.
It focuses on legal aspects of contracts.

UNIT - I : LAW OF CONTRACTS :

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - Quasi Contracts.

UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

UNIT – III : COMPANIES ACT :

Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings -Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

UNIT - IV: CONSUMER PROTECTION LAW :


Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

UNIT - V: BUSINESS ETHICS :

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it's relevance in Management.

SUGGESTED BOOKS :

1. N.D. Kapoor, "Elements of Mercantile Law", 2015, Sultan Chand & Co.
2. K.R. Bulchandani, "Business Law for Management", 2018, HPH.
3. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand
4. Marianne moody Jennings, "The Legal, Ethical and Global Environment of Business", 2009, South western Cengage learning, New Delhi.
5. Richard Schaffer, Agusti& Earle.
6. V. Ramakrishna Raju, "Business Laws and Economic Legislations", 2005, HPH.


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BBA (CBCS) Syllabus 2018 – 2019

BUSINESS ANALYTICS

OBJECTIVE:

The objective of the course is to provide an understanding of basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.

UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :

Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.

UNIT – II : DESCRIPTIVE ANALYTICS :

Over view of Description Statistics (Central Tendency, Variability), Data Visualization- Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.

UNIT – III : PREDICTIVE ANALYTICS :

Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modeling.

UNIT – IV : PRESCRIPTIVE ANALYTICS :

Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.

UNIT – V : PROGRAMMING USING R.

R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

SUGGESTED BOOKS :

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.



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BBA (CBCS) Syllabus 2018 – 2019

MANAGEMENT SCIENCE

OBJECTIVE :

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

UNIT – I : INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT :

Definition of Production and Operations. An overview of Manufacturing processes: Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.

UNIT – II : PLANT MANAGEMENT AND WORK STUDY :

Capacity Planning, factory location, plant layout – types of layout. Sequencing of Operations: n-Jobs with one, two and three facilities. Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT – III : PURCHASE AND STORES MANAGEMENT :

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating. Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT – IV : INTRODUCTION TO OR :

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models. Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

UNIT – V : TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY :

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method(VAM). Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method. Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

SUGGESTED BOOKS :

1. S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4th Edition, Tata-McGraw – Hill Publishing Company Ltd.
5. J.K. Sharma, "Operations Research Theory and Applications 2009, 4th Edition, Macmillan.

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START UP MANAGEMENT

OBJECTIVE:

It helps the students to acquaint themselves with the special challenges of starting new ventures and introducing new product and service ideas.

UNIT – I : ENTREPRENEUR AND ENTREPRENEURSHIP :

Evolution of the Concept of Entrepreneur. Characteristics of an Entrepreneur. Distinction Between an entrepreneur and a Manager. Functions of an Entrepreneur. Traits/ Qualities of Entrepreneurs: Types of Entrepreneurs. Role of Entrepreneurship in Economic Development. Growth of Entrepreneurship in India. Problems and Development of Rural Entrepreneurship.

UNIT – II : ROLE OF SUPPORT INSTITUTIONS & MANAGEMENT OF SMALL ENTERPRISES :

Entrepreneurship Development Programmes (EDPs) – Phases of EDP's and Evaluation of EDPs. Institutional Finance to Entrepreneurs like Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SISI, SIDCs, SIDBI, and EXIM Bank and venture capital firms. Role of Small Enterprises in Economic Development. Ownership Structures, MSME act.

SUGGESTED BOOKS :

1. Vasanth Desai, "Dynamics of Entrepreneurial Development and Management", 2007, HPH, Millenium Edition.
2. S.S. Khanka, "Entrepreneurial Development", 2007, S. Chand & Co. Ltd.
3. Poornima. M Charantimath, "Entrepreneurial Development and Small Business Enterprises" 2006, Pearson Education.
4. David H. Hott, "Entrepreneurship New Venture Creation", 2004, PHI.
5. P. Narayana Reddy, "Entrepreneurship – Text and Cases", 2010, 1st Ed. Cengage Learning.
6. Longencker, Morge, Mitchell, "Managing Small Business", Sage South Asia Edition.

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V SEMESTER

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FINANCIAL MARKETS AND SERVICES (F)

OBJECTIVE :

To explain the structure of Indian Financial System.
To understand leasing, hire purchase and Mutual funds.

UNIT - I : STRUCTURE OF INDIAN FINANCIAL SYSTEM :

Indian Financial System – Structure, Functions, Types of Financial Markets, Securities traded in Financial Markets, Regulatory Institutions and their functions– RBI & SEBI, Global Financial Markets

UNIT - II : PRIMARY AND SECONDARY MARKET :

Primary Market – Introduction, Book Building, Free Pricing, Underwriting, On-Line IPOs, e-Prospectus; Secondary Market – Organisation of Stock Exchanges, NSE, BSE and OTCEI, Listing of Securities, Trading and Settlement, Internet Trading, New financial instruments.

UNIT - III : LEASING AND HIRE PURCHASE :

Asset/ Fund Based Financial Services – Leasing, Concept and classification, Advantages and Limitations, Hire Purchase – Definition, mechanism, Differences between Leasing and Hire Purchase, Venture Capital – Definition, Rationale, stages of financing.

UNIT - IV : NON FUND FINANCIAL SERVICES :

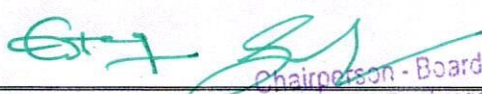
Non- Fund Based Financial Services – Credit Rating, Factoring and Forfaiting, Merchant Banking – Definition, Features, Mechanism, Types.

UNIT - V : MUTUAL FUNDS :

Mutual Funds – History, Definition, Classification, Advantages and Disadvantages, Estimating the Net Asset Value, Mechanics of MF Operations, Functions of AMC, Evaluating Mutual Funds.

SUGGESTED BOOKS :

1. Meir Kohn, 2015, Financial Institutes and Markets, 2nd edition , Oxford University Press, South Asia Edition .
2. Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, 2018
3. Madura, Financial Institutions and Markets, Cengage Learning
4. M.Y. Khan, Financial Services, Mc Graw Hill
5. Dr. S.Guruswamy, Financial Services and Markets, Thomson
6. L.M.Bhole and Jitendra Mahakud, Financial Institutions and Markets, Mc Graw Hill



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BRAND MANAGEMENT (M)

OBJECTIVE :

To provide an understanding of Different Types of Brand Awareness, Equity.

UNIT - I : INTRODUCTION TO BRAND MANAGEMENT :

Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Branding – Brand Building – Brand Launching.

UNIT - II : BRAND AWARENESS :

Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

UNIT - III : BRAND EXTENSION :

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

UNIT - IV : BRAND PERSONALITY :

Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies – Brand Positioning Variables.

UNIT - V : BRAND EQUITY :

Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity – Brand Management – Planning – Sources Brand.

SUGGESTED BOOKS :

1. Brand Management - Gulnar sharma, Karan Singh Khundia – Himalaya Publishing House
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House


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BBA (CBCS) Syllabus 2022 – 2023

ORGANIZATION DEVELOPMENT (HR)

OBJECTIVE:

This course offers an exploration of the field of OD through its human and social process and address new management and OD paradigms in rapidly changing context of Globalization and Organizational Change.

UNIT – I : INTRODUCTION :

Organization Development- Definition, Characteristics, Evolution, Process, Benefits and Limitations, Values, Assumptions and Beliefs in OD.

UNIT – II : OD MODELS :

Kurt Lewin and Burke – Litwin models of Organizational Change, Systems Theory, Participation and Empowerment, Teams and Team Work.

UNIT – III : OD PROCESS :

The Six Box Model, Third wave consulting, Phases of OD Programs, Change Management Models, The Generic Parallel Learning Structure Intervention Process, Steps to Transforming an Organization.

UNIT – IV : OD INTERVENTIONS :


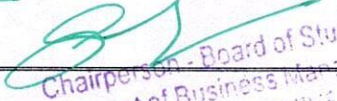
Factors to Plan and Implement OD, Results of OD Interventions, Classification of OD Interventions. OD Consultation: Process Consultation, Coaching and Counseling Interventions. Team Building: Gestalt Approach to Team Building, Techniques in Team Building.

UNIT – V : APPLICATIONS OF OD :

Socio-Technical Systems, Self-Managed Teams, MBO and Appraisal, Quality Circles, Quality of Work Life, Total Quality Management, Self-Design Systems, High Performance work systems.

SUGGESTED BOOKS:

1. Wendell French, Cicil, H. Bell, Jr. (6e) "Organization Development", Prentice Hall of India.
2. Wendell French, Cicil, H. Bell, Jr, Veena Vohra, "Organization Development", 2006, Pearson Education.
3. Thomas G. Cummings, Christopher G Worley, "Organization Development and Change", 2007, Thomson, 8th Ed.
4. S. Ramanarayan, T.V. Rao, Kuldeep Singh, "Organization Development-Intervention and Strategies", 2006, Response Books.
5. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.



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BBA (CBCS) Syllabus 2022 – 2023

ANALYSIS OF INVESTMENT IN FINANCIAL ASSETS (F)

OBJECTIVES:

The objective of the course is to provide the students with a basic view of valuation and investment in financial assets.

To explain the basic concepts of risk and return and various methods of analysis.

To explain the concept of portfolio and the various portfolio theories and evaluation methods.

UNIT – I : INTRODUCTION :

Definition of Investment; Real vs. Financial assets; Investment, Speculation, Hedging and Arbitraging. Par Value, Book Value, Market Value and Intrinsic Value of Financial of Assets. Sources of investment information. Factors to be considered in investment decisions-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept of returns – realized return and expected return. Concept and Types of risk. Measurement of Risk -Range, Standard Deviation and Co-Efficient of Variation. Risk-return trade-off. Behavioural aspects of investing. An overview of approaches to security analysis - Fundamental Analysis; Technical Analysis and Efficient Market Hypothesis.

UNIT – II : VALUATION OF FIXED INCOME SECURITIES :

Features and types of fixed income securities. Bond yield measures - Current yield, holding period return, YTM, AYTM and YTC. Bond duration, Valuation of deep discount bonds. Bond price theorems.

UNIT – III : - VALUATION OF COMMON STOCK :

Features of Common Stock. Approaches to valuation of Common Stock. Dividend Discount Model, Earnings Capitalization Models, Price-Earnings Multiplier Approach Systematic and Unsystematic Risk, Capital Asset Pricing Model (CAPM).

UNIT – IV : BASIC PORTFOLIO THEORY :

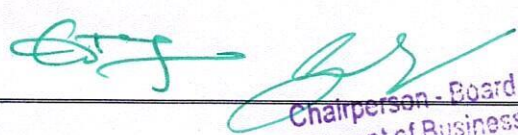
Concept of portfolio, return and risk. Harry Markowitz's Portfolio Theory – The concept, assumptions, merits and demerits. Risk and return of two assets portfolio. Construction and evaluation of Minimum Risk Portfolio.

UNIT – V : EVALUATION OF PORTFOLIO :

Measures of return – Types of Formula Plans: Constant – Rupee – Value Plan, Constant Ratio Plan, Variable Ratio Plan; Rupee-Cost Averaging; Risk – Adjusted Measures of Performance: Sharpe's Reward – to – Variability Ratio, Treynor's Reward – to – Volatility Ratio, Jensen's Differential Return Measure.

SUGGESTED BOOKS :

1. Francis. J.C. & Taylor, R.W., "Theory and Problems of Investments". Schaum's Outline Series, McGraw Hill.
2. Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, 3rd Ed.
3. V.K. Bhalla, "Fundamentals of Investment Management", S. Chand & Company Ltd.
4. R.P.Rustagi, "Investment Management", Sultan Chand & Sons.
5. Peter L. Bernstein and Aswath Damodaran, "Investment Management", Wiley Frontiers in Finance.


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RETAIL MANAGEMENT (M)

OBJECTIVE :

This course introduces the role of retailing and various formats and theories. It focuses on distribution management.

UNIT – I : INTRODUCTION TO RETAIL MANAGEMENT :

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing. Emergence and growth of Retailing in India, FDI in Indian Retailing.

UNIT – II : RETAIL FORMATS AND THEORIES :

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India. Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

UNIT – III : MERCHANDISE MANAGEMENT :

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

UNIT – IV : RETAIL STORE DESIGN :

Store layout, significance of Store layout, types of store layout, layout selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

UNIT – V : DISTRIBUTION MANAGEMENT :

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

SUGGESTED BOOKS :

1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
2. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
3. Contours of Retailing Management - S.A. Chunawalla - Himalaya Publishing House
4. Retail Management - Gibson G. Vedamani – Jaico Books
5. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
6. Sales and Distribution Management - Dr. S. Gupta - Excel Books
7. Sales and Distribution Management - Panda & Sahadev - Oxford University Press

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PERFORMANCE APPRAISAL AND COUNSELLING (HR)

OBJECTIVE:

This course offers an understanding of employee performance and measures to improve through HRD.

