

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 |

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| 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 |

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| 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 |

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BBA IN SUPPLY CHAIN MANAGEMENT

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

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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. | |

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| 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 McGrow-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

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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
CO3: To familiar with different forms of market, application of ridge line in the process of distinction between Economic and none economic zones of production process

Paper Code: BSCMC102

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|---|---------------|
| 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] |

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|---|--------|
| 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

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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
- CO4: overcome the various barriers that come in the way of actively and effectively communicating with people in English.

Paper Code: BSCMA101

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| 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)

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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

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|---|--------------|
| 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 | |

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.

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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

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| <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> |

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.

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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

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|--|
| 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.

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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.
- CO5: To have knowledge about significance of vehicle accident, accidental vehicle claim 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; | |

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|---|--------------|
| 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.

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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.

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| <p>Module II: [17L]</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> |
| <p>Module III: [16 L]</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> |
| <p>Module IV: [14 L]</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> |

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, Macmililan
5. Kotler, P., & Armstrong, G. (2010). Principles of marketing. Pearson education.
6. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

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

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| <p>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</p> <p align="right">[4 L]</p> |
| <p>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</p> <p align="right">[8 L]</p> |
| <p>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</p> <p align="right">[10 L]</p> |
| <p>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</p> <p align="right">[10 L]</p> |
| <p>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</p> <p align="right">[10 L]</p> |
| <p>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</p> <p align="right">[10 L]</p> |
| <p>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</p> <p align="right">[8 L]</p> |

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

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Semester–3rd

Paper Name: Personal Enhancement

Credit Points–2

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: BSCMS391

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| 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

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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

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| 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] |

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| 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.

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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

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| Module I: | [6L] |
| Integrated Materials Management: Need, scope, concept and advantage of integrated material management; make versus buy decision. | |
| Module II: | [6L] |
| Purchasing Management: Purchase system, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal aspects of Buying. | |
| Module III: | [8L] |
| 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. | |
| Module IV: | [14L] |
| 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. | |

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| 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.

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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

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

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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: BCAS491

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| Module I: | [7 L] |
| 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. | |
| Module II: | [8 L] |
| MS-EXCEL- Creating worksheet and work book, creating formulas, if-then, macro, formatting, charts. | |
| Module III: | [5 L] |
| MS- POWERPOINT- Creating presentation, images, smart art, shapes, layered object, charts. | |

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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

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| <p>Module I: Human Resource Management [16L]</p> <p>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</p> |
| <p>Module II: Human Resource Planning [10L]</p> <p>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</p> |
| <p>Module III: Employment Administration [10L]</p> <p>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.</p> |

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| 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.

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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

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| 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] |
| 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] |
| 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] |

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| <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

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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

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| 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] |

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.

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Semester–5th

Credit Points–6

Paper Name: **Customer Relationship Management**

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: BSCM501B

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| 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 | |

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

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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

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|--|--------------|
| Module I: | [6L] |
| Customer Service – Availability, Operational Performance , Service Reliability, Basic Service Platforms, and Value added services. | |
| Module II: | [15L] |
| 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 | |
| Module III: | [12L] |
| Aligning service strategy, competitiveness ; Service Quality Dimensions, Service quality Gap model; Measuring Service Quality: SERVQUAL – Quality Service by Design- Service Recovery - Service Guarantees. | |
| Module IV: | [14L] |
| 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 | |
| Module V : | [13L] |
| 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. | |

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 Sadieshkins, Managing Service Operations, Sage Publication
6. by Richard Normann, Service Management: Strategy and Leadership in Service Business, Wiley

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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

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| 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 | |

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| 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

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Semester–6th

Paper Name: Project management & Supply Chain Process Redesign

Credit Points–6

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

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|---|----------------|
| Module I: 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 | [10L] |
| Module II: 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 | [16L] |
| Module III: 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. | [12 L] |

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| 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

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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] |

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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,

Module IV: Concept of E-logistics

[14L]

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.

Module-VI Application for E-logistics

[10L]

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.

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. Mahadeo Jaiswal & 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.

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GE BASKETS

| GE BASKETS FOR BBA IN SUPPLY CHAIN MANAGEMENT FOR CBCS STRUCTURE PROGRAMS,2022 | | | |
|---|------------|-------------------|---|
| BASKET NO | SEM | PAPER CODE | PAPER NAME |
| BASKET-1 | 1st | GE1B-01 | Principles of Management |
| | | GE1B-02 | Indian Society and Professional Ethics |
| | | GE1B-03 | Business Computing |
| BASKET-2 | 2nd | GE2B-01 | Business Ethics |
| | | GE2B-02 | Corporate Accounting |
| | | GE2B-03 | Organizational Behaviour |
| | | GE2B-04 | Mathematics for Management |
| BASKET-3 | 3rd | GE3B-01 | Foundation in Humanities and Social Sciences |
| | | GE3B-02 | Entrepreneurship Management |
| | | GE3B-03 | Application based Macro Economics |
| | | GE3B-04 | Financial Management-I |
| BASKET-4 | 4th | GE4B-01 | Introduction to E-Commerce |
| | | GE4B-02 | Industrial Relations |
| | | GE4B-03 | Financial Management-II |

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Semester–1st

Credit Points–6

Paper Name: Principles of Management

Total Contact Hours -60

Course Outcomes:

CO1: Understand the concepts related to Business.

CO2: Demonstrate the roles, skills and functions of management.

