

**LEARNING OUTCOMES-BASED CURRICULUM
FRAMEWORK FOR UNDER GRADUATE EDUCATION**

B. Voc LOGISTICS MANAGEMENT



**DEPARTMENT OF LOGISTICS MANAGEMENT
EMEA COLLEGE OF ARTS AND SCIENCE KONDOTTY**

VISION AND MISSION OF DEPARTMENT OF LOGISTICS

The vision and mission statements of a Department of Logistics typically serve as guiding principles that define the department's purpose, goals, and long-term aspirations. These statements provide direction for the department's activities and reflect its commitment to achieving specific objectives. Here are examples of vision and mission statements for a Department of Logistics:

VISION STATEMENT

"To develop skilled professionals in logistics management, equipped to drive innovation and sustainability in the global supply chain industry."

MISSION STATEMENT

The mission of the B.Voc in Logistics Management program is to provide students with comprehensive, industry-aligned education and hands-on training in logistics and supply chain management. Through a blend of theoretical knowledge, practical skills, and exposure to real-world applications, the program aims to cultivate professionals capable of managing complex logistics processes, utilizing technology, and optimizing resources efficiently. By fostering analytical thinking, problem-solving abilities, and ethical responsibility, the program seeks to prepare students for dynamic careers in logistics, contributing to sustainable economic growth and advancing the field of logistics management on a global scale.

INTRODUCTION TO LOGISTICS MANAGEMENT

Logistics management is a critical component of supply chain management, focusing on the planning, implementation, and control of the efficient flow and storage of goods, services, and related information from point of origin to point of consumption. This process involves coordinating various functions, including transportation, warehousing, inventory management, and order fulfillment, to meet customer requirements cost-effectively and sustainably. By optimizing these activities, logistics management aims to enhance customer satisfaction, reduce costs, and improve overall operational efficiency. In today's globalized economy, effective logistics management is essential for companies to remain competitive, adapt to changing demands, and achieve long-term growth.

NATURE AND EXTENT OF THE LOGISTICS MANAGEMENT

- **Comprehensive Planning and Coordination:** Logistics management involves detailed planning of inventory, transportation, warehousing, and delivery to ensure a smooth and efficient supply chain process.
- **Resource Optimization:** The goal is to maximize resource utilization while minimizing costs, time, and waste, leading to improved operational efficiency.
- **Customer-Centric Focus:** Effective logistics management ensures timely delivery and high product availability, enhancing customer satisfaction and retention.
- **Risk Management:** It includes identifying, assessing, and mitigating risks associated with supply chain disruptions, delays, and other logistical challenges.
- **Technology Integration:** Modern logistics management relies heavily on technology, including data analytics, automation, and tracking systems, to enhance visibility and decision-making.
- **Sustainability Emphasis:** Increasingly, logistics management focuses on reducing environmental impact through efficient practices, green logistics, and sustainable resource use.
- **Global Reach and Complexity:** With globalization, logistics management has extended beyond local boundaries, involving complex international shipping, customs compliance, and multi-modal transportation.
- **Collaboration and Networking:** It requires close coordination with suppliers, distributors, and third-party logistics providers to streamline operations and maintain supply chain continuity.
- **Continuous Improvement:** Logistics management is an ongoing process with a strong emphasis on continuous improvement to adapt to changing market demands, technology advancements, and industry standards.
- **Compliance and Ethical Standards:** Ensuring adherence to legal, regulatory, and ethical standards in handling products, especially in sectors with strict regulations such as pharmaceuticals or food logistics.

In summary, the nature and extent of logistics management are multifaceted and dynamic, adapting to an organization's unique requirements, industry dynamics, and global reach. Logistics management plays a pivotal role in ensuring the efficient and cost-effective flow of goods, services, and information throughout the supply chain, making it an integral part of modern business operations.

AIM OF THE LOGISTICS MANAGEMENT

- ❑ **Enhance Customer Satisfaction:** Ensure timely and accurate delivery of products to meet or exceed customer expectations.
- ❑ **Optimize Cost Efficiency:** Reduce operational costs by streamlining logistics processes, minimizing waste, and improving resource utilization.
- ❑ **Improve Supply Chain Visibility:** Provide real-time tracking and transparency across the supply chain to support informed decision-making.
- ❑ **Ensure Reliable Product Availability:** Maintain adequate inventory levels to prevent stockouts and ensure product availability when and where needed.
- ❑ **Increase Operational Efficiency:** Streamline logistics operations to maximize productivity and reduce delays.
- ❑ **Reduce Lead Times:** Shorten the time taken for goods to move from production to the end customer.
- ❑ **Facilitate Flexibility and Scalability:** Develop logistics systems that can adapt to changing demand, seasonal fluctuations, and market dynamics.
- ❑ **Enhance Risk Management:** Identify and mitigate potential risks, such as supply disruptions, to ensure smooth logistics flow.
- ❑ **Promote Sustainable Practices:** Reduce environmental impact by implementing eco-friendly transportation, packaging, and waste reduction strategies.
- ❑ **Support Business Growth and Competitiveness:** Enable organizations to expand into new markets and stay competitive by improving supply chain and logistics capabilities.

In summary, the aims of a Logistics Management course are geared towards equipping students with the knowledge, skills, and competencies required to excel in the dynamic and critical field of logistics. These courses prepare individuals for roles that involve optimizing supply chain operations, reducing costs, and enhancing overall business performance while considering environmental and sustainability concerns.

GRADUATE ATTRIBUTES OF LOGISTICS MANAGEMENT

Graduate attributes for Logistics Management programs are the skills, knowledge, and qualities that students are expected to acquire and demonstrate upon completion of their studies. These attributes are designed to prepare graduates for successful careers in the field of logistics and supply chain management. Here are some key graduate attributes for Logistics Management:

- **Technical Proficiency:** Graduates should possess a strong understanding of logistics concepts and be proficient in using relevant software and tools for supply chain management.
- **Critical Thinking:** Graduates should have the ability to analyze complex logistics problems, think critically, and make informed decisions to optimize supply chain operations.
- **Problem-Solving Skills:** Graduates should be adept at identifying and solving logistics challenges, whether related to transportation, inventory management, or process optimization.
- **Effective Communication:** Graduates should be able to communicate logistics-related information clearly and concisely to various stakeholders, both in writing and verbally.
- **Global Perspective:** Graduates should understand the global logistics landscape, including international trade regulations, customs procedures, and the challenges and opportunities of operating in a global supply chain.
- **Teamwork and Collaboration:** Graduates should be able to work effectively in cross-functional teams and collaborate with colleagues, suppliers, and customers to achieve common logistics goals.
- **Data Analysis and Decision-Making:** Graduates should be skilled in collecting and analyzing logistics data to make data-driven decisions for process improvements and cost reduction.
- **Leadership Abilities:** Graduates should be capable of taking on leadership roles within logistics and supply chain teams, guiding others, and driving positive change in organizations.
- **Ethical Awareness:** Graduates should have a strong ethical foundation, understanding the importance of responsible and sustainable logistics practices.
- **Adaptability and Continuous Learning:** Graduates should be open to learning about emerging logistics technologies and industry trends, adapting to changes, and remaining current in their knowledge.

- **Customer Focus:** Graduates should appreciate the importance of customer satisfaction and be committed to meeting customer needs through efficient logistics operations.
- **Risk Management:** Graduates should be skilled in identifying and mitigating risks within the supply chain, ensuring business continuity and minimizing disruptions.
- **Sustainability Awareness:** Graduates should be aware of the environmental impact of logistics and strive to integrate sustainable practices into their work.
- **Project Management:** Graduates should have the ability to manage logistics projects, from planning to execution, ensuring on-time and on-budget delivery.
- **Innovation and Entrepreneurship:** Graduates should be open to innovative solutions and have an entrepreneurial mindset, seeking opportunities to improve logistics processes and create value for organizations.

These graduate attributes help prepare students to excel in a dynamic and essential field like logistics management. They are designed to ensure that graduates are well-equipped to contribute to the efficiency, cost-effectiveness, and sustainability of supply chain operations in various industries.

PROGRAMME OUTCOME LOGISTICS MANAGEMENT

The programme learning outcomes relating to Bachelor's in Vocational programme in Logistics may include the following:

Code	Programme Outcome (PO)
PO1	To Enhance the student's talent in the field of Logistics and supply chain management and business subjects.
PO2	Seek variety of career options in Logistics, shipping, transportation, warehousing etc.
PO3	Develops communication skills and build confidence to face the challenges of the corporate world.
PO4	Enables learners to get theoretical and practical exposure in the Logistics sector which includes Warehousing, Packaging, Transportation management, Inventory management, Materials management, Environment etc.
PO5	Enhances the capability of decision making at personal and professional levels.
PO6	Makes students industry ready and develop various managerial skills for

	better professional opportunities.
PO7	Strengthens their capacities in varied areas of Logistics and industry aiming towards development of learners.
PO8	To empower students for pursuing professional courses like MBA, International Business, M.VOC etc.
PO9	To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.

QUALIFICATION DESCRIPTORS FOR LOGISTICS MANAGEMENT

Qualification descriptors for Logistics Management are statements that outline the specific knowledge, skills, and competencies that graduates of a logistics management program should possess. These descriptors help educational institutions, employers, and students understand the expected outcomes of a logistics management qualification. Here are some common qualification descriptors for a degree or program in Logistics Management:

- **Knowledge of Logistics Concepts:** Graduates will demonstrate a deep understanding of fundamental logistics principles, including transportation, inventory management, warehousing, supply chain integration, and global logistics.
- **Technical Proficiency:** Graduates will be proficient in using relevant logistics software, tools, and technologies to optimize supply chain operations and make data-driven decisions.
- **Critical Thinking and Problem-Solving:** Graduates will have the ability to analyze complex logistics challenges, think critically, and develop effective solutions to enhance operational efficiency and reduce costs.
- **Effective Communication:** Graduates will be skilled in communicating logistics-related information clearly and concisely to diverse stakeholders, both in written and verbal formats.
- **Global Perspective:** Graduates will understand the complexities of global logistics, including international trade regulations, cross-border logistics, and the challenges and opportunities of operating in a global supply chain.
- **Teamwork and Collaboration:** Graduates will be able to work effectively in cross-functional teams, collaborate with colleagues, suppliers, and customers, and contribute to the achievement of common logistics objectives.