UNIT – I : INTRODUCTION :

Performance Appraisal – Concept, Definition, Philosophy, Nature, Scope purpose, Uses, Benefits, Components, objectives and systems.

UNIT – II : PLANNING PERFORMANCE :

Performance Appraisal – Employer and Employee perspective, performance appraisal versus performance management and merit rating. Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Developing an effective appraisal program. Issues in appraisal design.

UNIT – III : PERFORMANCE MEASUREMENT :

Methods of Performance Appraisal, Pro's and con's of 360 Degree Appraisal. Types of Appraisal Interviews and Conducting Appraisal Interviews.
Barriers to effective appraisal and overcoming barriers to appraisal.

UNIT – IV : IMPROVING PERFORMANCE :

Identifying sources of ineffective performance. Performance Diagnosis, factors that influence performance, legal issues in Performance Appraisal. Strategies to improve performance.

UNIT – V : COUNSELLING :

Employee counselling, characteristics of people with good mental health, need and functions of counselling, manager's role in counselling. Types of counselling.

SUGGESTED BOOKS :

1. David A Decenzo, Stephen P Robbins, "Fundamentals of Human Resource Management", Wiley Publications.
2. Snell / Bohlander, "Human Resource Management", Thomson.
3. Luis R. Gomez Mejia, David B Balkin, Robert L. Cardy, "Managing Human Resources, PHI Pvt. Ltd.
4. John W Newstrom, "Organizational Behaviour", Mc Graw Hill.
5. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.

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INSURANCE SERVICES (F)

OBJECTIVES :

The course helps the students to know about insurance.
It focuses on latest trends in insurance.

UNIT - I : INTRODUCTION TO INSURANCE :

Definition and nature of insurance, Role, importance and functions of insurance.
Meaning of insurance and re-insurance, principles of insurance, types of insurance, globalization of insurance and insurance sector reforms in India.

UNIT - II : LIFE INSURANCE :

Life insurance- procedure for issuing a policy, policy loans revival
The concept of life insurance, life insurance products- traditional and market related, pension plans, group insurance, tax treatment of life insurance, claims settlement.

UNIT - III : GENERAL INSURANCE :

Concept of General Insurance procedure, group insurance, Group Insurance Types – Health, Accident, Motor, fire insurance marine insurance, claim settlements.

UNIT – IV : POLICY DOCUMENTS AND ASSIGNMENT, NOMINATION & SURRENDER OF POLICY:

- a) Policy Documents : Life Insurance Policy Application and Process – Proposal Form and Related Documents – Importance of a Policy Document – Format of a Policy Document – Policy Schedule and its Various Components – Conditions and Privileges in a Policy Document – Duplicate Policies.
- b) Assignment, Nomination & Surrender of Policy : Assignment of Life Insurance Policies – Conditional Assignment – Absolute Assignment – Process of Assignment – Nomination – Process of Nomination – Features of Nomination – Assignment Vs. Nomination – Surrender of Policies – Foreclosure of Insurance Policies.

UNIT – V : POLICY CLAIMS :

Types of Policy Claims – Survival Benefits – Death Claims – Maturity Documents required for Processing Early Claims Processing State – Early Claims and Non-early Claims – Documents required for Processing Early Claims – Death due to Un-natural Causes or Accidents – Nomination – Assignment – Waiver of Evidence of Title – Claims Concession Clause and Extended Claims Concession Clause – Presumption of Death – Insurance Riders – Accidental Death Benefit Rider – Permanent Death Benefit Rider – IRDA Regulations for Claim Payments.

SUGGESTED BOOKS:

1. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
2. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
3. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
4. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

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CUSTOMER RELATIONSHIP MANAGEMENT (M)

OBJECTIVES :

UNIT – 1 : EVOLUTION OF CUSTOMER RELATIONSHIP :

CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability.

UNIT – II : CRM CONCEPTS :

Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability.

UNIT – III : PLANNING FOR CRM :

Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process.

UNIT – IV : CRM AND MARKETING STRATEGY :

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

UNIT – V : CRM PROBLEMS IN IMPLEMENTATION :

Issues and Problems in Implementing CRM, Information Technology Tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

SUGGESTED BOOKS :

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH
2. Francis Buttle, "CRM: Concept and Technologies", Elsevier, a division of Read Elsevier India Pvt. Ltd.
3. Dilip Soman & Sara N – Marandi, "Managing Customer Value" Cambridge.
4. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
5. Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.
6. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management – An Indian Perspective", Excel Books
7. K Govind Bhat, "Customer Relationship Management", (2018), HPH.

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COMPENSATION MANAGEMENT (HR)

OBJECTIVE :

To impart techniques and methods for competing employer – employee negotiations for arriving at optimal compensation system.

UNIT – I : INTRODUCTION TO STRATEGIC COMPENSATION MANAGEMENT :

Concept of compensation-Exploring and defining the compensation context-System of compensating-compensation dimensions-concept of reward-Role of compensation in Organization-Non-financial compensation system - New trends in compensation management.

UNIT – II : COMPENSATION AND EMPLOYEE BEHAVIOUR :

Bases For Traditional Pay System and Modern Pay System-Establishing Pay Plans-Aligning Compensation Strategy with HR Strategy and Business Strategy-Seniority and Longevity pay-Linking Merit Pay with Competitive Strategy-Incentive Pay-Person focus to Pay-Team Based Pay.

UNIT – III : DESIGNING COMPENSATION SYSTEM :

Building internally consistent Compensation System-Creating Internal Equity through Job Analysis and Job Valuation-Building Market Competitive Compensation System-Compensation Surveys-Integrating Internal Job Structure with External Market Pay Rates-Building Pay Structures that Recognize Individual Contributions-Constructing a Pay Structure-Designing Pay for Knowledge Program.

UNIT – IV : EMPLOYEE BENEFITS MANAGEMENT :

Components-Legally required Benefits-Benefits Administration-Employee Benefits and Employee Services-Components of Discretionary Core Fringe Compensation-Designing and Planning Benefit Program-Totally Integrated Employee Benefit Program.

UNIT – V : CONTEMPORARY STRATEGIC COMPENSATION CHALLENGES :

International Compensation and Competitive Strategies-Executive Compensation Packages-Compensating Executives-Compensating the Flexible Workforce-Contingent Employees and Flexible Work Schedules-Strategic Issues and Choices in Using Contingent and Flexible Workers.

SUGGESTED READINGS :

1. Handerson, "Compensation Management in a Knowledge Based World", 2007, Pearson Ed. 9th Ed.
2. Joseph J.Martocchio, "Strategic Compensation", 2006, Pearson Ed Richard I 3rd Ed.
3. Milkovich & NewMan, "Compensation", 2005, Tata McGraw –Hill, New Delhi.
4. Dr. Kanchan Bhatia, "Compensation Management", 2009, Himalaya Publishing House.
5. Tapomoy Deb, "Compensation Management", 2009, Excel Books, New Delhi.
6. Dipak Kumar Bhattacharyya, "Compensation Management", 2009, Oxford University Press.

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MOBILE COMMERCE

OBJECTIVES :

The objective of the course is to acquaint the students with the Mobile Commerce concepts and environment and customer value.

UNIT – 1 : E-COMMERCE CONCEPTS :

Anytime commerce, dimensions of e-commerce, E-commerce business models. M-commerce concepts: An information systems perspective, anytime, anywhere commerce, Impact of mobility on e-commerce, M-commerce business models. M-commerce value chain, M-commerce information system functional model. Case study

UNIT – 2 : M-COMMERCE TECHNOLOGY :

Types of Mobile clients (mobile phones, PDAs, laptop computers, vehicle-mounted devices, hybrid devices), Device limitations: considerations for user interface and application design Device location technology: GPS, triangulation. Mobile client software: Mobile device operating systems, Micro browsers, Mobile device communications protocols: WAP, i-Mode, Mobile device page description languages, Mobile device application software.

UNIT – 3 : WIRELESS COMMUNICATIONS TECHNOLOGY :

Wireless wide area network (WWAN) technology: cellular systems 2G (CDMA, TDMA, GSM), 2.5G (GPRS, EDGE), 3G (WCDMA/UMTS, CDMA2000), 4G. Wireless local area network (WLAN) technology (wi-fi), Wireless metropolitan area network (WMAN) technology (wi-max) Wireless personal area network (WPAN) technology (Bluetooth).

UNIT – 4 : M-COMMERCE APPLICATIONS :

Mobile financial services, Mobile advertising, Mobile inventory management, Mobile product location and shopping, Mobile proactive service management, Mobile business services, Mobile auction, Mobile entertainment, Mobile office, Mobile distance education, Mobile information access, Vehicular mobile commerce, Telematics Location-based applications, M-commerce cases.

UNIT – 5 : WIRELESS APPLICATION DEVELOPMENT :

The wireless application: client side, server side, WAP. Installing and using Openwave Phone Simulator, M-commerce trust, security, and payment: Trust in m-commerce, Encryption, Authentication, confidentiality, integrity, and non-repudiation. Mobile payment, M-commerce issues, Technology issues (Mobile client issues, Communications infrastructure issues and other technology issues) Application issues, Global m-commerce issues, Beyond m-commerce

SUGGESTED READINGS :

1. Mobile Commerce: Technology, Theory and Applications, E.Brian Mennecke, J.Troy Strader, Idea Group Inc., IRM press, 2003.
2. The Economics of Electronic Commerce, Choi, S. Y., D. O., Stahl, and A. B. Whinston, Macmillan Technical Pub., 1997.
3. Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, Paul May, Cambridge University Press March 2001.
4. M-Commerce Crash Course, P. J. Louis, McGraw- Hill Companies.
5. The Definitive Guide, 5th ed., Musciano, C, and B. Kennedy, HTML & XHTML, O'Reilly Media, 2002.
6. e-commerce- concepts and applications, Nidhi Dhawan, International book house

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VI SEMESTER

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BANKING (F)

OBJECTIVES :

The course helps the students to know about banking and its regulations. It focuses on latest trends in banking.

UNIT - I : INTRODUCTION TO BANKING :

Evolution of Commercial Banking in India, Definition of Banker, Customer, Functions of Reserve Bank and Commercial Bank. Emerging role of bankers and Role of Banks in Economic development, Reforms in banking sector, Global financial crisis & Indian banking sector.

UNIT - II : RBI AND TYPES OF BANKS :

RBI, Constitution, Organizational sheet Management, Objectives, Functions, monetary Policy. Dist Cooperative Central Bank, RRB, NABARD, IDBI, SIDBI, Development Banks.

UNIT - III : NEGOTIABLE INSTRUMENTS :

Description - their Special features. Duties, Reprioritizes of paying, collecting banker. Circumstances under which banker and refuses payment of cheques. Consequences of wrongful distionous, pre cautions while advancing loans against securities, Good real estate, Insurance polities collateral securities.

UNIT - IV : CUSTOMER RELATIONSHIP IN BANKS :

Banking Customers Relationship, Procedure for opening account difference types of loans, advances, operation of banking cheques crossing, endorsements. Types and rules of wrong principles of sound lending.

UNIT - V : REGULATION AND INNOVATON IN BANKING SYSTEM :

Commercial Bank, credit allocation policies, Types of banks, Branch banking, Unit banking, Group banking, RRB, Co operative banks, micro, NABARD, IDBI. Latest trends in banking ATM, E-banking, mobile banking, E-payment, credit card, online banking, plastic money, electronic purse, digital cash, EFT, ECS (Electronic Clearing System), Safeguard for Internet Banking, comparison of traditional banking and E-banking. MSME'S, role of foreign banks, advantages & disadvantages of foreign banks.

SUGGESTED BOOKS:

1. Introduction to Banking, Vijayaragavan Iyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.
4. Management of Banking & Financial Services, Padmalatha Suresh & Justin Paul, Pearson, 2nd Edition.
5. Indian Insurance – A Profile, H. Narayanan, Jaico Publishing House, 2008
6. Insurance – Principles and Practice, M.N.Mishra and S.B.Mishra, S.Chand, 16th Edition

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BUYER BEHAVIOUR (M)

OBJECTIVE :

To understand the depth concept & theories of Consumer buying Behaviour
To Focus on Learning theories
To Know the impact of culture on Buyer Behaviour

UNIT – I : INTRODUCTION TO BUYER BEHAVIOUR :

Understanding basics of Buyer Behaviour, Factors effecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

UNIT – II : THEORIES OF BUYER BEHAVIOUR :

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVIOUR :

Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-Changing aspects of family size.

