

GURU KASHI UNIVERSITY



B. VOC. IN LOGISTICS MANAGEMENT

SESSION: 2024-25

DEPARTMENT OF MANAGEMENT

OUTCOME OF THE PROGRAMME

The proposed vocational programme in Logistics Management is a judicious mix of skills, Professional education related to logistics and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the logistics management sector. This program will lead to a rewarding career in Logistics and Supply Chain Management. Effective logistics and supply chain management has become prominent for companies across E-commerce, FMCG, manufacturing, retail and more such domains therefore large corporates have logistics and supply chain management as a key focus area. Logistics degrees provide transferable skills to help students remain competitive and ready for industry challenges.

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Gain hands-on experience in the logistics industry through internships and industrial training.
2. Learn about logistics and supply chain management through a blend of theoretical knowledge and practical training.
3. Develop personal skills such as confidence building, creative thinking, time management, and stress management.
4. Acquire skills in areas such as warehouse and inventory management, shipping, and logistics management.
5. Develop creative and critical insights to handle various challenges of corporate world.

PROGRAMME STRUCTURE

Semester: I						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL101	Principles of Management	Core	4	0	0	4
BVL102	Basics of Financial Accounting	Core	3	1	0	4
BVL103	Business Mathematics	Core	3	1	0	4
BVL104	IT for Business	Skill Based	2	0	0	2
BVL105	Environmental Studies	Compulsory Foundation	2	0	0	2
BVL106	Listening and Speaking Skills in English	MD	2	0	2	3
Discipline Elective-I (Any one of the following)						
BVL107	Introduction to Logistics Management	Discipline Elective-I	3	0	0	3
BVL108	Customer Relationship Management					
Discipline Elective-II (Any one of the following)						
BVL109	Fundamentals of Supply Chain Management	Discipline Elective-II	3	0	0	3
BVL110	E-Commerce Operations					
Total			22	2	1	25

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL201	Marketing Management	Core	3	1	0	4
BVL202	Financial Management	Core	3	1	0	4
BVL203	Business Ethics and Corporate Social Responsibility	Compulsory Foundation	2	0	0	2
BVL204	Management Information System	Skill Based	3	0	0	3
BVL205	Introduction to Computer (Lab)	Skill Based	0	0	4	2
BVL206	Business Etiquette and Corporate Grooming	Value Added Course	2	0	0	2
BVL299	XXX	MOOC	-	-	-	2
Discipline Elective-III (Any one of the following)						
BVL207	Transportation and Distribution Management	Discipline Elective-III	3	0	0	3
BVL208	Warehouse Management					
Discipline Elective-IV (Any one of the following)						
BVL209	Domestic Logistics Management	Discipline Elective-IV	3	0	0	3
BVL210	Packaging Management					
Total			19	2	2	25

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL301	Corporate Strategy	Core	4	0	0	4
BVL302	Managerial Economics	Core	4	0	0	4
BVL303	Business Statistics	Core	4	0	0	4
BVL304	Seminar on Business Writing Skills	Skill Based	0	0	2	1
BVL305	Critical Thinking	Value Added course	2	0	0	2
BVL399	XXX	MOOC	-	-	-	2
Discipline Elective-V (Any one of the following)						
BVL306	Principles of Logistics Information Systems	Discipline Elective-V	3	0	0	3
BVL307	Sales and Distribution Management					
Discipline Elective-VI (Any one of the following)						
BVL308	Inventory Management	Disciplinary Elective VI	3	0	0	3
BVL309	Freight Forwarding and Port Operations					
Open Elective Courses						
-	XXX	ID	2	0	0	2
Total			22	0	1	25
Open Elective Courses (For Other Departments)						
BVL310	Innovation Management	Open Elective	2	0	0	2

Semester: IV						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL401	Global Human Resource Management	Core	4	0	0	4
BVL402	Operations Research	Core	4	0	0	4
BVL403	Training and Development for Managerial Effectiveness	Skill Based	3	0	0	3
BVL404	Advertisement and Promotional Tactics	Skill Based	3	1	0	4
BVL405	Business Sustainability & Growth	MD	3	0	0	3
Discipline Elective-VII (Any one of the following)						
BVL406	Export-Import Documentation	Discipline Elective-VII	3	0	0	3
BVL407	Air Cargo Logistics Management					
Discipline Elective-VIII (Any one of the following)						
BVL408	E-logistics	Discipline Elective-VIII	3	0	0	3
BVL409	International Logistics Management					
Total			23	1	0	24

Semester: V						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL501	Retail Management	Core	4	0	0	4
BVL502	Managerial Communication	Core	4	0	0	4
BVL503	Internship in Logistics Industry (4 Weeks)	Training	0	0	0	6
BVL504	Banking Operations	Skill Based	4	0	0	4
BVL505	Entrepreneurship Development	Entrepreneurship	2	0	0	2
BVL506	Stress Management	Value Added Course	2	0	0	2
Total			18	0	0	22

Semester: VI						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
BVL601	Banking & Insurance Management	Core	4	0	0	4
BVL602	Project Management	Core	4	0	0	4
BVL603	Managerial Skill Development	Ability Enhancement	2	0	0	2
BVL604	Emotional Intelligence in Businesses	Skill Based	3	0	0	3
BVL605	Professional Business Skills	Skill Based	2	0	0	2
BVL606	Production & Operation Management	Elective Foundation	3	0	0	3
BVL607	Major Project	Practical	0	0	8	4
BVL 608	Economic Policies and Reforms	MD	3	0	0	3
Total			21	0	4	25
Grand Total						146

Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4th semester.

EVALUATION CRITERIA FOR THEORY COURSES

- A. Continuous Assessment: [25 Marks]
- I. CA1: Surprise Test (Two best out of three) (10 Marks)
 - II. CA2: Assignment(s) (10 Marks)
 - III. CA3: Term paper (5 Marks)
- B. Attendance: [5 marks]
- C. Mid Semester Test: [30 Marks]
- D. End-Term Exam: [40 Marks]

B.VOC. IN LOGISTICS MANAGEMENT

Semester-I

Course Title: Principles of Management
Course Code: BVL101

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes After completion of this course, the learner will be able to:

1. Analyze the theories, principles, concepts and essentials of management.
2. Evaluate managerial actions such as planning, organizing and controlling for effective results.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Create new concepts of business ethics to improve goodwill of business enterprise.

Course Content

UNIT I

14 Hours

Management and its various functions, nature, and scope, organizational objectives, management by objective. Planning: nature, purpose and functions, types, steps in planning, Management by Objective (MBO) –Management by Exception (MBE). Decision making and its process.

UNIT II

17 Hours

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles. Departmentation: Departmentation on various basis. Authority: types, responsibility and accountability. Delegation: steps in delegation, obstacles to delegation and their elimination

UNIT III

16 Hours

Staffing: manpower management, factors affecting staffing, job design, The selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

UNIT IV

13 Hours

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices. Social responsibility and business ethics, decentralization vs centralization, determinants of effective decentralization.

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Koontz, Harold & Weihrich, Heinz (2018). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi

- Robbins, S. P., & DeCenzo, A. D. (2019). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). *Great Ideas in Management*. Orient Paperbacks, India
- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). *Principles of management*. Washington, DC: Flat World Knowledge.

Course Title: Basics of Financial Accounting
Course Code: BVL102

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Evaluate the operations of organizations through management accounting techniques
2. Analyze the costing systems, cost management systems, budgeting systems and performance measurement systems
3. Create balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
4. Determine the costs and benefits of different conventional and contemporary costing systems

Course Content

UNIT I

16 Hours

Financial Accounting- concept, significance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods). Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

UNIT II

14 Hours

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements

UNIT III

14 Hours

Ratio analysis, fund flow and cash flow statements, Applications of ratio analysis. (With additional information). Financial Statement, significance and Limitations of Financial Statement.

UNIT IV

16 Hours

Budgetary control- need, objectives, essentials of budgeting, different types of budgets; Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing

Course Title: Business Mathematics

Course Code: BVL103

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes:

After completing this course, the students will be able to:

1. Appreciate business mathematics concepts that are encountered in the real world.
2. Understand the underlying business concepts involved in mathematics to help another person gain insight into the situation.
3. Have a proper understanding of mathematical applications in Economics, Finance, Commerce and Management
4. Examine the marketing mathematics by derivative, interests and EMI.

Course Content

UNIT I

16Hours

Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations. Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function. First principle of differential calculus, the derivation of simple algebraic function.

UNIT II

14Hours

Matrices: types of matrices, operation on matrices, transpose of matrices, symmetric and skew-symmetric of matrix. Determinant- Minors, cofactors, Adjoint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion. Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation

UNIT III

14Hours

Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity. Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts. Indefinite integral and definite integral and its application in business

UNIT IV**16Hours**

Derivative –derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order. Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *Sancheti, D.C & Kapoor, V.K, (2019). Business Mathematics. Ed, SultanChand & Sons, NewDelhi*
- *BransonRichard(2019).Schaun’soutlineofTheoryandProblemsofMatrix Operations.McGraw Hill Education*
- *Don,Eugene&Lerne,Joel(2019).Schaum’sOutlineofBasicBusiness Mathematics. McGraw-HillEducation*
- *Clendenen,Gary,SalzmanA.Stanley&MillerD.Charles(2020).Business Mathematics. Ed,Pearson Education.*
- *SanchetiD.C&KapoorV.K,(2018).BusinessMathematics.Ed,Sultan Chand & Sons, NewDelhi*
- *Namboodiri Krishan (2018). Matrix Algebra: An Introduction (Quantitative Application). SagePublishing Inc.*

Course Title: IT for Business**Course Code: BVL104**

L	T	P	Cr.
2	0	0	02

Learning Outcomes:**Total Hours: 30**

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assess the impact of information technology on firms.
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

Unit – I**6 Hours**

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.

Unit – II

9 Hours

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.

Unit – III

9 Hours

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.