- **Data Analysis and Decision-Making:** Graduates will be proficient in collecting, analyzing, and interpreting logistics data, using this information to make informed decisions for process optimization and cost reduction.
- **Leadership and Management Skills:** Graduates will have the ability to take on leadership roles within logistics and supply chain teams, guiding and motivating team members, and driving positive change within organizations.
- **Ethical and Sustainable Practices:** Graduates will possess a strong ethical foundation, emphasizing the importance of responsible and sustainable logistics practices in their work.
- **Adaptability and Continuous Learning:** Graduates will demonstrate a commitment to staying updated on emerging logistics technologies and industry trends, adapting to changes, and pursuing continuous learning opportunities.
- **Customer-Centric Approach:** Graduates will prioritize customer satisfaction, recognizing the significance of meeting customer needs through efficient logistics operations.
- **Risk Management:** Graduates will be skilled in identifying and mitigating risks within the supply chain, ensuring business continuity and minimizing disruptions.
- **Sustainability Awareness:** Graduates will be aware of the environmental impact of logistics and actively work towards integrating sustainable practices into their logistics operations.
- **Project Management:** Graduates will be able to plan, execute, and manage logistics projects, ensuring on-time and on-budget delivery of logistics initiatives.
- **Innovation and Entrepreneurship:** Graduates will exhibit innovative thinking and an entrepreneurial mindset, actively seeking opportunities to improve logistics processes and create value for organizations.

These qualification descriptors provide a clear picture of the knowledge, skills, and competencies that graduates of a Logistics Management program should possess, making them well-prepared for successful careers in the field of logistics and supply chain management.

B.Voc PROGRAMME IN LOGISTICS MANAGEMENT SYLLABUS SUMMARY

SEMESTER I									
NSQF LEVEL 5									
QP Code:LSC/Q2307					Job Title:Warehouse Supervisor				
C.No	CourseCode	CourseName	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
1.1	A01	English	3	15	60	75	3		3
1.2	A02	English	3	15	60	75	3		3
1.3	A07(3)	Mal/Hindi/Arabic	4	20	80	100	4		4
1.4	SDC1LM01	IT for business	4	20	80	100	4		4
1.5	SDC1LM02	Principles of Management	4	20	80	100	4		4
1.6	SDC1LM03	Fundamentals of Accounting	4	20	80	100	4		4
1.7	SDC1LM04	Marketing Management	4	20	80	100	4		4
1.8	SDC1LM05	Introduction to Logistics Management	4	20	80	100	4		4
1.9		Audit Course 1	4						
Semester Total			30			750	30		30
SEMESTER II									
NSQF LEVEL 5									
QP Code:LSC/Q1003					Job Title:Land Transportation Supervisor				
C.No	CourseCode	CourseName	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
2.1	A03	English	4	20	80	100	4		4
2.2	A04	English	4	20	80	100	4		4
2.3	A08(3)	Mal/Hindi/Arabic	4	20	80	100	4		4
2.4	SDC2LM06	Managerial Economics	3	15	60	75	3		3

2.5	SDC2LM07	Organizational Behaviour	3	15	60	75	3		3
2.6	SDC2LM08	Warehouse Management	4	20	80	100	4		4
2.7	SDC2LM09	Transportation and Distribution Management	4	20	80	100	4		4
2.8	SDC2LM10	Project / Internship	4	20	80	100		4	4
2.9		Audit Course II	4						
Semester II Total			30			750	26	4	30

SEMESTER III

NSQF LEVEL 6

QP Code:LSC/Q0104

Job Title:Inventory,Materials manager

QP Code:LSC/Q0103

Job Title:Warehouse Manager

QP Code:LSC/Q2602

Job Title:E-commerce Manager

C.No	CourseCode	CourseName	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
3.1	A11	Basic Mathematics and General Awareness	4	20	80	100	4		4
3.2	A12	Professional Business Skills	4	20	80	100	4		4
3.3	SDC3LM11	Business Communication	3	15	60	75	3		3
3.4	SDC3LM12	Business Statistics	3	15	60	75	3		3
3.5	SDC3LM13	E-commerce management	4	20	80	100	4		4
3.6	SDC3LM14	Inventory Management	4	20	80	100	4		4
3.7	SDC3LM15	Shipping and Ocean Freight Logistics Management	4	20	80	100	4		4
3.8	SDC3LM16	Project/ Industrial visit	4	20	80	100		4	4
3.9		Audit Course III	4						
Semester III Total			30			750	26	4	30

SEMESTER IV

NSQF LEVEL 6

QP Code:LSC/Q2103

Job Title:EXIM manager

C.No	CourseCode	CourseName	Cred it	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
4.1	A13	Entrepreneurship Development	4	20	80	100	4		4
4.2	A14	Public Health Sanitation and Safety	4	20	80	100	4		4
4.3	SDC4LM17	Retail management	3	15	60	75	3		3
4.4	SDC4LM18	Operations Management	3	15	60	75	3		3
4.5	SDC4LM19	Supply Chain Management	4	20	80	100	4		4
4.6	SDC4LM20	International Logistics Management	4	20	80	100	4		4
4.7	SDC4LM21	Export and Import - Policies & Procedures	4	20	80	100	4		4
4.8	SDC4LM22	Project/ Internship	4	20	80	100		4	4
4.9		Audit Course IV	4						
Semester IV Total			30			750	26	4	30

SEMESTER V

NSQF LEVEL 7

QP Code:LSC/Q8702

Job Title: Cold chain manager

C.No	Course Code	Course Name	Cred it	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Tot
5.1	SDC5LM23	Human Resource Management	3	15	60	75	3		3
5.2	SDC5LM24	Banking & Insurance Management	3	15	60	75	3		3
5.3	SDC5LM25	Emotional Intelligence Development	4	20	80	100	4		4
5.4	SDC5LM26	Brand Management	4	20	80	100	4		4
5.5	SDC5LM27	Production and Materials Management	4	20	80	100	4		4
5.6	SDC5LM28	Domestic Logistics Management	4	20	80	100	4		4
5.7	SDC5LM29	Air Cargo Logistics Management	4	20	80	100	4		4
5.8	SDC5LM30	Project/ Industrial visit	4	20	80	100		4	4

		Semester V Total	30			750	26	4	30
SEMESTERVI									
C.No	Course Code	CourseName	Credit	Marks			Hrs		
				Int	Ext	Tot	T	P	Tot
6.1	SDC6LM31	Term paper	2	50	--	50			
6.2	SDC6LM32	Internship & Project (900hrs.)	28					900	900
		Internship		40	160	200			
		Project		40	160	200			
Semester VI Total			30	130	320	450			900
Grand Total			180			4200			

SEMESTER I
SDC1LM01 - IT FOR BUSINESS

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the information and communication technology
- To familiarize students with the Word Processing Package
- To familiarize students with the Spreadsheet Package
- To familiarize students with the Advanced Features of Spreadsheet Package
- To familiarize students with the Presentation Package

Course Outcomes:

- Train and equip the students in doing Microsoft business activities.
- Apply the skills of IT in business to simplify their office work.
- They will be able to do the word processing package.
- Understand the Advanced Features of Spreadsheet Package
- They will be enabled to do the Presentation Package

Module –I

Introduction to Information Technology: Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

(10 Hours,15 marks)

Module –II

Word Processing Package: Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

(15 Hours,20 marks)

Module –III

Spreadsheet Package: Introduction, Excel User Interface, Working with cell and cell addresses,

Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

(15 Hours,15 marks)

Module –IV

Advanced Features of Spreadsheet Package: All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

(10 Hours,15 marks)

Module –V

Presentation Package: Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

(10 Hours,15 marks)

Reference Books:

1. Antony Thomas. Information Technology for Office. Pratibha Publications
2. Gini Courter & Annette Marquis. Ms-Office 2007: BPB Publications

SDC1LM02 - PRINCIPLES OF MANAGEMENT

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives:

- To enable the students about the process of business management and its functions
- To familiarize students with the importance of decision making
- To familiarize students with the organisational culture and group dynamics
- To familiarize students with the Performance appraisal and career strategy
- To familiarize students with the Motivation and need for motivation

Course Outcomes:

- Understand the basic principles of management.
- Train and equip the students in decision making
- Confidence in setting up a management quality.
- Students are empowered to understand HR compensation subjects including employee benefits, incentives and regulation governing.
- The ability and confidence to tackle common practical management problems of business.

MODULE – I

Nature and scope of management-evolution of management-Schools of management thought;F.W.Taylor and Henry Fayol; principles of management;management as a science and an art ;management process

(10 Hours,15 marks)

MODULE – II

Planning: Objectives – Types of plans - single use plan and repeated plan –planning process-importance of planning-limitations of planning- MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

(10 Hours,15 marks)

MODULE – III

Organising: Types of organisation - formal and informal, line and staff, functional – organisation structure and design –span of control, delegation and decentralisation of authority and responsibility –organisational culture and group dynamics.

(10 Hours,15 marks)

MODULE – IV

Staffing: Importance of staffing-Elements of staffing-Scope of staffing- Factors affecting

Staffing-Systems approach to HRM –Performance appraisal and career strategy –HRD
- meaning and concept-HRD methods

(15 Hours,20 marks)

MODULE – V

Directing: Motivation –meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) Controlling – Concept-Significance-Steps in control-objectives of control-limitations of controlling

(15 Hours,15 marks)

Reference Books:

1. Moshal.B.S . Principles of Management, Ane Books India,New Delhi
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger. Introduction to Management , Palgrave Macmillan, New York.
4. Koontz and O'Donnel. Principles of Management ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.

SDC1LM03-FUNDAMENTALS OF ACCOUNTING

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives:

- To enable the students to acquire knowledge of accounting principles and practices.
- To equip the students with the skill of preparing Recording Transactions
- To enable the students to acquire knowledge in the calculation of depreciation.
- To enable the students to acquire knowledge in Trading, and Profit and Loss Account and Balance Sheet.
- To enable the students to acquire knowledge in the Bill of Exchange

Course Outcomes:

- Train and equip the students in doing accounting works.
- Understand the importance and functions of Accounting.
- Prepare various statement related to financial position of a firm.
- Understand the importance and calculation of depreciation in business.
- Understand the recording of bill transaction.