UNIT – IV : BUYER BEHAVIOUR DECISION :

Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

UNIT – V : MODELS OF BUYER BEHAVIOUR :

Basic Model of Buyer Behaviour: Generic Model of Buyer Behaviour, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

SUGGESTED BOOKS :

1. Schiffman and Kannik, “Consumer Behavior”, 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
3. Gary Lilien, “Marketing Models”, 2018, PHI.
4. Suja R. Nair, “Consumer Behaviour in Indian perspective”, 2010, HPH.
5. Sheth and Mittal, “Consumer Behavior”, 2004, Thomson Learning.
6. Stish Batra, “Consumer Behavior”, 2009, Excel Books New Delhi.



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LEADERSHIP AND CHANGE MANAGEMENT (HR)

OBJECTIVE:

This course offers an understanding into Leadership Activities and its influence on the Management of change in the organisations.

UNIT – I : INTRODUCTION :

Leadership: Concept, Characteristics, roles, motives, skills and functions. Leadership Vs Management. Effective leadership behaviours and attitudes. Impact of Leadership on organisational performance.

UNIT – II : LEADERSHIP STYLES AND THEORIES :

Popular Leadership Styles, Entrepreneurial and Super leadership. Transactional Vs Transformational leadership. Triat and Path – Goal theories of leadership.

UNIT – III : ORGANISATIONAL CHANGE :

Types and forces of change, Framework for change management. Proactive change and reactive change. Elements of planned change. Action research model. Individual and organisational barriers to change management and overcoming the barriers to change management.

UNIT – IV : INFLUENCE OF CHANGE :

Six belief changers that Influence change, organisational change through influencing individual change.

Approaches : Kotter's eight step plan, Greiner's Change process model. Four key drivers of organisational change. Factors contributing to resistance to change. Best practices to overcome resistance to change.

UNIT – V : ORGANISATIONAL CULTURE AND CHANGE MANAGEMENT :

Organisational Culture and Leadership, Types of Cultures, Primary and Secondary ways to influence culture, elements of organisational culture. Diagnosing, creating and managing organisation culture.

SUGGESTED BOOKS :

1. S. Chandan, "Organisational Behaviour", Vikas Publishing House Pvt. Ltd. 3rd Edition
2. Herbert G. Hicks and C.Ray Gullett, "Theory and Behavior", McGraw Hill.
3. Andrew I Dubrin, "Research Findings, Practice and Skills", Houghton Mifflin Company, 3rd Edition.
4. Kavitha Singh, "Organization Change & Development", 2005, Excel Books.
5. Adrain thornhill, Phil Lewis, Mike Millmore, Mark Saunders, "Managing Change – A Human Resource Strategy Approach", Pearson Education, 2006.
6. Nilakant V and Ramnarayan, "Managing Organizational Change", Response Books, 2006.

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RISK ANALYSIS AND MANAGEMENT (F)

COURSE OBJECTIVE :

This course enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

UNIT - I: INTRODUCTION :

Risk Vs Uncertain , Risk Management, objectives and tools of Risk Management. Principles of Risk Management and Risk Management process.

Risks associated with Financial services firm – Types of Risks, Product and Capital Market Risk. Risk Reporting: Internal and External reporting.

UNIT – II : MEASUREMENT & MANAGEMENT OF FINANCIAL RISK :

Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR): VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR. Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM): evolution & concept, RBI guidelines. Capital Adequacy. Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

UNIT – III : FORWARD AND FUTURES CONTRACTS TO MANAGE RISK :

The concept of Derivatives and types of derivatives. The role and significance of derivative's in managing risk. Participants in Derivative Markets: Individuals, speculators, Hedgers and Arbitrageurs.

Forward contracts. Definition features, their utility is risk management. Limitations of Forward contracts. Futures contracts: Definition, features and their utility in Risk management limitations. Clearing House initial & Daily Margins and Marking to the market. Differences between Forward and Futures contracts.

UNIT – IV : SWAPS AND OPTIONS TO MANAGE RISK:

Swaps, Concept of Swap. Types of Swaps: Interest Rate and Currency Swaps. The process of Managing Risk using Swaps.

Options : Definition, terminology, types of options : call, put, American and European options. Options in the money, out of money and at the money. Black and Scholes option pricing model: Assumptions and limitations.

UNIT – V : FINANCIAL ENGINEERING :

Concept, scope of financial engineering. Factors contributing to growth of Financial Engineering: Environment and intra firm factors. Tools of Financial Engineer: New product development and New Product Strategy.

SUGGESTED BOOKS :

1. Dun and Bradstreet, "Financial Risk Management", 2007, TMH, Delhi.
2. Ravi Kumar, "Asset Liability Management", Vision Books Pvt. Ltd.
3. "Theory and Practice of Treasury and Risk Management in Banks", Indian Institute of Banking and Finance, March 2006, Taxmann
4. Jayanth Rama Varma, "Derivatives and Risk Management", TMH.
5. John. F. Marshall & Vipul.K.Bansal, "Financial Engineering: A Complete guide innovation", PHI.



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ADVERTISING AND SALES PROMOTION (M)

OBJECTIVE :

It helps the students to understand the important of advertisements for promotion of products. It focuses on media planning, personal selling and sales promotion.

UNIT – I : INTRODUCTION :

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

UNIT – II : CREATION OF ADVERTISEMENT :

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles. Advertisement Appeals – Emotion and Rational Appeals.

UNIT – III : MEDIA PLANNING :

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

UNIT – IV : PERSONAL SELLING :

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

UNIT – V : SALES PROMOTION :

Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.

Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

SUGGESTED BOOKS :

1. David Aaker, “Advertisement Management”, 2018, HPH
2. Belch & Belch, “Advertising and Promotion”, TMH.
3. Aaker, Kumar, “Advertising Management”, PHI.
4. S.A. Chunawalla, “Advertising Management”, HPH.
5. Still Rechard, Sales Management, Latest Edition, 2018, Prentice Hall

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TALENT AND KNOWLEDGE MANAGEMENT (HR)

OBJECTIVE :

The main objective of the course is to offer knowledge on various approaches to talent and knowledge management in business organizations. The course also facilitate discussion on a variety of institutional strategies and models for dealing with talent and knowledge management.

UNIT – I : INTRODUCTION TO TALENT MANAGEMENT :

Talent Management – Meaning, Importance, Evolution, Talent Management System, Talent Reservoir – Components . Institutional Strategies for dealing with Talent Management.

UNIT – II : SUCCESSION AND CAREER PLANNING :

Succession Planning, Talent Acquisition, Talent Identification, Talent Development, Training Coaching, Talent management Strategies. Role of leaders in Talent Management.

UNIT – III : KNOWLEDGE MANAGEMENT :

Concepts, Forces driving knowledge management, knowledge systems, knowledge strategies, technologies for knowledge management, factories influencing knowledge management

UNIT – IV : NATURE OF KNOWLEDGE :

Data information knowledge Wisdom, use of knowledge, types of knowledge, knowledge management solutions , mechanism and systems knowledge infrastructure.

UNIT – V : KNOWLEDGE FRAME MANAGEMENT :

Knowledge management frame Handsnon – earl’s sever schools of knowledge management. Alvesson & Karreman’s knowledge management approaches, knowledge management approaches. Knowledge management infrastructure organizational. Impact of knowledge management on people process, products on organizational performance knowledge discovery systems.

SUGGESTED BOOKS :

1. Ed by Lance A. Berger and Dorothy R Berger. “The Talent Management Handbook”, 2004, Tata McGraw Hill edition.
2. Ed by Larry Israelite, “Talent Management”, ASTD Press.
3. Sajjad M Jasmuddin, “Knowledge Management”, 1st ed, 2009, Cambridge.
4. Stuart Barnes, “Knowledge Management Systems”, Ed, Cengage Learning
5. Irma Becerra-Fernandez, Avelino Gonzalez and Rajiv Sabherwal “Knowledge Management”, 2009, Pearson Education Inc.
6. Donald Hislop, “Knowledge management in Organizations”, 2009, Oxford University Press, Second edition.
7. Sudhir Warier, “Knowledge Management”, Vikas Publishing House Pvt. Ltd.
8. Thorne & Pellant, “The Essential Guide to Managing”, Viva Books.
9. Stuart Barnes(Ed) “Knowledge Management Systems”. Cengage Learning.

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INTERNATIONAL FINANCE (F)

OBJECTIVE :

The objective of this course to provide inputs on globalisation, exchange Risk Management, Financing of International Trade etc.

UNIT - I : INTRODUCTION :

Globalisation and MNCs Nature and scope of international finance, Globalisation and multinational firm, MNCs: the key participant in international financial functions, Factors leading to Fast strides in International financial functions, International trade, Challenges of international finance, Globalization and emerging trends of trade.

UNIT -II : RISK AND EXPOSURE :

Nature of Exposure of Risk, Defining Exposure and Risk Classification of Foreign Exchange Exposure and risk, Risk Management and Wealth Maximization, Classification of foreign Exchange Exposure and risk, Measuring Exposure and Risk

UNIT - III : BALANCE OF PAYMENTS :

Features of BOP, components of BOP the global economy, balance of payments, economy of a country, exchange rates and BOP exchange of national currencies, basics of foreign exchange markets, Interpretation of exchange rates theories, currency convertibility and the strength of the rupee Financial or speculative, Price risk and exchange rate financial instruments like derivatives

UNIT - IV : FINANCING INTERNATIONAL TRADE AND MONETARY FUND :

Market instruments, Cash-in-advance, Modes of financing in international trade. World Bank: EXIM Bank. Functions and responsibilities of the Bank and its changing role, Primary responsibility of International Monetary Fund, Exchange rates and international payments, Special rights of the IMF, resources, Operations and current challenges, Multilateral institutions, International Bank for Reconstruction and Development, International Finance Corporation and Bank for International Settlements.

UNIT - V : INTERNATIONAL TRADE PRACTICES :

General Agreement on Tariff and Trade (GATT), Consensus on international trade practices, Journey of GATT, WTO: Global Financial Regulations: Global financial crisis in 2007, New global rules and regulations Volcker Rule, Dodd Frank Act, Basel III Accord, Solvency II rules for the insurance sector, Role of international financial institutions and their role in global regulations.

SUGGESTED BOOKS:

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition.
2. Levi M., "International Finance", 2009, 5th Ed. Routledge, Taylor & Francis Group.
3. Shailaja G, "International Finance", 2011, 2nd Ed. Orient Blackswan.
4. Hendrik Van den Berg, "International Finance and Open Economy Macro Economics", 2009, 1st Ed. Cambridge.
5. Sharan V., "International Financial Management", 2009, 5th Ed. PHI, EEE.
6. Madura J., "International Financial Management", 2010, 4th Ed. Cengage Learning.
7. Apte P.G., "International Finance", 2008, 2nd Ed. McGraw Hill.
8. "Risk Management, 2006 Indian Institute of Banking & Finance, Macmillan.
9. Madhu Vij, "International Financial Management", 2010, 3rd Ed. Excel Books.
10. Jain, Peyrard and Yadav "International Financial Management," Trinity Press, 2010.

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BBA (CBCS) Syllabus 2022 – 2023

RURAL MARKETING (M)

OBJECTIVE :

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factor that differs from urban market.

UNIT – I : RURAL ECONOMY & DEVELOPMENT :

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT – III : PRODUCT MIX DECISIONS :

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT – IV : PRICING & PROMOTION STRATEGY :

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

UNIT – V : RURAL DISTRIBUTION :

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

SUGGESTED BOOKS :

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi

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BBA (CBCS) Syllabus 2022 – 2023

EMPLOYEE RELATIONS (HR)

OBJECTIVE:

The main aim of this course is to introduce students to the theories and practices of Industrial Relations. The module examines the relationship existing between employer and employee.

UNIT – I : INDUSTRIAL RELATIONS :

Concept, Definition, Objectives, Scope, Approaches, Principles. Factors affecting employee stability. Employee Relations at Workplace, Culture.

UNIT – II : INDUSTRIAL CONFLICT :

Causes of Industrial Disputes, Machinery for settling of disputes – Negotiation, Conciliation, Mediation, Arbitration and Adjudication. Grievance Handling: Causes of grievances – Guidelines for grievance handling – Grievances Redressal procedures. Employee Discipline: Causes of indiscipline – Code of discipline – Disciplinary procedure – Code of conduct. Collective Bargaining.

UNIT – III : EMPLOYEE RELATIONS :

Changing concept of management and labour relations; Laws, development of the idea of social justice, limitation of management prerogatives, increasing labour responsibility in productivity. Joint consultation in India. The employment relationship, Employee relations, Managing employee relations, Employee voice.

UNIT – IV : TRADE UNIONISM AND INDUSTRIAL RELATIONS :

Labour movement: Trade union movement, Functions and problems of trade unions. International Labour Movement: International Confederation of Free Trade Unions (ICFTU), World Federation of Trade Unions (WFTU), International Labor Organization's (ILO). Worker's Participation in Management – Forms.

UNIT –V : WAGE LEGISLATION AND ADMINISTRATION :

Wage Legislation and Administration: The need for wage legislation, payment of wages Act-1936, The minimum wages Act-1948, The payment of Bonus Act- 1965, Equal remuneration Act-1976. Managing the work environment, Health and safety management.

