

**School of Business Studies,  
Sharda University**

**Program Structure**

**MBA (Logistics & Supply chain management)  
(2018-2020)**



## **1. Standard Structure of the Program at University Level**

### **Vision of the University**

**To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.**

### **Mission of the University**

**Transformative educational experience  
Enrichment by educational initiatives that encourage global outlook  
Develop research, support disruptive innovations and accelerate entrepreneurship  
Seeking beyond boundaries**

### **Core Values**

- Integrity
  - Leadership
  - Diversity
  - Community
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## **1.1 Program Structure- MBA (LSCM) Program**

This Document describes the MBA LSCM programs educational objectives, outcomes and mapping of the courses of 100 credits to be spread over a period of 2yrs with compulsory industry internship.

## **1.2 Vision and Mission of the School**

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### **Vision of the School of Business Studies**

**To be a center of excellence of global repute in business education to foster learning attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.**

**M1. Creating a stimulating learning environment**

**M2. Consolidating professional attitude and skills**

**M3. Growing our research acumen, teaching, and industry linkages**

**M4. Delivering leading-edge knowledge in management, business development, leadership and global economy for society.**

### **Core Values**

- Integrity
  - Leadership
  - Diversity
  - Community
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## **1.2 Program Educational Objectives (PEO)**

### **1.3.1 MBA (LSCM) Programs Education Objectives**

The educational objective of the MBA (LSCM) program of SBS is:

PEO1 :To acquaint the students with Innovative Developments and challenges in Dynamic Business environment

PEO2 :To equip the students with Specialized Domain knowledge and problem solving skills

PEO3 :To enrich the students with Analytical ability and Knowledge management practices

PEO4 :To develop an Understanding of Cross-cultural Diversity and Responsiveness to change

PEO5 :To develop Global competitiveness and Managerial skills to work in Global environment

PEO6 :To build the capability to work in Diverse work environment with requisite Team building skills

#### **1.3.1.1 Program Specific Outcome**

MBA(LSCM) Program specific outcomes are.

PSO1 : To be a professional with expertise in the area of Supply chain management

PSO2 :To gain insights and in-depth Domain knowledge in the area of Supply chain operations

PSO3 :To pioneer the Applications of Supply chain Techniques in real time environment

PSO4 :To handle Supply chain integration with Society at large and achieve Sustainable development

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### 1.3.2 Mapping of PEOs with Mission Statements of School of Business Studies:

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PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
To acquaint the students with Innovative Developments and challenges in Dynamic Business environment	2	2	3	3
To equip the students with Specialized Domain knowledge and problem solving skills	3	1	3	3
To enrich the students with Analytical ability and Knowledge management practices	2	2	3	3
To develop an Understanding of Cross-cultural Diversity and Responsiveness to change	1	2	3	3
To develop Global competitiveness and Managerial skills to work in Global environment	2	3	3	3
To build the capability to work in Diverse work environment with requisite Team building skills	1	3	3	3

**Note: The Number signifies correlation between the programme outcome and educational objectives as given below.**

- 1. Slight (Low)**
- 2. Moderate (Medium)**
- 3. Substantial (High)**

### 1.3.3 Program Outcomes (PO's) of MBA (LSCM) program of School of Business Studies

The outcome of the program is expected to be achieved at the end of program as given below:

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**PO1** : Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business.. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvment of business enterprises and exploring the entrepreneurial opportunities

**PO2** : Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources

**PO3** : Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding

**PO4** : Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

**PO5** : Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

**PO6** : Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

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### 1.3.4 Mapping of SBS MBA (LSCM) Program Outcome's with its Program Educational Objectives

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	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
Business Environment	3	2	2	1	2	3
Critical Thinking	3	3	2	2	1	2
Cross-Culture	3	2	2	3	2	2
Ethics	2	3	2	2	2	1
Effective Communication	3	2	2	3	2	2
Leadership and Teamwork	2	3	2	2	3	2

Note: The Number signifies correlation between the programme outcome and educational objectives as given below.

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

### 1.3.5 Program Outcome Vs Courses Mapping Table:

The MBA (LSCM) Program is of 100 credits. Each Course is of 3 credits. Summer training report and presentation is 4 credit and dissertation report and viva of 6 credits. The courses of the program have been mapped with program outcomes in the Para 1.3.5.1

Enter correlation levels 1, 2, or 3 as defined below:

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

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### 1.3.3 Program Outcomes (PO's)

- PO1 : Business Environment and Domain Knowledge (BEDK)
- PO2 : Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)
- PO3 : Global Exposure and Cross-Cultural Understanding (GECCU)
- PO4 : Social Responsiveness and Ethics (SRE)
- PO5 : Effective Communication (EC)
- PO6 : Leadership and Teamwork (LT):

PSO1 : Exhibit the knowledge of management to solve multifaceted corporate challenges using limited resources

PSO2 : Identify business opportunities, design and implement innovations in work space.