Module –I

Introduction of Accounting: Origin, Meaning, Definition, Need, Importance, Functions, Limitations, Accounting principles, Generally accepted accounting principles, Accounting equation, Double entry system.

(15Hours,15 marks)

Module –II

Recording Transactions: Journal, Ledger, Trial Balance, Cash Book (single column, double column and three column), Bank Reconciliation Statement.

(15 Hours,20 marks)

Module –III

Accounting for Depreciation: Meaning, Importance, Methods of providing depreciation (straight line, diminishing, annuity), Reserves and Provisions.

(10 Hours,15 marks)

Module –IV

Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet.

(10 Hours,15 marks)

Module –V

Bill of Exchange: Meaning – Definition – Importance, Promissory Note – Recording bill transaction (honoring, dishonoring, discounting).

(10 Hours,15 marks)

Reference Books:

1. Business Accounting - Jain and Narang
2. Advanced Accounting - Jain and Narang

SDC1LM04 -MARKETING MANAGEMENT

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives :

- To acquaint the students with the marketing principles and practices
- To enable the process of marketing in a business firm.
- To enable the students to acquire knowledge in promotion
- To enable the students to acquire knowledge in rural marketing.
- To enable the students to acquire knowledge in e-marketing.

Course Outcomes:

- Able to understand the importance of e-marketing .
- Confidence in setting up marketing business.
- Understand the promotional activities of products in marketing.
- Understand the difference between different types of marketing.
- Understand the new trends in e-marketing

Module –I

Marketing- classification of market-Features-marketing and selling-Approaches-Scope-Marketing concepts-Traditional concepts-modern concepts-Modern marketing-features-Marketing mix-Elements-Importance- Factors affecting marketing mix-Marketing Environment-Internal marketing Environment-External marketing Environment-Micro Environment-Macro Environment

(10 Hours,15 marks)

Module –II

Product-product mix- - product life cycle - importance of branding -packaging and labeling-Place- market segmentation-importance-objectives-process-need-Target marketing-advantages-steps

(10 Hours,15 marks)

Module –III

Promotion-meaning and importance-promotion mix-advertising-personal selling-sales promotion-pubic relation-factors affecting promotion mix decisions

(15 Hours,20 marks)

Module –IV

Rural marketing- growing importance-unique features of rural markets-drawback-Difference between rural marketing and urban marketing--service marketing vs product marketing-green marketing-social marketing-relationship marketing-niche marketing

(15 Hours,15

marks)

Module –V

E-marketing-traditional marketing vs e-marketing-internet marketing-e advertising-new trends in internet marketing-e branding-e-payment systems and security features in internet

(10 hours,15

marks)

Reference Books:

1. Philip Kotler, Jha & Koshy, Marketing Management, Pearson Education, New Delhi.
2. SHH Kazmi, Marketing Management Text and Cases, Excel Books, New Delhi.
3. V. S Ramaswami & S. Namakumary, Marketing Management, MacMillan Publishers, New Delhi.
4. Cranfield, Marketing Management, Ane Books, New Delhi.
5. D. D Sharma, Marketing Research

SDC1LM05 - INTRODUCTION TO LOGISTICS MANAGEMENT

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives:

- To enable the student to understand the basics of Logistics
- To enable the process of logistics in an organization.
- To acquire the knowledge of different strategies used in logistics.
- To familiarize students with the logistics outsourcing.
- To familiarize students with the integrated logistics.

Course Outcomes:

- Understand the work of logistics and supply chain management.
- Able to understand the logistics outsourcing and its importance in the world.
- Able to understand the role of logistics managers.
- Able to understand the Emerging concept in logistics.
- Understand the importance of customer service in logistics.

Module – I

Logistics: Definition - History and Evolution – Objectives – Elements - activities importance
- The work of logistics - Logistics interface with marketing - Retail logistics.

(15 Hours, 15 marks)

Module – II

Logistics Management: Definition - Evolution of the concept - model – process - activities.
Achievement of competitive advantage through logistics Framework - Role of Logistics
management - Integrated Logistics Management.

(15 Hours, 20 marks)

Module – III

Logistics Strategy: Strategic role of logistics – Definition - Role of logistics managers in
strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies -
Designing & implementing logistical strategy - Emerging concept in logistics.

(10 Hours, 15 marks)

Module – IV

Outsourcing Logistics: Reasons - Third party logistics provider - Fourth party Logistics
providers (4PL) – Stages - Role of logistics providers.

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(10 Hours, 15 marks)

Module –V

Quality Customer Service & Integrated Logistics: Customer service - importance elements - the order cycle system - distribution channels - Functions performed - Types designing.

(10 Hours,15 marks)

Reference Books:

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd.,New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

SEMESTER II

SDC2LM06- MANAGERIAL ECONOMICS

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives :

- To familiarize the students with the concepts, tools and practices of managerial economics in business management
- To help the students to understand the various pricing policies and practices in market.
- To enable students to understand the role of managerial economist
- To enable students to understand the types of market structure.
- To enable students to basic characteristics of Indian economy

Course Outcomes:

- To understand the basic concepts of demand and supply.
- To understand the consumer behavior and market structure.
- To understand Determinants of price elasticity of supply
- To understand the factors of pricing of products.
- To understand the issues in indian economy.

Module I

Managerial Economics: Definition and characteristics – Nature and Scope - Economics Vs Managerial Economics - Decision making and forward planning – Relations hip of managerial economics with other disciplines-Role of managerial economist

(5 Hours,10 marks)

Module II

Basic concepts of Demand and Supply:- Demand function, Demand curve, Elasticity of Demand, Demand forecasting – Determinants of price elasticity of demand-elasticity of supply-Determinants of price elasticity of supply (10 Hours,10 marks)

Module III

Theory of consumer behaviour and market structure –Utility- Cardinal Utility analysis

- Law of diminishing marginal utility – consumer surplus; Ordinal Utility approach – indifference curve analysis – consumer equilibrium-Market structure:Definition and characteristics-Types of market structure-Perfect competition-features-necessary conditions-Monopoly-characteristics-Monopolistic competition-Oligopoly- characteristics

(10 Hours,10 marks)

Module IV

Pricing policies and practices: factors governing prices-objectives of pricing

policy-Role of cost in pricing-demand factor in pricing-pricing methods-cost plus or full cost pricing-Target pricing-marginal cost pricing-going rate pricing-follow up pricing-Barometric pricing-customary prices-pricing of new products-penetrating pricing-price skimming

(10 Hours,20 marks)

Module V

Macro economics:Scope and importance-major concerns of macro economics- Indian economy –Basic characteristics of Indian economy –Issues in Indian economy: Problems of growth, unemployment, poverty, inequality in income distribution, Inflation-Deflation

(10Hours ,10 marks)

Reference Books:

1. R.L. Varshney and K.L. Maheswari, Managerial Economics
2. Ahuja. HL; Business Economics, S. Chand & co.
3. D.N. Dwivedi, Managerial Economics
4. Dr. S. Sankaran, Managerial Economics
5. DM Mithani: Business Economics
6. Seth M L Text Book of Economic Theory

SDC2LM07 - ORGANIZATIONAL BEHAVIOUR

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To learn and understand organizational behaviour concepts and models, moving from individual behaviour to group behaviour
- To explain the concepts of organizational behaviour and develop effective Human Relations Policies for effective performance.
- To acquaint the students with learning attitude and values.
- To acquaint the students with the perception.
- To acquaint the students with the stress management.

Course Outcomes:

- Acquire the concepts of attitude, motivation and job satisfaction and related theories
- Understand the Personality & Personality Attributes.
- Understand the Relevance of personality to managers.
- Understand the importance of Team development.
- Understand the importance of leadership.

Module I- Organizational Behaviour: Historical Development, Behavioural sciences and Organizational behaviour organizational behaviour (OB) in global context, Managing worker diversity Developing Assertive Behaviour Skills Emerging Business Realities.

(5 Hours,10 marks)

Module II- Learning Attitudes Values and Job Satisfaction Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool, Applications in organizations. Attitudes, Values and Job Satisfaction: Sources and types of attitudes, Attitude formation. (10 hours,10 marks)

Module III- Personality & Personality Attributes - Personality: Foundations of individual behaviour, Personality, Meaning and Importance, Development of personality, Determinants of personality, Theories of personality, Relevance of personality to managers. Perception: Nature, Importance and Definition of Perception, Factors involved in perception.

(10 hours,10 marks)

Module IV- Motivation Culture Group Dynamics Motivation: Theories of motivation, Motivation applied in organizations, Principles, applications dimensions & Types of culture, Handling Fear, Anger and Depression Group Processes & Teams in Organizations nature of groups, Stages of group development, Meaning of teams, Types of teams, characteristics of teams, Team development, Team decision making Interpersonal Communications Importance of Personal and Interpersonal effectiveness through understanding and practicing,

(10 hours,20 marks)

Module V- Leadership Conflict Organizational Change leadership Characteristics of Leading, Importance of Leading, Stress: Meaning, factors responsible for stress, coping strategies & Stress Management -types of change, managing organizational change, resistance to change, overcoming resistance to change.

(10 hours,10 marks)

Reference Books:

- 1.Stephen P Robbins; Tim Judge, New York, NY : Pearson, [2019], Organizational behavior.Organization and Administration.18th edition.
2. Robbins, P. Stephen, Timothy, A. Judge, and Neharika Vohra (2017). Organizational Behavior, ; New Delhi: Pearson Education

SDC2LM08 - WAREHOUSE MANAGEMENT

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of warehouse management.
- To explain the concepts of inventory control systems.
- To familiarize the students with the Different types of warehouses.
- To familiarize the students with the necessity of WMS
- To familiarize the students with the Principles and Performance Measures of Material Handling Systems.

Course Outcomes:

- Understand the types and cost related with inventory.
- To train and equip the students in warehouse management systems.
- Understand the importance ABC Inventory Control.
- Understand the importance and usage of Bar coding technology and applications RFID technology.
- Understand the importance of Vehicle travel path(time) ,Handling time and vehicle utilization

Module –I

Introduction to Warehousing: Concepts – Decision making – Operations – Need for warehousing – Issues affecting warehousing – Various warehousing facilities – Different types of warehouses – Characteristics of ideal ware houses.