SUGGESTED BOOKS :

1. Mamoria C.B and Sathish Mamoria, "Dynamics of Industrial Relations", Himalaya Publishing House, New Delhi, 1998.
2. P.N. Singh and Neeraj Kumar, "Employee Relations Management", 2010, Pearson Education, New Delhi.
3. Pylee. M.V and Simon George, "Industrial Relations and Personnel Management", Vikas Publishing House (P) Ltd., New Delhi, 1995
4. Michael Armstrong, "Essential Human Resource Management Practice" Kogan Page Limited, 2010
5. Srivastava, "Industrial Relations and Labour Laws", Vikas, 4TH edition, 2000.

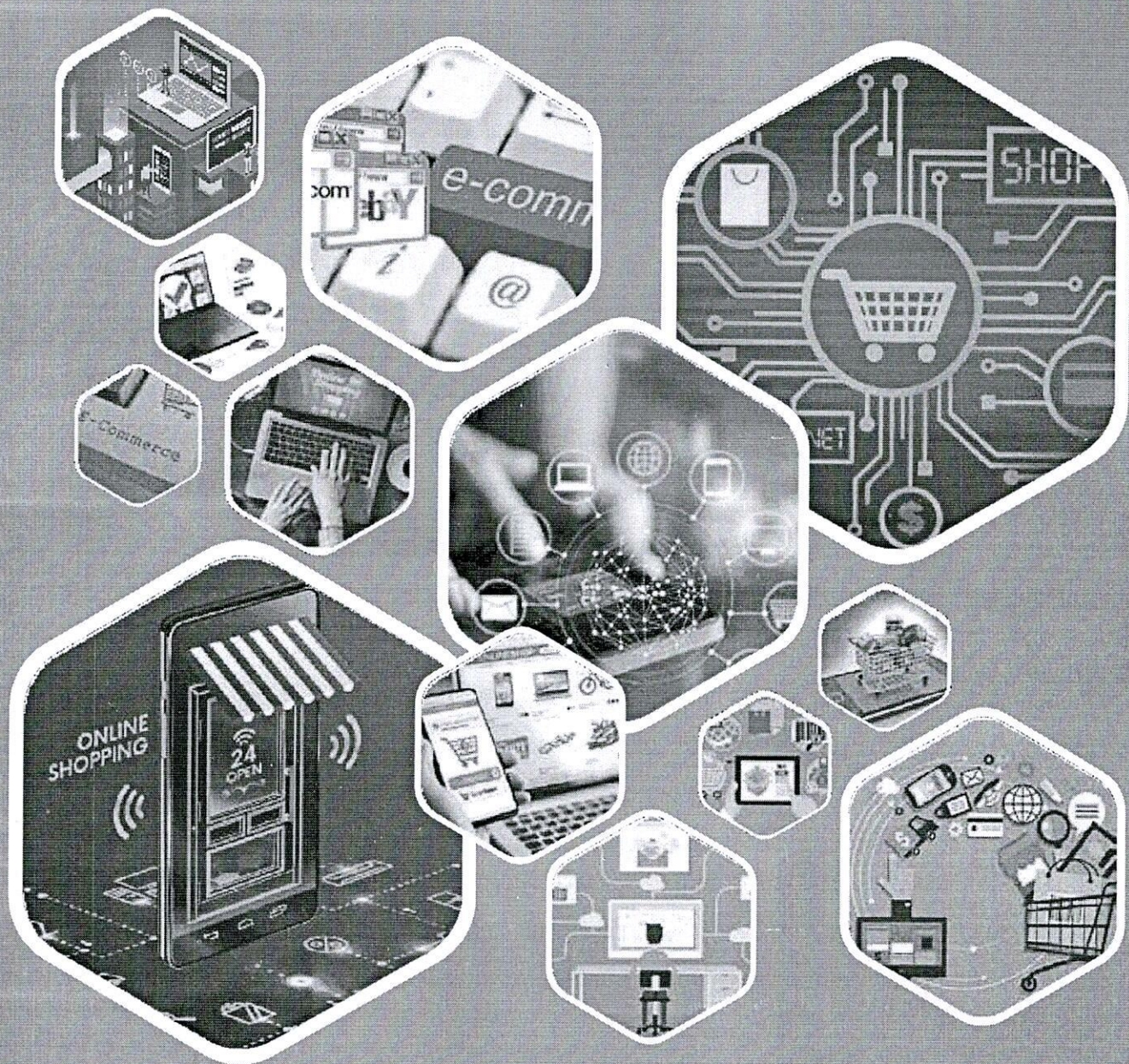


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Apprenticeship-based UG Degree Programme in E-Commerce Operation

COLLABORATIVE PROGRAMME OF LSC



REGULATION & CURRICULUM

ACADEMIC YEAR 2022-23

NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5

**APPRENTICESHIP-BASED UG DEGREE PROGRAMME IN
E-COMMERCE OPERATION**

COLLABORATIVE PROGRAMME OF LSC

REGULATION & CURRICULUM

ACADEMIC YEAR 2021-22

NATIONAL SKILL QUALIFICATION FRAMEWORK LEVEL:5

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APPRENTICESHIP-BASED UG DEGREE PROGRAMME IN E-COMMERCE OPERATION

COLLABORATIVE PROGRAMME OF LSC

The Programme

Apprenticeship-based UG Degree Programme in E-Commerce Operation is offered by Logistics Sector Skill Council (LSC) in collaboration with Higher Education Institutions that are duly approved by the concerned authorities.

Logistics Sector Skill Council, established by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Skill Development Corporation of India (NSDC), has taken up several initiatives to create adequate skills for gainful employment at various levels in Logistics Industry. The apprenticeship-based UG Degree Programme in E-Commerce Operation is one of the programmes.

The Collaborating Institution may choose either B.Com. or BBA or BMS as the nomenclature for this UG Degree Programme. LSC takes up the following responsibilities so far as BBA/BMS/B.Com Degree is concerned.

- Curriculum Development and Continuous Improvement
- Sensitisation of Students on Apprenticeship Assignment
- Create Course Materials on all Domain Courses and provide access to students through Logistics Learning Management System
- Securing Apprenticeship Training (On-the-job Training) in Logistics Companies for all students of this Programme under the provisions of Apprentices Act, 1961
- Securing a monthly stipend, as fixed by the Government from time to time, during the Apprenticeship Training period for every student.
- Assessing the performance & learning of students in Apprenticeship
- Arrange the conduct of final placement drive for the students of this Programme
- Assessment of the progress made by the Collaborating Institutions (CI) in the Programme, and offering suggestions & help achieve the objective of making the students skilful.

The Regulation and Curriculum given below shall be duly approved by the various academic bodies of the HEI/University and apply to all candidates admitted to the Programme.

1. Eligibility for Admission

Candidates for admission to this Apprenticeship-based BBA/BMS/B.Com Degree Programme should have passed 10+2 in any Board or possess an equivalent qualification. Any subject group in 10+2 is acceptable.

2. Admission

The Collaborating Institutions shall decide the minimum mark percentage for admission. The Reservation Policy of the State where the HEI is functioning is applicable.

3. Programme Duration

The Programme extends for three years consisting of Four teaching semesters and two apprenticeship semesters.

4. Programme Content

- 24 Courses in Semesters I, II, III, and IV
- 4 Allied Courses in the MOOC format in Semesters V and VI
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

5. Standard of Passing & Award Division

Standard of Passing & Award Divisions shall be as per the Collaborating Institution's policies that offer this Programm

6. Continuous Internal Assessment

The Continuous Internal Assessment System, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the Collaborating Institution.

7. Attendance

The mandatory minimum attendance in teaching Semesters is as per the existing policies and practices of the Collaborating Institution.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

8. Examination

The End Semester Examination for courses scheduled in teaching Semesters will be conducted and results declared by the Collaborating Institution. The question paper pattern for these examinations is as per the format decided by the Collaborating Institution.

9. Miscellaneous

- ✓ Each student shall possess Aadhaar Card, PAN, and Bank Account, which are necessary for onboarding for Apprenticeship.
- ✓ Students shall be willing to move out of their present place of residence to get onboarded in companies that might be located in different cities.
- ✓ Students shall take care of Boarding and Lodging arrangements in cities where the Apprenticeship providing company is located.
- ✓ Students need to possess the prescribed textbooks for all Courses of the Programme.
- ✓ The Collaborating Institution will award the Degree to students who successfully complete the Programme.

10. Fee Payment

The Programme Fee and Examination Fee are payable by students to the Collaborating Institution as per its norms.

E-Commerce Operation - Curriculum Structure

Academic Year 2022-23

Semester I - NSQF 3

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	English - I	LEC2001	General	60	4	30	70	100
2	Principles of Management	LEC2002	General	60	4	30	70	100
3	Information Technology for Business	LEC2003	General	45	4	0	70	70
4	Financial Accounting	LEC2004	General	60	5	30	70	100
5	Inventory Management	LEC2005	Domain	45	3	30	70	100
6	Introduction to E Commerce & Logistics Operations	LEC2006	Domain	60	5	30	70	100
	Information Technology for Business practicals	LEP2001	General	15	1		30	30
	Total			345	26	180	420	600

Semester II - NSQF 3


No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	English - II	LEC2007	General	60	4	30	70	100
2	Organisation Behaviour	LEC2008	General	60	4	30	70	100
3	Statistics for Data Analysis	LEC2009	General	60	5	30	70	100
4	Warehouse Management	LEC2010	Domain	45	3	30	70	100
5	Material Handling	LEC2011	Domain	45	3	30	70	100
6	First Mile and Last Mile Operations	LEC2012	Domain	60	5	30	70	100
	Total			330	24	180	420	600

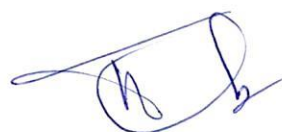
Semester III - NSQF 4

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Cost Accounting	LEC2013	General	60	4	30	70	100
2	Marketing Management	LEC2014	General	60	4	30	70	100
3	Human Resources Management	LEC2015	Domain	60	4	30	70	100
4	MIS for E Commerce	LEC2016	Domain	60	4	30	70	100
5	Transportation for E Commerce	LEC2017	Domain	60	4	30	70	100
6	Reverse Logistics for E Commerce	LEC2018	Domain	60	4	30	70	100
	Total			360	24	180	420	600

Semester IV - NSQF 4

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Management Accounting	LEC2019	General	60	5	30	70	100
2	Hub & Line Operations	LEC2020	General	60	4	30	70	100
3	E Commerce Customer Service	LEC2021	Domain	60	4	30	70	100
4	Outsourcing in E Commerce	LEC2022	Domain	60	4	30	70	100
5	Fulfilment Operations	LEC2023	Domain	45	3	30	70	100
6	Packaging for E Commerce	LEC2024	Domain	60	4	30	70	100
	Total			345	24	180	420	600


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Semester V - NSQF 5

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Allied Course -MOOC	LEA2001/02/03	Domain	60	2	50	50	100
	Allied Course -MOOC		Domain	60	2	50	50	100
4	Apprenticeship I	LEC2025	Domain	1008	22	250	150	400
	<i>Total</i>			1128	26	300	250	600

Semester VI - NSQF 5

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Allied Course -MOOC	LEA2004/05/06	Domain	60	2	50	50	100
	Allied Course -MOOC		Domain	60	2	50	50	100
4	Apprenticeship II	LEC2026	Domain	1008	22	250	150	400
	<i>Total</i>			1128	26	300	250	600

List of Allied Courses

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Revenue Management & Pricing	LEA2001	Domain	60	2	50	50	100
2	Principles of Cataloguing	LEA2002	Domain	60	2	50	50	100
3	Documentation for Exports & Imports	LEA2003	Domain	60	2	50	50	100


No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Regulatory Environment of E Commerce	LEA2004	Domain	60	2	50	50	100
2	International E Commerce	LEA2005	Domain	60	2	50	50	100
3	Multimodal Transportation	LEA2006	Domain	60	2	50	50	100

Credit Distribution

Semester	General		Domain		Total	
	Courses	Credits	Courses	Credits	Courses	Credits
I	4	18	2	8	6	26
II	3	13	3	11	6	25
III	2	8	4	16	6	24
IV	2	9	4	15	6	23
V	-	-	3	26	3	26
VI	-	-	3	26	3	26
Total	11	48	19	102	30	150

% of General Courses:	37%
% of Domain Courses:	63%

Awards at the end of each Year							
Year	General		Domain		Q P	Sems.	Award
	Course	Credit	Course	Credit			
1	7	31	5	19	1	2	Diploma
2	4	17	8	31	1	4	Advanced Diploma
3	-	-	6	52	1	6	Degree
Total	11	48	19	102	3		


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Assessment System

The Assessment System of the apprenticeship-based Degree Programmes developed & offered by Logistics Sector Skill Council is designed to make an objective assessment of Knowledge, Skill, and Attitude development of students. In order to make the Assessment System fool-proof and inclusive, the Programme provides adequate & appropriate representation to the Industry, Sector Skill Council, and the Collaborating Institution in assessing the students. This makes the Assessment System objectively measure industry-readiness of students.