Unit-IV

6 Hours

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.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *McKeown,P. (2015).Information technology and the networked economy.*
- *Turban,E.,Rainer,R.K.,&Potter,R.E.(2019).Introduction to information technology (p.550).NewYork,NY:JohnWiley & Sons.*
- *Lucas,H.C. (2020). Information technology for management. McGraw-Hill.*

Course Title: Environmental Studies

Course Code: BVL105

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

After completion of this course, the learner will be able to:

1. Demonstrate a solid understanding of key environmental concepts, including ecosystems, biodiversity, sustainability, and human impact on the environment.
2. Explain skills to environmental problems including energy, water, and air issues and the use of statistical methods in data analysis and argumentation.

3. Analyze the complexities of the natural environment and its relationship with ecological system.
4. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability

Course Content

Unit I

6 Hours

The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

Unit II

6 Hours

Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

Unit III

8 Hours

Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Features of the act Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

Unit IV

10 Hours

Human Population and the Environment, Family Welfare Program. Environment and human health. Human Rights. Value Education. HIV / AIDS, Women and Child Welfare. Role of Information Technology in Environment and human health, Case Studies. Field work: Visit to a local area to document environmental and river forest grassland Hill Mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India* Univ. of California Press.
- Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
- Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
- Agrawal, KM, Sikdar, PK and Deb, SC, *A Text book of Environment*, Macmillan Publication, 2002.
- Richard T Wright, *Environmental Science: Towards a Sustainable Future*,

Prentice-Hall Inc., 2008.

Course Title: Listening and Speaking Skills in English
Course Code: BVL106

L	T	P	Cr.
2	0	2	03

Learning Outcomes:

Total Hours: 45

After completion of this course, the learners will be able to:

1. Use appropriate vocabulary and clear pronunciation in any kind of spoken discourse on various topics
2. Communicate effectively in spoken English on issues and ideas with a reasonable degree of fluency and accuracy in different social settings and different kinds of social encounters.
3. Express them by writing texts in different types.

Course Content

Unit I

10 Hours

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Unit II

13 Hours

Basic Grammar: Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Conditionals – Prefixes and suffixes - Prepositions -Adverbs – Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation –Abbreviations- concord- collocations- phrasal verbs- idiomatic phrases

Unit III

11 Hours

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television. **Speaking-** Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills, interview skills and telephone skills.

Unit IV

11 Hours

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points –Making inferences – Reading graphics – Reading critically – Reading for research.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- V.Sasi kumar, P Kiranmai Dutt and Geetha Rajeevan, *Communication Skills in English*. Cambridge University Press.
- Marilyn Anderson, Premed K Nayar and Madhu Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education
- *A Course in Listening and Speaking I & II*, Sasi kumar, V.,Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
- *Study Listening: A Course in Listening to Lectures and Note-taking* Tony Lynch New Delhi: CUP,2007
- *Study Speaking: A Course in Spoken English for Academic Purposes*. Anderson, Kenneth, Joan New Delhi: OUP, 2008

Course Title: Introduction to Logistics Management
Course Code: BVL107

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Discuss about the importance of logistics & its role in the Indian Economy
2. Summarize various activities of logistics to satisfy the end Customers
3. Understand the strategies relevant to logistics industry

Course Content

Unit I

10 Hours

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

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

Unit II

11 Hours

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.

Unit III

12 Hours

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

Unit IV

12 Hours

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

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- Farahani, R., Rezapour, S. (2011). *Logistics Operations and Management: Concepts and Models*. Netherlands: Elsevier Science.
- Waters, C. D. J. (2003). *Logistics: An Introduction to Supply Chain Management* (C. D. J. Waters, Ed.). Palgrave Macmillan
- Ghiani, G., Musmanno, R., & Laporte, G. (2013). *Introduction to Logistics Systems Management*. Wiley.
- Chase, R. B., Jacobs, F. R. (2016). *Operations and Supply Chain Management: The Core*. United Kingdom: McGraw-Hill Education.
- Kasilingam, R. G. (2012). *Logistics and Transportation: Design and Planning*. Netherlands: Springer US.

Course Title: Customer Relationship Management
Course Code: BVL108

L	T	P	Cr.
3	0	0	03

Learning Outcomes:

Total Hours: 45

After completion of this course, the learner will be able to:

1. Understand the concepts and principles of CRM
2. Appreciate the role and changing face of CRM as an IT enabled function,
3. Enable managing Customer Relationship.

Course Content

Unit - I

10 Hours

CRM concepts - Acquiring customers, Customer loyalty and optimizing customer relationships, CRM in Marketing - One-to-one Relationship Marketing, Customer Retention, Customer Satisfaction Measurement.

Unit - II

11 Hours

Sales Force Automation - Sales Process, CRM links in e-Business, E-Commerce and Customer Relationships on the Internet, Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Unit - III

12 Hours

Analytical CRM - Managing and sharing customer data, Ethics and legalities of data use, CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools

Unit - IV

12 Hours

Managing customer relationships - conflict, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings:

- Alok Kumar Rai, *Customer Relationship Management Concept & Cases*, Prentice Hall Of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram, *Customer Relationship Management*, Prentice Hall Of India Private Limited, New Delhi, 2008
- Kaushik Mukherjee, *Customer Relationship Management*, Prentice Hall Of India Private Limited, New Delhi, 2008
- Jagdish Seth, *Et Al*, *Customer Relationship Management*
- V. Kumar & Werner J., *Customer Relationship Management*, Willey India, 2008

Course Title: Fundamentals of Supply Chain Management
Course Code: BVL109

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes After completion of this course, the learner will be able to:

1. Understanding of the importance of logistics in the formulation of the business strategy and the conduct of supply chain operations.
2. Develop an in-depth understanding of logistics operating areas and their interrelationship.
3. Strengthen integrative management analytical and problem-solving skills.
4. Understand the role of coordination in supply chain management.

Course Content

Unit - I

10 Hours

Supply Chain Management and Logistics: An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices in the light of Globalized Economy – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

Unit - II

11 Hours

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.

Unit - III

11 Hours

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

Unit - IV

13 Hours

Forecasting Systems Design: Customer Service Management and

Measurements – CRM – Manufacturing Logistics – Pricing Strategies – 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 Coordination and Integration: Role of IT, Impact of Internet and E- Business – IT enabled SCM, Future of SCM.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings:

- *Wisner, Keong Leong and Keah-Choon Tan, Principles Of Supply Chain Management A Balanced Approach, Thomson Press, 2005.*
- *Coyle, Bardi, Longley, The Management Of Business Logistics – A Supply Chain Perspective, Thomson Press, 2006.*
- *Jeremy F Shapiro, Modeling the Supply Chain, Thomson Duxbury 2002.*

Course Title: E-Commerce Operations

Course Code: BVL110

L	T	P	Cr.
3	0	0	03

Learning Outcomes:

Total Hours: 45

After completion of this course, the learner will be able to:

1. Understand the basic concepts of E-Commerce business operation.
2. Develop understanding of the Payment gateway system using Credit Card, Debit Card and E payment processes.
3. Analyze the challenges and of E-commerce logistics functions.

Course Content

Unit - I

10 Hours

Introduction to E-Commerce, Scope of E-commerce, structure of E-Commerce Business model related to E-Commerce, Economic Challenges in E-Commerce, Stakeholder of E-commerce Business, Impact of E-commerce, Ethic, Morale & Technology.

Unit - II

11 Hours

Framework and Business Processes: Fundamentals of Sales Process, Technological Elements, Pricing Challenges, Fulfillment Challenges, payment Challenges, B2C Business & CRM, Security and Compliance Management, Information Security System.

Unit - III

13 Hours

Distribution Management : Introduction, E Commerce Operations, Pickup, consolidation, Sorting, Role of Fulfillment center, Cross border delivery, Reverse Logistics, challenges in E Commerce distribution Management.

Unit - IV

11 Hours

E-payment System: Digital payment Requirements – Digital Token-based E-payment systems – Benefits to Buyers – Benefits to Sellers – Credit card as E-payment system – Mobile payments – smart card cash payment system – Micropayment system – E- Cash.

Transaction Mode

Seminar, Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings:

- *Ravi Kalakota, Andrew Winston ,” Frontiers of Electronic Commerce”, Pearson Education Asia, 2010 edition*
- *Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson*
- *E.Frami Turban, JAE Lee, David King, K.Michale Chung, “Electronic Commerce”, Pearso Education, 2000*

Semester-II

Course Title: Marketing Management
Course Code: BVL201

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze the information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Analyze the role of marketing channels and identifying major channel alternatives.

Course Content

UNIT I

14 Hours

Marketing: Concepts - production, product, selling, marketing & societal marketing. Marketing environment.

UNIT II

16 Hours

Consumer buying behavior: consumer decision making process (five step model), factors affecting buying behavior. Market segmentation: need, concept, mass marketing vs. Segmentation. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

UNIT III

16 Hours

Product decisions: new product development process, and product life cycle. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

UNIT IV

14 Hours

Product promotion: promotion mix and factors affecting. Distribution: channel decisions, types & factors, physical distribution system & its components.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2018). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2018). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

Course Title: Financial Management
Course Code: BVL202

L	T	P	Cr.
3	1	0	04

Learning Outcomes:

Total Hours: 60

After completion of this course, the learner will be able to:

1. Analyze objectives of financial management and sources of finance.
2. Understand the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunity.

Course Content

UNIT I

14 Hours

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions. Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

UNIT II

16 Hours

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay back period; rate of return method; Net Present value method, Internal rate of return method ; Profitability index method.

UNIT III

16 Hours

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

UNIT IV

14 Hours

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach ; Traditional approach. Dividend Decision: Scope, types, and Approaches.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Pandey, IM. (2018). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2019). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (2020). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2019). *Financial Management and Policy*. Tata McGraw-Hill Company Ltd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2018). *Financial Management and Policy*. Pearson Education India

Course Title: Business Ethics and Corporate Social Responsibility
Course Code: BVL203

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the importance of ethics and corporate governance in the day-to-day working of organizations
2. Evaluate the need for ethics in business and identify the issues involved in Business Ethics
3. Examine the importance of the ethical dimension in workplace decision making
4. Understand various ethical philosophies to explain how they contribute to current management practices.

Course Content

UNIT I

6 Hours

Characteristics of Ethical Organization, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection. Issues involved in Business Ethics. Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading

UNIT II

6 Hours

Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

UNIT III

9 Hours

Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992, Greenbury Committee (UK), 1995, Importance and Features: Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999, OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK).

