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

Semester-V

International Business and Global Supply Chain
Paper Code: FYBSCM 501
Credit – 5

Module 1 Introduction To Supply Chain [10L]
Supply Chain definition -Objectives – Types – Various definitions – Drivers – Need for SCM – SCM as a profession – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix Strategic Sourcing – Source evaluation – collaborative perspective – Buyer Supplier Relationship – Partner Selection – develop of Partnership – importance of inventory –imbalances – uncertainties – inventory costs – inventory turnover ratio
Electronically linking the supply chain – Supply chain performance measurement–Developing and implementing partnerships in the supply chain – Implementing supply chain management - Effect of Cost, Government, Competitors.
Module-2: Strategic Global Supply Chain Management: [10L]
Locating Global Activities - Important Definitions & Distinction- Integration of Global Supply Chain Functions, Strategic Benefits of Global Supply Chains - Example implementation of any of the eight key business processes - Supply chain /logistics distinctions - Integrating the supply chain - Outsourcing (3pls-client) relationships - The supply chain strategy and corporate strategy interface - Creating supply chain value - Supply Chain Agility - Supply Chain Information Systems - Supply chain metrics

Module-3: Logistics in Global Supply Chain [15L]
Transportation Selection – Trade off – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology Critical business processes and information systems – DBMS – benefits of ERP –information system and bull whip effect – SCM software packages – modelling concepts – Vendor analysis model – Coordinated SCM – Simulation modellingReverse Vs forward supply chain – types of reverse flows – collaborative SCM's and CPFR – agile systems – sources of variability – characteristics – supplier interface – internal
processes
Module-4: Purchasing in Global Supply Chains:[20L]
1. Global Purchasing Strategy - From International to Global Purchasing - Types of Global Purchasing Strategy - Outsourcing & Off-shoring -Global Customers & Channels - Order Fulfilment & Delivery - Global Supplier Selection- Global Supplier Networks
2. The Logistical Value Proposition – The Work of Logistics – Logist ical Op e r ating Arrangements – Flexible Structure – Supply Chain Synchronization, Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing –Transport Administration – Documentation International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains,: Global Supply Chain Integration – Supply Chain Security – International Sourcing –Role of Government in controlling international trade and its impact on Logistics and Supply Chain

Module-5: ERP and Supply Chain profitability[10L]

1. Supply chain automation and supply chain integration.
2. Quality management – mass customization and globalization – ethical Supply Chains – e-business and SCM – Balanced Score Card –Benchmarking, Performance measurement

Module-6: International Insurance [10L]

Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer –Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers

Suggested Readings:

1. Supply Chain Management by Sunil Chopra & Peter Meindl (PHI)
2. Logistical Management by Donald J. Bouersox David J. Closs (TATA MC GRAW HILL)
3. Essentials of Supply Chain Management by Dr. R.P.Mohanty & Dr. S.G.Deshmukh (Jaico Student Edition)
4. Desiging & Managing –The Supply Chain by David Simchi Levi Philip Kaminsky Edit Simchi –Levi(TATA MCGRAW-HILL)
5. International Logistics: Global Supply Chain Management by Long Douglas, (2003). Springer ed.

Inventory management

Paper Code: FYBSCM 502
Credits- 5

Module I: Integrated Materials Management: **[6L**]
Integrated Materials Management: Need, scope, concept and advantage of integrated material management; make versus buy decision.

Module II: Purchasing Management: [6L]
Purchase system, Policy and Procedure; Source Selection, Vendor Development and Evaluation; Legal aspects of Buying.

Module III: Selective Inventory Control Model: [8L]
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: Inventory Control: [14L]
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.

Module V:] Materials Management: 10 L
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: WIP and FG Inventories: **[16L]**
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 6

PROJECT MANAGEMENT
Paper Code: FYBBA GB 601
Credits-5

Module 1: Project Selection [15 L]
Define Project, project lifecycle, project classification, define project management, benefits of project management, project management techniques, Projects Procurement Process, Project Management tools, functions, activities, Project Selection management - feasibility - types and checkpoints in the Project Management, Life Cycle; Financial Analysis, (NPV, ROI, IRR); Development Productivity Index (DPI); Screening Process

Module 2: Project Management Methodology. [15L]
Project appraisals, feasibility reporting, final project report including P&I appraisal as applicable. Technical and Financial Analysis.