Teaching Semesters:

Semesters I, II, III, and IV are Teaching Semesters. All Courses scheduled in Teaching Semesters are assessed by the Collaborating Institution. The Assessment System (proportion of marks between the Continuous Internal Assessment & End Semester Examination, and the Question Paper Pattern) for these courses shall be as per the norms, standards and practices of the Collaborating Institution, notwithstanding the Regulations given in the Curriculum Booklet issued by LSC.

Apprenticeship Semesters:

Semesters V, and VI are Apprenticeship Semesters. Assessment System for the Courses scheduled in these Semesters will be as per the process described below.

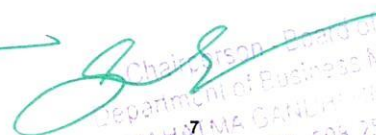
Allied Courses: The Allied Courses are offered by LSC on the pattern of MOOC. LSC delivers the course online through Logistics Learning Management System (LLMS), and makes online assessment of students. Three online tests are conducted for 25 marks each for the CIA Component. The total of the best performed two tests would be assigned as CIA Mark. One online End Semester Examination is conducted for a maximum mark of 50. The marks scored by students in both CIA and ESE for a total of 100 marks would be communicated to the Collaborating Institution by LSC. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

Apprenticeship: The CIA Component of Apprenticeship is assessed by the Manager / Supervisor under whom the students work during Apprenticeship Semesters, and LSC for a maximum mark of 250. The Manager / Supervisor makes the assessment for 150 marks based on skill & attitudinal development of students. LSC assess the practical knowledge of students for 100 marks by conducting a Test on conceptual knowledge relevant to the process undergone during Apprenticeship, and Viva.

The Collaborating Institution will evaluate the Apprenticeship Report (comprising Work Diary) submitted by students, and conduct Viva for a mark of 150, which is considered as ESE. The Evaluation & Viva shall be conducted by a Panel comprising of the HoD (or Programme Coordinator), Student's Mentor, and one Executive from Logistics Sector. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

Minimum Marks, Grading & Classification:

Minimum Marks required for passing courses, Pattern of Grading, and Classification of Successful Candidates between 'Distinction', 'First Class', 'Second Class', etc. shall be as per the norms, standards, and practices of Collaborating Institution.



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ENGLISH - I

Semester 1

Course Type
General

Code
LEC2001

Hours 60

Credits 4

Academic year
2022-23

COURSE OBJECTIVES:

- To inculcate basic English grammar.
- To learn presentation skills
- To learn discussion skills.
- To develop soft skills

LEARNING OUTCOMES:

- Understand Basic English grammar
- Demonstrate presentations
- Demonstrate soft skills

UNIT - I: TYPES OF SENTENCES(DIRECT-INDIRECT, ACTIVE-PASSIVE):Definition of sentence, Classification of sentence based on Connotation – Assertive, Interrogative, Imperative, Exclamatory, Optative , Sentence Structure – Subject and predicate, Verb, Object, Complement, Adjunct or Adverb, Clause Structure, Types of Clauses, Types of Sentences-Simple, Compound, Complex Sentences.

UNIT - II: ORAL COMMUNICATION SKILLS: Presentation Skills – Specific Language for starting a presentation – Introducing a point – Listing idea – Comparing and contrasting – Concluding a topic. Mock TV News Reading – Pitch – Intonation, rhythm – Preparing and presenting short skits – enacting scenes from dramas. Preparing and delivering speeches – Welcome, Inaugural, presidential and vote of thanks – Extempore speeches – Evaluating oral presentations.

UNIT - III: ENGLISH FOR DISCUSSION OR DEBATING SKILLS:Group Discussion guidelines – polite expressions for disagreeing, agreeing, adding, interrupting, suggesting – Mock Press Conference – Polite expressions for seeking expressing opinions in formal contexts – Demonstration – Language focused on introducing a product, service etc. Vocabulary and structures used in this.

UNIT - IV: INTERVIEWS AND MEETINGS: Before, during and after interviews – types of interview questions – interviewer's questioning styles frequent question types in interviews. Chairing a meeting – polite ways of stating and asking for opinions – asking for giving clarifications – ending the meeting.

UNIT - V: DEVELOPING SOFT SKILLS: Adaptability, Time Management, Stress Management, Problem Solving.

SUGGESTED BOOKS

1. Taylor, Grant. Situational Conversational Practice. New Delhi: Tata MC Graw Hill, 1975.
2. Sunitha K.S, Annie Pothan & Susmitha Joy. Communication Skills for English Conversation Practice: A practice Guide to Improve Conversation Skills. New Delhi: Sterling Publishers 2006
3. Kennedy, Chris and Rod Bolitho. English for Specific Purpose. London: Macmillan, 1984.
4. Gaber, Don. How to Start a Conversation and Make Friends. New Delhi: Sudha Publication. 1994.
5. Thomson, Neil. Communication and Language: A Handbook of Theory and Practice. Palgrave Macmillan, 2003
6. Practice Workbook - Premanand M E & Prasanth V G et al. Nuts and Bolts of English. Dept. of English, 2017. ISBN 978-81-920171-3-6
7. 1. RC, Bhatia. Business Communication. New Delhi: ANE Books, 2008
8. Mallika Nawal. Business Communication
9. Blundel C.A & Middle Miss. NMG. Career: English for Business and Commercial World. New York: OUP, 2009
10. K K, Lakshmi & KK, Ramachandran. Business Communication. New Delhi: Mac Millian, 2007
11. E-book available at www.englishskillsone.com

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PRINCIPLES OF MANAGEMENT

Semester
1

Course
Type

Code
LEC2002

Hours 60
60

Credits 4
2

Academic
year 2022-23

COURSE OBJECTIVES:

- To enable the students to study the evolution of management.
- To study the functions and principles of management
- To learn the application of the principles in an organization
- To study the system and process of effective controlling in the organization.

LEARNING OUTCOMES:

- Understand managerial functions
- Understand the principles of organizing
- Record Demonstrate the ability to direct, lead and communicate effectively.

UNIT - I: INTRODUCTION TO MANAGEMENT: Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II: PLANNING – IMPORTANCE: Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III: ORGANIZING: Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority- delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV: STAFFING: Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Coordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination

UNIT - V: EMERGING ISSUES IN MANAGEMENT: Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heiny Wehrich, Essentials of Management, Tata McGrawHill Education, New Delhi.
3. T.Ramasamy Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications
6. P.C. Tripathi & P.N. Reddy Principles of Management, Tata McGraw-Hill Education, New Delhi.
7. Singh, "Principles and Practices of Management and Organizational Behaviour, Sage Publication.
8. Ganguly, Principles of Management, Cengage Publications.


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INFORMATION TECHNOLOGY FOR BUSINESS

Semester
1

Course
Type
General

Code
LEC2003

Hours 45

Credits 4

Academic
year 2022-23

COURSE OBJECTIVES:

- To inculcate basic Computer.
- To learn presentation skills
- To learn calculation skills.

LEARNING OUTCOMES:

- Understand Basics of computers.
- Demonstrate presentations
- Demonstrate excel calculations

Unit	Topics
I	Windows 2000- working with windows – moving formation within windows arranging Icons Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files Opening documents – Manipulating Windows – simple Editing- Printing Files
II	Word Basics – Using Auto text – Using Auto Correct Word editing technique finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.
III	Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.
IV	MS-Excel- Spreadsheet introduction – Menu bar – Formating of cells – Using formula functions – Creating charts – Sorting and Filtering of Data – Pivot Tables.
V	INTERNET – Introduction- Basics of computer networks-LAN,WAN; Concept of Internet; Applications of Internet; Connecting to internet; Internet Service Provider; Knowing the internet; Basics of internet connectivity related troubleshooting. www- Search Engines, Understanding URL: Domain name: IP address. Basics of electronic mail. Getting an email account, sending and receiving mails, using emails, document collaboration; Instant Messaging; Netiquettes.


Text Books:

1. **Office 2000 Complete Reference by Stepher L. Nelson.**
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt . Ltd..
3. Microsoft Excel 2016: Comprehensive, Freund, Starks, and Schmieder, Cengage Learning, 2017, ISBN: 9781305870727
4. Introduction to Computers, Peter Norton, McGrawHill , 2012.
5. Using Information Technology, Brian K williams, StaceyC.Sawyer, Tata McGrawHill.

Web Resources:

1. <https://online.stanford.edu/courses/soe-yccscs101-sp-computer-science-101>
2. <https://www.extension.harvard.edu/open-learning-initiative/intensive-introduction- computerscience>.


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FINANCIAL ACCOUNTING

Semester I	Course Type General	Code LEC2004	Hours 60	Credits 5	Academic year 2022-23
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COURSE OBJECTIVES:

- To familiarise students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation

LEARNING OUTCOMES:


- Apply fundamental accounting concepts, principles, and conventions
- Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
- Record accounting transactions on the dissolution, amalgamation, and sale of partnership firms

Unit	Topics
I	Introduction to Financial Accounting- Accounting as an Information System - its Importance, Scope and Limitations; Users of Accounting Information; Basic concepts and conventions: entity, money measurement, going concerned, cost realisation, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.-The Accounting Equation; Recording of business transactions and preparation of Trial Balance; Recording of transactions in Cash Book and Subsidiary Books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book.
II	Capital and revenue expenditures and receipts-Revenue recognition and recognition of expenses-Errors and their types.-Errors affecting Trail Balance and errors not affecting Trail balance -Journal Entries for Rectification of errors.
III	Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS. -Depreciation: the concept of depreciation; Factors in the measurement of depreciation; Methods of computing depreciation: straight-line method and diminishing balance method; change of methods
IV	Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 regarding the preparation of Final Accounts. Understanding of final accounts of a Company
V	Accounting for the Partnership Firm Accounting -Admission and retirement of partner-Revaluation account-Final Accounting.

Textbooks & Suggested Readings:

1. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
2. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
3. SP Jain & K. L Narang, Financial Accounting, Kalyani Publishers




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INVENTORY MANAGEMENT

Semester I	Course Type Domain	Code LEC2005	Hours 45	Credits 3	Academic year 2022-23
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COURSE OBJECTIVES:

- To understand the concepts of inventory management.

LEARNING OUTCOMES:

The students will be able to:

- Understand basics of inventory management in warehousing.
- Compare various inventory management techniques.
- Explain the requirement for warehouse management systems.
- Demonstrate the importance of and inventory management.

Unit	Topics
I	Introduction to Inventory Management What is inventory management-Why is inventory management important-Role in inventory management in e-commerce supply chain-Inventory management terms-Types of inventory in e-commerce supply chain -Management of inventory in e-commerce supply chain.
II	Basic Inventory Management Techniques and Relevance to E-Commerce Logistics Economic order quantity-Minimum order quantity -ABC analysis. -Just-in-time inventory management. - Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management-Six Sigma and Lean Six Sigma-Demand Forecasting-Cross-docking-Bulk shipments.
III	Key Inventory Management Metrics Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory
IV	Inventory Management Software What is inventory management software? - Features of good quality software. -Choosing the correct warehousing management system.
V	Latest Trends in Inventory Management Predictive picking using artificial Features of good quality software-Choosing the correct warehousing management system-Omnichannel inventory management solutions-Streamlined management of returned inventory -Streaming Analytics-Advanced sales forecasting-New inventory management skills.

Textbooks & Suggested Readings:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
4. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai
Further Reading Source
5. Simchi-Levi, David, "Designing and Managing Supply Chain", Tata McGraw Hill, 3rd Edition, 2007.
6. David E Mulcahy, "Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.


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INTRODUCTION TO E-COMMERCE & LOGISTICS OPERATIONS

Semester
I

Course Type
Domain

Code
LEC2005

Hours
60

Credits
5

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the basics of e-commerce logistics

LEARNING OUTCOMES:

The students will learn:

- Basics of e-commerce logistics.
- Types of e-commerce logistics in India.
- Impact of technology on e-commerce logistics.
- Future of e-commerce logistics in India.