CO3: Integrate management principles into management practices.

CO4: Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

CO5: Determine the most effective action to take in specific situations.

CO6: Equip knowledge about the organization structure, its types of organization structure, delegation of authority.

Paper Code: GE1B-01

| | |
|---|--------------|
| Module I: Concept And Nature Of Management | (14L) |
| a) Meaning & Definition of the term Management, Management as a Science or an Art, Management as a Profession, Management as a Process, Difference between Management & Administration; Levels of Management, Roles of a Manager, Quality of a good Manager, Significance of Management, Limitations of Management, Business Environment and its interaction with Management. | |
| b) Management Theory | |
| c) Approaches to Management – Classical, Neo-classical and Modern Contributors to Management Thought – Taylor and Scientific Theory, Fayol’s and Administrative Theory, Peter Drucker and Management Thought. Various Approaches to Management (i.e. Schools of Management Thought) Indian Management Thought. | |
| Module II: Planning And Decision Making | (12L) |
| Planning: Meaning, Definition, Process, Types, Principles, Significance & Limitations of Planning; Strategic Planning – Meaning & Process, MBO – Meaning, Process and Requirements for Implementation, Planning Premises – Meaning & Types, Forecasting – Meaning & Techniques. | |
| Decision Making – Meaning, Types, Process, Significance & Limitations. | |

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| Module III: Organization Design And Structure (12L) Organization – Meaning, Process, Principles, Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Project, Matrix and Committees; Formal and Informal Organization; Departmentation – Meaning and Bases; Span of Control – Meaning and Factors Influencing; Authority, Responsibility and Accountability; Delegation – Meaning, Process; Principles; Centralization and Decentralization – Meaning; Degree of Decentralization; Difference between Delegation and Decentralization. |
| Module IV: Directing: (12L) Motivation – Meaning , Definition, Significance & Limitations; Financial and non-financial incentives of Motivation Leadership - Meaning , Definition, Significance off Leadership, Leadership styles Type,ProcessandBarriersofCommunication,StrategiestoovercometheBarriers. |
| Module V: Controlling (10L) Controlling – Meaning, Steps, Types, Techniques, Significance, Limitations. Management of Change Concept, Nature and Process of Planned Change, Resistance to Change; |

Suggested Readings:

1. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. V.S.P Rao&Hari Krishna: Management-Text & Cases, Excel Books
3. Ramaswami T: Principles of Mgmt., Himalaya Publishing
4. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
5. Robbins, S. P: Management, Prentice Hall. publication.
6. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.

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Semester– 1st

Paper Name: Indian Society and Professional Ethics

Credit Points–6

Total Contact Hours -60

Course Outcomes:

- CO1: To understand the nature of India's population
 CO2: To trace the hierarchical division present in the Indian society.
 CO3: To examine the major problems in the Indian society
 CO4: To understand the essence of Indian value system.
 CO5: **To** make the students understand the reciprocal relationship between an industry and the society in which it is functioning.
 CO6: To build a true professional by highlighting the professional and ethical issues present in the work-life.

Paper Code: GE1B-02

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|---|
| <p>Module I: Demographic Profile of India- Birth rate, Mortality rate, Fertility rate, Population density, Literacy rate, Child mortality, Population growth: Causes, Effects and Remedies, Diversity in Indian population</p> <p style="text-align: right;">[5 L]</p> |
| <p>Module II: Society and Stratification- Definition of Society, Types of societies, Community, Association and Institution, Various stratification systems, Distinction between Class and Caste system. Causes of the changes in the caste system.</p> <p style="text-align: right;">[5 L]</p> |
| <p>Module III: Socio-economic problems in India- Poverty, Child Labour, Unemployment, Migration, Crime, Urbanization, Juvenile delinquency, Human Trafficking, Welfare schemes of the government towards health, education, poverty, Challenges of social transformation.</p> <p style="text-align: right;">[15L]</p> |
| <p>Module IV : Social Norms and Values:– Social norms: Definition and Characteristics, Values: Definition, Functions of Value, Value spectrum of a good life, Types of values- material values, societal values, psychological values, aesthetic values, moral and ethical values and human values and. Values in the Indian Constitution.</p> <p style="text-align: right;">[15 L]</p> |
| <p>Module V: Organisation and individual- Concept of organisation, Nature and characteristics of an organization, Formal and Informal Organization, Role of an individual in an organization, organisational values, Corporate Social Responsibility</p> <p style="text-align: right;">[10 L]</p> |

Module VI: Profession and Ethical Issues - Work ethics and Quality of a work life, Ethics of Duty, Ethics of Responsibility, Attributes of a modern profession, Factors to be considered before making ethical judgement Whistle blowing- Definition, types, factors to be considered before blowing of the whistle.

[10 L]

Suggested Readings:

1. Andre Beteille: Society and Politics in India, OUP.
2. C. N. Shankar Rao: Sociology, S.Chand
3. Ram Ahuja : Social Problems in India, Rawat Publication.
4. A.C Fernando (Late): Business Ethics: An Indian Perspective, 2/e, Pearson.
5. Manna and Chakraborty: Value and Ethics in Business and Profession PHI
6. A.N. Tripathi: Human Values, New Age International Publishers

Semester–1st

Credit Points–6

Paper Name: Business Computing

Total Contact Hours -60

Course Outcomes:

- CO1: Gain familiarity with the concepts and terminology used in the development, implementation and operation of business application systems
- CO2: Explore various methods that Information Technology can be used to support existing businesses and strategies.
- CO3: Investigate emerging technology in shaping new processes, strategies and business models.