(15 Hours, 15 marks)

Module –II

Introduction to Inventory Management: Role in supply chain – Role in competitive strategy - Role of inventory – Functions of inventory - Types of inventory – WIP inventory – Finished goods inventory – MRO inventories – Cost of inventories - Need to hold inventory.

(15 Hours, 20 marks)

Module –III

Warehouse Management Systems: Introduction – The necessity of WMS – Logics of determining locations and sequences – Independent demand systems – Uncertainties in material management systems – Dependent demand systems – Distribution resource planning.

(10 Hours, 15 marks)

Module –IV

ABC Inventory Control: Managing inventories by ABC – Multi – echelon inventory systems - Managing inventory in multi echelon networks – Managing inventory in single echelon networks. Various approaches – Distribution approaches – The true multi echelon approach.

(10 Hours,15 marks)

Module –V

The Principles and Performance Measures of Material Handling Systems: Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

(10 Hours,15 marks)

Reference Books:

1. Martin Christopher. Logistics and Supply Chain Management. Pearson
2. Raghuram G. Logistics and Supply Chain Management. Mac Millan
3. Gwynne Richard. Warehouse management
4. Edward Frazelle .Warehousing and material handling

SDC2LM09 - TRANSPORTATION AND DISTRIBUTION MANAGEMENT

Lecture Hours per week: 4, Credits-4

Internal – 20, External – 80, Examination 2.5 Hours

Course Objectives :

- To familiarize the students with the concepts,tools and practices of transportation management
- To familiarize the students with the concepts,tools and practices of distribution management.
- To familiarize the students with the Distribution Network Planning
- To familiarize the students with the Transportation Models
- To familiarize the students with the Transit Operation Softwares

Course Outcomes:

- Understand the role of transportation in supply chain management.
- Train and equip the students in in designing distribution channels
- Understand the contribution of various agencies in transportation.
- Understand the advanced fleet management systems
- Understand the various trends in transportation

Module –I

Introduction: S C M -Role of distribution in supply chain –transportation management – warehousing concepts –designing distribution channels –understanding distribution costs, Advantages of distribution models –disadvantages of distribution models –pre-requisites of distribution – comparison of distribution networks.

(15 Hours,20 marks)

Module –II

Distribution Network Planning: Various factors in distribution –delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation.

(15 Hours,15 marks)

Module –III

Transportation Models: Various models of transportation (multimodal and intermodal) – merits of each all models of transportation – transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation.

(10 Hours,15 marks)

Module –IV

Transportation Routing Decisions: Transportation administration – transportation operations management – consolidation of freight – various trends in transportation – application of information technology in transportation – intelligent transport management system.

(10 Hours,15 marks)

Module –V

Transit Operation Softwares: Geographic information systems – advanced fleet management systems – intermodal freight technology – transport security initiatives and role of technology – various inspection systems.

(10 Hours,15 marks)

Reference Books:

1. Sunil Chopra, Supply Chain Management
2. Agarwal, Logistics Supply Chain Management

SDC2LM10 -PROJECT / INTERNSHIP

Number of Credit: 4

Internal – 20, External – 80

All students are required to complete an Internship or project with the help of a supervising teacher. The project or Internship Viva evaluation will be conducted at the end of the semester and the evaluation process follows 80% external assessment and 20 % internal assessment. In Industrial training/Internship is to get a real life experience with the industry. In this programme all students will attach himself with a logistic organization approved by the Head of the Department of College. In case of internship the duration of the training period must be 4 weeks. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation. Students are required to make the presentations of their work to present before the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding their work.

SEMESTER III

A11- BASIC MATHEMATICS AND GENERAL AWARENESS

Lecture Hours per week : 4, Credits :4 100 Marks [Internal : 20 + External : 80],

Examination 2.5 Hours.

Course Objectives :

1. Understand and explain the importance of critical thinking;
2. To overcome or solve the problems occurring in our everyday life;
3. To understand basic of computer and relative concepts;
4. To make the students understand the various services offered by various banks and insurance companies.

Course Outcomes :

1. Apply numerical and reasoning skills in competitive examinations;
2. Understand some basic concepts of research and its methodologies;
3. Bridge the fundamental skills of computers with the present level of knowledge of the students;
4. To train and equip the students with the skills of modern banking and insurance.

Syllabus

Module – 1 Numerical Ability (16 Hours) Data Interpretation (Bar Graph, Line Chart, Tabular, Pie Chart), Square and square roots, Laws of exponents, LCM, HCF, Number Series, Simplification and Approximation, Percentages, Average, Ratio and Proportion, Partnership, Profit and Loss, Simple Interest & Compound Interest, Problem on Ages, Data Sufficiency, Speed, Distance and Time, Work, Time and Wages.

Module – 2 Reasoning Ability (12 Hours) Advance Puzzles, Seating Arrangements, Distance and Direction, Blood Relations, Syllogism, Order and Ranking, Coding-Decoding, Machine Input-Output, Alphabet and Number Series. Analogy.

Module – 3 Research Aptitude (12 Hours) Research: Meaning, Types, and Characteristics, Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods, Steps of Research, Thesis and Article writing: Format and styles of referencing.

Module – 4 Computer Aptitude (12 Hours) History of computers, Basics of computer's hardware and software, Short Cut Keys, operating system, Internet, Networking, Basics of MS-Office: MS-word, MS-Excel, MS- PowerPoint, Database, Hacking, Security Tools and Viruses.

Module – 5 General/Financial Awareness (12 Hours) History of Banking in India, Functions of Banks, Types of Bank Accounts, Types of Loans, Types of Mortgages, Types of Cheque &

Cards, Foreign Banks in India, Fund Transfer Services, Principles of Insurance, Credit & Debit, Mutual Funds, Banking Ombudsman, Inflation.

References:

1. Quantitative Aptitude for Competitive Examinations, R. S Agrawal, S.Chand Publising, Revised Edition, 2020 , ISBN : 9789352534029.
2. Verbal Reasoning (Useful For Various Competitive Exams), Lal & Kumar, ISBN : 978- 81-7482-581-0.
3. Teaching and Research Aptitude, Upkar's Publications, Pratiyogitha Darpan, ISBN : 97874822154.
4. Shekhar K C & Lekshmy Shekhar, Banking Theory and Practices, 21 Edn., Vikas Publishing House, New Delhi. 2013, 9789325969056.
5. Agarwal O P, Banking and Insurance, 5th Edn., Himalaya Publishing House, Mumbai. ISBN : 978 9353676070.
6. Mishra M N & Mishra S B., Insurance : Principles and Practice, 22/e, S. Chand Publising, New Delhi. ISBN : 9789385676079.

A12 -PROFESSIONAL BUSINESS SKILLS

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To update and expand basic Informatics skills of the students
- To equip the students to effectively utilize the digital knowledge resources for their study

Course Outcomes:

- Able to become a professional by acquiring various soft skills needed for business success
- Explore the world of e-learning and also the various consequences of Cyber space and crimes.
- Application of data analysis and the role of artificial intelligence in e-business.
- Apply the skills of digital marketing and e-commerce

Module I

Professionalism: Meaning -Definition – Characteristics - Traits and Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation Postures- Written Communication: Email - Significance

of Email in business – Email etiquette: format - rules – dos and don'ts – Technical Documentation: Standards – Types

(15 Hours, 15 marks)

Module II

E-Learning :Introduction of electronic learning - benefits and drawbacks of e-Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, Audio,

Video and other means for e-learning- Introduction to e-content development and tools - Online libraries – MOOCs - The e-Learning as a service Industry - major technologies used in e-learning- different approaches for e-Learning delivery - E-learning in India

(12 Hours, 12 marks)

Module III

Business Data Analysis : Features of New Generation Computers – Concept of data analysis

– Business Data Analysis – Data Analyst – Types of analysts - organisation and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis - Role of Data Scientist in Business & Society - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations

in Business Analytics

(18 Hours, 18 marks)

Module IV

Socio - Cyber Informatics: IT and society - Digital Divide – Digital natives-Cyber space New opportunities and threats - Cyber ethics - Cyber-crimes -Types - Cyber Laws –Organisations related with cyber laws-Cyber addictions - Information overload – Health issues - e-waste and Green Computing –Recent E-governance initiatives in India

(15 Hours, 15 marks)

Module V

Digital Marketing : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) - Online advertising - types of

online advertising - Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads

(20 Hours, 20 marks)

References Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi,.
3. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited,New Delhi, 2009.
6. Godfrey Parkin,DigitalMarketing:Strategies for online success,New Holland publishers Ltd,2009
7. Damian Ryan,Understanding Digital marketing:Marketing strategies for Engaging the Digital generation,Kogan page,3rd Edition,2014
7. Jonah Berger,Contagious Why things catch on,Simon&Schuster,2013

SDC3LM11-BUSINESS COMMUNICATION

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To enable the students with the concepts, tools and practices of business communication in an organisation
- To familiarize students with the type of communication.
- To familiarize students with the importance and barriers types of listening
- To familiarize students with the brain storming sessions
- To familiarize students with the new trends in business communication

Course Outcomes:

- Confidence in setting up a good business communicator.
- Understand the importance of work group and decision making.
- Train and equip the students how to overcome the communication barrier.
- Train and equip the students how to solving problems in Groups.
- They will be able to use new trends in business communication.

Module –I

Basis of Communication: Meaning, Importance and process, Need and objectives of communication, 7c's of Communication, Barriers of communication, How to overcome communication Barrier.

(5 Hours, 8 marks)

Module –II

Means/Media of Communication: - Verbal and non-verbal communication channel of communication formal & informal communication. Types of communication – Downward, upward, Horizontal or lateral, Diagonal or cross.

(10 Hours, 15 marks)

Module –III

Listening as a Communication Tool: Importance types of listening, Barriers to effective listening – How to make listening effective. Speeches and Presentation - Speeches - Characteristics of a good speech, How to make speech effective - Presentation - Planning, preparation, organizing, rehearsing and delivery.

(10 Hours, 12 marks)

Module –IV

Groups: Importance of features, Advantages and Disadvantages techniques of Group decision making - Brain storming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups.

(10 Hours,15 marks)

Module –V

New Trends in Business Communication: E mail, Teleconferencing, video conferencing, SMS, WebRTC, 5G Mobile internet, VoIP.