Unit	Topics
I	Basics of E-Commerce & Logistics Operations E-Commerce – Meaning, Role and revolution of E-Commerce and Logistics Operations- Challenges & Impact of E – Commerce and Logistics Operations on the world and global trade. Roadmap of e-commerce in India. Regulatory policies and impact on e-commerce logistics – Disruption in E-commerce Logistics.
II	Logistics and System Concept, Objectives and Role of Logistics Introduction - Logistics Functions and Management - Role of Logistics in the Supply Chain -Catalysts for Outsourcing Trends - Benefits of Logistics Outsourcing- Third- and Fourth-Party Logistics - Logistics goals and types - General capacity theory in logistics - Inbound and outbound operations - Capacity management in inbound and outbound logistics
III	Types of E-Commerce Logistics in India Business to Consumer (B2C) - Business model and challenges. -Business to Business (B2B) - Business model and challenges. -Consumer to Consumer (C2C) - Business model and challenges. - Other E-Commerce Models- Integrating Logistics into the operations process – Assessment, Planning, Preparing, Executing and Terminating for Logistics Operations.
IV	Impact of Technology on E-Commerce Logistics Role and advantages of technology in e-commerce logistics. -Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics – GPS tracking –Drone Delivery – Electric Vehicle Delivery System.
V	Future of E-Commerce in India Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics-Global research on e-commerce logistics. Integration with stock & order processing systems - Systems used in Inbound and outbound operations - Systems used for Value-added delivery options (premium / express / scheduled / location mapping) - Customer and Support Relationships

Textbooks & Suggested Readings:

- Course Material Prepared by LSC
- E-Commerce an Indian Perspective P.T. Joseph, S. J. - PHI publication
- IT Encyclopedia.Com: Volume 8: Parag Diwan & Sunil Sharma: E-commerce - Pentagon Press.
- E-Commerce Strategies: Charles Trepper – PHI
- S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur.
- Essential Cybersecurity Science, Josiah Dykstra, 2017 – O'Reilly


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ENGLISH - 2

Semester II	Course Type General	Code LEC2007	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- To develop written and verbal communication skills for effective business communication.
- To identify various communication skills involved in the business organization.
- To develop business communication skills among the students.
- To improve language skills – reading, writing and listening

LEARNING OUTCOMES:

- Expose learners to variety of texts to interact with them
- Capability to increase learners to visualize texts and its reading formulas
- Develop critical thinking.
- Develop a more humane and service-oriented approach to all forms of life around them.
- Improvement in their communication skills for larger academic purposes and vocational purposes
- Critical participants in their everyday business life

Unit	Topics
I	Introduction to Business Communication-Characteristics of Effective Organizational Communication Basic Forms of Communication-Process of Communication- Principles of Effective Business Communication-7 C's.
II	Academic Vocabulary and English for Business-Creative Writing Critical Thinking: Introduction to critical thinking – Benefits - Barriers – Reasoning —Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.
III	Business letters – layout of Business letters - types - Business enquiries and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquiries- Email Writing-The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E-Mail – The T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off- Teleconferencing, video conferencing
IV	Communication in Business Environment: Business Meetings, Notice, Agenda, Minutes - Press Releases - Corporate Communication: Internal and External, Group Discussion, Seminars, Presentations. - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release -Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.
V	Reports and Presentations -Business reports and Proposals, Format, visual aids and contents, Oral Business presentations. -Job Application and Resume Writing.

Textbooks & Suggested Readings:

1. R.C. Bhatia. Business Communication.
2. R.K. Madhukar. Business Communication.
3. Shraf Ravi. Effective Technical Communication.
4. Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking,
5. Lesikar R.V & Flatley M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009. 2.
6. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009.



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ORGANISATIONAL BEHAVIOUR

Semester II	Course Type General	Code LEC2008	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
- Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

LEARNING OUTCOMES:

- Enable the students how to apply the concepts of planning, organizing, executing/leading and controlling for effective management
- Application of Concepts of organizational behaviour to enhance organizational effectiveness

Unit	Topics
I	Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviourists framework, social learning framework. Basic understanding of Individual behaviours personality – meaning, development, Freudian stage, Neo Freudian stage.
II	Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction: - nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics: - Nature of Groups, types- committee organization its nature & functions. Informal Organization structure, Informal communication system.
III	Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control: - Nature and meaning of decision making, phases of decision-making process, Meaning of Control, elements of control process.
IV	Organization Change and Development: Definition and Meaning, need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions.
V	Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fiedler's contingency model) modern approach to leadership theories—leadership styles.

Textbooks & Suggested Readings:

1. Business Organization and Management by Bhushan Y.K.
2. Business Organization by Gupta C.B
3. Organizational Behaviour by L.M. Prasa




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STATISTICS FOR DATA ANALYSIS

Semester II	Course Type General	Code LEC2009	Hours 60	Credits 5	Academic year 2022-23
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COURSE OBJECTIVES:

- This Course aims at aiding the students in reaching a level of increased competence in business statistics and expands understanding of the applications of statistical concepts in business.
- Emphasis is placed upon learning statistical concepts through common business problems.

LEARNING OUTCOMES:

- Gain a conceptual and working knowledge of Business Statistics and use it in the applications of business.
- Learn the methods of solving problems on basic concepts and analytical business statistical model.
- Enable the student to use the introductory level of Transportation and queuing theory.

Unit	Topics
I	<p>Data collection</p> <p>Collection and Presentation of Data - Statistical data – Primary and Secondary; Methods of collecting Primary data; Presentation of Data – Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive); Frequency distribution.</p>
II	<p>Measures of Central Tendency</p> <p>Measures of Central Tendency – Mean (A.M., G.M., H.M.), Median, Mode – different properties; Partition values – Quartiles, Deciles, Percentiles; Partion values from Ogives.</p>
III	<p>Measures of Dispersion – Range, Q.D., M.D., S.D. – their coefficients; Comparing consistency; Different properties. Skewness and measures – Pearson's, Bowley's, Kelly's and moment co-efficient of skewness. Kurtosis and measures- Moment co-efficient of kurtosis and percentile co-efficient of kurtosis.</p> <p>Correlation Analysis:</p>
IV	<p>Methods of Studying Correlation for Grouped and Ungrouped Frequency Conceptual Distribution. Spearman's Rank Correlation. Regression Analysis: Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.</p> <p>Index Number</p>
V	<p>Index Number – Construction, Price and Quantity Index numbers, Laspeyres', Paasche's, Edgeworth-Analytical Marshall's, Fisher's method, Relative methods, Tests of index number formulae: Time and Factor reversal tests, General index number, Chain base index number, cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.</p> <p>Probability and Sampling</p> <p>Probability theory – concept and approaches; Probability rules – addition Analytical and multiplication theorem, Binomial, Poisson and Normal Distribution and their applications Sampling – Purpose and Methods of Sampling, Merits, and limitations of Sampling.</p>

Textbooks & Suggested Readings:

1. Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. Statistics for Business Economics. (Vikas: New Delhi)
3. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making

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WAREHOUSE MANAGEMENT

Semester II	Course Type Domain	Code LEC2010	Hours 45	Credits 3	Academic year 2022-23
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Warehouse professionals
- To orient students in the field of Logistics
- To help Students to understand Warehousing and distribution centre operations

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Warehousing and distribution centre operations in the real- life situation
- This subject will enable them to enhance their ability and professional skills.

Unit	Topics
I	Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing.
II	Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches
III	Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method - Situations suited for application of cross docking -Information required for coordinating cross docking- Importance of proper packing-Packing materials -Packing machines -Reading labels
IV	Warehouse Management: Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution
V	- Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels Warehouse Safety Rules and Procedures: The safety rules and' Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2001
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL India.



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MATERIAL HANDLING

Semester II	Course Type Domain	Code LEC2011	Hours 45	Credits 3	Academic year 2022-23
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become effective professionals
- To orient students on recent changes and development in the field of material management
- To help Students to understand basic Principles and concept of material Management

LEARNING OUTCOMES:

- Students will be able to apply the knowledge about material management in the real-life business situation
- This subject will enable them to enhance their managerial ability and professional skills

Unit	Topic s
I	<p>Introduction: Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost.</p>
II	<p>Types of Material Handling Equipment Storage and Handling Equipment: -Racks, Bins and Drawers., Stacking Frames, Shelves, Mezzanines. Transport Equipment: Conveyors, Cranes, Lifts and elevators. Engineered Systems: Automated Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Conveyor Systems, Robotic Delivery System. Bulk Material Handling Equipment, Stackers and Reclaimers., Hoppers and Silos.</p>
III	<p>Material Requirement Planning (MRP) Material Requirement Planning (MRP) - Advantages over conventional planning (Order Point Method) – Input and output of MRP system - Forecasting - Overview of quantitative and qualitative methods of forecasting - Master Production Schedule - Bill of Materials - BOM Explosion - Material flow in MRP. MRP II. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements).</p> <p>Design of Material Handling Systems The Unit Load Concept-In-Process Handling-Distribution.</p>
IV	<p>Quality control of material Quality control of material: Incoming material quality control- statistical quality control- governmental purchasing practices and procedures-Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis – concept and process.</p>
V	<p>Health and Safety Materials handling and storage systems, Physical distribution logistics- transportation, Traffic and claims management- operations research and related techniques- Principles of Materials Handling system - Materials Handling Equipment – Safety issues.</p>

Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Materials & Logistics Management - L.C. Jhamb




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FIRST AND LAST MILE OPERATIONS

Semester II	Course Type Domain	Code LEC2012	Hours 60	Credits 5	Academic year 2022-23
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COURSE OBJECTIVES:

- To understand the First Mile operational processes in e-commerce logistics.

LEARNING OUTCOMES:

THE STUDENTS WILL LEARN:

- Basics of First Mile operations.
- Shipment pickup operations.
- Different types of shipment processing operations at Processing Centers.
- Layout of a Processing Centre.
- Key challenges in First Mile operations and First Mile metrics.

Unit	Topic s
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview. - Why is First Mile operations important in e-commerce logistics-First Mile process flow.
II	Shipment Pickup Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. - Safety and security of shipments during pickup-Pickup documentation.
III	Shipment Processing Operations Primary and secondary processing. -Bagging operations. -Manual processing operations-Automated processing operations
IV	Layout of A Processing Centre Inbound operations-Processing Operations-Outbound Operations-Safety and security-Processing Centre staff - roles and responsibilities
V	First Mile Analytics and Metrics Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard. Tools and Applications Pickup tools and applications-Processing tools and applications-Exceptions in First Mile and impact on operations- Tools and communication to resolve exceptions.

Text & Reference Books:

- Course Material Prepared by LSC


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COST ACCOUNTING

Semester
III

Course Type
General

Code
LEC2013

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

LEARNING OUTCOMES:

- Student will be able to apply costing techniques in different types of industries.
- Student will be able to apply costing techniques in business decisions.
- Understand and use the basic concepts of costing and costing systems in their professional life.
- Integrate cost accounting with financial accounting for management decision making.

Unit	Topic s
I	Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.
II	Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's Accounts, Escalation clause. Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.
III	Standard Costing and Variance Analysis: Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour and Overhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting- Responsibility Accounting – Meaning and Objects – types of Responsibility Centers- Management Reporting.
IV	Activity based costing (ABC); Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing
V	Marginal Costing and Cost-Volume-Profit (CVP) analysis: meaning, concept - assumptions and practical applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor - export decision - plant merger - shut down of a product line- Du Pont Analysis.

Text & Reference Books:

1. Cost Accounting: N.K. Prasad
2. Practical Costing: Khanna, Pandey & Ahuja
3. Cost Accounting: M.L. Agarwal
4. Cost Accounting: Jain & Narang


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MARKETING MANAGEMENT

Semester
III

Course Type
General

Code
LEC2014

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To emphasize the importance of the marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction
- To impart knowledge with respect to latest trends in Marketing, Marketing Mix, Social responsibility, and ethical issues in Marketing Global Marketing approach.

LEARNING OUTCOMES:

- Discuss the importance of macro and microenvironment in the company's marketing function.
- Differentiate the consumer and institutional buyer behaviour.
- Define the target segments for the product
- Justify the importance of products, branding, and new product development.
- Understand the importance of Channel of distribution.

Unit	Topic s
I	Marketing Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.
II	Consumer Behaviour & Market Segmentation 1. Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. 2. Market segmentation – criteria - Bases of segmentation – benefits. Marketing research process: Defining research problem, research objective research techniques
III	Product Planning & Development and Pricing 1. Product Planning & Development -Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.-Product Planning – Genesis and Importance of Product Planning in Marketing. -Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products. 2. Pricing- Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.
IV	Distribution Channel and Promotion 1. Distribution Channel- meaning, Types of Distribution channel- Direct & Indirect. Role of intermediaries and distribution channel management. Channel Management Decisions, Returns Management and Reverse Logistics. 2. Promotion – elements of promotion mix- Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.
V	Promotion & Marketing and Society 1. An overview. Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model. 2. Marketing and Society-Social responsibility and ethical issues in marketing. Global marketing program. The old and new economies. Demand side marketing. Legal issues in marketing. marketing skills, Brand marketing skills, CRM. Marketing in Indian Context. Marketing in 21st Century

Textbooks & Suggested Readings

1. N. Rajan Nair, Marketing Management, Sultan Chand & Sons.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. Rajan Saxena, Marketing Management, TMH.