UNIT IV

9 Hours

Corporate Social Responsibility (CSR): Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- Murthy, K. B. (2009). *Politics, Ethics and social responsibility of business*. Pearson Education India.
- Sharma, J. P. (2013). *Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals)*. Ane Books Pvt.
- Tricker, R. B., & Tricker, R. I. (2015). *Corporate governance: Principles, policies, and practices*. Oxford University Press, USA.
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. OUP Oxford.

Course Title: Management Information System
Course Code: BVL204

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Investigate an impact of information technology on firms.
3. Examine the role of information technology and information system in business.
4. Create a working knowledge of concepts and terminology related to information technology

Course Content

UNIT I

12 Hour

Significance, Evolution, MIS Support for Programmed and Non- Programmed Decision Making, Model of Decision Making. MIS- need and concepts, factors influencing MIS and characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and role of MIS, Data communication, Basic H/W required Channel features and concept of Distributed database.

UNIT II

11 Hours

Data bases Decision Support System: Overview, components and classification, steps in constructing a DSS, role in business, Group decision support system. Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa. Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, and Expert Systems.

UNIT III

10 Hours

Artificial intelligence: Uses of Artificial Intelligence technologies in business: neural network, fuzzy logic, virtual reality; Applications of AI in MIS. Executive information system. System implementation Strategies and process; System Evaluation and Maintenance

UNIT IV

12 Hours

Applications: cross –functional MIWS; ERP; CRM; SCM; Transaction Processing system; Business intelligence, supply chain management, Business Process management. Information system for strategic advantage, strategic role for information system, breaking business barriers, Business process reengineering, improving business qualities.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Goyal, D. P. (2021). *Management Information Systems: Managerial Perspectives*. Vikas Publishing House.

- Davis, G. B., & Olson, M. H. (2019). *Management information systems: Conceptual foundations, structure, and development*. McGraw-Hill, Inc.
- O'brien, J. A., & Marakas, G. M. (2016). *Management information systems (Vol. 6)*. McGraw-Hill Irwin.
- Ein-Dor, P., & Segev, E. (2018). *Managing management information systems*. Toronto: Lexington Book.
- Laudon, K. C. (2017). *Management information systems: Managing the digital firm*. Pearson Education India

Course Title: Introduction to Computer (Lab)
Course Code: BVL205

L	T	P	Cr.
0	0	4	02

Learning Outcomes:

Total Hours: 30

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in basic computer operations, including turning the computer on/off, using peripherals, and navigating the desktop interface.
2. Understand and use common features and functions of an operating system.
3. Explain word processing software (e.g., Microsoft Word or Google Docs) to create, format, and edit documents
4. Create and deliver effective presentations using software like Microsoft PowerPoint or Google Slides

Course Content

UNIT I

6 hours

MS Windows: Familiarizing with windows operating system; using built-in accessories; managing files and folders using windows explorer; working with control panel; installing hardware and software, Installation of MS Office.

UNIT II

9 hours

MS Word: Using word to create Resume Features to be covered: - Formatting Fonts in word, Drop Cap in word, Applying Text effects, Using Character Spacing, Borders and Colors, Inserting Header and Footer, Using Date and Time option in Word.

UNIT III

9 hours

MS Excel: Creating a Scheduler Features to be Covered: - Gridlines, Format Cells, Summation, auto fill, Formatting Text. Calculations Features to be covered: - Cell Referencing, Formulae in excel – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, LOOKUP/VLOOKUP.

UNIT IV

6 hours

MS Power Point: Salient features of Power-point, File, Edit, View, Insert, Format, Tools, and Slide Show. Topics covered includes: Hyperlinks, Inserting –Images, Clip Art, Audio, Video, Objects, Tables and Charts

Internet: Navigating with Internet Explorer; surfing the net, using search engines; using email.

Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (UNIT II): 20 Marks
- C. Third Practical (UNIT III): 20 Marks
- D. Fourth Practical (UNIT IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Business Etiquette and Corporate Grooming
Course Code: BVL206

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
2. Adopt attitudes and behaviors consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting.
4. Developing basic life skills or etiquettes in order to succeed in corporate culture..

Course Content**UNIT I****6 Hours**

Understanding business etiquette, Minimum standards required by etiquette practice, Example of organizational culture, Knowledge and appreciation of courtesy and good manners at work.

UNIT II**9 Hours**

The values and expectations of different cultures, determining which etiquette style is best suited to particular cultures, Effective polite verbal communication, Professional phone, letter and email etiquette, and Phone etiquette.

UNIT III**6 Hours**

The importance of how to behave in a professional manner, Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda , Example of an agenda, Example of minutes from a meeting, Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.

UNIT IV**9 Hours**

Trade communication - Trade enquiries, quotations, tenders, placing orders, complaints, claims and adjustments and follow-up, Sales Letters, circular letters, banking and insurance communication. Email writing

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Lillian H. Chaney, Jeanette S. Martin. The Essential Guide to Business Etiquette*

- Sarvesh Gulati (2012), *Corporate Grooming and Etiquette*, Rupa Publications India Pvt. Ltd. Thomas Means (2009), *Business Communication*.

Course Title: MOOC
Course Code: BVL299

L	T	P	Cr.
0	0	0	02

Total Hours: 30

Course Content

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: Transportation and Distribution Management
Course Code: BVL207

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Gain knowledge about the distribution requirements planning
2. Develop the various distribution network models
3. Make use of the advantages and disadvantages of the various models.
4. Gain well verse knowledge on vehicle routing and scheduling.
5. Application of IT in transportation and distribution management.

Course Content

UNIT I

10 Hours

Role of Distribution in Supply Chain – Designing Distribution Channels, Distribution Networks – Factors Influencing Distribution Network Decisions – Network Design & Optimization Approach and Techniques

UNIT II

11 Hours

Role of Transportation in Supply Chain – Factors influencing Transportation Decisions – Modes of Transportation – Transportation mode Selection Process. Transportation Principles and Participants – Transportation Participants Transportation Modes, Performance Characteristics and Selection

UNIT III

13 Hours

Transportation Performance, Costs and Value Measures – Factors driving Transportation Costs – Categories of Transportation Costs – Transportation Routing Decisions.

UNIT IV**11 Hours**

Transit Operation Software – Benefits of Transportation Software – Advanced Fleet Management System – Inter modal Freight Technology – Transportation Security Initiatives and Role of Technology

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Project based learning, Team Teaching

Suggested Readings

- *Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000*
- *Janat Shah, Supply Chain Management, Pearson Education India, 2009.*
- *David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019*
- *David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019*
- *Naveen K Singh, Transportation and Logistics Operations and Management, Bio-Green Books*

Course Title: Warehouse Management**Course Code: BVL208**

L	T	P	Cr.
3	0	0	03

Total Hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

- Ability in explaining the significance of Warehousing and its strategic aspects
- Familiarity with the operations of warehouse
- Define materials requirements planning
- Use of appropriate technology in warehousing and inventory management systems
- Evaluate performance measures of material handling systems

Course Content**UNIT I****10 Hours**

Introduction to Warehousing -Types, Decisions and Operations, Selection of Location for a Warehouse, Layout of a Warehouse, Importance & Scope of Inventory Control, Types of Inventory, Inventory Control, Selective Inventory Control.

UNIT II**10 Hours**

Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Dispatching inventory, Equipment Used for a Warehouse.

UNIT III**10 Hours**

Material Requirement Planning, Planning Costs associated with Inventories, Purpose of Inventory, Goods, Types of Goods, Finished Goods Inventories, Management of Inventory, Stocks and Types of Stocks.

UNIT IV**15Hours**

Inventory - Work-in-Process Inventories, Finished Goods & Spare Parts Inventories, Spare Parts Inventories, Use of Computers in Inventory Management, Evaluation of Performance of Materials Function, Criteria and methodology of evaluation.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

References:

- “Warehouse Management”, Gwynne Richards, Kogan Page, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- “World-Class Warehousing and Material Handling”, Edward Frazelle, Distribution Center Management, 2017
- *Excellence in Warehouse Management: How to Minimize Costs and Maximize Value*, Stuart Emmett, 2005

Course Title: Domestic Logistics Management**Course Code: BVL209**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

After completion of this course, the learner will be able to:

- Understand and manage all sides of planning and execution related to the movement of goods domestically.
- Impart knowledge about various vehicle costing systems.
- Understand the various documentation and information flow in consignment.
- Familiar with the routing, scheduling, legislations and different licensing options.

Course Content**UNIT I****11 Hours**

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

UNIT II**10 Hours**

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

UNIT III**13 Hours**

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

UNIT IV

11 Hours

Documenting and Information Flow: Advices-Planning-FTL-LTL-Documentation-Road Receipts, Truck Receipts/Way Bills(RR/LR)- Invoicing & Information Flow - Legislation: Operator licensing - Driver licensing - Driver's hours regulations - Road transport directive - Tachographs - Vehicle dimensions.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings:

- Farahani, R., Rezapour, S. (2011). *Logistics Operations and Management: Concepts and Models*. Netherlands: Elsevier Science.
- Waters, C. D. J. (2003). *Logistics: An Introduction to Supply Chain Management* (C. D. J. Waters, Ed.). Palgrave Macmillan
- Ghiani, G., Musmanno, R., & Laporte, G. (2013). *Introduction to Logistics Systems Management*. Wiley.
- *Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker)*
- *Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times)*
- *Operations and process management: principles and practice for strategic impact / Nigel Slack (Financial Times Prentice Hall)*

Course Title: Packaging Management

Course Code: BVL210

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes After completion of this course, the learner will be able to:

1. Understand the important Packaging in Logistics.
2. Gain knowledge about different types packaging.
3. Apply the different techniques used for packaging.
4. Identify the factors affecting the costing of packaging.
5. Evaluate the legal and environmental factors in packaging

Course Content

UNIT I

11 Hours

Packing and Packaging Meaning, Functions, Packaging: Meaning, Functions and Essentials of Packaging, Difference between Packing and Packaging, Packing for Storage- Packing for Overseas Shipment- Packing for Inland Transportation- Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test- International Care labeling code - Packaging cost

UNIT II

10 Hours

Packaging Types Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging , Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GSI Standards package labels- Symbols used on packages

and labels

UNIT III

11 Hours

Packing Considerations Protection, Convenience, Environment, Use/Re- use- Cost and Competition – Packing as a systems approach to Logistics, Transport/Storage Requirements- Physical, Chemical Environmental, and Biological Nature of the Products Packing as Protection against Hazards

UNIT IV

13 Hours

Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors, Packaging for Marketing and Visual Appeal

Transaction Mode

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentor Mentee, Brain storming, Demonstration, Team Teaching

Suggested Readings:

- *Packaging Technology, Packaging Technology, Dean D. A , Taylor & Frnacis, 2017*
- *Transport Packaging, Transport Packaging, McKinley A. H., IoPP , 2019*
- *What Is Packaging Design, Calver G, Rot Vision , 2003*

Semester: III

Course Title: Corporate Strategy
Course Code: BVL301

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Acquire the knowledge of Strategic research - identifying, gathering, and verifying
2. Improve expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses within the organization (i.e., perform a situation/SWOT analysis).
3. Develop aptitude of recommending specific, detailed courses of action relative to stated facts exhibiting strategic management knowledge and judgment.
4. Understand the importance of ethical principles and organizational values (i.e., organizational culture) within the context of making socially responsible management choices.