(10 Hours,10 marks)

Books for Reference:

1. R.C. Bhatia. Business Communication.
2. R.K. Madhukar . Business Communication.
3. A. Shraf Ravi . Effective Technical Communication.

SDC3LM12- BUSINESS STATISTICS

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To enable students to describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.
- To familiarize the students with the relationship of business statistics with business and industry.
- To familiarize the students with the measures of central tendency
- To familiarize the students with the simple correlation and regression
- To familiarize the students with the time series analysis

Course Outcomes:

- Apply the skills of data collection
- Able to understand the importance of application of statistical tools in right time.
- Apply the skills of Classification and tabulation of statistical data.
- Apply the skills of Computation of Trend analysis.
- They will be able to Computation of seasonal variation.

Module –I

Introduction: Origin – Meaning - Scope and limitations of statistics - Relationship with business and industry.

(5 Hours,8 marks)

Module –II

Collection of Data: Collection - Classification and tabulation of statistical data - Pie diagrams - Graphic representation.

(10 Hours,10 marks)

Module –III

Measures of Central Tendency: Mean - Median and Mode – Meaning and Computation – Standard deviation - Coefficient of variation.

(10 Hours,12 marks)

Module –IV

Simple Correlation and Regression: Meaning - Karl Pearson's Correlation - Rank correlation - Computations –Uses - Regression equations - Forecasting.

(10 Hours,15 marks)

Module –V

Time Series Analysis: Components of time series – Definition - Computation of Trend - Computation of seasonal variation (Simple average method only).

(10 Hours,15 marks)

Books for Reference:

1. S.P. Gupta. Statistical methods. Sulthan Chand and sons. Revised Edition 1995.
2. D.N Elhance. Fundamental of Statistics. KITAB MAHAL Publishers.
3. B.L. Agarwal. Basic Statistics.
4. C.B. Gupta. An Introduction to Statistical Methods.

SDC3LM13- ECOMMERCE MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize students with the concept of electronic commerce.
- To enable students to familiar with the issues of E-commerce.
- To familiarize students with the E-Marketing.
- To familiarize students with the E-Security
- To enable students to acquire knowledge in e-Payment Systems

Course Outcomes:

- Confidence in setting up a ecommerce venture.
- Able to understand the importance of e payment systems.
- Understand the importance of EDI.
- Able to understand the risk and e-payment systems.
- Understand the Legal and Ethical Issues related with E-commerce.

MODULE I: History of E-commerce and Indian Business Context : E-Commerce, Emergence of the Internet- Emergence of the WWW- Advantages of E-Commerce- Transition to E-Commerce in India- The Internet and India-E-transition Challenges for Indian Corporates.

(10 Hours,20 marks)

MODULE II: E-Marketing: Types of e-commerce; Online Sales force-On line Service and Support; EDI: Functions & components.

(10 Hours.20 marks)

MODULE III: Internet: Concept & evaluation- Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet- ISDN- TCP/IP- Limitation of internet- Hardware & software requirement of Internet.

(15 Hours,15 marks)

MODULE IV: E-Security : Information system Security- Security on the Internet- E-business Risk Management Issues- Information Security Environment in India. Legal and Ethical Issues: Cyberstalking, Privacy is at Risk in the Internet Age- Phishing, Application Fraud-Skimming, Copyright- Internet Gambling- Threats to Children.

(15 Hours,10 marks)

MODULE V: e-Payment Systems: Digital Payment Requirements- Digital Token-based e-payment Systems- Classification of New Payment Systems- Electronic Payment Systems: E-Cash, e-cheque, credit cards- debit cards- smart cards; E-Banking,, Risk and e-Payment Systems, Digital Signature.

(10 Hours,15 marks)

References:

1. E-Commerce - An Indian Perspective, P.T.Joseph, S.J., PHI

2. E-Commerce Strategy, Technologies and Applications, David Whiteley, Tata Mc-GrawHill

SDC3LM14- INVENTORY MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To enable the students with the concepts, tools and practices of inventory management.
- To familiarize students with the Selective Inventory Control.
- To familiarize students with the Manufacturing Planning.
- To familiarize students with the Purpose of Inventory
- To familiarize students with the spare parts inventories.

Course Outcomes:

- Understand the activities related selective inventory control.
- Able to understand the management of stock.
- They will be able to do ratio analysis on inventory.
- They will be able to understand trends in make or buy decisions in context of core competency.
- Understand the evaluation of performance of material function.

Module – I

Inventory: Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management.

(10 Hours, 15 marks)

Module – II

Selective Inventory Control: Economic Order Quantity – Importance – Uses – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.

(15 Hours, 15 marks)

Module – III

Manufacturing Planning (MRP-II): Just in Time (JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

(15 Hours, 20 marks)

Module – IV

Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks – Types of Stocks

(10 Hours, 15 marks)

Module – V

Spare Parts Inventories: Use of Computers in Inventory Management – Evaluation of Performance of Materials Function –Criteria and methodology of evaluation.

(10 Hours,15 marks)

Books for Reference:

1. Bose & D Chandra. Inventory Management. 1st Edition.
2. Sridhara Bhat. Inventory Management. 2nd Edition.
3. Bose & D Chandra. Inventory Management. 1st Edition

SDC3LM15- SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts ,tools and practices of shipping and ocean freight logistics management.
- To give a detailed idea about the documentation.
- To familiarize students with the Stevedoring, Lighterage Services and Security.
- To familiarize students with the shipping lines.
- To familiarize students with the Documentation

Course Outcomes:

- Able to understand the formalities in shipping cargo.
- Able to understand the different types of cargo.
- Able to understand the Security at Ports and Harbours
- Able to understand the Container De-stuffing.
- Able to understand the Advanced Learning in Bills of Lading

Module –I

Shipping Industry and Business: Description of a ship –Uses of a ship or a floating vessel – Classification of ship(route point)(cargo carried) – Superstructure – Tonnages and Cubics – Drafts and Load lines – Flag Registration – Different Cargo (Packing, Utility or Value) – Trimming – Cleansing – Unitized Cargo.

(10 Hours,15 marks)

Module –II

Stevedoring, Lighterage Services and Security: Port Trusts – Operational unit – Services – Seaports – Vessel Operations – Pilotage – Stevedoring – Dock Labour Boards – charges – Automated Container Handling – Security at Ports and Harbours – Role of Security Agencies –Lighterage Services.

(15 Hours,15 marks)

Module –III

Shipping Lines: Hub and Spoke – Advices – Containers – Container Nubering – Process Flow – Shipping Sales –Leads – Quotations – Customer Service.

(10 Hours,15 marks)

Module –IV

Operations: – Shipment Planning Basics – Preparing and Loading Containers – Types of container services – FCL – Consolidation – LCL – Advanced Scientific Shipment Panning – Container De-stuffing.

(10 Hours,15 marks)

Module –V

Documentation: Billing of Lading Basics – MBL – HBL – CY – CFS – Advanced Learning in Bills of Lading – Sea Way Bill – Combined Transport – MTO – Multimodal Transport

Document (MTD) – Invoking contents – Release of Cargo – Cross Trade and Documentation – Conditions of Contract – Trade Lane Development – Consortium.

(15 Hours, 20 marks)

Books for Reference:

1. John F. Wilson. Carriage of Goods by Sea. Harlow: Longman
2. J.R. Whittaker. Containerization. Hemisphere: Wiley
3. Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical

SDC3LM16-PROJECT/INDUSTRAIL VISIT

Number of Credit: 4

Internal – 20, External – 80,

All students are required to complete an Industrail visit or project with the help of a supervising teacher. The project or Industrail report Viva evaluation will be conducted at the end of the semester and the evaluation process follows 80% external assessment and 20 % internal assesement . Students are required to make the presentations of their work to present before the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding your report.

SEMESTER IV

A13 ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week: 5, Credits: 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concept of entrepreneurship.
- To identify and develop the entrepreneurial talents of the students.
- To generate innovative business ideas in the emerging industrial scenario.

Course Outcomes:

- Able to understand the nature of entrepreneurship and the financial assistance and guidance from the government.
- Confirm an entrepreneurial business idea
- Explore entrepreneurial leadership and management style.
- Confidence in Setting up of Industrial unit.

Module I

Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur Classification of entrepreneur-Entrepreneurial traits -Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur– Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes

- Objectives of EDP - Methods of training - Phases of EDP. (15Hours, 15 marks)

Module II

Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial

Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship

Development Project (STEDP)-Strategies of National entrepreneurship Development Board

(NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno park-Functions of techno park Incentives-Importance Classification of incentives – Subsidy - Types of Subsidy

(17 Hours, 15 marks)

Module III

Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel-Bridge capital- Seed capital assistance-Margin money schemes –Single Window System-Sickness Causes –Remedies- Registration of SSI (15 Hours, 15 marks)

Module IV

Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods-approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance. (18 Hours, 20 marks)

Module V

Project Report - Meaning-Definition - Purpose of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performance of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course). (15 Hours, 15 marks)

Books Recommended:

1. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal Allahabad.
2. SangramKeshariMohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, New Delhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing , Delhi
5. C.N.Sontakki, Project Management, Kalyani Publishers, Ludhiana.
6. SangamKeshariMohanty. Fundamentals of Entrepreneurship, PHI, New Delhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.
9. MSME Act 2006.

A14 PUBLIC HEALTH, SANITATION & SAFETY

Lecture Hours per week: 5, Credits: 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives

- To understand the importance of health and measures taken by the authorities
- To understand the different aspects of hygiene and sanitation.
- To get knowledge on occupational health, safety and environment

Course outcome:

- After learning the course, the students should be able to:
- Identify the diseases associated with occupation
- Identify the hazard in industrial area and propose preventive measures
- Manage safety in industries and propose safety measures and PPE
- Demonstrate the hygiene and sanitation procedures
- Demonstrate the microorganism responsible for the disease and their control

Module 1 (12hours)

Health-Physical, Mental, Social – Positive health– Quality of life Index.

Health programmes: Health programmes control measures in operation in India- Tuberculosis, poliomyelitis, leprosy, filariasis and diphtheria. Health situation in India– Health Problems-Primary health care in India – PHCs National Programmes for elimination of diseases. - Waterborne diseases and airborne diseases. Methods of disease transmission.

