

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Curriculum Structure

L T P - Indicates Theory Lectures (L), Tutorial (T) and Practical (P) classes per week.

1L Earns 1 Credit

1P Earns 0.5 Credits

1T Earns 1 Credit

Semester I							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory +Practical							
1	CC1	BSCMC101	Basics of Mathematics and Statistics	6	0	0	6
2	CC2	BSCMC102	Basics of Economics	6	0	0	6
3	GE-1	GE-Basket	ANY ONE FROM GE-1 BASKET	6	0	0	6
4	AECC-1	BSCMA101	Communication skill	2	0	0	2
Total Credit							20

Semester II							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	CC3	BSCMC201	Introduction of SCM	6	0	0	6
2	CC4	BSCMC202	Production and Operation Management	6	0	0	6
3	GE-2		ANY ONE FROM GE-2 BASKET	6	0	0	6
4	AECC-2	BSCMA201	Environmental Studies	2	0	0	2
Total Credit							20

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester III							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory							
1	CC5	BSCMC301	Legal Aspect of SCM	6	0	0	6
2	CC6	BSCMC302	Basics of Marketing	6	0	0	6
3	CC7	BSCMC303	Supply Chain Analytics	6	0	0	6
4	GE-3		ANY ONE FROM GE-3 BASKET	6	0	0	6
5	SEC-1	BSCMS304	Personal Enhancement	2	0	0	2
Total Credit							26

Semester IV							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	CC8	BSCMC401	Basics of Logistics Management & Multimodal Transport System	6	0	0	6
2	CC9	BSCMC402	Inventory Management	6	0	0	6
3	CC10	BSCMC403	Research Methodology	6	0	0	6
4	GE-4		ANY ONE FROM GE-4 BASKET	6	0	0	6
5	SEC-2	BSCMS404	Computer Application	2	0	0	2
Total Credit							26

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester V							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
1	CC11	BSCMC501	Human Resource Management	6	0	0	6
2	CC12	BSCMC502	Sales and Distribution Management	6	0	0	6
3	DSE-1	BSCMD501A OR BSCMD501B	Procurement and quality Management Customer Relationship Management	 6	 0	 0	 6
Sessional							
4	DSE-2	BSCMD581	Project	4	0	2	6
Total Credit							24

Semester VI							
Sl. No.	Category	Course Code	Course Name	L	T	P	Credits
Theory							
1	CC13	BSCMC601	Management Of Service Operation	6	0	0	6
2	CC14	BSCMC602	Supply Chain Practices& Procedure	6	0	0	6
3	DSE-3	BSCMD601A OR BSCMD601B	Project management & Supply Chain Process Redesign Logistics Information Systems	 6	 0	 0	 6
Sessional							
4	DSE-4	BSCMD681	Internship	4	0	2	6
Total Credit							24

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

BBA IN SUPPLY CHAIN MANAGEMENT

Semester	Credit
I	20
II	20
III	26
IV	26
V	24
VI	24
TOTAL	140

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-1st
Paper: Basics of Mathematics and Statistics

Credit Points-6
Total Contact Hours -60

Course Outcomes:

Throughout the course, students will be expected to demonstrate their understanding of Basics of Mathematics and Statistics being able to do each of the following:

- CO1: To understand and solve mathematical problems
- CO2: To impart knowledge regarding relevant topic
- CO3: To familiarize students with Basic Algebra, differential and integral calculus and Statistics

Paper Code: BSCMC101

Module I:	[6L+2T]
Algebraic Identities, Simple Factorizations; Equations (upto Cubic), Module:1 Nature of the Roots Relation Between Roots and Coefficients, Surds and Indices, Logarithms and Their Properties Problems Based on Logarithms.	
Module II:	[4L+2T]
Set Theory-Introduction, Representation of Sets, Venn Diagrams, Subsets and Supersets, Universal and Null Sets, Basic operations and Laws, Cardinal number, Problems on cardinality.	
Module III:	[10L+2T]
Function of single variable: Explicit and Implicit Function, Single valued and Multiple Valued Function, Monotonic and Bounded function, Representation of functions Graphically, Limit Definition, Cauchy General Principle for Convergence of Limit, Simple Examples, Continuity Definition, Example. Differentiation: Definition, Derivative of Algebraic, Exponential Logarithmic, Trigonometric, Inverse functions (Upto Second order), Derivative of Products Examples. Mean Value Theorem: Rolle's Theorem, Lagrange and Cauchy MVT (Statement Only) with applications. Taylor's Series.	
Module IV:	[7L+2T]
Integrations: Indefinite Integrals, Integration Rules, Integration by Parts, (Algebraic Rational, Exponential, Trigonometric functions), Definite Integrals: Definition, Geometrical Interpretation.	
Module V :	[4L+1T]
Permutations and Combinations – Fundamental principle of counting, Factorial notation Permutation: Definition, of things not all different; restricted permutations; circular permutations Combination: different formulas on combination; complementary combination; restricted combination; Division into groups. Mixed problems on permutation and combination (d Oligopoly : Characteristics, indeterminate pricing and output; Models of oligopoly- Price leadership Collusive oligopoly; Kinked demand curve.	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module VI: [4L+1T] Data-Collection, Primary data and secondary data, Methods of collection, Presentation of data Construction of a table and the different components of a table. Diagrammatic representation of data: Line diagrams, Bar diagrams, Pie charts and divided-bar diagrams.
Module VII: [4L+1T] Frequency Distributions, Diagrammatic representation of a frequency distribution: column diagram, frequency polygon, step diagram, histogram and ogives.
Module VIII: [6L] Measures of Central Tendency: Definition, Different measures of average- Mean, Mode, Median, Relation between them.
Module IX: [4L] Measures of Dispersion: Different measures of dispersion – Range, Mean deviation, Mean Absolute deviation, Standard deviation; Combined mean and standard deviation.

Suggested Readings:

1. Mathematics: S. N. Dey. ChhyaPrakashani
2. Higher Algebra: Abstract And Linear: S.K. Mapa. Levant Books
3. Statistical methods: N. G. Das. Tata McGraw-Hill.
4. Fundamentals of Mathematical Statistics: Gupta & Kapoor, S. Chand.
5. An Introduction to Analysis (Differential Calculus): Part I, Ghosh & Maity. NCBA.
6. Differential Calculus: Shanti Narayan ,Dr. P.K. Mittal, S. Chand

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-1st
Paper Name: Basics of Economics

Credit Points-6
Total Contact Hours -60

Course Outcomes:

- CO1: To know about Price mechanism and its application in the determination of price level
 CO2: To know about elasticity of demand and its application in Policy formulation
 To familiar with different forms of market, application of ridge line in the process of distinction
 CO3: between Economic and none economic zones of production process