Course Content

UNIT I

14 Hours

Strategic management: introduction, nature; scope, need, strategic decision making. Mission; objectives: need for explicit mission, components of mission statement, formulation of mission; objectives and their specificity.

UNIT II

16 Hours

Scanning the environment: external; internal environment scanning, Techniques of environment. Scanning- SWOT, ETOP, PEST, QUEST. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix, Hofer's model

UNIT III

16 Hours

Internal analysis: value chain analysis. Strategy formulation; choice: Porter's Generic strategy alternatives; Corporate level strategies-stability, expansion, retrenchment, combination. Strategy variations

UNIT IV

14 Hours

Social responsibility of business: Implementation; Control: Behavioral aspects. Strategy evaluation; control- concept, techniques of strategic evaluation and control.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- Jouch & Gluick, "Strategic Management & Business Policy", Mcgraw hill 3/e
- Wheelen & Hunger, "Strategic Management & Business Policy", (Pearson education 8/e)Pearce
- & Robinson: Strategic Management AITBS
- Azhar Kazmi, "Business Policy", Tata McGraw Hill
- Reference Books:
- Business Strategy: Managing Uncertainty, Opportunity, and Enterprise by J.C. Spender
- "Strategic Management Concepts" by Robert E Hoskisson and Michael A Hitt.

Course Title: Managerial Economics
Course Code: BVL302

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to

1. Understand the basic concepts of managerial economics and apply the economic way of thinking to individual decisions and business decisions.
2. Measure price elasticity of demand, understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.
3. Understand and estimate production function and Law of Diminishing Marginal Utility.
4. Understand and explain four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each mode

Course Content

Unit I

17 Hours

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product. Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory.

Unit II

14 Hours

Production Function : Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

Unit III

16 Hours

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

Market Structure: Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price and output determination under non-collusive oligopoly, Price leadership model.

Unit IV

13 Hours

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices.

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- *K.K .Dewett, Modern Economic Theory, S. Chand Publication*
- *D.M. Mithani, Managerial Economics Theory and Applications, Himalaya Publication*

- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N. Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition.
- Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.

Course Title: Business Statistics
Course Code: BVL303

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze simple and multiple regression models to analyze the underlying relationships between the variables
2. Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
3. Demonstrate simple and multiple regression models to analyze the underlying relationships between the variables.
4. Evaluate the relationship between variables by correlation and regression.

Course Content

UNIT I

16 Hours

Business statistics: scope, functions, importance, limitations and distrust of statistics; types of statistical methods. Data collection and analysis; types of data: primary and secondary data; Characteristics of a graph: types of graphs and their merits and demerits.

UNIT II

14 Hours

Classification of data, presentation of data: graphic and tabulation. Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

UNIT III

17 Hours

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation. Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

UNIT IV

13 Hours

Theory of probability: Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation,

Flipped teaching

Suggested Readings

- Siegel, Andrew F. (2018). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. 2018). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2019). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House.

Course Title: Seminar on Business Writing Skills

Course Code: BVL304

L	T	P	Cr.
0	0	2	01

Total Hours: 15

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the principles and importance of effective business writing in professional contexts.
2. Apply techniques for clarity, conciseness, coherence, and professionalism in business writing.
3. Create well-structured and organized reports that present data and findings in a clear and persuasive manner.
4. Develop a professional and appropriate tone and style for different types of business communications, such as emails, memos, reports, and proposals.

Course Content

15 Hours

Business Writing, Principles of Clear and Concise Writing, Planning and Drafting Business Documents, Writing Professional Emails and Memos, Writing Reports and Proposals, Adapting Writing Style for Different Audiences, Grammar, Punctuation, and Mechanics in Business Writing, Feedback and Revision, Effective Business Presentations

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Evaluation Criteria:

- A. First Practical with Report (Unit-I): 20 Marks
 - B. Second Practical with Report (UNIT II): 20 Marks
 - C. Third Practical with Report (UNIT III): 20 Marks
 - D. Fourth Practical with Report (UNIT IV): 20 Marks
- Final Practical at end of the semester (Comprehensive practical): 20 Marks

Course Title: Critical Thinking

Course Code: BVL305

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

On the completion of the course, the students will be able to:

1. Apply critical thinking skills to analyze and evaluate complex issues and arguments.

2. Identify logical fallacies and biases in reasoning.
3. Formulate well-reasoned arguments supported by evidence.
4. Synthesize information from multiple sources to make informed decisions.

Course Content

UNIT I

9 Hours

Critical Thinking - concept, importance and scope. Characteristics of effective critical thinkers, critical thinking process. Reasoning and Argumentation: Types of reasoning, Logic & reasoning, Elements of Reasoning.

UNIT II

6 Hours

Assumptions and Argumentation - Identifying and analyzing assumptions, evidence and arguments. Creative thinking: concept, principles, tools. Thinking styles

UNIT III

8 Hours

Problem-Solving and Decision-Making - Problem identification and definition Information and Data: Synthesizing information, data sources, Analyzing and interpreting data, Evaluation and selection; decision-making and its dimensions.

UNIT IV

7 Hours

Logical fallacies - Concepts and types. Design thinking: concept, process; Brainstorming and analysing.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Paul, R., & Elder, L. (2006). *Critical thinking: The nature of critical and creative thought. Journal of developmental education, 30(2), 34.*
- Nosich, G. M. (2012). *Learning to think things through: A guide to critical thinking across the curriculum.*
- Heard, J., Scoular, C., Duckworth, D., Ramalingam, D., & Teo, I. (2020). *Critical thinking: Skill development framework.*
- Ruggiero, V. R. (2004). *The art of thinking: A guide to critical and creative thought.*
- Paul, R., & Elder, L. (2006). *Critical thinking: Learn the tools the best thinkers use.*

Course Title: MOOC

Course Code: BVL399

L	T	P	Cr.
0	0	0	02

Course Content

Total Hours: 30

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

Course Title: Principles of Logistics Information Systems

Course Code: BVL306

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes After completion of this course, the learner will be able to:

- Understand and explain the various technological aspects that are described in the different logistical background.
- Understand the nature of management information systems and their applications in business.
- Analyze the importance of IT in logistics.
- Propose effective approaches to developing management information systems value, using information and building IT capabilities in specific situations

Course Content

UNIT I

11 Hours

Information Technology and Logistics: Electronic Data Interchange - Personal Computers - Artificial Intelligence/Expert system - Communications Bar coding and Scanning - Electronic Data Interchange standards – Communication - Information and Future directions.

UNIT II

12 Hours

Information Technology for Supply Chain Management: Bull whip effect - IT in supply chain - Business Process Reengineering - Enterprise Resource Planning – EDI Problems with EDI - Impact of Internet on SCM.

UNIT III

10 Hours

Logistics Information: Meaning and Need Forms – LIS – Definition - Information functionality - activities involved in transaction system - Principles of designing or evaluating LIS applications

UNIT IV

12 Hours

LIS Architecture: Components - Two forms of activities - Planning and co ordination flows and operating flows - Flow and use of integrated logistics information. Information Forecasting: Definition – Process – Component - Characteristic of forecast compound – Approaches - Forecast techniques - Forecast error – E-Commerce.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings:

1. *David J. Bloomberg, Stephen LeMay& Joe B. Hanna. Logistics. Prentice-Hall of India Pvt 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. *Sarika Kulkarni. Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., NewDelhi,2004*

Course Title: Sales and Distribution Management

Course Code: BVL307

L	T	P	Cr.
3	0	0	03

Learning Outcomes:

Total Hours: 45

After completion of this course, the learner will be able to:

- Impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a

competitive advantage.

- Understand the importance of customer centric approach to sales and distribution function.
- Plan and implementation of effective sales strategy for organizations.
- Understand role and responsibilities of sales manager.

Course Content

UNIT I

11 Hours

Sales Management: Scope, Importance, Objectives, Selling Process, Personal Selling Objectives, Determining Sales Related Marketing Policies, Sales Organization Structures: Types of Sales Organization Structure, Relationship of Sales Department with other Departments, Distributive Network Relations.

UNIT II

11 Hours

Sales Force Management: Recruiting and Selecting Sales Personnel, Training Sales Force Motivating Sales Personnel, Compensating Sales Personnel, Managing Expenses of Sales Personnel, Staff Meeting and Sales Contests, Controlling the Sales Force: Sales Budget, Sales Quotas, Sales Territories, Sales Control and Cost Analysis

UNIT III

10 Hours

Distribution Planning and Control: Functions of Intermediaries; Types and Role of Channel, Intermediaries in India for Consumer and Industrial Products: Wholesale and Retail Structure, Complex Distribution Arrangement (Structural Separation and Postponement) Channel Strategy and Design; Selection of Channel Partner, Motivation, Control And Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Ethical and Legal Issues in Sales and Distribution Management in Indian Context.