Module 2 (12hours)

Sanitation: Definition and meaning. Microbial growth pattern and factors affecting microbial proliferation.

Sewage Disposal: disposal of sewage and night soil–treatment of sewage system

Waste disposal- Disposal of solid waste; Wastewater handling: Pre-treatment, primary treatment, secondary treatment, tertiary treatment and disinfection.

Water - supply sources–impurities and purification of water

Module 3 (14hours)

Contamination: Sources of contamination and protection against contamination.

Methods of killing micro-organism- Use of heat, chemicals and radiation.

Methods of inhibiting microbial growth- Use of refrigeration, chemicals, dehydration and fermentation

Principles of hygiene: General principles of hygiene– its relation to food preparation and food handling habits.

Personnel hygiene- Meaning and importance; Hygienic practices of employees; personal hygiene and contamination of food products-Sanitation Training and Education for Food

Service Workers

Module 4(12hours)

FoodBorneinfection,intoxication:Foodpoisoning–causesandtypes–
Definition,Exotoxin,Endotoxin,intoxicationscontrolmeasures
foodborneintoxicationandinfection–sources–
effectsandprevention.symptomsandcontrol:*Botulism,Staphylococcus,E.coliandsalmonella*.Fo
od infections–sources,symptomsMethodsofPrevention
andinvestigationoffoodbornediseaseoutbreak

Module 5(14hours)

Occupational Safety, Health and Environment: Definition-safety at work place- safe use of machines and tools-hazard-physical hazard (noise, radiation, fire, Electrical, illumination)- chemical hazard-biological hazard-Personal Protective Equipment - Accident preventive techniques-First Aid-Plant Layout for safety-safety of different sectors

References:

1. Parke.K.2007.Textbook ofpreventive andSocial
Medicine19thEdition,M/s.BanaraisdasisBhanetPublishers,Jabalpur,India.
2. William,C.,FrazierandDennie.CWestheff.1996.FoodMicrobiology4thEdition,TataMc
GrahillCompanyLimited
3. S.Roday–FoodHygiene andSanitation
4. M.Jacob.(1989)–Safe foodHandling.
5. V.N.Reinhold–PrinciplesofFoodSanitation
6. B.C.Hobbs&R.J.Gilbert–FoodPoisoningandHygiene.

SDC4LM17- RETAIL MANAGEMENT

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To give an overview of the conceptual aspects of retail marketing management.
- To familiarize students with the significance of retail industry.
- To familiarize students with the consumer buying behavior.
- To familiarize students with the Retail Store Location.
- To familiarize students with the Retail Communication Mix.

Course Outcomes:

- Understand the role of a merchandiser
- Confidence in setting up a retail outlets.
- Understand the consumer buying decision process.
- Understand the steps involved in choosing a retail location
- Understand the factors affecting the store layout

Module –I

Introduction to Retailing: Retailing in India –significance of retail industry-types of retailers-retailer characteristics-types of merchandise- multi- channel retailing-retail market strategy.

(5 Hours,8 marks)

Module –II

Consumer Buying Behavior: Factors influencing consumer behavior- The buying process- types of buying decisions- Consumer buying decision process-market segmentation-Bases for market segmentation-post purchase behaviour- Information system and supply chain management,-CRM process in retailing.

(10 Hours,12 marks)

Module –III

Retail Store Location:Factors affecting location-Types of retail location-Freestanding store-Part of Business district-Part of Shopping center- Site selection-Steps involved in choosing a retail location- Retail organization – human resource, finance and operation dimensions.

(10 Hours,10 marks)

Module –IV

The Merchandise Management:Types of merchandise- Managing the merchandise planning process- merchandise buying and handling process - Role of merchandiser-retail pricing-category management-Six components

(10 hours,15 marks)

Module –V

Retail Communication Mix:Methods of Retail communication mix-Advertising-sales promotion-personal selling-Publicity in marketing-Store layout-Factors affecting store layout-interior and exterior retail store layout -Store design and visual merchandising-Store design objectives- retail customer service

(10 Hours,15 marks)

Books for Reference:

1. Levy, Michael & Barton A. Weitz, Retailing Management, Irwin, London.
2. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill (3rd Edition), 2010
3. Piyush Kumar Sinha, Uniyal, Managing Retailing, Oxford University Press, 2007
4. Chetan Bajaj, Rajnish Tuli & Nidhi Srinivastava, Retail Management, Oxford University Press, 2010
5. Barry Berman & Joel Evans, Retail Management – A strategic Approach (11th Edition), 2010

SDC4LM18-OPERATIONS MANAGEMENT

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of operation management
- To learn about the decisions and processes of operation management in a business firm.
- To familiarize the students with the capacity planning
- To familiarize the students with the operation planning and control.
- To familiarize the students with the quality control

Course Outcomes:

- Understand the matters related with quality control.
- Understand the matters related with plant location and plant layout.
- Understand the matters related with maintenance management
- Understand the matters related with material handling.
- Understand the matters related types of maintenance work.

Module –I

Operations management-meaning, definitions, scope and objectives-interaction of operations management with other areas-manufacturing and non manufacturing operations and their characteristics

(5 Hours, 8 marks)

Module –II

Facilities planning-plant location-factors determining plant location-plant layout-process layout and product layout-materials handling-MRP-principle equipments.

(10 Hours, 12 marks)

Module –III

Capacity planning-importance of capacity decisions-Determinants of effective capacity-maintenance management-types of maintenance-work study- time and method study-work measurement, meaning, scope and importance

(10 Hours, 15 marks)

Module –IV

Operations planning and control-objectives of operation planning-planning procedure-production planning functions- operation control-meaning, importance and objectives-techniques of operation control

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(10 Hours, 15 marks)

Module –V

Quality control-objectives –need for quality-concept of quality-quality planning-statistical quality control-control charts -management of quality in organizations-quality circles-Characteristics-objective-TQM- Characteristics-principles-benefits

(10 Hours,10 marks)

Books for Reference:

1. Russell, Roberta S and Bernard W Taylor III, Operations Management, Pearson Education, New Delhi 2004

2. Chase : Operations management for Competitive Advantage, Tata McGraw Hill, New Delhi.

3. Buffa , E.S 'Modern Production Management' , New York, John Wiley, 1987

4. Adam, E.E and Ebert R.J ., 'Production and operations management ' Prentice Hall of india ,New Delhi 1995

5. Chary, S.N. ' Production and Operations Management' , Tata McGraw Hill, New Delhi 19

SDC4LM19 – SUPPLY CHAIN MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of supply chain management.
- To acquaint the students with the key supply chain business processes
- To familiarize the students with the purchasing and supplier management.
- To familiarize the students with the forecasting systems design.
- To familiarize the students with the supply chain coordination and integration.

Course Outcomes:

- Able to understand the Supplier chain performance
- Able to understand the Supplier quality management
- Able to understand the CRM
- Able to understand the application of IT in SCM.
- Able to understand the Supply Chain Uncertainties and Vulnerabilities.

Module –I

Supply Chain Management and Logistics: An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Difference – Necessity and objectives – Role – Scope – Functions and Importance – Local and International Supply Chains – Benefits and Issues – Types of Supply Chain management tool – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management

(10 Hours, 15 marks)

Module –II

Key Supply Chain Business Processes: Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

(15 Hours, 15 marks)

Module –III

Purchasing and Supplier Management: Sourcing and Supplier Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

(15 Hours, 20 marks)

Module –IV

Forecasting Systems Design: Customer Service Management and Measurements – CRM – 5 views – SWOT analysis of CRM – Manufacturing Logistics – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

marks)

(10 Hours,15

Module –V

Supply Chain Coordination and Integration: Order fulfillment-Role of IT, Impact of Internet and E-Business – IT enabled SCM-Problems and Challenges of Supply chain

(10 Hours,15

marks)

Books for Reference:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

SDC4LM20- INTERNATIONAL LOGISTICS MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of international logistics management.
- To give a detailed idea about the international warehousing and transportation system.
- To familiarize the students with the general structure of shipping industry.
- To familiarize the students with the port organization and management
- To familiarize the students with the rail transport systems

Course Outcomes:

- Able to understand the Warehousing and Containerization.
- Understand the importance of different transportation modes in International logistics management.
- Understand the matters related Marine insurance for cargo.
- Understand the matters related Fleet management systems.
- Understand the matters related procedure for availing railway parcel or goods service and the documentations involved.

Module –I

Integrated Logistics Management: Concept, Evolution and Development, Importance of logistics management in international business, International Logistics: functions and intermediaries. Issues involved in movement of goods. Logistics information system - logistics information systems design- IT in logistics-Total cost approach to Logistics- Liabilities of carriers-Marine insurance for cargo.

(15 Hours,15 marks)

Module –II

The General Structure of Shipping Industry: Cargo types, vessels and vessel characteristics, liner service-bulk service-tramp service-the ocean liner conference system- freight structure and practices- coordination, role of intermediaries – forwarding and clearing agents- freight brokers-stevedores and shippers agents.

(10 Hours,15 marks)

Module –III

Warehousing and Containerization: Warehousing -repacking and other value added service provided by logistics service providers- 3 PL and 4 PL logistics service- Containerization: types of containers and ICD-Port system and sub systems, port organization and management- Responsibilities of port trusts, growth and status of ports in India, Inland water transport, issues in sea transport- Regulatory authorities for sea transport and their roles in india.

(15 Hours,15

marks)

Module –IV

Introduction to Road Transport System: Classification of vehicles-types of roads in india,- full truckload business(FTL) and less than truckload business(LTL)- Road parcel service business- Fleet management systems- Documents and permits required in road transport system- Problems in road transportation- Regulatory authorities involved with road transport system in india

(10 Hours,20 marks)

Module –V

Rail Transport Systems: Types of railway wagons, rakes, marshalling operations and yards- Railway Parcel service operations- Procedure for availing railway parcel or goods service and the documentations involved-Types of railway –Advantages and disadvantages railway in railway transport - Organization of Indian railways.