Paper Code: BSCMC102

Module I: Introduction : Basic problems of an economy; Working of price mechanism and Resource allocation.	[4L]
Module II: Elasticity of Demand : Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand.	[6L]
Module III: Production Function Law of variable proportions; Iso-quants; Economic regions and optimum factor combination; Expansion path; Returns to scale; Internal and external economies and diseconomies; Ridge lines.	[8 L]
Module IV: Theory of Costs Short-run and long-run cost curves – traditional and modern approaches	[4 L]
Module V : Market Structures : Market structures and business decision; Objectives of a business firm. (a) Perfect Competition : Profit maximization and equilibrium of firm and industry; Short-run and long run supply curves; Price and output determination. Practical applications. (b) Monopoly : Determination of Price under monopoly; Equilibrium of a firm in short and long run Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination Practical applications. (c) Monopolistic Competition : Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition Excess capacity under monopolistic competition. (d) Oligopoly : Characteristics, indeterminate pricing and output; Models of oligopoly- Price leadership Collusive oligopoly; Kinked demand curve.	[24L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module V: Factor Pricing – I : Marginal Productivity theory ; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labor; Rent – concept; Ricardian and modern theories of rent; Quasi-rent.	[8 L]
Module VI: Factor Pricing – II : Interests – concept and theories of interest; Profit – nature, concepts, and theories of profit.	[6L]

Suggested Readings:

1. A. Koutsoyianni : Modern Micro-Economics, Macmillan
2. R. Dutta and K.P.M. Sundaran : Indian Economy, S. Chand
3. A.N. Agarwal : Indian Economy, Vikash
4. R.G. Lipsey : An Introduction to Positive Economics, ELBS, Oxford
5. JP Gould Jr. and E.P. Lazer : Micro-Economic Theory
6. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–1st

Credit Points–2

Paper Name: Communication Skill

Total Contact Hours -20

Course Outcomes:

- CO1: To impart knowledge, ideas and concepts in developing correct grammatical usage of the English language among students.
- CO2: To successfully develop reading skills pertain to scanning through reading texts, understand and explain how key details support the main ideas or themes.
- CO3: The students will acquire perfection and accuracy in writing and editing. This course teaches us not only how to listen and speak in English well, but it also helps us to learn certain skills that we require to communicate. The course helps individuals overcome the various barriers that come in the way of actively and effectively communicating with people in English.
- CO4: This course teaches us not only how to listen and speak in English well, but it also helps us to learn certain skills that we require to communicate. The course helps individuals overcome the various barriers that come in the way of actively and effectively communicating with people in English.

Paper Code: BSCMA101

Module I: Functional Grammar: Grammatical errors including errors in spellings & punctuation, Tense Direct & Indirect speech, Active and passive voice, vocabulary building. [5 L]
Module II: Reading Skill: Comprehension; understanding & interpreting technical passages, SQ3R reading strategies. [5 L]
Module III: Writing: Letter writing-Formal, Drafting, Resume, Curriculum Vitae, Notice, Circulars, Memo Reports, Paragraph writing, Precise writing. [5 L]
Module IV: Listening and Speaking: Practicing effective listening skills, Spoken English and Formal English; Interactive communication: Role plays, extempore, greetings, conversations. [5L]

Suggested Readings:

1. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press
4. L.Gartside Model Business Letters Pitman
5. S R Inthira& V Saraswathi Enrich your English – a) Communication skills b) Academic skills CIEFL & OUP
6. Communication (MARK MCCORMACK)

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–2nd

Credit Points–6

Paper Name:Introduction of Supply Chain Management

Total Contact Hours –60

Course Outcomes:

- CO1: Establish the importance of mix and its integration and applicability
 CO2: Appraise what a supply chain is and what it does
 CO3: Comprehend Supply Chain Structural Designing
 CO4: Comprehend the key Components in Supply Chain
 CO5: Managing the Process of Purchasing in SCM
 CO6: Know the Importance and the Nature of Transportation in Supply Chain

Paper Code: BSCMC201

Module I:	[8L]
Fundamentals of Marketing Management- Concept, Nature, Scope and Importance of Marketing; Difference between Marketing and Selling; Marketing Mix Components with emphasis on Physical Distribution- Nature, Functions of Distribution Channel, Direct and Indirect Channels of Distribution, Channel Intermediaries.	
Module II:	[10L]
Basics of Supply Chain – Meaning, Definition, Objectives, Scope, Evolution of Supply Chain Management; Major Supply Chain Drivers involved in developing SCM Framework; Participants and their Individual functions in the Supply Chain; Interfunctional Coordination in SCM.	
Module III:	[10L]
Supply Chain Structural Network and Design-Network Design Framework, Factors Influencing Network Design Decision, Retailing Supply Network, Supply Network around Manufacturers / Producers ;Integration of SCM with Marketing, Sales Forecasting, Research & Development, Production, Purchasing, Logistics Information Systems, Finance.	
Module IV:	[12L]
Supply Chain Process- Planning, Sourcing, Making, Delivering, Returning; Planning Demand and Supply; managing economies of scale in supply chain, managing inventories.	
Module V :	[12L]
Purchasing in Supply Management- Importance, Objectives, Process of Purchasing; Types of Purchasing , Purchasing partnerships, Materials sourcing and it's role, In-house or Outsource, Just-in-time purchasing	
Module VI:	[8L]
Transportation: Functions; Importance of transportation- Economic and Social Advantages ; Participants in Transport Decisions, Means of transport ; Factors considered for selecting suitable means of transport; Role of IT in transportations	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Suggested Readings:

1. Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004
2. James L. Heskett, Marketing, New York: Macmillan Publishing Co., Inc., 1976
3. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
4. Satish C. Ailawadi& Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
5. Marketing Management – Kotler, Philip; Prentice Hall of India Publications, new Delhi.
6. Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester– 2nd

Credit Points–6

Paper Name: Production and Operation Management

Total Contact Hours -60

CO 1: Ability to understand the basic concepts of Production and Operations Management, Production systems, Plant location and layout, overview of Purchasing Management, Source selection, Vendor development, Stores system and procedures

CO 2: Ability to explain and establish Production Planning and Control functions, Plant designing, Capacity planning, Plant Maintenance and its types, Significance of Inspection and Quality Control, Legal aspects of Buying, Significance of Global competitive advantage, managing Globalization

CO 3: Measuring numerical and problem-solving ability and its practical applications for taking managerial decision on Work study, Work sampling and Time study, Performance Rating, analysing Statistical Quality Control, Control charts, Vendor evaluation, Stores accounting and Stock verification, Disposal of surplus and scraps

Paper Code: BSCMC202

<p>Module I: Introduction to Production Planning and Control Nature and Scope of Production and Operations Management, Production System, Types of Production, Planning and Control Functions, Relations with other Departments, Efficiency of Production Planning and Control. [8L]</p>
<p>Module II: Plant Location & Layout: Approaches to Location, Choice and Selection. Plant Design; Plant Layout – Product Layout and Process Layout, Advantages & Disadvantages. [10L]</p>
<p>Module III: Capacity Planning – Models; Process Planning; Aggregate Planning, Scheduling. [8L]</p>
<p>Module IV: Plant Maintenance: Types of Maintenance – Preventive, Predictive and Overhaul. Work Study: Method Study; Motion Study; Work Measurement, Performance Rating, Standard Time, Time Study; Work Sampling. [9L]</p>
<p>Module V: Inspection and Quality Control: Types and Criteria of Inspection; Significance of Quality Control, Statistical Quality Control, Control Charts, Acceptance Sampling Plans. [9L]</p>
<p>Module VI Purchasing Management: Purchase System, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal Aspects of Buying. [8L]</p>

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module VII:

Stores Management: Stores System and Procedures; Stores Accounting And Stock Verification; Disposal of Surplus and Scrap.

[7L]

Module VII: Globalization and Production Management: Significance of Globalization, Global Competitive Advantage, Difficulties in Managing Globalization, Changes in operation Strategy necessary due to globalization, Managing globalization.