UNIT IV

13 Hours

Distribution System and Logistics: Physical Distribution System – Objectives Present Need, Concept, Significance and Decision Areas; Customer Service Goals; Logistics Planning; An Overview of Transportation, Warehousing, Inventory Decisions, Reverse Logistics, Vendor Evaluation, Supplier Service Policy (SSP), Purchase Order Processing; Efficient Supply Chain Management (SCM); Integration of Sales and Distribution Strategy; Role of IT in Distribution, Performance Measurement and Controls in Supply Chain Management

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings:

1. Cundiff, Govoni& Still, 'Sales Management', Prentice Hall India.
2. Mark W. Johnston & Greg W. Marshall, 'Sales Force Management', Tata McGraw-Hill
3. Gupta, S L, 'Sales and Distribution Management', Excel Books.
4. T.K. Panda and S. Sahadev, 'Sales and Distribution Management', Oxford University
5. K.K. Havaldar and V.M. Cavale, 'Sales and Distribution Management', Tata McGraw Hill.
6. S.A. Chunawalla, 'Sales and Distribution Management', Himalaya Publishing House.

Course Title: Inventory Management

Course Code: BVL308

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

- Efficiently and effectively manage the flow of goods in the supply chain.
- Evaluate various inventory control methods and different forecasting techniques.
- Apply inventory models and techniques to create and recommend appropriate stocking solutions in various business settings.
- Evaluate how much various technological advancements are helpful to management of inventory.

Course Content

UNIT I

10 Hours

Role of Inventory Management Importance of role of inventory, Inventory Management Systems, Costs Associated with Inventory, Organizational set up for Inventory Management.

UNIT II

11 Hours

Replenishment of Inventory, Forecasting Techniques, Selective Inventory Control, Economic Order Quantity, Safety Stocks.

UNIT III

11 Hours

Manufacturing Planning: Just in Time (JIT), Work in Process Inventories, Concept of Outsourcing, Inventory - Work-in-Process Inventories and Finished Goods Inventories.

UNIT IV

13 Hours

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

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings:

- *Bose & D Chandra. Inventory Management 1st Edition, 2006*
- *Sridhara Bhat, Inventory Management 2nd Edition, 2007*
- *Warehouse Management, Gwynne Richards, Kogan Page, 2017*
- *Excellence in Warehouse Management: How to Minimize Costs and Maximize Value, Stuart Emmett, 2005*

Course Title: Freight Forwarding and Port Operations

L	T	P	Cr.
3	0	0	03

Course Code: BVL309

Learning Outcomes:

Total Hours: 45

After completion of this course, the learner will be able to:

1. Knowhow of Freight Forwarding and Port Operation functions and activities.
2. Understand warehousing operations, modes of transport, packaging, import & export documentation etc.
3. Comprehend the structure and components of a port and their underlying need for existence in the country.
4. Learn how to improve operational discipline among organizations in the domains of port & shipping industry

CourseContents

Unit-I

11 Hours

Basic Concepts of Cargo Work - Bale Capacity-Grain Capacity-Stowage Factor-Broken

Stowage- Load Density-Optional Cargo-Cargo Documents-Mate's Receipt- Precautions before loading - Dunnage- Separation- Pilfering-Contamination-Handling / Chafing /Crushing-Lashing- Lifting Gear - Safe Working Load-Heavy lift Jumbo Derrick-Precautions when handling heavy lifts-Stuelcken Derricks- Cranes.

Unit – II

11 Hours

Code of Safe Practice for Solid Bulk Cargoes; Flow Moisture Point-Transportable Moisture Limit- Hazards due to Bulk Cargoes-Structural Hazards and Precautions-General Precautions when holding Bulk Cargoes-Safety Precautions-Properties of Concentrates-Hazards of Concentrates-Precautions when Carrying Concentrates - Some Common Cargoes - Hazards- Precautions-Hold Preparation-Cotton- Rice-Dunnage-Spar Ceiling-Loading and Ventilation- Cement, IMDG Code

Unit III

13 hours

Aim-Application-Classification-Packing-Marking/Labeling/Placarding-Documents-Stowage Requirements- Precautions for Loading Dangerous Goods , Paletisation- Containers- Physical Characteristics of Containers-Types of Containers- Refrigerated and Deck Cargoes - Types of Refrigerated Cargoes-Refrigeration Systems-Cargo Operations-Deck Cargoes,Tanker Operation Systems and their Associated Pipelines-Types of Cargo Pipeline Systems-Operational Procedures-Safety Procedures-Gas Detecting Instruments-Inert Gas System-Crude Oil Washing- Pollution.

Unit IV

10 hours

Some Common Cargoes Hazards-Precautions-Hold Preparation-Cotton-Rice-Dunnage-Spar Ceiling- Loading and Ventilation-Cement, More Cargoes ,Sugar-Rubber-Salt-Pulp & Paper Rolls-Iron and Steel Cargoes, - Principle of Stowing Cargo-Safety of Ship and Crew-Safety of Cargo-Properties of Cargoes Dock Laborers Act,1934 Inspectors-Powers of Inspectors- Obligations of Dock Workers

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *International Logistics by Supply Chain Imperative, Pierre David, Biztantra 5. Port management and operations: Lloyd's practical shipping guides, Patrick Alderton, London Informa 2008 Modes of Evaluation: Quiz/ Assi*
- *Logistics Management, S.K. Bhattacharyya, S. Chand*
- *A text book on container and multimodal transport management, K.V. Hariharan, Paperback*
- *International Logistics, Donald F. wood, Amacom Logistics Management, S.K. Ganpathi, Oxford*

Course Code: BVL310 (Open Elective)

Course Subject: Innovation Management

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

- Understand the concepts of Innovation management.
- Apply knowledge new business plans and strategy.
- Demonstrate the value of customers in increasing the profitability ratio.
- Impart knowledge about the need and importance of technical innovation

Course Content

UNIT I

8 Hours

Concept, Scope, Characteristics, Evolution of Innovation Management, Significance,

Factors Influencing, process of innovation, types of innovation, challenges and barriers of Innovation.

Tools for Innovation Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus. Group Creative Techniques: Brain storming, off The Wall Thinking & Thinking Hats Method.

UNIT II

7 Hours

Areas of Innovation Product Innovation: Concept, New product development, Packaging and Positioning Innovation, Process Innovation: Concept, Requirement & Types: Benchmarking-TQM-Business Process Reengineering

UNIT III

7 Hours

Create customer value, grow market share, entering into new markets, increasing profitability ratio, competitive marketing strategy.

UNIT IV

8 Hours

Need and importance of technical innovation, continuous flow of small increments of productivity and efficiency, application of practical knowledge into a productive process.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Innovation and Entrepreneurship*, Peter F. Drucker
- *The Innovator's Dilemma: The Revolutionary Book that Will Change the Way You Do Business*, Clayton M. Christensen
- *"Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices (Innovation, Technology, and Knowledge Management)"* by Igor N Dubina and Elias G Carayannis
- *"Innovator's Dilemma: When New Technologies Cause Great Firms to Fail (Management of Innovation and Change)"* by Christensen
- *Creativity and Innovation in Entrepreneurship* by S S Khanka Published Sultan Chand & Sons

Semester-IV

Course Title: Global Human Resource Management
Course Code: BVL401

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the HR implications of organizational strategies.
2. Apply the various terms used to define strategy & its process utilize HR strategies in Indian & global perspective.
3. Evaluate and get familiar with international HR.
4. Acquire positive attitude and skills that create productive managerial leaders.

Course Contents

Unit-I

15 hours

Global Business-Growth and Evolution, Environmental variables in global business, Human and cultural variables in Global organizations, Cross Cultural differences and managerial implications. Cross Cultural research methodologies and Hofstede's Hermes Study, Structural evolution of global organizations.

Unit-II

15 hours

Recruitment, Selection and Training practices in various countries Indian and US legal aspects involved when deploying an employee on an International Assignment, Performance Management of International Assignees, third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-III

15 hours

Cultural communication and negotiation; Cross Cultural leadership and decision making, Sources of cross culture HR. Human Resources Management in global organizations: Ethics in international business, Western and Eastern management thoughts in the Indian context.

Unit-IV

15 hours

Compensation: Objectives of International compensation, Key components of an international compensation program. Expatriation and Repatriation, Convergence or divergence in personnel management in developed and developing economies

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- Sparrow, P., Brewster, C., & Harris, H. (2020). *Globalizing human resource management*. Routledge.
- Briscoe, D., Schuler, R., & Tarique, I. (2019). *International human resource management: Policies and practices for multinational enterprises*. Routledge.
- Rao, P. L. (2018). *International human resource management: Text and cases*. Excel Books India.
- Harzing, A. W., & Pinnington, A. (Eds.). (2017). *International human resource management*. Sage.

Course Title: Operation Research
Course Code: BVL402

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

- Recognize the importance and value of Operations Research and linear programming in solving practical problems in industry
- Interpret the transportation models' solutions and infer solutions to the real-world problems.
- Recognize and solve game theory and assignment problems.

Course Content

UNIT I

14 Hours

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems.

UNIT II

15 Hours

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution.

UNIT III

15 Hours

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines.

UNIT IV

16 Hours

Network models-PERT and CPM — difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT. Game Theory- Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2 game. Decision Theory –statement of Baye's theorem application - decision trees.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- P.R. Vittal& V. Malini, *Operative Research – Margham Publications – Chennai – 17.*
- P.K. Gupta& Man Mohan, *Problems in Operations Research – Sultan Chand & sons – New Delhi*
- V.K. Kapoor, *Introduction to operational Research – Sultan Chand & sons – New Delhi*
- Hamdy A Taha, *Operation Research – An Introduction prentice Hall of India- New Delhi*
- P. Gupta, N. Aruna Rani, M. Haritha (2018), *Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.*

Course Title: Training and Development for Managerial Effectiveness

Course Code: BVL403

L	T	P	Cr.
3	0	0	03

Learning Outcomes:

Total Hours: 45

After completion of this course, the learner will be able to:

1. Analyze the benefits of training to work in the corporate world.

2. Evaluate and describe learning styles.
3. Explain the various activities and tasks associated with work specialization
4. Evaluate and apply the technicalities related to training contexts

Course Content

UNIT I

12 Hours

Training – concept, and rationale; Training process. Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping. Training Methods.