Paper Code:GE1B-03

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|---|
| Module I: Introduction: Introduction to computer system, Generation of Computers, uses, types, Modules. [6L] |
| Module II: Data Representation: Number systems and character representation, binary arithmetic. [10 L] |
| Module III: Types Of Computer and Networking: Types of software, Operating system as user interface, utility programs Devices: Input and output devices (with connections and practical demo), keyboard, mouse, joystick, scanner, OCR, OMR, bar code reader, web camera, monitor, printer, plotter , Networking overview. [10 L] |
| Module IV:Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks. [6 L] |
| Module V : Microsoft Office. Word Processor (Formatting, Table, Mail Merge, Macro, Page layout) Excel(ntroduction to spreadsheets Office and Excel overview Basic text and cell formatting Basic arithmetic calculation Special paste Freeze pane Auto completion of series Sort and filter Charts Data validation●) and Power Point Presentation. [8 L] |
| Module VI: Overview of Emerging Technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems [8L] |
| Module VI: Use of Computers in Education and Research: Data analysis, Heterogeneous storage, e-Library, Google Scholar, Domain specific packages such as SPSS, Mathematic etc. [6 L] |

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Suggested Readings:

1. A. Goel, Computer Fundamentals, Pearson Education, 2010.
2. P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006
3. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007
4. M. Tampoe, Successful Business computing, Elsevier Science
5. Norman Stang and Frank Blewett, Students' Guide to Business Computing, Elsevier Science
6. M. G. Eccles, F.W. Julyan, G.Boot, J P Van Belle, The Principles of Business Computing, Juta Academic.

Semester–2nd

Paper Name: Business Ethics

Credit Points–6

Total Contact Hours -60

CO1: Promote the understanding of characteristics, need, scope and importance for business of ethical conduct.

CO2: To explain the objectives, categorize the values and to know the importance of ethical values in conducting the business.

CO3: Provide the ethical foundation of decision making in the context of global economy and the role of business ethics in building a civilized society.

CO4: Provide the skills to recognise and resolve ethical issues in business, justice and economic system and to enhance awareness and to apply the ethics related to environment and to imbibe the concept of social responsibility.

CO5: Encourage understanding on the relevant areas of business ethics and the ethics related to copyright.

CO6: Provide the understanding of different areas of business ethics, ethical behaviour and audit of ethical behaviour.

Paper Code: GE2B-01

| | |
|--|--------|
| Module I: Business Ethics: Meaning, Characteristics, Scope, Need, Types, Importance, Myths about Business Ethics | [8 L] |
| Module -II: Ethical Values: Meaning and definition, Characteristics, Objectives, Types of values, Classification of Values, Importance of Ethical Values, Values and Ethics. | [10 L] |

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|---|--------|
| Module -III: L]Business Ethics in Global Economy, Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society. | [12 |
| Module -IV: Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer Protection-Social responsibility & Business ethics arguments for and against social responsibility. | [12 L] |
| Module- V: Areas of Business ethics , Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights. | [10 L] |
| Module- VI: Organizational Ethics Individual Ethics- Professional ethics. Corporate Ethics- Ethical behaviour - Ten Commandments of ethical Behaviour Control & audit of ethical behaviour. | [8 L] |

Suggested Readings:

1. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell., South-Western Publishing Co.
2. Business Ethics: - Gautam Pherwani, Everest publishing house
3. Business Ethics: - RituPamraj, Himalaya Publishing House
4. Business Ethics: - Prof. Agalgatti, Nirali Prakashan.
5. A .C. Farnando,Business Ethics and Corporate Governance,Pearson
6. Ferrell,Fraedrich,Ferrell,Business Ethics,Cengage Learning.

Semester–2nd

Credit Points–6

Paper Name: Corporate Accounting

Total Contact Hours -60

Course Outcomes:

- CO1: The ability to account for a range of advanced financial accounting issues.
- CO2: An understanding of the accounting requirements for a corporate group and familiarity with the theory underlying the methods used to account for inter-company investments.
- CO3: The ability to prepare consolidated accounts for a corporate group.

Paper Code:GE2B-02

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|---|
| Module I: Meaning and Scope of Accounting (8L) Need, development and definition of accounting: Accounting Principles : GAAP; Accounting Transactions: Accounting Equation, Journal; Rules of debit and credit; Ledger; Trial Balance; Capital and Revenue |
| Module II: Final Accounts for sole proprietorship business (12L) Manufacturing account; Trading account; Profit and Loss Account; Balance Sheet; Adjustment entries Closing stock, outstanding ,prepaid Expenses, Pre received, Depreciation, Provision, Stock lost by Fire, Goods withdrawal by proprietors ,Free sample Rectification of errors: Rectification of one sided and double sided errors with the effects of suspense account. |
| Module III: Subsidiary Book (10L) 1. Purchase Book, 2. Sales Book, 3. Purchase Return Book, 4. Sales Return Book, 5. Journal Proper. |
| Module IV: Depreciation and Provision (18L) Concept of depreciation; Causes of depreciation; depletion, amortization ; Depreciation accounting; Methods of recording depreciation; Straight line and diminishing balance method, Provisions and Reserves: Preparation of provision for doubtful debt account, provision for discount on Debtors account and provision for Discount on Creditors account. |
| Module V: Consignment Accounts (12L) Meaning and Concept of Consignment. Necessity of maintaining Consignment Accounts. Accounting of Consignment. |

Suggested Readings:

1. Ashoke Banerjee: Financial Accounting, ExcelBooks
2. Basu & Das : Financial Accounting, RabindraLibrary
3. RamchandranKakani: Financial Accounting for Managers, TMH
4. P. C. Tulsian: Financial Accounting, Pearson.
5. M. Hanif, A. Mukherjee: Financial Accounting, TMH.
6. Dr. S. N. Maheshwari, Sharad K. Maheshwari: Financial Accounting for BBA, Vikas Publishing House Pvt.Ltd.