[9L]

Suggested Readings:

1. Adam, E.E. and Evert, R.J., *Production and Operation Management*; Prentice Hall of India, New Delhi.
2. Buffa, E.S., *Modern Production management*; John Wiley, New York.
3. Chary, S.N., *Production and Operations Management*; Tata McGraw Hill, New Delhi.
4. Dilworth, James B., *Operations Management: Design, Planning & Control for Manufacturing and Services*, McGraw Hill, Singapore.
5. Moore, F.G. and Hedrick, T.E., *Production / Operations Management*; Homewood, Illinois
6. Prof. L. C. Jhamb: *Production (Operations) Management*, Everest Publishing House.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester– 2nd

Paper Name: Environment Studies

Credit Points–2

Total Contact Hours -20

Course Outcomes:

- CO1: To make students aware about environmental degradation and conservation.
- CO2: To make students identify the causes and remedies of various types of pollution.
- CO3: To make the students aware about the various the various mechanisms present for environmental protection.
- CO4: To make the students aware about the various environmental rules and regulations

Paper Code: BSCMA201

Module I: Environment: Meaning and its Components, Resources, Classification of resources Environmental Degradation- cause and effects, Environmental Ethics and Awareness Programmes Ecosystem- Its components and Functions, Energy Crisis, Conservation of energy , [5 L]
Module II: Pollution- Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures. [5 L]
Module III: Module V: Environmental policies and Legislations: Environmental Regulations Environmental Protection Act, Environmental Ethics, Environmental Impact Assessment (EIA) – Methods and Tools, Appraisal and Clearance for Industry, Environmental Audit. [5 L]
Module IV: Module V: Environmental policies and Legislations: Environmental Regulations Environmental Protection Act, Environmental Ethics, Environmental Impact Assessment (EIA) – Methods and Tools, Appraisal and Clearance for Industry, Environmental Audit. [5 L]

Suggested Readings:

1. G.N. Pandey: Environmental Management, Vikas Publishing House Pvt. Ltd.
2. Cunningham: Environmental Science, TMH.
3. R. Rajagopalan: Environmental Studies, Oxford.
4. R. Joshi & Munish Kapila: Environment Management, Kalyani Publishers.
5. C.S. Rao: Environmental Pollution Control Engineering, New Age International Publication.
6. Wright & Nobel: Environmental Science, PHI.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-3rd

Paper: Legal Aspect of SCM

Credit Points-6

Total Contact Hours -60

Course Objective:

This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates, and to provide the student with knowledge of legal principles.

Course Outcomes:

- CO1: To know the basic concepts and fundamental understanding of Business Laws and their application in industries
- CO2: To understand various provisions of different enactments and their application in industries
- CO3: To develop professional knowledge and expertise to handle different business situation and effective decision making in organizations
- CO4: To Identify the fundamental legal principles behind contractual agreements.
To have knowledge about significance of vehicle accident, accidental vehicle claim
- CO5: procedure from insurance company and knowledge of transport management systems and techniques
would also be an asset
- CO6: To understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.

Paper Code: BSCMC301

Module I: THE INDIAN CONTRACTACT , 1872	[16L]
Law of Contract : Nature of contract; Classification; Offer and acceptance; Capacity of parties to contract; Free consent; Consideration; Legality of object; Agreement declared void; Performance of contract; Discharge of contract; Remedies for breach of contract.	
Special Contracts- Indemnity; Guarantee; Bailment and pledge; Agency.	
Module II: THE NEGOTIABLE INSTRUMENTACT,1881	[10L]
Definition of negotiable instruments; Features; Promissory note; Bill of exchange & cheque; Holder and holder in the due course; Crossing of a cheque,. Types of crossing; Negotiation;	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Dishonor and discharge of negotiable instrument	
Module III: THE SALE OF GOODS ACT,1930	[10L]
Formation of contracts of sale; Goods and their classification, price; conditions and warranties Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights sale by auction; Hire purchase agreement.	
Module IV: THE CONSUMER PROTECTION ACT,1986	[4L]
Salient features; Definition of consumer; Grievance Redressal machinery	
Module V: The Motor Vehicles Act, 1988	[10L]
Introduction; Purpose, Definitions, licensing of drivers of motor vehicles, Provisions regarding driving license; Currency of license, Power of licensing authority, Provisions regarding conductor's license; Registration of vehicles, Compensation under this act, Control of traffic.	
Module VI: THE COMPANIES ACT,2013	[10L]
Concept -Type of Companies- Steps in formation of a company- Concept and features of AOA, MOA and Prospectus – Meetings	

Suggested Readings:

1. Sen & Mitra: Commercial Law, WorldPress.
2. Pathak: Legal Aspect of Business, TMH.
3. Tejpal Sheth: Business Law, 3/e, Pearson.
4. Das & Ghosh: Business Regulatory Framework, Ocean Publication, Delhi.
5. Pillai & Bagavathi: Business Law, S Chand
6. Tulsian: Business Law, TMH.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–3rd

Credit Points–6

Paper Name: **Basics of Marketing Management**

Total Contact Hours -60

Paper Code: **BSCMC302**

Course Outcomes:

Co 1: Understanding the basic concept in Marketing and its benefits and functions. Developing a brief knowledge about of Marketing Environment and its elements with effect to the marketing scenario. Developing the understanding of social marketing and its impact.

Co 2: Understanding the concept of market Segmentation and its implications. Understanding the role of Consumer Behavior and its characteristics. Developing a brief knowledge about Concept and Characteristics of Industrial Buying Behavior, Consumer Behavior vs. Industrial Buying Behavior. Develop an understanding about Essentials and Reasons, Functions and Elements of Branding, Concept, Types, Functions and Objectives of Packaging.

Co 3: Developing a brief knowledge about Product Levels, Types of Consumer and Industrial Product.

Understanding the concept of Product Life Cycle (PLC)- Concept, Advantages and Strategies, New Product Definition, New Product Planning Process.

Co 4: Understanding the concept of Distribution Channel- Concept, Function and Importance of Channel Distribution, Types, Factors influencing choice of Channel of Distribution. Understanding the concept of Promotion Mix- Elements, Promotion Mix Strategies. Analyzing the importance of Advertising, Sales Promotion, Personal Selling, Publicity.

Module I:

[13L]

Unit-1-Introduction to Marketing- Definition and Scope, Objectives, Functions, Importance Traditional and Modern concept of Marketing, Evolution of Marketing, Selling vs. Marketing Factors Influencing Marketing Concept, Marketing Mix, 4Ps and 4Cs.

Unit-2-Marketing Environment- Concept and Importance of Marketing Environment, Need for Environment Analysis, Micro and Macro Environment, Factors influencing Micro and Macro Environment.