UNIT II

11 Hours

Designing the training program: process of learning in training program – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; developing training modules

UNIT III

10 Hours

Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; Inspirational techniques – brainstorming, mind mapping, creative problem solving

UNIT IV

12 Hours

Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, and knowledge management.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentor Mentee, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Agochiya, D. (2019). Every trainer's handbook. Sage Publications India.*
- *Sahu, R. K. (2019). Training for development. Excel Books India.*
- *Goldstein. (2017). Training in Organization. Thomson Learning, Bombay*
- *Rao, P. L. (2021). Enriching human capital through training and development. Excel Books India*

Course Title: Advertisement and Promotional Tactics

Course Code: BVL404

L	T	P	Cr.
3	1	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze the relevant research in advertising and marketing communication.
2. Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.
3. Develop advertising media buying and planning strategies.
4. Create and defend the strategy and execution of an ad campaign for a client(s).

Course Content

UNIT I

14 Hours

Advertising: Concept Objectives, Budget; DAGMAR; AIDA; Advertising Media:

Classification; Internet Advertising; Advertising Appeals; Role and Impact of Advertising on the Indian Economy;

UNIT II

16 Hours

Advertising and Indian Art & Culture: Ads and Indian Society; Misleading and Deceptive ads. Advertising: Marketing communication models, Advertising copy.

UNIT III

17 Hours

Advertising its place in marketing – different kinds of advertising: Advertising art & layout. Advertising effectiveness: Brand strategy & campaign planning: TV & radio commercials: Creative copy strategies: Media planning & scheduling.

UNIT IV

13 Hours

Measurement: Measuring Effectiveness, Deceptive advertising. Advertising Ethics and Unethical Practices, Role of Ad Agencies, Legal framework of Advertising

Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

Suggested Readings

- *Rossiter, J. R., & Percy, L. (1987). Advertising and promotion management. McGraw-Hill Book Company.*
- *Kazmi, S. H. H., & Batra, S. K. (2009). Advertising and sales Promotion. Excel Books India.*
- *Hoyt, C. W. (1929). Scientific sales management today. A&C Black.*
- *Chunawalla, S. A. (2021). Sales Management. Himalaya Publishing House Pvt. Ltd.*
- *Tyagi, C. L., & Kumar, A. (2004). Advertising management. Atlantic Publishers & Dist.*

Course Title: Business Sustainability & Growth

Course Code: BVL405

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

On the completion of the course, the students will be able to

1. Understand the concept of business sustainability and its significance in achieving long-term growth.
2. Analyze and assess the environmental, social, and economic dimensions of sustainability and their implications for business operations.
3. Apply sustainable principles and innovative approaches to develop business solutions that promote sustainability and growth.
4. Evaluate the sustainable performance of organizations using appropriate metrics and tools.

Course Content

UNIT I

10 Hours

Business Sustainability: importance, Triple bottom line: environmental, social, and economic dimensions' Sustainable development goals.

Environmental Sustainability: Climate change and its impact on business, Energy efficiency, and renewable energy, Waste management and recycling, Sustainable supply chain management.

UNIT II**11 Hours**

Social Sustainability: Corporate social responsibility, Stakeholder engagement, and management, Diversity and inclusion in the workplace, Ethical considerations in business.

Economic Sustainability: Sustainable business models, Sustainable finance, and investment, Circular economy, Sustainable entrepreneurship.

UNIT III**12 Hours**

Sustainable Marketing and Communication: Green marketing and consumer behavior, Sustainable branding and storytelling, Communication strategies for sustainability.

Innovation for Sustainability: Sustainable product and service innovation, Design thinking and sustainable innovation, Technology and digitalization for sustainability

UNIT IV**12 Hours**

Measuring Sustainable Performance: Key performance indicators for sustainability, Sustainability reporting and transparency, Impact assessment and life cycle analysis, Certification, and standards for sustainability.

Case Studies and Best Practices: Analysis of real-world examples of sustainable businesses, Lessons learned, and best practices in business sustainability.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brainstorming, Roleplay Demonstration, Project-based learning, Team Teaching.

Suggested Readings

- *Elkington, J. The triple bottom line: How today's best-run companies are achieving economic, social, and environmental success - and how you can too. Routledge.*
- *Epstein, M. J., & Buhovac, A. R. Making sustainability work: best practices in managing and measuring corporate social, environmental, and economic impacts. Berrett-Koehler Publishers.*
- *Hart, S. L. Sustainable Value: How the world's leading companies are doing well by doing good. Stanford University Press.*
- *Schaltegger, S., & Wagner, M. Sustainable entrepreneurship and innovation. Routledge.*
- *Smith, B., & Colander, D. C. A better planet: 40 big ideas for a sustainable future. Yale University Press.*

Course Title: Export-Import Documentation**Course Code: BVL406**

L	T	P	Cr.
3	0	0	03

Total Hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Acquire an understanding of policy, procedures and documentation relating to foreign trade operations.

2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
3. Evaluate concept in custom clearance concepts with functioning of global trade.
4. Analyze diversity and multicultural perspectives when making business decisions

Course Content

UNIT I

11 Hours

Documentation Framework, Exim Documentation. International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement. Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP). Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

UNIT II

12 Hours

Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agents; Excise Clearance of cargo. Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo. Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT III

12 Hours

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives. Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System, Freight, and Structure.

UNIT IV

10 Hours

Containerization and other developments, International Agreements and Conferences on Sea Transport. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation. Air Transport: International setup, Freight structure.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Johnson, T. E., & Bade, D. (2021). *Export/import procedures and documentation. Amacom.*
- Bade, D. (2015). *Export/import procedures and documentation. Amacom.*
- Weiss, K. D. (2017). *Building an import/export business. John Wiley & Sons.*

Course Title: Air Cargo Logistics Management

Course Code: BVL407

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Create awareness about the Air Cargo management.
2. Familiarize with the documents of Air cargo logistics management.
3. Provide general information or a framework on the setup of air cargo processes, for business.

Course Content

UNIT I

10 Hours

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

flow

UNIT II

11 Hours

Introduction to Airline Industry: History – Regulatory bodies – navigation systems – air transport system – functions – customers – standardization - management – airside – terminal area –landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting– issues and challenges – industry regulations – future of the industry.

UNIT III

11 Hours

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

UNIT IV

13 Hours

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

Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning –Air cargo rates and charges – cargo operations – customer clearance.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

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 Freight: operations, marketing and economics, Faber*
4. *Sung Chi-Chu, 4thParty Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers.*
5. *Mark Wang, Accelerated Logistics, Santa Monica CA.*
6. *P.S. Senguttavan, Fundamentals of Air transport management.*

Course Title: E-logistics

Course Code: BVL408

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze How logistic decisions impact the performance of the firm as well as entire supply chain
2. Apply various E- logistics tools to the logistical process
3. Familiarize the students with new technologies used in logistics
4. Understand the E- logistics Process Integration.
5. Enable students to identify logistics strategies.

Course Contents

Unit-I

10 Hours

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E- logistics – importance of E-logistics – New trends and technology in logistics.

Unit-II**10 Hours**

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems

Unit-III**10 Hours**

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

Unit-IV**15 Hours**

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefit. Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Last Mile: How Startups Solve the Challenge of Delivering to Your Door*, Chris Jordan and Joe Weber, 2017
- *Retail's Last Mile: Why Online Shopping Will Exceed Our Wildest Predictions*, Jonathan Reeve, 2016
- *E-Logistics - Logistics for Ecommerce*, Ramon Abalo Costa, 2019
- *Six Billion Shoppers: The Companies Winning the Global E-Commerce Boom*, Porter Erisman, 2017
- *The Changing Postal Environment: Market and Policy Innovation*, Piere Luigi Parcu, Timothy J. Brennan, and Victor Glass, 2021

Course Title: International Logistics Management**Course Code: BVL409**

L	T	P	Cr.
3	0	0	03

Total Hours: 45**Learning Outcomes**

After completion of this course, the learner will be able to:

1. Know about integrated logistics management
2. Gets an idea regarding shipping industry as a logistics field.
3. Develop an understanding about the terms warehousing and containerization
4. Familiar with the road transport system and also to learn about railway as a logistics field.

Course Contents**Unit-I****12 Hours**

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–positioning information in logistics, logistics information systems design, IT in logistics, strategic information linkage. Total cost approach to Logistics. Liabilities of carriers. Marine insurance for cargo.

Unit-II**12 Hours**

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

Unit-III

11 Hours

Warehousing and Containerization: Warehousing, repacking and other value added service provided by logistics service providers. 3 PL and 4 PL logistics service. Performance measurement of logistic systems. Containerization: types of containers and ICDs. Layout and working of container terminals. 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.

Unit-IV

10 Hours

Documents and permits required in road transport system. Problems in road transport, regulatory authorities involved with road transport system. Procedure for availing railway parcel or goods service and the documentations involved. Operations at a railway goods yard/siding. Operations and control in the railways. Organization of Indian railways.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

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

Semester-V

Course Title: Retail Management

Course Code: BVL501

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes After completion of this course, the learner will be able to:

1. Become familiar with the fundamental concepts and how the retail industry works
2. Able to understand the impact of retailing on the economy and its role in society.
3. Be able to apply the knowledge that how retailing fits within the broader disciplines of business.
4. To analyze the policies, methods, and procedures used by successful retailers in today's global economy.
5. Understand the areas of accountability for retail management.
6. Understand how the role of the manager impacts the success of a retail business

Course Contents

Unit-I

15 Hours

Introduction to Retailing and Retail types Concept of retailing, Functions of retailing, Terms & Definition, Introduction to Retailing and Retail types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

Unit-II

15 Hours

Retail Consumer Retail consumer behaviour, Factors influencing the Retail consumer, Retail Customer Buying Behaviour, Customer decision making process, Market research for understanding retail consumer, Responding and Targeting Consumers

Unit-III

15 Hours

Retail Locations Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a Retail Site Location, Measurement of success of location, Store Layout and Design, Merchandising and Assortment Planning

Unit-IV

15 Hours

Merchandising Meaning of Merchandising, Factors influencing Merchandising, Merchandise planning, Merchandise buying, Pricing Decisions, Retail Communication Mix, and International Aspects of Retailing. Customer service, Retail Pricing, Factors influencing retail prices, Retail Information System.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

1. Swapna. P (2011) *Retailing Management: Text and Cases*, ISBN-007015256X, Tata McGraw Hill Reference Books
2. Michael. L, Barton. W & Watson. D. (2014) *Retailing Management*, Tata McGraw Hill
3. Berman, B, Joel R. Evans & Chatterjee, P (2017) *Retail Management: A strategic Approach* Pearson Education Asia

4. Hammond, R (2013) *Modern Retail Management: Practical Retail Fundamentals in the Connected Age*, Kogan Page
5. Suja Nair. (2018). *Retail Management*. Himalaya Publishing House, Mumbai, 2008.