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Semester–2nd
Paper Name: Organizational Behaviour

Credit Points–6
Total Contact Hours -60

Course Outcome:

CO1: Getting idea on definition and evolution of OB; contributing disciplines and challenges of OB.

CO2: Understanding personality, learning and stress in organization.

CO3: Familiarization with the individual’s behavior in the organization in term of Attitude & Values, Perception and Motivation.

CO4: Getting idea on group dynamics including formation stages , group norms, roles, cohesiveness, size etc; Leadership style, types and theories.

CO5: Acquiring knowledge on meaning, importance , forces, types of change ; human reaction and resistance to change.

CO6: Familiarization with meaning, types, sources, process of conflict and conflict resolution techniques with some case studies .

Paper Code: GE2B-03

| | |
|--|---------------|
| ModuleI: Introduction | [4L] |
| a) Basic Concepts: Understanding & Definition of Organization and Organizational Behavior (OB), Evolution of OB as a discipline, Contribution from other disciplines, Emerging issues in OB. | |
| Module II: Individual in the Organization | [8L] |
| a) Personality: Definition and Determinants of Personality, Approaches to understanding of Personality – The Big Five Model, DISC and FIRO-B, Types of Problem Solving Behaviour and Other Personality Traits | |
| b) Learning: Meaning and Definition of Learning, Learning Process, Factors affecting Learning, Principles of Learning, Theories – Connectionism, Classical and Operant Conditioning, Schedule of Reinforcement. | |
| c) Stress: Concept – Individual & Group Stress – Coping with Stress, Strategies to Overcome Stress. | |
| Module III: Individual in the Organization | [16L] |
| a) Attitudes & Values: Meaning & Definition of Attitude, Formation of Attitudes, ABC Model, Cognitive Dissonance, Changing of Self and Others Attitudes, Work Attitudes, Job Satisfaction, Organization Commitment. | |
| Meaning & Definition Values- Relationship between Attitudes and Values. | |
| b) Perception: Meaning & Definition of Perception, Basic stages of Perceptual Process, Perceptual | |

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Selection, Perceptual Organization, Perceptual Interpretation, Attribution Process, Organizational Applications.

c) **Motivation:** Meaning, Definition, Features, Importance & Factors of Motivation, Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom), Implications on Employees.

Module IV: Groups in the Organization **[14L]**

a) **Group Dynamics:** Meaning, Definition, Types & Functions of Groups, Stages of Group Formation, Group Processes, Group Norms, Group Roles, Group Cohesiveness, Group Size, Threats to Group Effectiveness, Evolution of Groups into Teams.

b) **Leadership-** Meaning & Definition of Leadership, Qualities of a Good Leader, Trait Perspective of Leadership, Behavioural Perspective of Leadership, Ohio & Michigan Studies, Managerial Grid, Contingency Perspective of Leadership, Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders.

Module V: Change in the Organization **[8 L]**

a) **Organizational Change-** Meaning & Importance of Change, Forces for change, Types of change, Change Agents, implementing the change, Human reactions to change, Resistance to Change, Overcoming Resistance to Change. Kurt Lewin Model of change.

Module VI: Conflict in Organization **[10 L]**

a) **Organizational Conflict-** Meaning & Features of Conflict, Transitions in conflict thought, Types of conflict, Sources of Conflict, Conflict Process, Johari window, Conflict Resolution

b) **Case Studies:** Cases on Conflict Resolution, Cases on Organizational Change

Suggested Readings:

1. Aswathappa, K: Organizational Behaviour (Text, Cases and Games). Bangalore: Himalaya Publication.
2. S. P. Robbins: Essentials of Organizational Behaviour, Prentice Hall.
3. Kavita Singh (Text and Cases), VIKAS PUBLISHING HOUSE PVT LTD
4. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
5. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books
6. Ramaswami T: Principles of Mgmt., Himalaya Publishing

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Semester– 2nd

Credit Points–6

Paper Name: **Mathematics for Management**

Total Contact Hours -60

Course Outcomes:

- CO1: Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts
- CO2: Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems
- CO3: Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.