Unit-3- Marketing Planning- Concept, Importance, Characteristics, Marketing Planning Process Strategic Business Unit (SBU), Business Growth Strategy, SWOT Analysis, Social marketing Relationship Marketing.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

<p>Module II:</p> <p>Unit-4- Market Segmentation, Targeting & Positioning- Concept, Importance, Objectives Factors influencing Market Segmentation, Bases for Market Segmentation, Interlinking of Segmentation, Targeting & Positioning, Market Targeting Strategy- Concentrated Marketing Differentiating Marketing, Undifferentiated Marketing,</p> <p>Unit-5- Consumer Behavior and Industrial Buying Behavior- Definitions, Importance of Studying Consumer Behavior, Characteristics, Determinants of Consumer Behavior, Participants in Consumer Behavior, 7 'O' Framework, Buying Decision Process, Concept and Characteristics of Industrial Buying Behavior, Consumer Behavior vs. Industrial Buying Behavior.</p> <p>Unit-6- Branding and Packaging- Definition, Importance, Essentials and Reasons, Functions and Elements of Branding, Concept, Types, Functions and Objectives of Packaging.</p>	[17L]
<p>Module III:</p> <p>Unit-7- Product- Concept, Product Levels, Types of Consumer and Industrial Product, Product Line, Product Mix- Concept, Elements- Product Length, Product Width, Product Depth, Product Consistency, Product Life Cycle (PLC)- Concept, Advantages and Strategies, New Product Definition, New Product Planning Process.</p> <p>Unit-8- Pricing- Meaning, Importance of Pricing in Marketing Mix, Objectives, Factors influencing Pricing Decision, Methods for Determining Price, Skimming and Penetration Pricing.</p>	[16 L]
<p>Module IV:</p> <p>Unit-9- Place- Distribution Channel- Concept, Function and Importance of Channel Distribution Types, Factors influencing choice of Channel of Distribution, Channel Conflict- Types, Causes Functions of Wholesaler, Retailer.</p> <p>Unit-10- Promotion- Concept, Need for Promotional Activities, Promotion Mix- Elements Promotion Mix Strategies- Pull Strategy and Push Strategy, Communication and Promotion Elements of Communication, Advertising- Concept, Objectives, Merits and Demerits, 5Ms of Advertising, Advertising Models, Sales Promotion- Concept, Objectives, Merits and Demerits Tools of Sales Promotion, Difference between Advertising and Sales Promotion.</p>	[14 L]

Suggested Readings:

1. Kotlar Philip and Armstrong Gary: Principles of Marketing, Pearson
2. Pillai, R. S. N., and V. Bagavathi :Marketing management. New Delhi, INDIA: S.
3. Saxena, Rajan: Marketing Management, TMH
4. Namakumari , Ramaswamy, and V. S. Ramaswamy: Marketing management, Macmillan
5. Kotler, P., & Armstrong, G. (2010). Principles of marketing. Pearson education.
6. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–3rd

Paper Name: Supply Chain Analytics

Credit Points–6

Total Contact Hours -60

Course Outcomes:

- CO1: Develop a sound understanding of the important role of supply chain management in today's business environment
- CO2: Become familiar with current supply chain management trends Understand and apply the current supply chain theories, practices and concepts utilizing case problems and problem-based learning situations
- CO3: Learn to use and apply computer-based supply chain optimization tools including the use of selected state of the art supply chain software suites currently used in business

Paper Code: BSCMC303

Module I: Analytics in Supply Chain Management, Supply chain planning, Different views of Supply Chain, Supply chain strategy, Supply chain drivers, developing supply chain strategy, strategic fit in supply chain, demand forecasting in Supply chain	[4 L]
Module II: Bullwhip Effect and Time series Analysis, Exponential Smoothing method of Forecasting Measures of Forecasting errors, Tracking signals and Seasonality models, Forecasting using multiple characteristics in Demand data and Inventory management in Supply Chain	[8 L]
Module III: Inventory management in Supply chain, Multi echelon Inventory management with numerical examples, Network design in Supply chain, Network design of Global supply chain, Alternative channels of distribution, Location design in supply chain	[10 L]
Module IV: Network Optimization models, Using Excel Solver for Network optimization, Uncertainty in Network design, Network design in uncertain environment and flexibility, flexibility in supply chain	[10 L]
Module V : Optimum level of product availability in supply chain, the value of money in supply chain different types of analytics in supply chain, Predictive modelling in forecasting in supply chain representation of uncertainty in supply chain	[10 L]
Module VI: Using decision tree for handling uncertainty, example of using decision tree incorporating uncertainty in single factor and two key factors, modelling flexibility in supply chain, trends, challenges and future of supply chain	[10 L]
Module VII: Suply Chain Analytics Case studies on FMCG, Mobile Telecommunication, Logistics mapping, Supermarket chain, Pharmaceutical, spare parts, Amazon Inventory management, Global SCM Supplier and distributor mapping	[8 L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Suggested Readings:

- 1) Srinivasan, G, Quantitative Models in Operations and Supply Chain Management, PHI Learning Pvt Limited, New Delhi.
- 2) MuthuMathirajan, Chandrasekharan Rajendran , SowmyanarayananSadagopan , Arunachalam Ravindran & Parasuram Balasubramanian, Analytics in Operations/Supply Chain Management, I.K International Publishing House Private Ltd, New Delhi,
- 3) A. Ravi Ravindran, Donald P. Warsing, Jr., Supply Chain Engineering: Models and Applications, CRC Press, Taylor and Francis Group
- 4) Gerhard J. Plenert, Supply Chain Optimization through Segmentation and Analytics, CRC Press Taylor & Francis Group
- 5) Morley Mark, Supply Chain Analytics, For Dummies Open Text Special Edition
- 6) Robertson Peter W., Supply Chain Analytics, Taylor and Francis

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–3rd

Credit Points–2

Paper Name: Personal Enhancement

Total Contact Hours -20

Course Outcomes:

- CO1: The student will acquire the basic knowledge about the concept of personality and its significance. They will nurture a deep sense and understanding of personality development.
- CO2: The students will develop the ability to handle and resolve conflicts at work place. They will also acquire self motivating skills.
- CO3: The students will develop a deep sense of self esteem, and positive attitude. They will realize the importance of time and stress management for overall personality development.
- CO4: This will enable students to acquire required skills to enhance their employability quotient for their career development.

Paper Code: BSCMS304

Module I: Introduction: The concept of Personality- Theories of Freud& Erickson- Significance of Personality Development. [5L]
Module II: Concept of success & failure – Hurdles & overcoming hurdles, Causes of failure – SWOT analysis Conflict resolution, Motivation- concept, factors, and significance; self motivation. [5 L]
Module III: Self esteem, Positive attitudes, Assertiveness, Low self esteem, Importance of habits, Stress Management. [5 L]
Module IV: Employability quotient: Body Language, Business Etiquettes, Resume building, GD- principle & practice, Personal Interview, Presentation Skills. [5 L]

Suggested Readings:

1. Dorch, Patricia. *What Are Soft Skills?* New York: Execu Dress Publisher, 2013.
2. Hindle, Tim. *Reducing Stress. Essential Manager series.* Dk Publishing, 2003
3. Heller, Robert. *Effective leadership. Essential Manager series.* Dk Publishing, 2002
4. Mile, D.J *Power of positive thinking.* Delhi. Rohan Book Company, (2004).
5. Pravesh Kumar. *All about Self- Motivation.* New Delhi. Goodwill Publishing House. 2005.
6. Smith, B . *Body Language.* Delhi: Rohan Book Company. 2004

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-4th

Credit Points-6

Paper Name: Basics of Logistics Management & Multimodal Transport System

Total Contact Hours - 60

Course Outcome:

CO1: Familiarization with the multimodal transport system , its importance, concept, components, types and parameters of evaluation.

CO2: Getting idea on carriage by air and its major documents.

CO3: Acquiring knowledge on carriage by sea and its major documents.