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Course Title: Managerial Communication

Course Code: BVL502

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand the scope of communication and learn its importance and implication strategies.
2. Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
3. Imbibe the mechanics of writing and construct effective paragraphs which be fit in a longer composition.
4. Use different forms of written communication techniques to make effective internal and external business correspondence.
5. Produce different types of reports with appropriate format, organization and language.

Course Content

UNIT I

14 Hours

Communication – Meaning and Significance for Management – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.

UNIT II

16 Hours

Correspondence – Norms for Business Letters – Letter for different kinds of situations – Personalized stand letters, enquiries, customers’ complaints, collection letters – Sales promotion letters, Application letters..

UNIT III

16 Hours

Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication : Face to Face Communication – Telephonic Conversation. Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening,

UNIT IV

14 Hours

Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentor Mentee, Quiz, Open talk, Question

Suggested Readings

- *Business communication – PC Bhatia – Ane books Pvt ltd., - www.anebooks.com.*
- *Business communication, principles and methods and Techniques – Nirmal singh, Deep and Deep publications Pvt Ltd., - www.ddpbooks.com*

- *Business communication – Sathya swaroop Debaish Bhagabandas – PHI learning private ltd.,*
- *Business communication – Meenakshi Raman, Prakash singh, Oxford university press*
- *Foundations of Business communication, India Edition – Dona. J. Young Tata mcgraw – Hill.*

Course Title: Internship in Logistics Industry (4 Weeks)
Course Code: BVL503

L	T	P	Cr.
0	0	0	06

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Gain practical industry experience and apply theoretical knowledge in a real-world setting.
2. Develop professional skills and work ethic through hands-on experience and exposure to professional work environments.
3. Enhance problem-solving and decision-making abilities by tackling real-world challenges and projects.
4. Build a professional network and establish connections with industry professionals for future career opportunities.

Course Content

Student will undergo a summer internship for 4 weeks. This program aims to provide students with practical industrial training opportunities while fostering community linking and social responsibility. Students will engage in hands-on work experiences within the logistics industry. Through reflection and critical analysis, students will develop a deep understanding of how logistics industry operates, its social impact, and ethical considerations.

Transaction Mode

Peer Demonstration, Field Visit, Role Play

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 30 Marks.

L	T	P	Cr.
4	0	0	04

Course Title: Banking Operations

Course Code: BVL504

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Understand the structure, types, and role of stock markets globally and in India.
2. Gain knowledge of financial instruments and their participants in stock markets.
3. Analyze stock markets using fundamental, technical, and sentiment analysis.
4. Comprehend the fundamentals of banking, including products, services, and regulations.
5. Explore emerging trends, risks, and digital innovations in stock marketing and banking operations.

Course Content

Unit-I

15 hours

Introduction to Banking: Definition and types of banks, Role and importance of banking in the economy, Overview of the Indian banking system, Central banking and its functions (RBI, Federal Reserve). Banking Products and Services: Deposit products (Savings, Current, Fixed Deposits), Loan products (Personal, Home, Auto, Corporate loans), Other services: Credit cards, internet banking, mobile banking, Ancillary services: Insurance, mutual funds, forex services

Unit-II

15 hours

Banking Regulations and Compliance: Overview of banking regulations (RBI Act, Banking Regulation Act), Anti-money laundering (AML) and KYC norms
Retail Banking Operations: Branch banking operations, Role of customer service in retail banking, Loan processing and credit appraisal, NPA management and recovery strategies

Unit-III

15 hours

Corporate Banking Operations: Wholesale banking products and services, Cash management services, Trade finance and letters of credit
Risk Management in Banking: Asset-Liability Management (ALM), Interest rate risk, credit risk, market risk, Risk management strategies and tools
Digital Banking: Evolution of digital banking, Payment systems and gateways (UPI, NEFT, RTGS, IMPS), Blockchain technology and cryptocurrencies in banking

Unit-IV

15 hours

International Banking Operations: Foreign exchange management, international banking regulations, Cross-border payments and trade finance
Banking Technology and Innovations: Core banking systems (CBS), Role of AI and ML in banking operations, Cyber security in banking.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings:

- *Gordon, E., & Natarajan, K. 2019. Financial Markets and Services. New Delhi: Himalaya Publishing House. New Delhi*

- Chandratre K.R. et al.: *Capital Issues, SEBI & Listing*; Bharat Publishing House, New Delhi.
- Donald E. Fisher, Ronald J. Jordan: *Security Analysis and Portfolio Management*; Prentice Hall, New Delhi.
- Raghunathan V.: *Stock Exchanges and Investments*; Tata McGraw Hill, New Delhi
- Rose Peter S. and Sylvia C.Hudgins, *Bank Management and Financial Services*, McGraw Hill

L	T	P	Cr.
2	0	0	02

Course Title: Entrepreneurship Development
Course Code: BVL505

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop an entrepreneurial mindset and foster creativity and innovation.
2. Analyze and evaluate business opportunities by conducting market research and feasibility analysis.
3. Examine the legal and regulatory requirements for establishing and operating a business.
4. Acquire essential skills in marketing, finance, operations, and leadership for entrepreneurial success.

Course Content

UNIT I

8 Hours

Concept and need of entrepreneurship; Characteristics and Types of; Entrepreneurship as a career; as a style of Management; The changing role of the entrepreneur; Entrepreneurial traits, factors affecting entrepreneurs.

UNIT II

8 Hours

Influences on entrepreneurship development; entrepreneurial success and failure: reasons and remedies; Women entrepreneurs: Challenges and achievements of women entrepreneurs.

UNIT III

8 Hours

The business plan as an entrepreneurial tool; Elements of business planning; Objectives; Market analysis; development of Product/idea; Marketing, Finance, Organization and management.

UNIT IV

6 Hours

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants, programs, schemes and challenges. Government initiatives and inclusive entrepreneurial growth.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

References:

- Khanka, S. S. (2006). *Entrepreneurial development*. S. Chand Publishing.
- Gordon, E., Natarajan, K., & Arora, A. (2009). *Entrepreneurship development*. Mumbai, India: Himalaya publishing house.

- *Hodgett, R. M., & Kuratko, D. F. (2007). Entrepreneurship: theory, process, practice. Language, 33(757p).*

Course Title: Stress Management
Course Code: BVL506

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Develop an understanding of the physiological and psychological aspects of stress and its impact on mental and physical health.
2. Demonstrate the ability to identify personal stressors, triggers and coping mechanisms through self-assessment and reflection.
3. Apply stress reduction strategies in various contexts, such as academic, professional, and personal life, to enhance resilience and well-being.
4. Evaluate the effectiveness of different stress management interventions and develop personalized stress management plans for long-term stress resilience.

Course Content

UNIT I

6 Hours

Meaning and nature of stress: Difference between eustress and distress; Frustration, conflict and pressure; Meaning of stressors; common stressors at work place: Stressors unique to age and gender.

UNIT II

8 Hours

Behavioural aspects of Stress: Adaptive and Maladaptive Behaviour; Individual and Cultural Differences: Sources of Stress- Across the Lifespan; College and Occupational Stress.

UNIT III

9 Hours

Stress and Work performance: Role of communication in managing stress and work performance: Emotional regulation and coping; Emotional intelligence and conflict management: Emotional Basis and Stress; Stress and Conflict in Relationships.

UNIT IV

7 Hours

Preparing for the Future: Care of the Self: Nutrition and Other Lifestyle Issues: Stress reduction practices: Time management; Exercise; Relaxation techniques; yoga; meditation.

Transaction Mode

Lectures, assignments, Group discussions, seminars and training programmes

Suggested Readings

- *Baron .L & Feist.J (2000) Health Psychology 4th edition, USA Brooks/Cole*
- *Cooper,C,& Palmer,S, (2000)Conquer Your Stress, London: Institute of personal development Universities Press*
- *Dutta, P,K, (2010) Stress management Himalaya, Himalaya Publishing House*
- *Lee, K. (2014). Reset: Make the Most of Your Stress: Your 24-7 Plan for Well-being. Universe Publishing.*
- *Experiential Approach. 4th edition. Wadsworth Publishing.*

- Taylor S.E (1998) *Health Psychology 3rd edition, New York. Mc GrawHill*

Semester-VI

Course Title: Banking and Insurance Management
Course Code: BVL601

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Familiarize students with the modern trends in banking
2. Learn and Understand the banking principles and practices
3. Acquire knowledge about the functioning of various types of banks, various types of insurance policies and their significance.

Course Content

UNIT I

14 Hours

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

UNIT II

16 Hours

Structure of banking in India, objectives and functions of Co-operative banks, Functions of commercial banks-Central Bank- RBI-Functions. 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.

UNIT III

12 Hours

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

UNIT IV

18 Hours

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,frieght,property insurance)-General principle of Life insurance contract.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentor Mentee

Suggested Readings

- Jackson, H. E., & Carnell, R. S. (2019). *Banking Law and Regulation. Wolters Kluwer.*
- Abraham, K. (2017). *Insurance Law and Regulation: Cases and Materials. Wolters Kluwer.*
- Lovett, W. A. (2018). *Banking and Financial Institutions Law in a Nutshell. West Academic Publishing.*

- *Martinez, L. P., & Abraham, J. L. (2020). Insurance Law: Cases and Materials. Foundation Press.*
- *Elements of Banking and Insurance – Jyotsana sethi & Nishwan Bhatia*

Course Title: Project Management
Course Code: BVL602

L	T	P	Cr.
4	0	0	04

Total Hours: 60

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand the effective organizational leadership & skills for managing projects, teams & stakeholders.
2. Examine the personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
3. Analyze the systematic process to select and screen a business idea write a business plan.
4. Evaluate the concepts related to entrepreneurship such as entrepreneur, functions, development programs, motivation; rural and small-scale enterprise.