(10 Hours,15 marks)

Books for Reference:

1. James F. Robbison & William C. Capaciono (editors), The Logistics Handbo
2. Donald F. Wood et.al., International Logistics
3. Douglas Lambert and James R. Stock, Strategic Logistics Management

SDC4LM21- EXPORT AND IMPORT - POLICIES & PROCEDURES

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the procedures of export and import between countries
- To familiarize the students with the policies of export and import between countries.
- To familiarize the students with the various international financial institutions.
- To familiarize the students with the regional economic integrations.
- To familiarize the students with the International Trade Agreements.

Course Outcomes:

- Able to understand the role of various international financial institutions.
- Able to understand the role of various Regional economic integrations.
- Able to understand the various schemes and incentives related export and import.
- Able to understand the international financial institution functions and role in economic development.
- Able to understand the WTO agreements.

Module –I

International Trade: Meaning- Features, Advantages-Scope- Benefits-Problems-Domestic business v/s International business -Methods of entry into foreign market.

(10 Hours,15 marks)

Module –II

International Trade Agreements : Bilateral,Plurilateral and multilateral agreements-GATT and WTO-WTO agreements-TRIPS-TRIMS-GATS and AoA-Trade facilitation Issues_

(15 Hours,20 marks)

Module – III

F.T.P.(Latest): Highlights. Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work –Export Promotion Organization viz EPC, CBDGFT

(15 Hours,15 marks)

Module –IV

International Financial Institutions-IMF,world Bank IBRD-IDA-IFC-MIGA- ICSID ,EXIM Bank,ADB-functions and role in economic development

(10 Hours,15 marks)

Module –V

Regional economic integrations : Meaning and rationale-Forms of integrations-EU-NAPTA ASEAN-SAFTA-APEC and other groupings-

(10 Hours,15 marks)

Books for Reference:

1. Government of India: Export - Import Policy
2. Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House
5. Paras Ram. Export-What, Where and How. Anupam Publishers

SDC4LM22- PROJECT / INTERNSHIP

Number of Credit: 4

Internal – 20, External – 80, Examination

All students are required to complete an Internship or project with the help of a supervising teacher. The project or Internship Viva evaluation will be conducted at the end of the semester and the evaluation process follows 80% external assessment and 20 % internal assessment. In Industrial training/Internship is to get a real life experience with the industry. In this programme all students will attach himself with a logistic organization approved by the Head of the Department of College. In case of internship the duration of the training period must be 4 weeks. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation. Students are required to make the presentations of their work to present before the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding their work.

SEMESTER V

SDC5LM23- HUMAN RESOURCE MANAGEMENT

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To familiarize the students with the different aspects of managing Human resource in the organization
- To equip the students with appropriate knowledge and skills required for acquisition, development and retention of human resources.
- To familiarize the students with the human recourse planning.
- To familiarize the students with the perfomance appraisal and career planning.
- To familiarize the students with the grievance redressal.

Course Outcomes:

- Confidence in doing HR activities or to become a HR manager.
- Understand how to manage a critical situation in performance appraisal,grievance redressal etc.
- Understand the different training evaluation methods.
- Understand the problems of performance appraisal.
- Understand the essentials of a good grievance procedure

Module –I

Introduction to Human Resource Management-features-Scope-Functions- human resource manager-Role-Powers and responsibilities-Limitations-Qualities

(5 Hours,8 marks)

Module –II

Human resource planning-need and importance-process--job analysis-process-significance-methods-Job description-contents-Job specification-content-Job design-Factors affecting-Methods of job design- Job evaluation-objectives-advantages-procedure-limitations-

(10 Hours,12 marks)

Module –III

Human resource devolopment-characteristics-training- need for training-objectives-

Approaches-methods of training-training evaluation-methods-advantages-Recruitment-methods-sources-Poaching/Raiding

(10 Hours, 15 marks)

Module –IV

Performance appraisal and career planning-Need and importance-objectives-process- problems of performance appraisal-concept of career planning- features-process- -limitations-career development –methods-objectives- (10 Hours, 15 marks)

Module –V

Grievance redressal-meaning and causes of grievances-procedure of grievance handling- Absenteeism-causes-Rights of grievant-Essentials of a good grievance procedure (10 Hours,10 marks)

Books for Reference:

1. Human resource management-Text and cases –VSP Rao
2. Human resource management-Snell,Bohlander
3. Personal management and human resources-Venkata ratnam .Srivasthava
4. Edwin Philipo, Personnel management

SDC5LM24 –BANKING AND INSURANCE MANAGEMENT

Lecture Hours per week: 3, Credits-3

Internal – 15, External – 60, Examination 2 Hours

Course Objectives:

- To familiarize students with the banking and its functioning.
- To acquaint the students with the banking principles and practices.
- To enable the students to understand about the different negotiable instruments.
- To familiarize students with the E-banking.
- To enable the students to understand concept of insurance

Course Outcomes:

- Understand the importance of e-banking in today's world.
- Understand the structure of banking in India.
- Able to understand the innovative functions in banking.
- Able to understand the matters related to virtual banking.
- Able to understand the various kinds of insurance

Module – I

Introduction to banking: Meaning and definition- characteristics- origin and development of banking-Types of bank-Banks and Economic development-Innovative functions in banking

(5 Hours,8 marks)

Module – II

Structure of banking in India: IDBI-EXIM BANK -objectives and functions -Co-operative banks-NABARD objectives and functions -NHB-objectives and functions-Functions of commercial banks-Central Bank-RBI-Functions-Departments-

(10 Hours,15 marks)

Module – III

Negotiable Instruments: Definition-Characteristics-Types-Parties to negotiable instruments- Cheques-crossing of cheques-Drafts- -Endorsement-Significance-kinds of endorsement

General rules regarding endorsement-Regularity of endorsement-Electronic

Payments-Types-Characteristics

(10 Hours,15 marks)

Module –IV

E-Banking:need and importance- CORE- Virtual banking-ATM-Credit card-Debit card-Smart card-Internet banking-Mobile banking_Telebanking-Online payment

(10 Hours,12 marks)

Module –V

Introduction to insurance: Concept-Need of insurance-Insurance as a security tool-Insurance and economic development- Principles of insurance- Various kinds of insurance

(Fire,Marine cargo ,Medical,motor vehicle,frighth,property insurance)-General principle of

Life insurance contract IRDA-Role-power-functions-duties (10 Hours,10 marks)

Books for Reference:

1.Modern Banking –Dr.R.K Datir

2.Indian banking system-I.V Trivedi & Renu jatana

3.Elements of Banking and Insurance – Jyotsana sethi & Nishwan Bhatia

SDC5LM25 – EMOTIONAL INTELLIGENCE DEVELOPMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives :

- To introduce the basic concepts and to explain the importance of emotional intelligence
- To acquaint various soft skills that would assist students in their career and personal lives.
- To acquaint various employability skills.
- To acquaint various work skills.
- To acquaint various stress management techniques.

Course Outcomes:

- Understand how to communicate effectively.
- Understand the importance of team work and how to perform in a team.
- Understand the levels of conflict and how to handle conflict.
- Confidence in preparing resume.
- Create confidence in attending the interview.

Module I- Soft Skill and Personality Development :Soft skills – Meaning and Importance, Self concept - Self awareness, Self development, Types of Listening – Effective Listening – Barriers to Listening – Assertive communication

(15 Hours,20 marks)

Module II-Communication Skills Oral communication – Forms – Types of speeches - Public Speaking — Presentation – Elements of effective presentation – Use of visual aids in presentation Written communication

(15 Hours,20 marks)

Module III- Interpersonal Skills :Interpersonal skills – Relationship development and maintenance – Transactional Analysis Conflict resolution skills – levels of conflict – handling conflict - Persuasion – Empathy – Managing emotions – Negotiation – types, stages & skills

(10 Hours,15 marks)

Module IV- Employability Skills :Goal setting – Career planning – Corporate skills – Group discussion – Interview skills – Types of Interview - Interview body language - E-mail writing – Job application – cover letter - Resume preparation

(10 Hours,15 marks)

Module V- Work Skills :Decision making skills – Problem solving – Emotional Intelligence – Team building skills – team spirit – Time management – Stress management – resolving techniques.

(10 Hours,10 marks)

Books for Reference:

- 1.Alex. K., Soft Skills, S Chand & Company, 2014.
2. Gopaldaswamy Ramesh., The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, September 2013.
3. Barun Mitra., Personality Development and Soft Skills, Oxford University Press, 2016.

SDC5LM26 – BRAND MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To understand the methods of managing brands and strategies for brand management.
- To familiarize students with the modern trends in branding.
- To familiarize students with the brand strategies
- To familiarize students with the brand extension.
- To familiarize students with the brand performance

Course Outcomes:

- Understand the brand strategies used in the modern world.
- Understand how to evaluate the brand performance.
- Understand the brand promotion methods
- Understand the details about the re-branding and re-launching
- Understand the role of brand managers

Module I- Introduction -8 Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands. (15 Hours,20 marks)

Module II - Brand strategies - 10 Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

(15 Hours,20 marks)

Module III -Brand communications- 8 Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. (10 Hours,15 marks)

Module IV- Brand extension- Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching. (10 Hours,15 marks)

Module V - Brand performance -10 Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities. (10 Hours,10 marks)

Books for References:

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.

2. Moorthi YLR, Brand Management – I edition, Vikas Publishing House 2012
REFERENCES 1. Lan Batey, Asian Branding – A Great way to fly, PHI, Singapore, 2002. 2. Paul Tmepoal, Branding in Asia, John Willy, 2000.

SDC5LM27 PRODUCTION AND MATERIALS MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To acquire a working understanding of production function in the context of business enterprises and the various ergonomics considerations in designing the production system of an organisation.
- To analyze the factors influencing plant location and principles of plant out existing in the industry.
- To help the students to understand about production, planning and control and the role of Gantt charts in production scheduling.
- To familiarize students to understand the store and purchase Function.
- To familiarize students to understand the Cold chain management.

Course Outcomes:

- Understand the importance of plant layout and its maintenance.
- Understand factors influencing plant location
- Understand use of computers in PPC
- Understand use of Materials handling equipments
- Understand the stores procedures and Automation of warehouses

Module I- Production Function: Introduction – Production functions – Design of production system – Types of production – Types of process – Productivity – Ergonomics. Plant Location – Factors influencing plant location – Multi Plant location – Foreign Location – Relocation – Plant location trends.