CO4: Getting idea on carriage by road and its major documents.

CO5: Acquiring knowledge on carriage by rail and its major documents.

CO6: Familiarization with different vessels and operators used in multimodal transport system.

CO7: Familiarization with different regulatory reforms along with global perspective in multimodal transport system.

Paper Code: BSCMC401

Module I: Meaning and evolution of logistics, objective and significance and scope of logistics, elements involved in logistics process, Competitive advantage through Logistics, Total Logistics Cost.	[5L]
Module II: Logistics Management to Supply Chain Management, Models in Logistics Management Logistics Performance Cycles – Physical Distribution, Manufacturing Support, Procurement Performance.	[6 L]
Module III: Impact of Logistics & Customer Services on Marketing, Service Driven Logistics System, Logistic Impact on Return on Investment, Logistics and Shareholder value, e-logistics	[8L]
Module IV: The work of Logistics – Network Design, Information, Transportation, Inventory, Warehousing Types and benefits of warehousing, Materials Handling & Packaging. Procurement and Outsourcing -Definition of Procurement/Outsourcing -Benefits of Logistics Outsourcing -Critical Issues in Logistics Outsourcing	[16L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module V: Introduction to Multimodal Transport [5L] Modes of transport, Multi-modal transport, Characteristics and Importance Multi-modal transport, Concept of MTO (Multi-modal Transport Operator), Common types of Multi-modal transport, Parameters for evaluation of Multi-modal transport.
Module VI Carriage by Air & Sea [10L] a) Basics of Air, challenges for air transport, infrastructure requirements, Typical hub and spoke system, Cargo aircraft types, Air transport – process ,Air cargo major documents b) Basics of Sea, challenges for sea transport, infrastructure requirements, Incoterms 2010, Sea transport – process, Sea cargo major documents; c)Liners, Tramps, Passenger, Cargo and Tankers, Ship sizes and tonnages, container sizes, container ships, feeder ships, Ro-Ro, Special purpose vessels
Module VII : Carriage By Road & Rail [10 L] a)Basics of Road, types of services, types of vehicles, challenges for road transport, Road transport – process, road transport major documents b) Basics of Rail, types of services, Challenges for rail transport, rail transport – process, Rail transport major documents c) Multimodal transport of Goods Act, 1993, FDI Regulatory Reforms

Suggested Readings:

1. Introductions to Operations and Supply Chain Management– G. Raghuram & N. Rangaraj, Macmillan India Limited.
2. Logistical Management – Donald. J. Bowersox & David J. Closs., Tata Mc Graw Hill
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Kirandeep Kaur: Transportation Management, Kalyani Publishers
5. Kulashrestha, D.K : Transport Management in India, Mittal Publication.
6. Sunil Chapra & Peter Meindl ,Supply Chain Management , PHI.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–4th
Paper Name: Inventory Management

Credit Points–6
Total Contact Hours -60

Course Outcome:

CO1: Familiarization with the concept of integrated material management; make and buy decision.

CO2: Getting idea on purchase management along with legal aspects of buying.

CO3: Acquiring knowledge on different inventory control techniques along with stores management.

CO4: Familiarization with basic model of inventory control, inventory valuation method and inventory control process.

CO5: Acquire knowledge on materials management and its procedure; logistical practices and strategy used in supply chain management.

CO6: Familiarization with WIP and FG inventories along with evaluation of materials management.

Paper Code: BSCMC402

Module I: Integrated Materials Management: Need, scope, concept and advantage of integrated material management; make versus buy decision.	[6L]
Module II: Purchasing Management: Purchase system, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal aspects of Buying.	[6L]
Module III: Selective Inventory Control Model: ABC Analysis (Numerical), VED, XYZ, FSN, SOS, GOLF Stores Management: Stores System and Procedures; Stores Accounting And Stock Verification; Accounting treatment of spoilage, wastage, scrap ,defective; Disposal Of Surplus and Scrap.	[8L]
Module IV: Inventory Control: Economic Order Quantity, Basic Model – Assumptions, costs involved and formulae. EOQ with discount, Stock Levels, Inventory Valuation Methods (FIFO, LIFO,Weighted Average Method) Inventory Control Process: Inventory systems: Perpetual Review, Periodic Review, Modified Control, Distribution Requirement Planning (DRP), Process of DRP, Benefits & limitation of DRP.	[14L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module V: [10 L] Materials Management: Introduction of Materials Management, Importance, Functions, scope, Needs objectives and Benefits, Procedure of Material Management, MRP-I and MRP-II, Methods of Material Budgeting; Introduction to Lean Manufacturing , JIT System, Cross-docking
Module VI: [16L] WIP and FG Inventories: Classification of W.I.P Inventories, Factors influencing, W.I.P inventory Problems, Controlling Method; Factors influencing Finished Goods inventory, Requirement of inventory control Systems, Single –Echelon and Multi-Echelon Inventory Model, Use of Information Technology in Inventory Management. Evaluation of Materials Management: MIS for materials management; criteria for evaluation, Inventory turnover ratio.

Suggested Readings:

1. Inventory Management – K. Shridhara Bhatt, Himalaya Publishing House
2. Inventory Management – L.C. Jhamb, Himalaya Publishing House
3. Gopalakrishnan, P. and Sunderashan, M : Handbook of Materials Management, Prentice Hall of India.
4. Dutta, A.K. : Integrated Materials Management, Prentice Hall of India
5. Logistical Management-The integrated Supply Chain Process –Donald. J. Bowersox & Donald. J. Claoss, TATA Mc-Graw Hill
6. Sunil Chapra & Peter Meindl ,Supply Chain Management , PHI.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–4th
 Paper Name: Research Methodology

Credit Points–6
 Total Contact Hours -60

Course Outcomes:

- CO1: To make students understand the basic concepts related to social research.
 CO2: To give them an overall understanding about the structure of research.
 CO3: To make students understand the various ways of collecting data.
 CO4: To make students understand the various ways of tabulating data.
 CO5: To make students understand the various ways of analyzing data.
 CO6: To understand the proper way of writing research report.
 CO7: To enhance practical knowledge

Paper Code: BSCMC403

Module I: Introduction- Meaning, Objectives and Criteria of a good research, Types of research, Data and Information, Validity and Reliability, Hypothesis- types and functions	[10 L]
Module II: Research Design- Meaning and need of a research design, Characteristics of a good research design, Sampling design, Scaling techniques, important scales, Validity and Reliability	[10 L]
Module III: Methods of data collection- Observation, Interview, Questionnaire, Correlation, Case Study, Pilot Study, Panel Study, Content of a Research Proposal	[12 L]
Module IV: Data Processing and collection of data- Classification and tabulation of data, Frequency Distribution; Diagrammatic and Graphical Presentation of Statistical Data; Bar Diagram Histogram, Frequency Polygon, Frequency Curve & Ogive	[10 L]
Module V : Analysis of Data- Measures of Central Tendency, Measures of Dispersion, Correlation and Regression Analysis.	[13 L]
Module VI: Report Writing- Types of Report, style & format of Report Writing, Content of a Research Report	[3L]
Module VII: Application of R/Python for probability, inferential statistics, hypothesis testing	[3L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Suggested Readings:

1. Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.
2. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.
3. D.K. Bhattacharjee: Research Methodology, Excel Books
4. Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.
5. Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling
6. Cohen Louis, Manion Lawrence, Morrison Keith, Research Methods in Education,, Taylor and Francis Publication

Semester–4th

Paper Name: Computer Application

Credit Points–2

Total Contact Hours -20

Course Outcomes:

- CO1: Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications.
- CO2: Demonstrate employability skills and a commitment to professionalism.
- CO3: Operate a variety of advanced spreadsheet, operating system and word processing functions.