Paper Code: GE2B-04

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| Module I: | [8L+2T] |
| Algebraic Identities, Simple Factorizations; Equations (uptoCubicMatrix algebra: Matrices, Different types of matrices, Algebraic operation on matrices, Determinants- Determinants of order 2 and 3, expansion of determinants; properties of determinants, Singular and non-singular matrices, minors and cofactors, Adjoint and inverse of a matrix, Orthogonal Matrix, Elementary row / column operations; Rank of matrix, Solution of a system of linear equations using Cramer’s rule and matrix inversion method. | |
| Module II: | [5L+1T] |
| Probability: Definition, Basic Terminology, Basic Probability Rules, Addition and Multiplication Rules (Without Proof) with Application, Conditional Probability, Independent Events. Bayes’ Theorem(Statement Only), Applications. | |
| Module III: | [9L+2T] |
| Random Variable: Definition, Discrete and Continuous Distribution, Distribution Function; Concept of Expectation: Calculation of Mean and Variance, Binomial and Poisson Distributions with Examples; Uniform Distribution, Normal Distribution and Standard Normal Distribution with Applications. | |
| Module IV: | [4L+1T] |
| Sampling Theory, Basic Terminology, Various Type of Sampling, Simple Random Sampling (SRS), Method of Drawing a Simple Random Sample, Sample Statistic and Parameters, Sampling Distribution of Sample Mean and Proportions, Standard Error with Applicatiions. | |
| Module V: | [6L+2T] |
| Correlation: Meaning, Scatter Diagram, Coefficient of Correlation and its Properties, Calculation of the Correlation Coefficient; Linear Regression Analysis: Two Lines of Regression, Calculation of Regression Coefficients, Relation Between Regression Coefficient and Correlation | |

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| Coefficient, Identification Problem. | |
| Module VI: | [10L+2T] |
| Operation Research: Definition, Models of OR, Importance of OR in decision making, limitations of OR; | |
| Linear Programming: Mathematical formulation, Graphical Solutions, Transportation problem:- North West Corner Rule, Least Cost Method – Vogel’s Approximation Method, MODI Method(without degeneracy). | |
| Assignment problem, Algorithm, Hungarian method and simple problems. | |
| Module VII: | [5L+3T] |
| Network Scheduling, Basic Terms, Common errors, Numbering of Events, Time Analysis, Critical Path Method (CPM) and Programme Evaluation and Review technique, Simple Examples. | |

Suggested Readings:

1. Advanced Higher Algebra: Classical, Abstract, Linear, Boolean- N. DAS. Books & Allied Limited.
2. Advanced Higher Algebra: J. G. Chakravorty, P. R. Ghosh, U. N. Dhar.
3. Mathematical Probability: A. Banerjee ,S. K. De ,S. Sen. U. N. Dhar.
4. Linear Programming & Game Theory: J.G. Chakraborty & P. R. Ghosh. Moulil Library.
5. Basic Statistics: A.M Goon, M.K Gupta & B, Dasgupta. World Press.
6. Statistics for Management: G. C. Beri. Tata McGraw- Hill

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Semester– 3rd

Paper Name: Foundation in Humanities and Social Sciences

Credit Points–6

Total Contact Hours -60

Course Outcomes:

- CO1: The student will acquire basic proficiency in English including reading and listening comprehension, writing and speaking skills. This enables individuals overcome the various barriers that come in the way of actively and effectively communicating with people in English
- CO2: The student will acquire basic idea on the various constructions of Indian society. The structural and cultural dimensions of Indian society are explored at the level of village, city, region, nation and civilization. This also discusses the various processes of cultural change in culture traditions and modernization.
- CO3: The student will familiarize with the various problems prevalent in the society from the socio-economic view point.
- CO4: This will introduce the students with the Indian Constitution with a focus on the role of the Constituent Assembly and examining the essence of the Preamble. Critically analyzing the importance of Indian Parliamentary system.
- CO5: This module evaluates the working of UN and its organs; Peace keeping Function and Human Rights. This also discusses the Indian Foreign Policy: Basic Principles, Evolution and Bilateral Relations.
- CO6: This module aims to cause a basic awareness about the significance of soft skills among professional to improve employability quotient among students and inter-personal communications and facilitate an all-round development of personality

Paper Code: GE3B-01

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| Module I: English Communication: Communication- Process, Types, Barriers; Formal and informal communication networks, Grapevine. [10 L] |
| Module II: Indian society and culture: Structure of Indian society, types, social stratification-caste system- Tribal society, Agrarian society, Industrial society. Impact of industrialization, Modernization & Socialization. [10L] |
| Module III: Socio-Economic Problems: Poverty, Unemployment, Migration, Child Labour, Terrorism, Juvenile Delinquency, Beggary, Project affected people, Aged Population, Occupational diseases. [10 L] |
| Module IV: Indian Political System: Indian constitution-definition, salient features, enforcement, constituent assembly, Preamble, working of Indian Parliamentary system, State legislature, Panchayati Raj. [12 L] |
| Module V: India and Contemporary World: India in SAARC & ASEAN, Emergence of UN: its functions, organs and agencies. [10 L] |

Module VI: Employability Quotient: Body language, Business etiquettes, works life balance, setting goals.
[8 L]

Suggested Readings:

1. Introduction to the Constitution to the India by Dr. Durga Das Basu , Lexis Nexis; Twenty-First edition (1 January 2013)
2. Political Science: An Introduction | Fourteenth Edition | By Pearson, by Michael G. Roskin (Author), Robert L. Cord (Author), James A. Medeiros and Walter S. Jones (Author), Abhay Prasad Singh (Author), Krishna Murari (Author)
3. Andre Beteille: Society and Politics in India, OUP.
4. C. N. Shankar Rao: Sociology, S.Chand
5. Kulbhushan Kumar, Effecton Communication Skills, Khanna Publishing House
6. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.

Semester–3rd

Credit Points–6

Paper Name: Entrepreneurship Management

Total Contact Hours -60

Course Outcomes:

CO1: Getting idea on different theories of Entrepreneurship, difference between entrepreneur, manager and intrapreneur and role of entrepreneur in economic growth.