(15 Hours,20 marks)

Module II- Plant Layout and Maintenance :Plant Layout – Types of layouts – Process layout – Product layout – Layout of service facilities –Maintenance – Objective of maintenance – Elements of maintenance – Types of maintenance

(15 Hours,20 marks)

Module III- Production Planning and Control : Production Planning and Control – Routing – scheduling – Dispatching – Expediting – GANTT charts – Work study and Motion study and Method study analysis – Use of Computers in PPC

(10 Hours,15 marks)

Module IV- Materials Management and Materials Management Information System :Materials Management – Objective of Materials management – Materials forecasting and planning – Inventory control-Cold chain management-Elements-Items transported-Temperature standards.

(10 Hours,15 marks)

Module V- Store and Purchase Function Standardization, simplification, codification, stores layout, storage systems and equipment, stores preservation, stores procedures and Automation of warehouses – Materials handling equipments

(10 Hours,10 marks)

Books for references:

Sarangi S.K., Production Management and Materials Management: Text & Cases, Asian Books Private Limited Publication, New Delhi, 2011

2. Gopalakrishnan Sundaresan, Materials Management, PHI Learning, New Delhi, 2003.

3.Tony Arnold J. R., Stephen N. Chapman, and Lloyd M. Clive, Introduction to Materials Management, sixth edition, Pearson Prentice Hall, 2008.

4. Dutta, A.K., Integrated Materials Management, New Delhi, PHI Learning, 2000.

SDC5LM28- DOMESTIC LOGISTICS MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of domestic logistics management
- To enable students to acquire knowledge in vehicle selection
- To enable students to acquire knowledge in vehicle costing
- To enable students to acquire knowledge in documentation
- To enable students to acquire knowledge in computer routing and scheduling.

Course Outcomes:

- To understand the different aspects of fleet management.
- To understand the different documentations in domestic logistics management.
- To understand the manual methods of vehicle routing and scheduling
- To understand the reasons for road freight transport vehicle costing
- To understand the procedures to get driver license in India.

Module –I

Planning and Resourcing: Need for Planning –Fleet management –Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling issues – Data requirements – Manual methods of vehicle routing and scheduling – Computer routing and scheduling – Information system applications –GPS –RFID.

(15 Hours,20 marks)

Module –II

Vehicle Selection: Types of vehicles –Types of operations –Load types and characteristics – Main types of vehicle body - Implications of vehicle selection –Vehicle acquisition.

(10 Hours,10 marks)

Module –II

Vehicle Costing: Reasons for road freight transport vehicle costing –Main types of costing systems – Vehicle standing costs – Vehicle running costs – Overhead costs – Costing the total transport operation – Whole life costing – Vehicle cost comparisons – Zero-based budget.

(15 Hours,20 marks)

Module –IV

Documenting and Information Flow: Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment note CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project Cargo).

(10 Hours,15 marks)

Module –V

Legislation: Operator licensing – Driver licensing – Driver's hours regulations – Road transport directive – Tachographs – Vehicle dimensions.

(10 Hours,15 marks)

Books for Reference:

1. Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker)
2. Logistics & supply chain management / Martin Christopher (Prentice Hall Financial

SDC5LM29- AIR CARGO LOGISTICS MANAGEMENT

Lecture Hours per week: 4, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Course Objectives:

- To familiarize the students with the concepts, tools and practices of Air cargo logistics management
- To give a detailed idea about the airline marketing.
- To familiarize the students with the airline Industry
- To familiarize the students with the air freight forwarding.
- To familiarize the students with the aircraft types.

Course Outcomes:

- Understand the importance of Air cargo industry.
- Understand the airline documents and other procedures needed .
- Understand the civil aviation safety and security
- Understand the dangerous (DGR) or hazardous goods in aircraft.
- Understand the airline marketing and customer service standardization in logistics.

Module –I

Introduction to Air Cargo: Advantages- Definition-Aviation and airline technology –IATA areas –country –currency –airlines – aircraft layout – different types of aircraft - aircraft manufacturers –ULD – International air routes –airports –codes –consortium –hub & spoke

(15 Hours,20marks)

Module –II

Introduction to Airline Industry: History – Importance of Air cargo industry-navigation systems – air transport system – functions – terminal area – landside operations – civil aviation –safety and security –aircraft operator’s security program –security v/s facilitation –ICAO security manual –training and awareness in airline –rescue and fire fighting –issues and challenges –airline regulations

(15 Hours,20 marks)

Module –III

Airline marketing and customer service standardization in logistics – airfreight exports and imports– understanding marketing, environment, marketing research, strategies and planning, segmentation, SWOT, marketing management control, consignee controlled cargo –sales leads –routing instructions –customer service, future trends.

(10 Hours,15 marks)

Module –IV

Air Freight Forwarding: Air freight exports and imports – special cagoes – consolidation – documentation – Air Way Bill (AWB) – communication – handling COD shipments –POD – conditions of contract –dangerous (DGR) or hazardous goods.

marks)

(10 Hours,15

Module –V

Advices - Booking –SLI –Labeling –Volume/Weight ratio –shipment planning –TACT –
Air cargo rates and charges –aircraft types-aircargo services

marks)

(10 Hours,10

Books for Reference:

1. Simon Taylor, Air transport logistics, Hampton
2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
3. Peter S. Smith, Air Frieght: operations, marketing and economics, Faber
4. Sung Chi-Chu, 4th Party Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers.

SDC5LM30 -PROJECT/INDUSTRIAL VISIT

Number of Credit: 4

Internal – 20, External – 80

All students are required to complete an Industrial visit or project with the help of a supervising teacher. The project or Industrial report Viva evaluation will be conducted at the end of the semester and the evaluation process follows 80% external assessment and 20 % internal assessment . Students are required to make the presentations of their work to present before the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding your report.

SEMESTER:VI

SDC6LM31- TERM PAPER

Number of Credit: 2

Internal:50

Course Objectives :

- To acquire the confidence in presenting the topic and preparing a report.

Course Outcomes:

- To present their work in any platform with more confidence .

The student is expected to do an extensive literature survey and analysis in an area related to commerce and management , chosen by him/her, under the supervision of a faculty member from the department. Evaluation of term paper should be done internally. A faculty member can be appointed as a guide/ supervisor. The student has to choose an area for his/her work after due consultation and approval from the guide. The topic shall be presented in the class taking a duration of 15-20 minutes. A committee consisting of three/four faculty members shall evaluate the seminar presentation.

SDC6LM32-INTERNSHIP

Number of Credit: 14

Internal – 40, External – 160

All students are required to do a Internship under the guidance of a Department guide. The student has to make regular discussions with the guide through out the life time of the Internship. The Internship will be reviewed periodically every month by the Department. A valid certificate as Internship certificate from the organisation should be produced as a proof that the work is carried out in the respective organisation. At the end of the semester the candidate shall submit the hard copy and soft copy of Internship report to the department. The internship report Viva evaluation will be conducted at the end of the semester and the evaluation process follows 160 marks for external assessment and 40 marks for internal assement.

SDC6LM32-PROJECT

Number of Credit: 14

Internal – 40, External – 160

All students are required to do a Project under the guidance of a Department faculty. The student has to make regular discussions with the guide while choosing the subject/area and through out the life time of the project. Every student do the project work individually and no grouping is allowed. The project will be reviewed periodically every month by the Department. At the end of the semester the candidate shall submit the hard copy and soft copy of project report to the department. The project report Viva evaluation will be conducted at the end of the semester and evaluation process follows 160 marks for external assessment and 40 marks for internal assesement.

MODEL QUESTION PAPER OUT OF 80 MARKS

FIRST SEMESTER B.VOC (PROGRAMME) DEGREE EXAMINATION

Logistics Management

SDC1LM05 - INTRODUCTION TO LOGISTICS MANAGEMENT

Time: Two Hours and a half

Maximum:80 Marks

Section A

Answer the following questions

2 marks each

1. What do you mean by Inbound Logistics?
2. What do you mean by Outbound logistics?
3. What is a multimodal transport system?
4. What is 4PL?
5. What do you mean by inventory management.?
6. What is CRM ?
7. What is Reverse Logistics ?
8. What is forward logistics?
9. What are the main activities in logistics management?
10. Who is a Logistics Manager?
11. What are the main role of logistics manager?
12. What is Lean Strategy?
13. What is Agile Strategy ?
14. Define Logistics Management?
15. What is supply chain management? (Ceiling = 25 marks)

Section B

Answer the following questions

5 marks each

16. What is Logistics Management System?
17. Explain the functions of Marketing Logistics.
18. Explain the works of Logistics.
19. What are the factors influencing designing of logistical Strategies?
20. Explain the emerging Concepts in Logistics.
21. Explain the Process and Activities of a Logistics Management System.
22. Explain the mode of transport in logistics management.

23. What is the Importance of CRM in Logistics and Supply Chain Management.
(Ceiling 35 marks)

Section C

Answer any two of the following

10 marks each

- 24. What is Logistics management? Explain the elements of Logistics.
- 25. What is packaging? Explain the functions and types of packaging.
- 26. What is material handling? Explain the objectives and equipments used in material handling .
- 27. State the relevance of IT on logistics

(2×10=20 marks)

MODEL QUESTION PAPER OUT OF 60 MARKS

FOURTH SEMESTER B.VOC (PROGRAMME) DEGREE EXAMINATION

Logistics Management

SDC4LM17- RETAIL MANAGEMENT

Time: Two Hours

Maximum:60 Marks

Section A

Answer the following questions
2 marks each

1. Define retailing.
2. What is branded stores?
3. What is speciality stores?
4. What is department stores?
5. What is supermarkets?
6. What is discount sales?
7. What is hyper market?
8. What is convenience stores?
9. What is shopping malls?
10. What is merchandise?
11. What is consumer buying behavior?
12. What is buying decisions?

(Ceiling= 20 marks)

Section B

Answer the following questions

5 marks each

13. Write a note on multi channel retailing.
14. Explain the factors influencing consumer behavior.
15. Write a note on buying process.
16. What is market segmentation? Explain the bases for market segmentation.
17. Write a note on information system and SCM.
18. Explain the factors affecting location.
19. Explain the types of retail location.

(Ceiling= 30 marks)

Section C

Answer any one of the following

10 marks each

20. Explain the retail industry in India.
21. What is consumer buying behavior? Explain the types of buying decisions.

(1×10=10 marks)

