

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of BBA (Supply Chain Management)**  
**Effective from academic session 2023-2024**

**Semester 3**

**MANAGERIAL ECONOMICS**

**Paper Code: FYBBAGB 301**

**Credits- 5**

Module 1: Introduction, Profit Theory and Profit Management [10L]

(a) Introduction: Concepts of Business Economics, Role of Business environment, Business Decisions.

(b) Profit Theory and Profit Management: Concepts, theories & Measurement of Profit; Profit Planning and Control; Policies on Profit Maximization, alternative profit maximization theories- Baumol's Sales Revenue Maximization Theory.

Module 2: Theory of income determination [25L]

Macroeconomics – scope and basic concepts, Concept of Aggregate Demand and Aggregate Supply, Marginal Propensity to Consume(MPC), APC, MPS, MPI: Basic concepts Only, Paradox of thrift.

National Income Accounting - Concepts and measurement of GDP, GNP, NNP, NI and DPI - Circular flow of income – Real and Nominal GDP –Implicit deflator.

Theory of income determination: Keynesian consumption function, Absolute Income Hypothesis, Permanent Income Hypothesis, Relative Income hypothesis

Simple Keynesian theory of output determination, concepts of various Multiplier, Balanced budget multiplier,

IS-LM Framework of income and interest rate determination, concept of crowding out effect, effectiveness of Fiscal and Monetary Policies

Module 3: Business and Economic Models [10L]

Business and Economic Models- Regression Analysis; Business Forecasting Methods, Game Theory, Inventory Models.

Module 4: Optimization and Marginal Analysis [10L]

(a) Optimization: Concept of Slope, Derivatives, Constrained Optimization. Marginal Analysis: Break-Even analysis for managerial decision making.

Module 5: International Economic environment [10L]

International trading environment: Foreign Trade theories and Competitive Advantage; Modern Theories of Trade- Heckscher Ohlin, export import policy, Foreign Exchange Management; balance of payment, Devaluation, Trade Restrictions, impact of globalization

Module 6: Indian Economic Environment [10L]

Indian Economic Environment: New industrial policy 1991, economic liberalization in India, Privatization, Public Private Partnership Programs, Parallel economy, Industrial Sickness, Niti Ayog

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**Suggested Readings**

1. Adhikary, M.: Business Economics, Excel Books
2. Thomas: Managerial Economics, Tata McGraw Hill
3. Keat, P and Philips KYY: Managerial Economics, Prentice Hall
4. Keating, B and Wilson, JH: Managerial Economics, Biztantra
5. Mithani D.M: A course in Business Economics, Himalaya Publishing
6. Dubedi, Principles of Economics, Vikas Publishin
7. Varshney R.L & Maheshwari K.L: Managerial Economics, Sultan Chand & Sons

**BUSINESS REGULATORY FRAMEWORK**

**Paper Code: FYBBAGB 302**

**Credit – 5**

**Module 1:** Legal Framework of International Business

- (a) Legal Framework of International Business - Nature and complexities; Code and common laws and their implications to business. concept of Cross Border Transactions  
Process of payment for export and import, EXIM policy, legal safeguards available for payment defaults, international legal environment, Multilateral and Bi-lateral Treaties,  
India's Policy towards Multilateral and Bi-lateral Treaties [15L]
- (b) International Tax Law; EU and International IP Transactions [10L]
- (c) licensing, franchising, joint ventures, e-commerce Transactions-Issues and problems in taxing e-commerce transactions, Nature of contract; taxable jurisdiction; how  
business is transacted through e-commerce [10L]
- (d) Antidumping duties: WTO Provisions on Anti-Dumping-, Anti-Dumping Duties, Procedure and Developments – Regulatory Framework for Anti-Dumping in India –  
Recent Anti-Dumping Cases in India [5L]
- (e) Subsidies and Countervailing Duties – WTO Provisions – Administration – Procedure and Emerging Trends – Regulatory Framework for Subsidies & Countervailing  
duties in India – Doha Development Round [5L]

**Module 2:** Legal Framework of India

- (a) Indian Contract Act (1872): nature of contract, 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 Contract: indemnity, guarantee, bailment and pledge, agency. International business  
contract – legal provisions; Payments terms; International sales agreements; Rights and duties of agents and distributors. International Commercial Contracts [5L]
- (b) Sale of Goods Act, 1930: formation of contracts of sale, goods and their classification. Price, conditions and warranties, transfer of property in goods, performance on the  
contract of sales, unpaid seller and his rights, sale by auction, hire purchase agreement, remedies for breach of contract [5L]