CourseContents

Unit-I

15 hours

Objectives of Project Management- Importance of Project Management- Types of Projects
 Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility
 Steps in feasibility study.

Unit-II

15 Hours

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and
 Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource
 Allocation.

Unit-III

14 hours

Setting a base line- Project management Information System – Indices to monitor progress.
 Importance of Contracts in projects- Teamwork in Project Management -Attributes of a
 good project team – Formation of effective teams – stages of team formation.

Unit-IV

16 Hours

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports
 Guidelines for closeout reports. E-markets and their role in Project management- Risk
 management Environmental Impact Assessment. Case studies in Project management.

Transactional Mode: Group discussion, Active participation, Cooperative Teaching, Case
 based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Chandra, P. (2018). Projects: Preparation, Appraisal, Budgeting and Implementation. Tata McGraw, New Delhi*
- *Desai, V. (2018). Project Management and Entrepreneurship. Himalaya Publishing House.*
- *Fyffe, D. S. (2019). Project Feasibility Analysis. John Wiley and Sons.*

Course Title: Managerial Skill Development
Course Code: BVL603

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes

After completion of this course, the learner will be able to:

1. Understand and enhance emotional intelligence, learning styles, and attitudes towards change.
2. Develop and apply analytical problem-solving and creative thinking skills.
3. Master supportive communication, coaching, and personal interview management.
4. Learn team dynamics, leadership, empowerment, and delegation.
5. Implement learned skills in real-world personal and professional contexts.

Course Content

Unit-I

7 Hours

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change, learning of skills and applications of skills.

Unit – II

8 Hours

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting.

UNIT III

7 Hours

Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counseling, defensiveness and disconfirmation, principles of supportive communications. Personal interview management.

UNIT IV

8 Hours

Team building: Developing teams and team work, advantages of team, leading team, team membership. Skill development and skill application. Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings:

- Goleman, D. (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books.
- Robbins, S.P., & Judge, T.A. (2018). *Organizational Behavior (18th ed.)*. Pearson.
- Cameron, K.S., & Whetten, D.A. (2015). *Developing Management Skills (9th ed.)*. Pearson.
- Hackman, J.R. (2002). *Leading Teams: Setting the Stage for Great Performances*. Harvard Business Review Press.

Course Title: Emotional Intelligence in Businesses
Course Code: BVL604

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Analyze the concept of emotional intelligence and its relevance in business settings.
2. Apply self-awareness techniques to recognize and manage personal emotions and reactions in professional situations.
3. Develop strategies for self-management, including stress management and impulse control.
4. Apply effective communication and relationship management skills to foster positive interpersonal dynamics in business environments.

Course Content

UNIT I

12 Hours

Introduction to Emotional Intelligence. Understanding emotional intelligence and its impact on corporate success. The role of emotions in the workplace. Assessing and developing emotional intelligence

UNIT II

13 Hours

Self-Awareness and Self-Management. Self-awareness techniques and practices. Emotional self-regulation and impulse control. Stress management and resilience in professional settings. Developing a growth mind-set

UNIT III

10 Hours

Social Awareness and Empathy. Developing empathy and understanding others' emotions. Nonverbal communication and emotional cues. Cultural sensitivity and diversity awareness. Ethical considerations in emotional intelligence

UNIT IV

10 Hours

Communication and Relationship Management. Effective communication skills for building positive relationships. Conflict resolution and negotiation strategies. Collaborative teamwork and leadership skills. Emotional intelligence in organizational culture and change management

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- Goleman, D. (2005). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam.
- Bradberry, T., & Greaves, J. (2009). *Emotional Intelligence 2.0*. Talent Smart.
- Mayer, J. D., Roberts, R. D., & Barsade, S. G. (2008). *Human Abilities: Emotional Intelligence*. *Annual Review of Psychology*, 59, 507-536.
- Cherniss, C., & Goleman, D. (Eds.). (2001). *The Emotionally Intelligent Workplace: How to Select For, Measure, and Improve Emotional Intelligence in Individuals, Groups, and Organizations*. Jossey-Bass.
- Salovey, P., & Mayer, J. D. (1990). *Emotional Intelligence*. *Imagination, Cognition and Personality*, 9(3), 185-211.

- Ciarrochi, J., & Mayer, J. D. (Eds.). (2017). *Applying Emotional Intelligence: A Practitioner's Guide*. Psychology Press.

Course Title: Professional Business Skills

Course Code: BVL605

L	T	P	Cr.
2	0	0	02

Total Hours: 30

Learning Outcomes After completion of this course, the learner will be able to:

1. Acquire problem solving skills that allow identifying, evaluating, and resolving challenges at the workplace.
2. Learn to manage oneself professionally at the workplace.
3. Learn what personal grooming pertains and helps in the real professional life.
4. Expand basic Informatics skills.
5. Effectively utilize the digital knowledge resources.

Course Content

UNIT I

8 Hours

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

UNIT II

7 Hours

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-earning- different approaches for e-Learning delivery – E-learning in India

UNIT III

8 Hours

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

UNIT IV

7 Hours

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. Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings:

1. Peter Norton, *Introduction to Computers*, Tata McGraw Hill Private Limited, New Delhi, 2009.
2. Alan Evans, *ITL ESL*, Leslie Lamport, Dolores Etter, Darren George,
3. 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.

Course Title: Production & Operations Management
Course Code: BVL606

L	T	P	Cr.
3	0	0	03

Total Hours: 45

Learning Outcomes

After completion of this course, the learner will be able to:

1. Analyze various production processes to identify inefficiencies and opportunities for improvement.
2. Evaluate capacity planning, inventory management and its role in decision making.
3. Examine supply chain dynamics and their impact on production and operations.
4. Evaluate and mitigate operational risks, including supply chain disruptions and resource shortages

Course Content

UNIT I

10 Hours

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout.

UNIT II

12 Hours

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification.

UNIT III

10 Hours

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

UNIT IV

13 Hours

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling. Latest Concepts: JIT, computer aided manufacturing, TQM and ISO quality systems. Emerging concepts of operational management: flow charts, PERT, CPM, Location, Layout

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project-based learning, Team Teaching, Mentor Mentee, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2018). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2018). *Production and operations management*. McGraw Hill Education.

Course Title: Major Project
Course Code: BVL607

L	T	P	Cr.
0	0	8	04

Total Hours: 60

Learning Outcomes:

After completion of this course, the learner will be able to:

1. Evaluate the project on the basis of subject studied in this semester, this work helps in creating entrepreneur/employment skills.
2. Apply the knowledge/concepts acquired in the previous semesters to create/design/implement project relevant in the field of Management.
3. Acquire research abilities and effective compilation of primary and secondary data.
4. Analyze and apply the theoretical knowledge with their practical experience in given research project.

Course Content:

The Major Project course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a research project. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize to provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode: Peer Demonstration, Field Visit, Mock Exercise

Course Title: Economic Policies and Reforms
Course Code: BVL608

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

On the completion of the course, the students will be able to

1. Analyzing the role and objectives of planning commissions, along with understanding challenges in resource mobilization
2. Evaluating inclusive growth strategies and government budgeting, as well as understanding investment models and trends
3. Examining fiscal and monetary policies in India, including their impact on economic growth and the financial system
4. Assessing banking reforms, financial inclusion, and foreign trade policies, while understanding international organizations' roles

Course Content

UNIT I

12 Hours

Indian Economy and Issues Relating to Planning: Role and Objective of Planning Commission, Regulatory Role of the State Development Strategy in India's Five-Year Plan, NITI Aayog and Its Role. Reforms in Planning System. Resource Mobilization: Types of Recourses (Physical and Financial), Challenges to Resource Mobilization.

UNIT II

11 Hours

Inclusive Growth and Issues Arising from IT: concept of Inclusion, India's experience of Inclusion, Rural economy growth, Need for Sustainable

agriculture, food security and resilience for growth, Inclusive Growth Strategies. Government Budgeting: Types of budget, Benefits, Flows in Budgeting Process. Investment Models: Investment Measures, Factors, Classification, Role of State, PPP (Public-Private Partnership), Savings and Investment Trends.

UNIT III

11 Hours

Fiscal Policy: Fiscal Concept and Fiscal Policy in India, Government Revenues & Spending Trends, Impact of deficits on economic growth, Twin Balance Sheet syndrome, Types of Deficit.

Monetary Policy in India: Instruments of Monetary Policy, Monetary Policy in Pre-Reform Era (1948 – 1991), Monetary Policy in Post-Reform Era (Since – 1991)

Urjit Patel Committee Report, Monetary Policy Committee, and Inflation Targeting

Financial System: Money Market and Capital Market in India, Regulatory Framework in Indian Capital Market, Primary Market Reforms in India, Secondary Market Reforms in India, Current and capital account convertibility, Risks of financial system.

UNIT IV

11 Hours

Banking: Nationalization of Banks in India, Banking Reforms in India, New Bank License Criteria, Small Finance Banks and Payment Banks Criteria, Non-Banking Financial Companies (NBFC), Financial Inclusion, Issue of NPAs.

Foreign Trade & International Organizations: Trends in International Trade. Foreign Trade Policy, Balance of Payments and Foreign Capital, Impact of Globalization on the Indian Economy, International Monetary Fund (IMF), World Trade Organisation (WTO), World Bank Group AIIB and NDB

Transaction Mode

Case Studies, Group discussion, Active participation, Research Projects, Policy Analysis Exercises, Role-Playing, Field Visits or Industry Immersion, Interactive Online Platforms, Multimedia Resources

Suggested Readings

- Ahluwalia, M. S. *Economic reforms in India since 1991: Has gradualism worked?* Cambridge, MA: MIT Press.
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