Paper Code: BSCMS404

Module I: MS-WORD- Starting word, creating document, cut, copy paste, aligning text inserting number and bullet, creating page brake, find, replace, mail merge, table auto correct, Formatting.	[7 L]
Module II: MS-EXCEL- Creating worksheet and work book, creating formulas, if-then, macro, formatting, charts.	[8 L]
Module III: MS- POWERPOINT- Creating presentation, images, smart art, shapes, layered object, charts.	[5 L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-5th

Paper: HUMAN RESOURCE MANAGEMENT

Credit Points-6

Total Contact Hours -60

Course Outcomes:

- CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
- CO2: To analyze the strategic issues and strategies required to select and develop manpower resources.
- CO3: To integrate the knowledge of HR concepts to take correct business decisions
- CO4: To demonstrate a clear understanding of the career exploration process and how their own skills and interests match up to a chosen major/career path.
- CO5: To develop necessary skill set for application of various HR issues.
- CO6: To evaluate the developing role of human resources in the global arena.
- CO7: To develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy

Paper Code: BSCMC501

Module I: Human Resource Management	[16L]
Overview: Scope & Coverage of HRM, Development of HR Functions, Structure of HR Department Function of HR Manager, Role of Line Managers in Managing Human Resources. Designing HR systems Difference between PM & HRM, HR as a Factor of Competitive Advantage, Accountability in HR	
Module II: Human Resource Planning	[10L]
Definition, objective, process of HRP, Need for HR Planning, Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy., Action Plans – Separation , Retention, Training, Redeployment & Staffing	
Module III: Employment Administration	[10L]
Recruitment & Selection of HR – Process, Sources, Methods of selection, Interviewing Methods, Skills and Errors.; Training & Development of HR – Training Process ,Types and Techniques; Evaluation of Training , Developing Managerial Skills for: team management, Performance Appraisal – Purpose Methods, Errors in appraisal, Potential Appraisal, Appraisal Interview. Wage & Salary Administration Concepts, Components; Factors affecting employee compensation ,Methods of Wage Payment, wage salary fixation, incentives, bonus, ESOPs, Fringe Benefits, Retirement Benefits, recent trends in compensations management; Discipline & Grievance Handling.	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module IV: Managing career [4L] Concept of career, important terms in Career Planning. Stages of career , Career Choices and Preferences career anchors, career planning-objectives, process, advantages and disadvantages, career development Succession planning, Time Management-Definition, Importance, Benefits, Techniques, Time Management in Corporate, Role of Managers in Time Management .
Module V: Contemporary issues in HRM [10L] Talent Management, Competency Mapping, Work Life Balance, Quality of Work Life, TQM, Multiskilling, Human Capital, Exit policy
Module VI: e- HRM: [10L] Nature of e-HRM, e-Recruitment & Selection, e-Performance Management, E-Learning, HRIS,EPSS
Module VII: Industrial Relations and Industrial Dispute in India: [10L] Concept, Approaches of IR, causes of poor IR, Measures for improving IR, Causes of ID, Prevention and settlement of ID ,functions, organizational structure and registration of Trade Union Collective Bargaining

Suggested Readings:

- 1.Aswathappa.K, Human Resource Management, Text and Cases, Tata McGraw Hill, New Delhi. 2014
2. Gupta CB, Human Resource Management, Sultan Chand & Sons.
- 3.V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
- 4.Durai Praveen, Human Resource Management Pearson Publication, 2nd Edition.
- 5.Gary Dessler and BijuVarkkey Human Resource Management, Person Publication, 2013, 14th Edition.
- 6.SeemaSanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-5th

Paper Name: Sales and Distribution Management

Credit Points-6

Total Contact Hours -60

Course Outcomes:

CO1: Develop a plan for organizing, staffing and training a sales force.

CO2 :Know the distinction between the skills required for selling and sales management.

CO3 :Identify the key factors in establishing and maintaining high morale in the sales force.

CO4:Evaluate the performance of a sales person.

CO5: Evaluate sales and sales management strategies in relation to current legal and ethical standards of practice.

CO6: Demonstrate a clear understanding of major marketing concepts in writing and orally using proper business communications techniques.

Paper Code: BSCMC502

<p>Module I: Personal Selling: The Role of personal selling in marketing mix. The personal selling process, Selling process, Personal selling objectives, Types of Sale Jobs. [8L]</p>
<p>Module II: Theories of Sales Management: Objectives, Nature and Scope. Buyer- Seller Dyads, Theories of selling – AIDAS Theory, “Buying Formula” Theory, Theory of selling. Sales Planning: Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas. [10 L]</p>
<p>Module III: Sales Administration &Control :Sales Analysis, Sales quotas, sales budget, sales territory average, sales audit. Physical Distribution - Nature and scope of physical distribution, order processing, distribution strategies, warehousing and transportation – types and selection. [12 L]</p>

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

<p>Module IV: Marketing Channels and their Structure : Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels; Assessing Performance of Marketing Channels; International Marketing Channel. [10 L]</p>
<p>Module V :Distribution: Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.</p> <p>Wholesaling : Importance, Types, Marketing Decisions for Wholesalers.</p> <p>Retailing: Importance, Types, and Retailer Marketing Decision. [12 L]</p>
<p>Module VI: Physical Distribution: Objectives, Order Processing, Warehousing Inventory Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information. [8L]</p>

Suggested Readings:

1. Spiro, R., Stanton, W., and Rich, G., *Management of a Sales Force*, Tata McGraw - Hill Education
2. Still, R. R., Edward, C. W., and Govoni, A. P., *Sales Management: Decisions, Strategies and Case*, Pearson Education.
3. Venugopal, P., *Sales and Distribution Management: An Indian Perspective.*, Response Books.
4. Coughlan, A., Anderson, E., Stern, L. W., and El-Ansary, A., *Marketing Channels*, Pearson
5. Ramendra Singh ,Sales and Distribution Management – A PracticBased Approach Vikas Publishing House Pvt. Ltd,2018.
6. Dr. S. L. Gupta Sales & Distribution Management Excel Books Latest Edition

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–5th
Paper Name: Procurement & Quality Management

Credit Points–6
Total Contact Hours -60

CO1: Understand the principles of quality standard, quality control, and inspection of purchased materials in Supply chain process.

CO2: Formulate and implement the key supplier evaluation criteria and vendor rating evaluation, rating and motivation.

CO3: Identify and analyse the activities under quality assurance, factors of quality control and corresponding criteria and requirements of quality control.

CO4: Apply the activities under quality assurance, factors of quality control, and evaluate the criteria and requirements of quality control.

CO5: Apply the principles of make or buy decisions, assess the benefits and risk of outsourcing, and the principles of e procurement.