Module 3: Project Planning and Scheduling, Network Analysis, CPM, PERT, Crashing and Resource Optimization; Project Work Breakdown and structure (functions, activities and tasks); Project cost estimation. [15L]

Module 4: Project Roles, Team Types and Team Building. Organization structure for effective project implementation [10 L]

Module 5: Project risk Management and Mitigation Strategies; Social cost-benefit analysis. Project Control. Project Management measuring, monitoring and tracking techniques; Resource allocation and scheduling and purchasing. [10L]

Module 6: Project (PMIS): Software applications and methods, poject management system, PMIS principal features [10L]

Suggested Readings:
1. Sitangshu Khatua : Project Management and Appraisal : Oxford
2. Dr. Raj Kumar Yadvendra Gullybaba.com Panel: MS-52 Project Management, Gullybaba Publishing House Pvt. Ltd.
3. Horold Kerzner : Project Management : A System Approach to Planning, Scheduling and Controlling : Wiley.
4. Erik Larson and Clifford Gray : Project Management: The Managerial Process, McGraw Hill Education.
5. Project Management: Essential Managers, DK.
6. Kalpesh Ashar: Project Management Essentials You Always Wanted to Know, Vibrant Publishers.

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Customer Relationship Management
Paper Code: FYBSCM 602
Credits:4

Module I: Introduction to CRM : **[18L]**
Definition and Concepts of CRM, Need of CRM, Components of CRM, Understanding the goals and scope of CRM, Touch Point Analysis. 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: CRM Process: **[20L]**
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:] Unit-5- Managing Customer Relationship: **14L**
Concept, Techniques to manage Relations, knowing your Customers and Creating a Customer Profile, Segmenting and Targeting Customers, Customer Experience Management, 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 CRM.

Module IV: Emerging Trends in CRM: **8L**

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

RISK MANAGEMENT IN GLOBAL BUSINESS
Paper Code: FYBSCM 603
Credits: 5

Unit I : Introduction to Risk [10L]
Risk, Uncertainty, Peril, Hazard, Subjective risk, Acceptable risk versus Unacceptable risk, Classification of risk, Classification of Pure risk, The cost of risk, Degree of risk. components of Country-specific risks in international business ((economic, financial, currency, geo-political, social, environmental, and cross-cultural risk)

UNIT II: Meaning and scope [10L]
Meaning, Scope & Objective of Risk Management, Personal risk management, Corporate risk management, Risk Management Process, The Administration of Risk Management Process- influencing factors, constrains, monitoring & review.

UNIT III Risk Identification- [10L]
Perception of risk, Operative cause/perils, Safety Audit. Risk Evaluation - Presentation of Data, Probability Concepts, Risk and Law of large number

UNIT IV Risk Control- [10L]
Risk avoidance, Risk reduction- Classifications, Evaluation of risk reduction measures. Risk Financing- Retention—Determination of retention levels, Captive Insurer, Self-Insurance, Risk retention group. Transfer—Non-insurance transfer, Insurance.

UNIT V RISK MANAGEMENT [20L]
Enterprise Risk Management : Meaning of ERM , Source of risk to an Enterprise, Pure risk, Speculative risk , Strategic risk , Operational risk, Market risk, Credit risk.
Market Risk Management: Importance, Exposure in financial markets, Methods to handle & control Market risk. Credit Risk Management: Need, Securitization for credit risk, Credit derivatives, Methods for credit risk managenent.
Project Risk Management: Meaning, Source & Classification of project risk, Phases of Project Risk Management, Cost & Effect of project risk operation, Reason , Scope, Objective of Project Risk Management.
Operational Risk Management: importance, Sources & Classification of Operational Risk, Measurement of Operational risk, Stages of Operational Risk Management. Strategic Risk Management, Strategic outlook to risk management, Strategic planning to manage risk , Managing risk in Merger & Acquisitions.

Suggested books

Principles of Risk Management & Insurance – George E. Rejda.
Risk Management & Insurance- Scott Harington . Risk Management & Insurance- C. Arthur Willams.
Enterprise Risk Management: ICFAI Publishers
Principles of Risk Management & Insurance – George E. Rejda.