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- (c) Negotiable Instruments Act: kinds of negotiable instruments; parties to negotiable instrument, negotiation, presentment of payment; dishonour, discharge of negotiable instruments [5L]
- (d) Law of Partnership: Introduction; formation; types; authority rights and liabilities; dissolution of firm [3L]
- (e) Law of Agency: definition; kinds of agency; agents' authority; rights of agent; rights and duties of principal; liabilities of Principal; termination of agents[2L]
- (f) Law of Insurance: Insurance law regulations in India – development and growth and Regulatory authorities; Contract of Insurance; Insurance Intermediaries, Fundamental Principles; types of Insurance; Regulatory framework; IRDA Act 1999; regulations 2000, 2002, 2015 [5L]
- (g) Laws regarding regulation of Industries: Industries Development and Regulation ACT 1951; MRTP Act, Foreign Exchange Management Act ,1992; Consumer Protection Act 1986; Competition Act [5L]

**Suggested Readings:**

1. Richard Schaffer, Filiberto Agusti, Lucien J. Dhooge. International Business Law and Its Environment.9th edition. 2014. ISBN 978-1285427041.
2. August, Ray, Mayer, Don, and Bixby, Michael. (2013). International Business Law: Text, Cases, and Readings Sixth Edition. Upper Saddle River, NJ: Pearson Education, Inc.
3. Other materials: various legal texts, such as laws, distributed during the semester.

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**Semester 4**

**MARKETING AND SALES MANEAGEMENT**

**Paper Code: FYBBAGB 401**

**Credit: 4**

Module 1: Introduction to Marketing Concepts, mix & Environment [10L]

- a) Nature and scope of marketing; Importance of marketing as a business function and in the economy;
- b) Marketing concepts – traditional and modern; Selling vs. marketing;
- c) Marketing mix;
- d) Marketing environment.

Module 2: Product Management, Branding and New Product Development [10L]

- a) Concept of product, consumer, and industrial goods; Product planning, management and development; Product Portfolio management; Packaging – role and functions; Product life cycle concept.
- b) Brand name and trade mark; Branding Strategies
- c) New Product development process
- d) Case Study

Module 3: Pricing Strategies and Distribution [10 L]

- a) Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates. Mark up Vs. Mark down pricing. Concept of breakeven pricing concept. Pricing strategies
- b) Distribution channels – concept and role; Types of distribution channels; Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation; Warehousing; Inventory control; Order processing.
- c) Case Study

Module 4: Integrated Marketing Communication [10 L]

- a) Methods of promotion; Optimum promotion mix;
- b) Advertising media – their relative merits and limitations; Characteristics of an effective advertisement;
- c) Sales Promotion Techniques
- d) Introduction to personal selling and public relation
- e) Introduction to Digital marketing or promotion
- f) Case Study

Module 5: Consumer Behaviour and Segmentation [10L]

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- a) Nature, scope and significance of consumer behaviour; Factors influencing consumer behaviour.
- b) Market segmentation – concepts and importance; Bases for market segmentation.
- c) Targeting and Positioning; Positioning Errors
- d) Case Study

Module 6: Introduction to Personal Selling process [10 L]

- a) Selling as a career; Classification of a successful sales person; Functions of salesman. Nature and importance; Functions of a salesman: Types of selling; Personal selling as a career.
- b) Buyer-seller dyads; Product knowledge; Customer Knowledge – buying motives and selling points.

**Suggested Readings:**

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan: Marketing Management, Tata McGraw Hill
4. Gandhi, J.C.: Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillan.
7. B. Ghosh: Fundamentals of Marketing Management, Books & Allied

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**HUMAN RESOURCE MANAGEMENT**

**Paper Code: FYBBAGB 402**

**Credits: 4**

Module 1: Introduction to Human Resource Management (HRM) [10L]

Introduction to HRM: Concept and Meaning of HRM, Evolution of HRM, Nature, Objectives, Scope, Importance of Human Resource Management, Functions of HRM – Operative and Managerial functions, Role and responsibilities of Human Resource Manager, Role of Line Managers in Managing Human Resources, Challenges faced by HRM, Impact of Globalization on Human Resource Management.

Module 2: Human Resource Planning (HRP) & Talent Acquisition [10L]

Human Resource Planning (HRP): Objectives, Need, Importance and Process of HRP; Human Resource Planning at different levels; Assessing human resource requirements; Human resource demand forecasting – Ratio Trend Analysis, Judgemental Method, Workload Analysis, Delphi Technique; Job Analysis – Job Description, Job Specification. Recruitment: Definitions, Objectives, Process of Recruitment, Source and techniques of Recruitment, Advantages and Disadvantages of different techniques, Recruitment practices in India Selection: Definition, Objective, Differentiation between Recruitment and Selection, Process of selection, Different types of Interview, Common Interview Problems. Induction: Purpose and Process. Placement: significance, Promotion. Transfer. Retention – Need, Objectives, Retention strategies. Retirement: Voluntary Retirement Schemes, Exit Strategies, Retrenchment.