Paper Code: BSCMD501A

Module I: Definition of Quality, Quality Standard, Quality Control, Aspects of Quality Control, Quality Control and inspection of Purchased Materials in a Supply Chain process.	[12L]
Module II: General Problems of Vendor Quality, Suppliers Quality Survey, Vendor Evaluation and selection process, Key Supplier Evaluation Criteria, Vendor evaluation and Rating, Vendor Rating Plan, Vendor motivation.	[12 L]
Module III: Management Action for Quality Assurance, Activities under Quality Assurance, Evaluating Product Quality, Control Chart – Mean & Range, factors of quality control, Criteria and requirements of Quality Control.	[12 L]
Module IV: Element of Quality Management, Quality factors to be considered to improve Supply Chain Management, Use of operational improvement tools, Six Sigma Quality Control, Principles, Benefits, Steps of Six Sigma, Kaizen philosophy, Lean Management	[16 L]
Module V: Make or buy decisions in Supply Chain Management, Benefits and Risk of Outsourcing, what is E-Procurement, Framework of E-Procurement.	[8 L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Suggested Readings:

1. Designing & Managing the Supply Chain – David Simchi-Levi, Philip Kamiusky, Edith Simchi Levi, Tata Mc Graw Hill
2. Essentials of Supply Chain Management – Dr. R.P. Mohanty &Dr. S.G. Deshmukh, Jaico Publishing House
3. Production Management – L.C. Jhamb, EPH.
4. Donald. J. Bowersox & Donald. J. Claoss, Logistical Management-The integrated Supply Chain Process –TATA Mc-Graw Hill
5. DALE H. BESTERFIELD, CAROL BESTERFIELD-MICHNA, GLEN H. BESTERFIELD, MARY BESTERFIELD-SACRE, HEMANT URDHWARESHE, RASHMI URDHWARESHE, Total Quality Management, Pearson
6. John S. Oakland, Total Quality Management and Operational Excellence, Routledge.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–5th

Paper Name: **Customer Relationship Management**

Credit Points–6

Total Contact Hours -60

Course Outcomes:

CO 1: Developing the Understanding of Concepts of CRM, Need of CRM, and Components of CRM. Understanding the goals and scope of CRM. Briefly understanding the concept of Customer Profitability Management (CPM).

CO 2: Understanding the concept of CRM and e-CRTA/online CRM and its Scope and Challenges Analyzing the Steps in building e-CRM model. Develop an understanding about various aspects of CRM Technology Components

CO 3: Developing a brief knowledge about Managing Customer Relationship by understanding the concept of Segmenting and Targeting of Customers.

CO 4: Developing a brief knowledge about the Concept and importance of Sales Force Automation, Activity, Contact, Lead and Knowledge Management. Analyzing the importance of E –Commerce and Customer Relationship on Internet, CRM in Retail.

Paper Code: BSCMD501B

Module I:	[18L]
Unit1- Introduction to CRM- Definition and Concepts of CRM, Need of CRM, Components of CRM, Understanding the goals and scope of CRM, Touch Point Analysis.	
Unit 2- Customer Value- Concept and Types of Customer Value, Customer Value in Business Market, Value Creation, Customer Profitability Management (CPM), Measure and evaluate CPM Value Chain Analysis, Customer Retention: Importance, Stages and Measurement	
Module II:	[20L]
Unit-3- CRM Process- Introduction and Objectives of a CRM Process, Benefits of CRM Process CRM Process Model, An insight into CRM and e-CRTA/online CRM, Key e-CRM features Scope of e-CRM, Challenges in e-CRM, Steps in building e-CRM model, 4C's of CRM Process CRM Cycle (Assessment Phase, Planning, Phase and Execution phase).	
Unit-4- CRM Technology- Concept and Scope, CRM Technology Components-Operational CRM, Collaborative CRM , Analytical CRM, CRM vs. e-CRM.	
Module III:	[14L]
Unit-5- Managing Customer Relationship- Concept, Techniques to manage Relations, Knowing your Customers and Creating a Customer Profile, Segmenting and Targeting Customers, Customer	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Experience Management.

Unit-6- CRM Strategy and Measurement- Role of CRM in Business Strategy, Developing and Deploying CRM Strategy, Analysis of CRM Strategies and Approaches, CRM Metrics, Types of Customer Metrics, Loyalty Programs, Building Loyalty Programmes for CPM.

Module IV:

[8L]

Unit-7- Sales Force Automation-Concept and importance, Sales Process, Activity, Contact, Lead and Knowledge Management.

Unit-8- Emerging Trends in CRM- E –Commerce and Customer Relationship on Internet, CRM in Retail.

Suggested Readings:

1. Kumar, Vineet, and Werner J. Reinartz. *Customer relationship management: A databased approach*.
2. Sheth, Jagdish N. *Customer relationship management: emerging concepts, tools, and applications*. Tata McGraw-Hill Education.
3. Buttle, Francis. *Customer relationship management: Concepts and Technology*.
4. Mukerjee, Kaushik. *Customer relationship management: a strategic approach to marketing*. PHI Learning Pvt. Ltd.
5. Jagdish N Sheth, Parvatiyar Atul, G Shainesh, *Customer Relationship Management: Emerging Concepts, Tools and Applications*, 1st Edition, Tata McGraw Hill, June 2008.
6. Judith W .Kincaid , *Customer Relationship Management Getting it Right*, Pearson Education

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester– 6th

Credit Points–6

Paper Name: Management of Service Operation

Total Contact Hours -60

Paper Code: BSCMC601

Course Outcomes:

- CO1: To impart the basics of Service Management knowledge
- CO2: To understand Service Design and it's elements
- CO3: To understand the Service Strategies required to achieve competitiveness
- CO4: To comprehend the Service Facility Design, location and it's Process analysis
- CO5: To learn the Revenue Management techniques in Service Operation

Module I: Customer Service – Availability, Operational Performance , Service Reliability, Basic Service Platforms, and Value added services.	[6L]
Module II: Understanding the nature of service; service design development and automation-Design elements, Service system design ; Delivery process: Classification of Service Processes, Process Structure ; Technology in Services ; Product/Service Life Cycle on Performance Objectives	[15L]
Module III: Aligning service strategy, competitiveness ; Service Quality Dimensions, Service quality Gap model; Measuring Service Quality: SERVQUAL – Quality Service by Design- Service Recovery - Service Guarantees.	[12L]
Module IV: Service facility design and location– Service facility layout: Types, Process Analysis; Facility Location: Decision, Classification, Techniques, Capacity management in services, demand and supply management in services, Service Inventory Management	[14L]
Module V : The Role and Techniques of Revenue Management in the Supply chain , Revenue Management for Multiple Customer Segments,Revenue Management for –Perishable Asset ,Seasonal Demand ,Bulk & Spot contracts.	[13L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Suggested Readings:

1. Supply Chain Management ---- Sunil Chopra & Peter Meindl(PHI)
2. Essentials of Supply Chain Management -----Dr. R.P Mohanty & Dr. S.G. Deshmukh(Jaico student edition)
3. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011.
4. Operations Management by William J. Stevenson, TMH
5. Bill Hollins and Sadieshnikins, Managing Service Operations, Sage Publication
6. by Richard Normann, Service Management: Strategy and Leadership in Service Business, Wiley

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–6th

Credit Points–6

Paper Name: Supply Chain Practices& Procedures

Total Contact Hours -60

Course Outcomes:

- CO1: Discuss the concept, growth of a supply chain and explain the impact of supply chain decisions on the success of a firm.
- CO2: To learn the Supply Chain Management Scope, Functions and Value Chain Analysis
- CO3: To comprehend the Buyer’s and Seller’s perspective and the developmental stages in supplier’s relation in Supply Chain Management
- CO4: Describe the cycle and push/pull views of a supply chain.
- CO5: Understand the role of forecasting for both an enterprise and a supply chain.