CO2: Familiarization with entrepreneurial motivation, innovation, risk taking behavior and need for achievement theory.

CO3: Acquiring knowledge on characteristics, types and functions of entrepreneurs.

CO4: Getting idea on entrepreneurial development in India along with organizational assistance from different agencies; sickness in small industries and start up India mission.

CO5: Acquiring knowledge on project feasibility in terms of finance, technique, and marketing ; preparation of project report and legal formalities; entrepreneurial strategies.

CO6: Practicing different case studies .

Paper Code: GE3B-02

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| Module I: | [8 L] |
| Theories of Entrepreneurship, Managers Vs Entrepreneurs, Entrepreneur vs. Intrapreneurs, Role and Importance of Entrepreneur in Economic Growth. | |
| Module II: | [8L] |
| Entrepreneurial Behaviours: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur | |
| Module III: | [8L] |
| Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur | |
| Module IV: | [16L] |
| Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Definition of MSME, Govt. Policy towards SSI's. | |
| Organization Assistance: New Ventures, Industrial Park (Meaning, Features, & Examples) , Special Economic Zone (Meaning, Features & Examples) ,Sickness in Small Enterprises | |
| Financial Assistance by Different Agencies , The Small Industries Development Bank of India(SIDBI) , The State Small Industries Development Corporation(SSIDC) ,Institutional Support for Small Industry: DIC,SIDO, NIESBUD,KVIC, EXIM bank ; Start up India Mission | |

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| Module V: | [16L] |
| Project Feasibility Analysis: Business Ideas – Sources, processing, Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation | |
| Entrepreneurial strategy: New Entry, Entry Strategy, Risk Reduction Strategy for New Entry. | |
| Module VI: | [4L] |
| Case Studies: Diagnostic case studies of successful/unsuccessful entrepreneurs; key variables explaining success/ failures, Women entrepreneurs, Innovation and Entrepreneurship | |

Suggested Readings:

1. Lall&Sahai : Entrepreneurship, Excel Books
2. Dr. S. S. Khanka: Entrepreneurial Development. S. Chand
3. Arya Kumar: Entrepreneurship, Pearson.
4. Pareek, U &Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
- 5.Dr. G.K.Vershney,Fundamentals of Entrepreneurship,Sahitya Bhawan Publications.
6. Napoleon Hill,Think and Grow Rich,Jajco Publishing House.

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Semester–3rd

Credit Points–6

Paper Name:Application based Macro Economics

Total Contact Hours -20

Paper Code: GE3B-03

Course Outcomes:

- CO1: To familiar with Business Environmental
 To know the concept of B.O.P Economic growth, Economic development, inflation and the
 CO2: role of Govt.
 CO3: To know about international ,Environmental and major industrial association

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|--|---------------|
| Module I: Indian Business Environment Concept, components and importance. | [2 L] |
| Module II: Economic Trends Income; Savings and investment; Balance of Payments, Money ;Indian Financial Markets: National Income and Related Concepts. | [3 L] |
| Module III: Problems of Growth Unemployment; Poverty; Regional imbalances; Social injustice; Inflation, Parallel economy; Industrial sickness. | [3 L] |
| Module IV: Role of Government Concept of IS-LM: Monetary and fiscal policy; Industrial licensing, Privatization; Devaluation; Export-import policy; Regulation of foreign investment; Collaborations in the light of recent changes. | [2 L] |
| Module V: Industrial Policy Industrial Policies since Independence, New Industrial Policy and its Effect. | [2 L] |
| Module VI: The 12th Five Year Plan Major policies of the Govt.; Resource allocation:Niti Aayog. | [2 L] |
| Module VII: International Environment : International trading environment; Trends in world trade and the problems of developing countries; Foreign trade and economic growth; International economic groupings; International economic institutions – GATT, WTO, UNCTAD, World Bank, IMF; GSP; GSTP. | [4 L] |
| Module VIII: Major Industry Associations FICCI, CII, ASSOCHAM, PHDCCI, Role of Industry Associations. | [2 L] |

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Suggested Reading:

1. H.L Ahuja: MacroEconomics Theory and policy, S.hingiChand
2. Debes Mukherjee : Essentials of Micro & Macro Economics
3. 3. Mankiw: Principles of Macro Economics, Cengage Learning
4. Errol D,Souza : Macroeconomics : Pearson
5. M.LJhingan : Macro Economic Theory,Vrinda
6. 6. Sameljon and Nordhaus,Macro Economics,Special India Edition

Semester–3rd

Paper Name: Financial Management-I

Credit Points–6

Total Contact Hours -60

Course Outcomes:

- Students will know the necessity of Accounting and its development. They will develop an idea about GAAP, recognition of transaction, developing accounting equation, rules of Dr. and Cr. for passing Journal Entries and Ledger Posting. Ability to prepare Trial Balance and knowledge about capital and revenue type income & expenditure.
- CO1: Students will know the necessity of Accounting and its development. They will develop an idea about GAAP, recognition of transaction, developing accounting equation, rules of Dr. and Cr. for passing Journal Entries and Ledger Posting. Ability to prepare Trial Balance and knowledge about capital and revenue type income & expenditure.
- CO2: Ability to prepare Financial Statement after considering additional information.
- CO3: Ability to prepare different types of Subsidiary Books.
- CO4: Students will have a clear idea regarding depreciation, its importunacy for maintaining and different methods for recording in books of accounts.
- CO5: To have knowledge regarding consignment, its application and how to maintain books of accounts by both the party (Consignee and Consignor).