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HUMAN RESOURCES MANAGEMENT

Semester III	Course Type General	Code LEC2015	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Human resource management professionals
- To help Students to understand Human resource management


LEARNING OUTCOMES:

- Understand the financial impact of HRM activities on organizations.
- Understand the implications of increasing diversity and globalization for HRM processes.
- Students will be able to apply the Basic knowledge of Human resource management in the real-life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Introduction to HRM - Functions of HR Management - Qualities of HR Manager-Role of HR Executives International Human Resource Management - Concepts of IHRM Approaches to IHRM-Features of IHRM - Importance of IHRM - Factors affecting IHRM
II	Human Resource Planning - Objectives of HR Planning-HR Planning at different Planning Levels-Conceptual Process of HR Planning Job Analysis and Design: Job Analysis Information - Uses of Job Analysis - Process of Job Analysis-Methods of collecting Job Analysis Data-Job Description. Recruitment and Selection-Recruitment Policy- Objectives of Recruitment- Selection Procedure-Essentials of Selection Procedure-Steps in Selection Procedure.
III	Promotion, Transfer, Job Rotation & Career Planning, Career Development-Need for Career Planning- Career Development-Suggestions for Effective Career Development. Performance Appraisal- Evaluation Process-Performance Appraisal Methods-Management by Objectives- Behaviorally Anchored Rating Scale-Pitfalls in Performance Appraisal-Use of Performance Appraisal.
IV	Employee Training and Development -Steps in Training Programmes - Training Evaluation- Areas of Training- Importance of Learning-Employee Training Methods-Evaluating Management Development Program Compensation Management-Process of Job Evaluation-Techniques of Job Evaluation-Advantagesof Job Evaluation-Types of Incentive Plans-Employee Benefits-Objectives of Employee Benefits.
V	Occupational Safety and Health -Causes of Safety and Health problems at the workplace-Provisions to prevent Accidents in the workplace-Stress and Consequences on Employee Performance. Grievance Handling-Concept of Grievance-Causes of Grievance-Effective Grievance Redressal – Steps in Grievance Redressal Procedures. Discipline Action-Aims and Objectives of Discipline-Forms and Types of Discipline-Principles of Maintaining Discipline-Disciplinary Procedure-Types of Disciplinary Actions-Dismissal.

Textbooks & Suggested Readings:

1. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
2. Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
3. Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI,


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MIS FOR E COMMERCE

Semester III

Course Type Domain

Code LEC2016

Hours 60

Credits 4

Academic year 2022-23

COURSE OBJECTIVES:

- To understand the concepts of Managing information systems

LEARNING OUTCOMES:

The students will be able to:

- Understand the basics of management information systems
- Understand various global E-business processes.
- Explain the concept of electronic commerce.
- Explain the relationship between decision making and Information systems

Unit	Topics
I	Management Information Systems Information Systems Changing Business Environment in Retail Management Information System and the Trends business should monitor Information and Knowledge-Economy Contemporary Approach to Information Systems: Business Analytics and Business Intelligence
II	Global E-business and Collaboration E- Commerce Business Processes and Information Systems Types of Information Systems Systems for Collaboration and Social Commerce The Information Systems Function in Business
III	Electronic Commerce and the Digital Organization Electronic Commerce Digital Organization, Role of Digital Technologies Customer Segmentation, Personalization and Recommendations Role of IT Infrastructure and Cloud Computing
IV	Enhancing Decision Making Decision Making and Information Systems Business Intelligence in the Enterprise Business Intelligence Constituencies Building Information Systems including Mashups Managing Projects: Project Management Methodology Managing Global Systems
V	Redesigning the Organization with Information Systems Systems as Planned Organizational Change Business Process Process Improvement: Business Process Management System Analysis and Change Management Systems Design: Agile Architecture

Text & Reference Books:

- Course Material Prepared by LSC

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MAHATMA GANDHI UNIVERSITY
Nalgonda, 2022-23, (T.S.)

TRANSPORTATION FOR E COMMERCE

Semester III	Course Type Domain	Code LEC2017	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- To understand the role of transportation in E-Commerce

COURSE OUTCOME:

- The students will be able to:
- Understand the basics concept of transportation in E-Commerce
- Understand the strategies used in planning transportation.
- Explain the systems used in transportation management
- Understand the socio-economic factors that affect transportation

Unit	Topic s
I	Introduction What is Transportation Supply Chain? Importance and functions of Transportation Types of transportation, Transportation in India Factors influencing transportation decision, Trade Compliance for suppliers. Role of Transportation in Supply Chain Inbound, Outbound and shipment preparation in
II	transportation Transportation Management What is Transportation Management Techniques used in managing transportation, Transport Modalities Types of & Strategies in Transport management (supplier relationship management, Market intelligence and research on suppliers, carrier selection and review, network optimization and review process. Benefits and Risks analysis of various types of Transportation.
III	Equipment's used in transportation Transportation Management System What is Transportation Management System? Why It's Important to Have a Transportation Management System and its benefits to shippers. Quality management systems used in Transportation. Systems used in Transportation management: <ul style="list-style-type: none"> • Master Data Management, Complete Transportation Order, Document Verification, Order and Capacity Planning, Order Consolidation, Carrier Selection, Non-Standard Order Management, Supply Chain Visibility, Proactive Shipment Monitoring, • Customer Service, FPA, Tendering Process Standardization • Reporting, Performance Reviews, Sustainability
IV	<ul style="list-style-type: none"> • Managed Transportation Services , EDI and Interfacing • TMS and MTS Providers Socio Economic trends effecting Transportation Technology & Regulations Impact on the transport Industry Trade Barriers and International diplomacy for global transportation
V	Increasing supply chain complexity due to demographics Omni channel business models (Full truck load, Less than truck load) Future of transportation Future and Growth of Transportation Market by 2020 Developing competitive advantage Upcoming tools and techniques in transportation

Text & Reference Books:

1. Course Material Prepared by LSC

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REVERSE LOGISTICS FOR E COMMERCE

Semester III	Course Type Domain	Code LEC2018	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- To understand the role of Reverse Logistics in E-Commerce

COURSE OUTCOME:

- The students will be able to:
- Understand the basics concepts of reverse logistics in E-Commerce
 - Understand the process involved in reverse logistics.
 - Explain the prospects and systems used in reverse logistics
 - Understand value creation using reverse logistics.

Unit	Topic s
I	Introduction What is Reverse Logistics & its importance in Ecommerce? Reverse Logistics challenges for ecommerce Trends in Reverse Logistics Implementing the right reverse logistics strategy? Types of returns in reverse logistics
II	Reverse Processes Forward vs. Reverse Logistic Stages in Reverse logistics: Gatekeeping, Collection, Sorting stage, Processing stage. Challenges and barriers in Reverse Process Tools and applications in Reverse logistic operations
III	Prospects of Reverse Logistics Shipping or redistribution system Information system Performance management Innovations in Reverse Logistics Reverse Logistic Market Prospects
IV	Creating value through reverse logistics Network design and management integrating reverse logistics, General strategic decisions, target markets, networks, products, Processes Strategic, tactical, and operational decisions specific to Reverse logistics Monitoring and controlling the value of reverse logistics Maintaining partnerships using reverse logistics..
V	Technology and Reverse Logistics New Technology Trends in Reverse Logistics Digital Transformation in Reverse Logistics AI for Reverse Logistics

Text & Reference Books:

1. Course Material Prepared by LSC



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MANAGEMENT ACCOUNTING

Semester IV	Course Type General	Code LEC2019	Hours 60	Credits 4	Academic year 2022-23
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COURSE OBJECTIVES:

- To enable the students to understand the concept and relevance of management Accounting
- To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking
- To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

LEARNING OUTCOMES:

- The student will be able to understand the importance of management accounting as a key input for managerial/ financial decision making. The students will be able to take financial decisions using tools of management accounting.
- Students will be able to apply the Basic knowledge of Management and cost accounting in the real-life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Management Accounting –Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting.
I	Analysis and Interpretation of financial Statement: - Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements (a general discussion only).
I	Ratio Analysis: - Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover, Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios –Judgment of financial stability through ratios
III	a. Fund Flow Statements: Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance b. Cash Flow Statement: Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.
IV	Budget and Budgetary Control: Meaning, - establishing a system of Budgetary Control – Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)- Performance budgeting
V	Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement (AS-7): Direct method and Indirect Method.

Text & Reference Books:

1. Dr. S.N. Maheswari: Management Accounting
2. Made Gowda: Management Accounting
3. Dr. S.N. Goyal and Manmohan: Management Accounting
4. B.S. Raman: Management Accounting
5. R.S.N. Pillai and Bagavathi: Management Accounting
6. Foster: Financial Statement Analysis, Pearson Education.
7. PN Reddy & Appanaiah: Essentials of Management Accounting.




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HUB & LINE OPERATIONS

Semester
IV

Course Type
Domain

Code
LEC2020

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the concepts of Hub & Line Operations

COURSE OUTCOME:

- Understand the basics of Hub and line operations in Ecommerce
- Understand inbound and outbound logistics
- Explain in detail all the machines and equipment used in hub operations.
- Explain the prospects of line haul logistics

Unit	Topic s
I	Introduction 1.1 What is Hub and line Logistics in Ecommerce? 1.2 Importance of line haul Logistics in Ecommerce 1.3 Line haul challenges for ecommerce 1.4 Trends in Line haul Logistics 1.5 How to optimize a Line Haul or Line Haul Network? 1.6 What are the results of optimizing a Line Haul or Line Haul
II	Network? Inbound Logistics 2.1 What is Inbound Logistics? 2.2 Objectives of Inbound Logistics 2.3 Steps in Inbound Process 2.4 Role of Inbound Supply chain Management in ecommerce
III	logistics Outbound Logistics 3.1 What is Outbound Logistics? 3.2 Objectives of Outbound Logistics 3.3 Steps in Outbound process 3.4 What are the Differences Between Inbound and Outbound Logistics? 3.5 Tools Utilized by Both Inbound and Outbound
IV	Logistics Machines & Equipment 4.1 Introduction to the machines & equipment used 4.2 Types of sorters 4.3 Types of equipment to handle 4.4 Equipment and machine handling
V	Compliances Prospects of Line haul Logistics 5.1 Innovations in Line Haul Logistics 5.2 New Technology Trends in Line Haul Logistics 5.3 Future Automated Line Haul Processes 5.4 Line Haul Market Prospects

Text & Reference Books:

- Course Material Prepared by LSC

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E COMMERCE CUSTOMER SERVICE

Semester
IV

Course Type
Domain

Code
LEC2021

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the concept of customer service in E-Commerce



COURSE OUTCOME:

- The students will be able to:
- Understand how to create customer centric organization
 - Understand how to communicate effectively with customers
 - Explain the strategies used in servicing customers
 - Understand customer encounters and tools used in customer service.

Unit	Topic s
I	Creating the Customer-Centric Organization Championing Customer Service In-Focused or Customer-Focused: Where Do You Stand? Building a Winning Service Strategy Better Service through Surveys: Questionnaires, Focus Groups, and Interviews
II	Communicating Effectively with Customers Developing Active Listening Skills Speaking in the Positive: Words and Tone of Voice Body Language: Yours and Theirs Sending a Message Through Physical Surroundings Improving Verbal communication Understanding Your Customer's Communication Style
III	Customer Service Strategies Anticipating Needs - The Key to Your Customer's Heart Ten Principles to Keep Your Clients Happy and Loyal! Exceeding Your Clients' Expectations The Value of Customer Service Training for Your Staff 7 Ways to Make Your Customers Feel Important Recovering from Customer Service Blunders Five Customer Service Commandments
IV	When It is Time to Fire a Customer Managing the Customer Encounter Showing Customers That You Value Their Business Understanding Customer Behaviour and Creating Positive Outcomes Asking the Right Questions Dealing Effectively with Customer Hand-Offs Making the Customer's Problem Your Problem Telling the Customer "No"
V	Closing the Customer Encounter Following Through with the Customer Customer Service Tools The Client Needs Analysis (CNA) The Customer Service Survey & Analysis

Text & Reference Books:

- Course Material Prepared by LSC



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OUTSOURCING IN E COMMERCE

Semester
IV

Course Type
Domain

Code
LEC2022

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the role of Outsourcing in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand how outsourcing works in E-Commerce
- Understand how to outsource strategic assessments
- Understand how to outsource Risk Management
- Future of E-Commerce Outsourcing

Unit	Topics
I	Introduction-- What is Outsourcing? Why do companies outsource? When to Outsource? How to implement outsourcing? Problems with outsourcing
II	Ecommerce Outsourcing What is Ecommerce Outsourcing? How do Ecommerce Outsourcing help Business? The Big Benefits of Outsourcing Your eCommerce Best countries for Ecommerce Outsourcing and
III	why? Outsourcing Strategic Assessment Business Value Assessment Operational Assessment Financial Assessment Risk Assessment Integrating the four risk
IV	elements Outsourcing Risk Management Hidden Cost of Outsourcing Models of Outsourcing What risk are there with outsourcing?
V	Techniques and tools to assess risk Future Will outsourcing continue to grow in the years to come? Future outsourcing trends Future of outsourcing in India

Text & Reference Books:

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FULFILMENT OPERATIONS

Semester IV	Course Type Domain	Code LEC2023	Hours 45	Credits 3	Academic year 2022-23
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COURSE OBJECTIVES:

- To understand the role of Fulfilment operations in E-Commerce

LEARNING OUTCOMES:

The students will be able to:

- Understand the basics concepts of fulfilment operations in E-Commerce
- Understand the various operational models in fulfilment
- Explain the relationship between logistics and fulfilment services
- Understand the role of technology in fulfilment

Unit	Topics
I	Introduction to fulfilment operations What is Fulfilment? Understanding ECommerce Fulfilment Logistics Organization Forms in E-Commerce Characteristics of Fulfilment Service
II	Fulfilment Models Fulfilment offered as a key service Fulfilment offered by sales platforms Fulfilment offered by logistics service providers Fulfilment offered by other market players
III	Logistics and Fulfilment Services Key Drivers Warehousing Aspects Freight Transit Packaging
IV	Technology in fulfilment 4.1 Fulfilment Processes & platforms 4.2 E-Fulfilment and Customer retention strategies
V	Prospectus in Fulfilment Fulfilment of Bundled Orders using technology Mini Fulfilment via tech

Text & Reference Books:

- Course Material Prepared by LSC




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PACKAGING FOR E COMMERCE

Semester
IV

Course Type
Domain

Code
LEC2024

Hours
60

Credits
4

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the concept of packaging E-Commerce

COURSE OUTCOME


The students will be able to:

- Understand the concept of packaging in E-Commerce
- Understand the types and functions of packaging
- Understand the concept of brand equity
- Explain the packaging journey.