Module 3: Training & Performance Appraisal [10 L]

Training: Definition, Importance, Objective, Process of Training, Methods of Training, Specialized Training: Managerial Grid Training, Sensitivity Training, Personality Development Programmes, Out-Bound Training. Development: Concept, Need, Importance, Techniques of Executive Development, Training Vs Development. Performance Appraisal: Concept, Objectives, Need, Importance, Methods of Performance of Appraisal System, Factors affecting Performance Appraisal

Module 4: Compensation Management [10L]

Wage and Salary: Meaning, need for wage & salary administration, Importance, Factors influencing wage decisions, Concept of wages – Living Wage, Minimum Wage, Fair Wage, Real Wage; Essentials of sound wage structure, Types of wage differentials, Compensation: Job Evaluation – Purpose, Process, Methods; Components of Employee Compensation; Incentives – classification of Incentive schemes; Fringe benefits; Monetary and Non-Monetary reward system.

Module 5: Management of Industrial Relations [10L]

Industrial Relations: Objectives and Importance of Industrial Relations – Prevention and Settlement of Industrial Disputes – Discipline & Grievance Redressal, Trade Unions: Role and Responsibilities, Collective Bargaining, Workers' Participation in Management, Labour Welfare.

Module 6: Emerging Areas [10 L]

Core Competency, Competency Mapping, Skill Matrix, Six Sigma, 5 S, Human Resource Accounting, Human Resource Auditing, Human Resource Information System (HRIS), Green HRM, E-HRM.

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**Suggested Readings:**

1. D' Cenzo, David A., Robbins, Stephen P. & Verhulst, Susan L. (2012). Human Resource Management. New Delhi: John Wiley and Sons.
2. Rao, V. S. P. (2010). Human Resource Management: Text and Cases. Excel Books.
3. Tripathi, P.C. (2010). Human Resource Development. New Delhi: Sultan Chand & Sons.
4. Durai, P. (2010), Human Resource Management, Pearson Education
5. Jyothi P & Venkatesh D.N (2006). Human Resource Management, Oxford University Press, New Delhi.
6. Gupta C.B (2002). Human Resource Management, Sultan Chand and Sons, New Delhi.

**Basics of Logistics Management**

**Paper Code: FYBSCM 403**

**Credits:5**

**Module I:**

**5L**

1. Meaning and evolution of logistics,
2. Objective and significance and scope of logistics
3. Elements involved in logistics process
4. Competitive advantage through Logistics
5. Total Logistics Cost.

**Module II:**

**6L**

1. Logistics Management to Supply Chain Management
2. Models in Logistics Management
3. Logistics Performance Cycles – Physical Distribution
4. Manufacturing Support,
5. Procurement Performance.

**Module III:**

**8L**

1. Impact of Logistics & Customer Services on Marketing

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2. Service Driven Logistics System
3. Logistic Impact on Return on Investment
4. Logistics and Shareholder value
5. e-logistics

**Module IV**

**16L**

1. The work of Logistics – Network Design
2. Information, Transportation, Inventory
3. Warehousing, Types and benefits of warehousing
4. Materials Handling & Packaging. Procurement and Outsourcing -Definition of Procurement/Outsourcing -Benefits of Logistics Outsourcing -Critical Issues in Logistics Outsourcing

**Module V Introduction to Multimodal Transport**

**[5L]**

1. Modes of transport, Multi-modal transport
2. Characteristics and Importance Multi-modal transport
3. Concept of MTO (Multi-modal Transport Operator)
4. Common types of Multi-modal transport
5. Parameters for evaluation of Multi-modal transport.

**Module VI Carriage by Air & Sea:**

**[10L]**

1. Basics of Air, challenges for air transport, infrastructure requirements, Typical hub and spoke system, Cargo aircraft types, Air transport – process ,Air cargo major documents
2. Basics of Sea, challenges for sea transport, infrastructure requirements, Incoterms 2010, Sea transport – process, Sea cargo major documents;
3. 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]**

1. Basics of Road, types of services, types of vehicles, challenges for road transport, Road transport – process, road transport major documents



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2. Basics of Rail, types of services, Challenges for rail transport, rail transport – process, Rail transport major documents
3. 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. 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.