Paper Code: GE3B-04

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| Module I: Introduction to Financial Management : | [4L] |
| Nature and scope, Finance functions and objectives, EVA and MVA approaches, Financial Planning, Estimating long term and short term needs | |

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|---|--------------|
| Module II: Capital Budgeting: | [12L] |
| Meaning, Nature and Importance of investment decision, Investment Evaluation Criteria, Investment Appraisal Techniques:-Pay Back Period, ARR, NPV, IRR, PI; Capital Rationing * Numericals on methods of evaluation of capital budgeting | |
| Module III: Cost of Capital: | [12L] |
| Meaning, Concept and Significance, Cost of different sources of capital, WACC *Numericals on determining cost of capital, WACC | |
| Module IV: Leverages: | [6L] |
| Meaning and types, Degree of Leverages, Significance and Impact *Numericals on Financial Leverage, Operating Leverage, Combined Leverage, Degree of Leverage | |
| Module IV : Capital Structure: | [6L] |
| Meaning, Theories of Capital structure, Optimal Capital structure * Numericals on EPS, NI Approach, NOI Approach, Traditional Approach, MM Approach | |
| Module V: Working Capital Management-I: | [6L] |
| Meaning, concepts and kinds of working capital, Factors determining WC requirement, Working capital cycle, Financing working capital. *Numericals on determining working capital requirement | |
| Module VI: Working Capital Management-II: | [8L] |
| Management of cash, Receivables Management, Inventory Management *Numericals on Baumol's Model, Miller and Orr's Model, Debtors Turnover Ratio, Average Collection Period, Inventory Turnover Ratio | |
| Module VII: Budgets and Budgetary Control: | [6L] |
| Meaning and scope, Requisites of an effective system of budgetary control, Master Budget, Functional, Financial and Flexible Budget, ZBB *Numericals on Cash and Flexible Budget | |

Suggested Readings:

1. Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH.
2. Prasanna Chandra: Financial Management - Theory and Practice, TMH.
3. Pandey I.M.: Financial Management, Vikas Publishing House.
4. Saha, Tapas Ranjan: Basic Financial Management, World Press.
5. Bhabatosh Banerjee: Fundamentals of Financial Management, Prentice Hall of India Ltd.
6. MAHESHWARI, S. N., (2013) Cost and Management Accounting. 14th edition

Semester–4th

Paper:Introduction to E-Commerce

Credit Points–6

Total Contact Hours -60

Course Outcomes:

- CO1: Analyze the impact of E-commerce on business models and strategy.
- CO2: Describe the major types of E-commerce.
- CO3: Explain the process that should be followed in building an E-commerce presence.

Paper Code: GE4B-01

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|---|--------------|
| Module I: Introduction of E-Commerce /E-Business: | [10L] |
| Introduction, Advantages and Disadvantages, Benefits, Features, Business models of E-Commerce, Model based on revenue models, Implementation E- Commerce business | |
| Module II: M-Commerce: | [6L] |
| Definition, Classification, Advantages and Disadvantages, Benefits, Pitfalls of M-Commerce, Hand Held Devices, Mobility and Commerce, Mobile Computing, Wireless Web,PaymentMode. | |
| Module III:E-Strategy: | [6L] |
| Overview, Strategic Methods for developing E-Commerce, E-Advertisement, Payment Mode, E-Cheque, E-cash, E-ThreatsandProtection | |
| Module IV: Networking for E- Commerce | [8L] |
| Infrastructure Requirement for E-Commerce, Different types of Networking for E-Commerce ,Internet, Extranet and Intranet, Intelligent System, Risk of E- commerce –Overview, Security for E-Commerce, Security Standards. | |
| Module V: ERP and SCM: | [10L] |
| Definitions-ERP,CRM,SCM, Concept of ERP, Evolution of ERP, Scope and Problem of ERP selection and Implementation ,Selection of ERP process, Feature of Commercial Software, Concept of CRM | |
| Module VI: E- Marketing/ Digital Marketing: | [6L] |
| E-shopping, Role, Policies ,Online Marketing and Offline marketing, Content Marketing, Marketing in Digital Age, Telemarketing, Commercial packages for E-shopping Portal, CaseStudy | |
| Module VI:EDI | [4L] |
| Introduction, Definition, Features, Benefits, Application, Model,Protocol | |
| Module VI:Legal aspect and security in E Commerce | [10L] |
| The Information Technology Act and cyber crime: Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences. Cyber Crime- Overview, Internal and External Attacks, Attack Vectors. Cybercrimes | |

against Individuals – E-mail spoofing and online frauds, Phishing and its forms, Spamming, Cyber-defamation, Cyber stalking, Cyber Bullying and harassment, Computer Sabotage

Suggested Readings:

1. Dropshipping E-commerce Business Model 2019: StevenSparrow
2. Electronic Commerce: Gray P.Schneider
3. E-Commerce Website Optimization: Dan Croxen-John, Johann vanTonder
4. Electronics Commerce –Technologies and Applications: Bhaskar Bharat, TMH
5. Frontiers of Electronic Commerce: Kalakota ,Whinston, PearsonEducation
6. E-Commerce : Strategy Technologies and Applications: Whiteley, David, TMHTulsian: Business Law, TMH.