Paper Code: BSCMC602

Module I:	[6L]
Concept of supply chain, Integrated supply chain, Growth of Supply chain, Importance in Strategic decision in supply chain, Decision Phases and Process Views of Supply Chain.	
Module II:	[8L]
Definition of Supply Chain Management, Scope, Supply Chain Management as a Management Philosophy, Function of SCM, Why Supply Chain Management , Value chain and it’s analysis in Supply Chain Management	
Module III:	[15L]
Customer focus in Supply Chain Management, Buyers Perspective, Suppliers Perspective, Stages of Development in Supplier Relations, Customer Relationship Management in Supply Chain, Customer Service Strategy- Components of Customer Service strategy, Identification and Cost of Customer Service needs.	
Module IV:	[12L]
Supply Chain Performance Strategy – (i) Cycle View (ii) Push & Pull View, Competitive and Supply Chain Strategies, Strategic Achievement of strategic fit through different steps, Obstacles to achieving Strategic Fit, Optimization of supply chain techniques and operation, Methods of cost reduction	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module V :	[15L]
Coordinating Demand Forecasting in Supply Chain- Role of Forecasting in a Supply Chain, Factors of Demand Forecast, Demand Forecasting Techniques, Role of Aggregate Planning in a Supply Chain, Problems, Planning Strategies, Responding to Predictable Variability in Supply Chain, Role of IT in Forecasting.	
Module VI:	[4 L]
Case Studies based on different applications of Supply Chain Management	

Suggested Readings:

1. Supply Chain Management – Sunil Chopra & Peter Meindl, PHI
2. Essentials of Supply Chain Management – Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Jaico Publishing House
3. Designing & Managing The Supply Chain - David Simchi- Levi , Philip Kamiusky, Edith Simchi- Levi, TATA Mc-Graw Hill
4. Mentzer, J. T. (2004): Fundamentals of Supply Chain Management : Twelve Drivers of Competitive Advantage, Thousand Oaks, California: Sage Publication
5. Blanchard David, Supply Chain Management Best Practices, Wiley
6. Michael Hugos, Essentials of Supply Chain Management, Wiley

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester–6th

Credit Points–6

Paper Name: Project management & Supply Chain Process Redesign

Total Contact Hours -60

Course Outcome:

CO1: Getting idea on Project management including issues, life cycle and phases; roles and responsibilities of project manager.

CO2: Acquiring knowledge on project feasibility and project planning.

CO3: Acquiring knowledge on project scheduling and costing using different techniques and cost reduction methods.

CO4: Familiarization with project monitoring and control along with project audit.

CO5: Getting idea on supply chain process redesign, challenges and ways to improve supply chain processes.

CO6: Familiarization with different project risks and its measurement along with planning in the project in supply chain.

Paper Code: BSCMD601A

Module I:	[10L]
a) Definitions of Project and Project Management, Issues and Problems in Project Management, Project Life Cycle - Initiation / Conceptualization Phase, Planning Phase, Implementation / Execution Phase, Closure / Termination Phase, Deming cycle for Project	
b) Project Manager – Roles & Responsibilities	
Module II:	[16L]
a) Project Feasibility Studies – Pre-Feasibility and Feasibility Studies, Preparation of Detailed Project Report, Technical Appraisal, Economic/Commercial/Financial Appraisal including Capital Budgeting Process, Social Cost Benefit Analysis	
b) Project Planning – Scope, Objective Importance of Project Planning, Steps of Project Planning, Work Breakdown Structure (WBS) and Organization Breakdown Structure (OBS), Phased Project Planning	
Module III:	[12 L]
a) Project Scheduling and Costing – Gantt chart, CPM and PERT Analysis, Identification of the Critical Path and its Significance, Calculation of Floats and Slacks, Crashing, Time Cost Trade-off Analysis, Project Cost Reduction Methods.	

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Module IV: Project Monitoring and Control –Program/Scope, Performance, Schedule, Methods of Cost Control, MIS in Project Monitoring, Project Audit	[6L]
Module V: Introduction to supply chain process redesign- Meaning, definition & scope, Supply chain challenges, Ways to improve supply chain processes	[4L]
Module VI: a) Types of Project Risk in Supply Chain, Risk components, Measures of Risk Sensitivity Analysis. b) Plan in the Project of Supply Chain management –Communication, Man Management, Material Management, and Cost management.	[12L]

Suggested Readings:

1. Project management- V. C. sontakki, Himalaya Publishing Home
2. Text Book of Project Management: Gopalkrishnan, P. and Ramamoorthy, V.E.; McMillan
3. Project Management for Engineering, Business and Technology: Nicholas, J.M., and Steyn, H.; PHI
4. Michael Hugos, Essentials of Supply Chain Management, Wiley
5. V. C. Sontakki , Project Management ,Himalaya Publishing Home
6. Verzuh Eric, The First Forward MBA in Project Management, Wiley

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

Semester-6th

Paper Name: LOGISTICS INFORMATION SYSTEMS

Credit Points-6

Total Contact Hours -60

Course Outcomes:

CO1 :To provide understanding of information system in supply chain .

CO 2 :To have exposure towards E-Commerce Practices

CO3 : Provide the knowledge about intelligent and Strategic systems.

CO4 :To have exposure on fundamentals for achieve efficiency and effectiveness by information systems.

CO5 :Understand the nature of management information systems and their applications in business.

CO6 : Propose effective approaches to developing management information systems value, using information and building IT capabilities in specific situations.

Paper Code: BSCMD601B

Module I: SYSTEM CONCEPT	[10L]
Systems, components of a system, interfaces & boundaries, environment of a system, Types of Systems (Real Time, Online and Batch Processing System). Systems Development Life cycle models: Waterfall model, Prototyping model, Spiral model.	
Module II: DIFFERENT TYPES OF SYSTEM	[12L]
Information system as a system, CBIS, Types of CBIS: OAS, TPS, MIS- Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems), Structure of MIS; Reasons for failure of MIS., DSS- Definition, Relationship with MIS, Characteristics & Classification of DSS, EIS, Knowledge based system, Expert system.	
Module III : ERP	[14L]

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Supply Chain Management)
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework

<p>ERP (Enterprise Resource Planning): Concepts, architecture, Generic modules, Applications; CRM (Customer Relationship Management): Concepts, Features; SCM (Supply Chain Management): Concepts, drivers, inbound & outbound SC, Concept of: e-Procurement, e-Tailing, e-Logistics,</p>	<p>Module IV: Concept of E-logistics [14L]</p> <p>Concept of E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics. E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web –, data warehouses and data marts – Decision support systems.</p>
<p>Module-VI Application for E-logistics [10L]</p> <p>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.</p>	

Suggested Readings:

1. Management Information Systems by James A. O'Brien
2. Management Information System by Kenneth C. Laudon, Jane P. Laudon
3. Waman S Jawadekar: Management Information Systems – Text and Cases, McGraw Hill
4. MahadeoJaiswal& Monica Mittal: Management Information Systems, OUP.
5. Louis columbus, Realizing e-business with application service providers, LWC publication.
6. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha Publication.