Unit	Topic s
I	Introduction to packaging Brief Introduction Definition of Key Terms What is Packaging The origins of packaging Packaging and the Modern Industrial Society The Modern Packaging Industry
II	Types and Functions of Packaging Types of Packaging Packaging Materials The Functions of Packaging
III	Understanding the Brand What is a Brand? Elements that make up a Brand Is there a difference between a Brand, a Product and a company? Brand History The marketing matrix The basic brand development process Guidelines for good brand management
IV	The Concept of Brand Equity Motivations for Brand Equity Rationale for Studying Brand Equity Customer-based brand equity Brand Knowledge Guidelines for Managing Customer-Based Equity Complementary Approaches to Measuring Customer-Based Equity Asset Dimensions of Brand Equity A five assets model of brand equity (Benefits of customer-based brand equity)
V	The Packaging Journey in E-Commerce The journey Consumer research Order Inbound logistics Preparation of orders Picking Sorting Packing Shipment preparations Outbound logistics Order delivery and receipt Returns

Text & Reference Books:

- Course Material Prepared by LSC


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REVENUE MANAGEMENT &

Semester
V

Course Type
Domain

Code
LEA2001

Hours
60

Credits
2

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the concepts of Revenue management and pricing


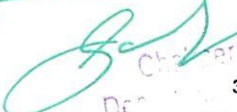
COURSE OUTCOME:

- The students will be able to:
- Understand the basics of Revenue and Risk management in Ecommerce
- Understand the revenue management techniques
- Explain how pricing is done in Ecommerce logistics
- Understand the emerging issues in revenue and price management.

Unit	Topics
I	Introduction What is Revenue Management What is Pricing? Difference between Revenue Management and Pricing Role of Revenue Management in the Supply Chain
II	Revenue Management Techniques Sale or Promotional Pricing Price Matching Markdowns Unlimited use pricing Overbooking Bundling and unbundling Free as a price Customer Reward
III	Programs Pricing Overview Types of Pricing <ol style="list-style-type: none"> Cost based pricing Market based pricing Value based pricing Customer based pricing Location based pricing Auction based pricing Pricing Strategies
IV	Pricing and Revenue Management in Supply chain Conditions under which Revenue Management has the greatest effect Revenue Management for multiple customer segments Revenue Management for perishable assets Revenue Management for Seasonal Demand Revenue Management for bulk and spot customers
V	Emerging Issues in Revenue Management The impact of Financial Reporting on Revenue Management The Future of Revenue Management Trends and Directions

Text & Reference Books:

- Course Material Prepared by LSC



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PRINCIPLES OF CATALOGUING

Semester
V

Course Type
Domain

Code
LEA2002

Hours
60

Credits
2

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the concept of Cataloguing in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand the principles of Cataloguing
- Understand rules and authorities in Cataloguing
- Explain the technology infrastructure required for Cataloguing
- Understand different compliances in Cataloguing

Unit	Topics
I	Principles of Cataloguing Different principles used in cataloguing International Cataloguing Principles Skills used in cataloguing Building a Catalog Team Strategies used in cataloguing
II	Rules and Authorities 2.1 Rules and Authorities Regulatory authority and guidelines for cataloguing Responsibilities of cataloguing authority Rules for product cataloguing Rules for Price Cataloguing Interdepartmental Communication regarding cataloguing
III	Information Technology Infrastructure Role of information analysis Hardware and Software 3.3 Information Technology Security
IV	MIS in Cataloguing Databases and Storage Shelf life of product data 4.3 Expiry of data
V	Compliances in Cataloguing Digital Repository Cataloguing digital content as per job roles Cataloguing digital content as per business verticals Content Management system

Text & Reference Books:

- Course Material Prepared by LSC



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DOCUMENTATION FOR EXPORT AND IMPORT

Semester V	Course Type Domain	Code LEA2003	Hours 60	Credits 2	Academic year 2022-23
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COURSE OBJECTIVES:

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

LEARNING OUTCOMES:

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit	Topics
I	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) - Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.
II	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.
III	Payments and Finance 15 Hrs Factors - Methods of receiving Payment - Instruments of Payments- Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back
IV	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents - Role of Inspection Agents- Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.
V	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.

Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

Websites:

1. www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2. www.epckeny.org/(Export Promotion Council)
3. commerce.nic.in/MOC/index.asp (Ministry of Commerce and Industry)
4. www.dgft.gov.in/ (Directorate General of Foreign Trade)


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APPRENTICESHIP I

Semester V	Course Type Domain	Code LEC2026	Hours 1008	Credits 22	Academic year 2022-23
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The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.


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REGULATORY ENVIRONMENT OF E

Semester
VI

Course Type
Domain

Code
LEA2003

Hours
60

Credits
2

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the Regulatory Environment in E-Commerce

LEARNING OUTCOMES:

- The students will be able to:
- Understand the regulatory environment in E-Commerce
 - Understand legal issues and challenges in E-Commerce
 - Explain the investment and regulations in E-Commerce
 - Understand payment mechanism and taxation

Unit	Topics
I	Introduction: Introduction Business Models facilitated by e-commerce Need for regulation of e-commerce in India Legal validity of Ecommerce Transaction in India Legislation on Ecommerce in India
II	Legal Issues and challenges faced by Ecommerce Businesses Privacy Intellectual Property Free Speech Taxation Computer Crimes Consumer Protection Other legal Issues
III	Investment and regulations in the Ecommerce space in India What constitute Ecommerce under the FDI Policy Guidelines for FDI on Ecommerce Recent Developments
IV	Payment Mechanism for Ecommerce What is Ecommerce payment systems? Advantages of ecommerce system
V	Types of Payment Methods in ecommerce Taxation of Ecommerce Transaction- Development in India and subsequent taxation of Ecommerce Issues and Problems in Taxing Ecommerce Transactions Current and Future trends in Ecommerce

Text & Reference Books:

- Course Material Prepared by LSC


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INTERNATIONAL E COMMERCE

Semester
VI

Course Type
Domain

Code
LEA2004

Hours
60

Credits
2

Academic
year 2022-23

COURSE OBJECTIVES:

- To understand the aspects of International E Commerce

COURSE OUTCOME:

- The students will be able to:
- Understand the Importance of international E-Commerce
 - Understand Cross border E-commerce in detail
 - Explain the import and export procedures in India
 - Understand the cross-border markets, regulations.
 - Understand the future of cross-border In India.

Unit	Topics
I	Introduction: What is International Ecommerce? Importance of International Ecommerce Advantages of International Ecommerce Challenges of International Ecommerce What are the risks of International Ecommerce?
II	Cross Border Ecommerce Why Online Sellers Should Expand Internationally? When is a company ready to sell abroad? How should a company determine market entry strategy? How to identify market opportunities and create a sell forecast?
III	Export and Import in India Export and Import procedure <ul style="list-style-type: none"> ➤ Commercial Invoice ➤ Air Waybills ➤ Bill of Lading ➤ Bill of Exchange ➤ Certificate of Origin ➤ Packing List ➤ Letter of Credit Steps Involved in the Processing of an Export Order Import taxes and duties
IV	Cross-border markets and common governance Benefits of cross border markets International legislation in Ecommerce International Ecommerce strategy Impact of Ecommerce on international trade
V	Future of Cross Border Ecommerce Emerging Trends in Cross Border E-commerce that Define the Future of Retail Why Is Cross-Border E-Commerce the Future Of E-Commerce Industry? Why Cross-Border E-Commerce Will Be Crucial to the Future of Manufacturing

Text & Reference Books:

- Course Material Prepared by LSC




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MULTI-MODAL TRANSPORTATION

Semester VI	Course Type Domain	Code LEA2006	Hours 60	Credits 2	Academic year 2022-23
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COURSE OBJECTIVES:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

LEARNING OUTCOMES:


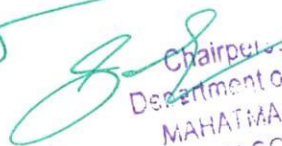
After completing this Course, the student will have the following learnings:

- The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo
- Types of multi-modal movement and the role of containerisation for security and speed
- The provisions and procedures for Exim trade and INCOTERMS
- Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport –Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.
II	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc- Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today-India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study

TEXT BOOKS

1 Course Material Prepared by LSC



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APPRENTICESHIP II

Semester VI	Course Type Domain	Code LEC2027	Hours 1008	Credits 22	Academic year 2022-23
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The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

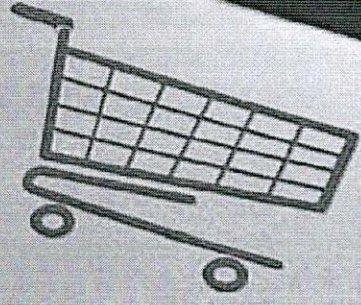
On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.



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E-Commerce

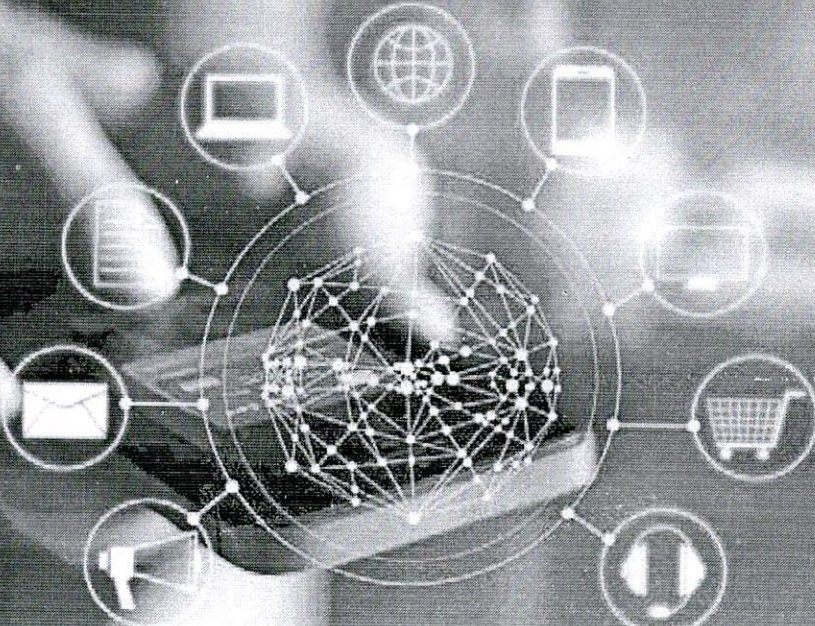
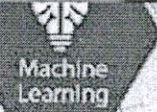


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NAGARJUNA GOVERNMENT COLLEGE (AUTONOMOUS), NALGONDA
DEPARTMENT OF BUSINESS ADMINISTRATION
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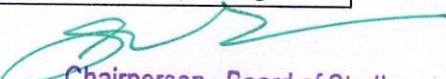
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NAGARJUNA GOVERNMENT COLLEGE (AUTONOMOUS), NALGONDA
DEPARTMENT OF BUSINESS ADMINISTRATION
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