Course Outcomes:

- CO1: To understand and apply the concept of industrial relations and the system in which it operates.
- CO2: To conversant regarding conflict management in legal perspective and judicial system pertaining to labour management relations.
- CO3: To be acquainted with the concepts, principles and issues connected with trade unions.
- CO4: To understand the meaning, concept, theories of collective bargaining and the tactics and strategies in collective bargaining.
- CO5: To understand the various processes and procedures of handling Employee Relations.
- CO6: To acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations by following some Acts.
- CO7: To aware about the working conditions of workers and legal provisions related to the accidents and hazards.

Paper Code: GE4B-02

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| <p>Module I: Industrial Relations: [8L] Concept, Approaches to IR, Industrial Relations in India : Concepts, Theory, Approaches, Context of IR; Parties to IR, System Model of IR , Settlement Machineries, Role of Government, Labour Policy in India.</p> |
| <p>Module II: Laws relating to Remuneration: [10L] Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.</p> |
| <p>Module III: Trade Unionism in India: [8L] Origin, objectives, functions, organizational structure of Trade Union, Registration of Trade Union, Rights and Liabilities of a Registered Trade Union, Recognition of Trade Union, Problems and Shortcomings of Trade Unions in India, Measures for strengthening Trade Unions, Employer's Associations</p> |
| <p>Module IV: Collective Bargaining: [6L] Objectives, Importance, Types, Process, Factors inhibiting Collective Bargaining, Conditions for successful collective bargaining, Collective bargaining in India, Productivity Bargaining, Recent</p> |

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Trends in Collective Bargaining.

Module V: Workers' Participation in Management:

[10L]

Concept, Purpose and Practices in other countries; Workers' Participation Schemes in India – Works Committee, Joint Management Council, Worker – Director, Shop Council and Joint Council, WPM, EPM; Problems and Prospects in India; Quality Circles – Concept and Practices in India.

Module VI: Laws relating to Industrial Relations:

[12L]

Industrial Disputes Act, 1947(Trends in Industrial Disputes; Industrial Disputes Settlement Machinery under ID Act,); Industrial Employment (Standing Orders) Act, 1946; Trade Unions Act, 1926.

Module VII: EMPLOYEE WELFARE:

[8L]

Meaning,Significance,Agencies of Employee Welfare, Types of Welfare Services, Statutory Provisions for Employee Welfarte,Labour Welfare Officer

Suggested Readings:

1. V.S.P. Rao: Human Resource Management, ExcelBooks
2. Dwivedi: Human Resource Management, Vikas
3. C.S. Venkata Ratnam & B.K. Srivastava : Personnel Management and Industrial Relations, Tata McGrawHill.
4. Anjali Ghanekar : Human Resource Management, Everest Publishing
5. A.M. Sheikh : Human Resource Development and Management,S.Chand
6. E.A. Ramaswamy : Managing Human Resources, Oxford UniversityPress

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Semester-4th
Paper Name:Financial Management-II

Credit Points–6
Total Contact Hours -60

CO1: To provide the understanding of cost centre, costing and classification of cost. Overview the various costing systems and management systems and select the costs according to their impact on business.

CO2: Provide understanding of attendance and payroll system, Methods of Labour Turnover, remuneration and bonus methods, also be able to calculate labour cost

CO3: Understand different types of overheads and its classification into various heads and to be able to calculate under and over absorption of overheads and the apportionment of primary and secondary overheads into department wise.

CO4: Analyse the standard cost for material, labour and overhead for optimal managerial decisions, to assess the budgeting , standard costing and variance reporting.

CO5: Analyse the financial statement using various ratios and assess the importance.

CO6: Understand the various elements of marginal costing technique and apply marginal costing technique under appropriate situations.

Paper Code: GE4B-03

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| Module-I Cost Accounting - | [8L] |
| Concept of Cost Centres - Cost Units - Classification of Cost –Simple Cost Sheet – historical and estimated cost sheets. | |
| Module -II Labour cost Ascertainment- | [8L] |
| Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes. (Theory and problems) | |
| Module-III Overhead Cost Ascertainment - | [12L] |
| Classification and departmentalization; Absorption of overheads; Determination of overhead rates; Under and over absorption, and its treatment. (Theory and problems) | |
| Module-IV Standard Costing and Variance Analysis: | [12L] |
| Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour and Overhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting. (Theory and problems) | |

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| Module-V | Financial Ratio Analysis: | [12 L] |
| Meaning and Usefulness of Financial Ratios; Analysis of Financial Ratios; Profitability Ratios, Solvency Ratios, Liquidity Ratios, and Turnover Ratios; Limitations of Ratio Analysis. (Theory and problems) | | |
| Module -VI | Marginal Costing: | [8L] |
| Break-even analysis, margin of safety, marginal costing as a tool for decision making, decisions regarding sales mix - make or buy - limiting factor - export decision - plant merger - shut down of a product line- Du Pont Analysis. (Theory and problems) | | |

Suggested Readings:

- 1 MAHESHWARI, S. N., (2013) Cost and Management Accounting. 14th edition
- 2 JAIN, S. P. & NARANG, K. L. (2014) Cost and Management Accounting. 14th Edition, Kalyani publishers: New Delhi.
3. TULSIAN, P.C. (2000) Practical Costing. Vikas Publications: New Delhi
4. SAXENA, V.L. & VASHISHT (2014) Advanced Cost & Management Accounting- Problems & Solutions. Prentice Hall of India.
5. Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH.
6. Prasanna Chandra: Financial Management - Theory and Practice, TMH.