PSO3 : Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PSO4 : Communicate and engage effectively as manager with all stakeholders

### 1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO 6
PO1	3	2	2	1	2	3
PO2	3	3	2	2	1	2
PO3	3	2	2	3	2	2
PO4	2	3	2	2	2	1
PO5	3	2	2	3	2	2
PO6	2	3	2	2	3	2
PSO1	1	3	2	2	3	2
PSO2	2	2	2	2	2	2
PSO3	1	2	3	2	2	2
PSO4	2	2	1	1	1	2

**1. Slight (Low)**

**2. Moderate (Medium)**

**3.**

**Substantial**

**(High)**



### 1.3.5 Program Outcome Vs Courses Mapping Table<sup>1</sup>:

Program Outcome Courses	Course Name	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
<b>Sem-1</b>											
MBA 153	Organizational Behavior	1	2	2	2	2	2	-	-	-	-
MBA 132	MIS	1	2	2	2	1	1	-	-	-	-
MBA 163	Production and Operations Mgmt	1	2	1	1	2	1	1	2	1	1
MBA 129	Financial Reporting and Analysis	1	1	2	2	1	1	-	-	-	-
MBA 183	Managerial communication	2	2	1	1	1	2	1	1	1	1
MBA 134	Quantitative techniques for Business decisions	2	1	2	1	1	2	1	2	2	1
MBA 131	Marketing management	1	1	2	1	2	1	-	-	-	-
MBA 133	Economic analysis for Business decisions	2	2	1	1	2	1	-	-	-	-
<b>Sem-2</b>											
MBA 172	Recent trends in Hyper local logistics	1	2	1	1	2	2	3	2	2	2
MBA 162	Business Research methods	2	1	1	2	1	1	-	-	-	-
MBA 141	Operations Research for Business decisions	1	1	2	1	2	1	2	2	2	2
MBA 158	Legal aspects of Business	1	1	2	2	2	1	-	-	-	-
MBA	International	2	1	1	1	2	2	-	-	-	-

157	Business										
MBA 156	Human Resource Management	2	1	1	1	2	1				
MBA 174	Principles of ERP and overview of SAP	2	1	2	1	1	1	1	1	2	1
MBA 175	Inventory management	2	2	1	2	2	2	3	2	3	3
MBP 122	Summer Training , Internship on Supply chain	1	2	2	2	1	1	1	1	1	2
<b>Sem-3</b>											
MBA 291	Trends in Supply chain management	1	2	2	2	1	1	2	2	2	3
MBA 292	Logistics management	2	2	1	2	2	1	2	2	2	2
MBA293	Project management	1	1	2	1	2	1	2	2	3	2
MBA 294	Business analytics for SCM	1	1	2	2	1	1	2	2	1	2
MBA 423	E-Business	2	2	1	1	1	2	1	1	1	1
MBA295	Sustainable & Green supply chain management	2	1	2	1	1	2	2	2	2	3
MBA416	Entrepreneurship Development	1	1	2	1	2	1	2	1	2	1
MBA216	Summer Internship Viva	2	2	1	1	2	1	1	1	2	2
<b>Sem 4</b>											
MBA412	Contract Management Tax	1	2	2	2	1	1	2	1	2	2
MBA413	Strategic & Operational issues in Supply chain management	2	2	1	2	2	1	2	3	2	3
MBA27	Supply chain	1	2	2	1	2	1	3	3	2	2

3	Performance Metrics & Modelling										
MBA414	M-E-commerce & IT Enabled SCM	1	1	1	2	2	2	2	2	2	2
MBA415	International transportation in Global SCM	2	1	1	2	1	2	2	2	2	2
MBP218	Live project & Dissertation	2	1	2	1	2	2	1	1	1	1

**1. Slight (Low)**

**2. Moderate (Medium)**

**3. Substantial (High)**

**MBA (LSCM) Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – LSCM**  
**Batch: 2018-2020**  
**TERM: I**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>2</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
1.		MBA 153	Organizational Behavior	3			3		
2.		MBA 132	MIS	3			3		
3.		MBA 163	Production and Operations Management	3			3		
4.		MBA 129	Financial Reporting & Analysis	3			3		
5.		MBA 183	Managerial Communication	3			3		
6.		MBA 134	Quantitative Techniques for Business Decisions	3			3		
7.		MBA 131	Marketing Management	3			3		
8.		MBA 133	Economic Analysis for Business Decisions	3			3		
TOTAL CREDITS							24		

**MBA (LSCM) Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – LSCM**  
**Batch: 2018-2020**  
**TERM: II**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>3</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
1		MBA 172	Recent trends in Hyper Local Logisitcs	3			3		
2		MBA 162	Business Research methods	3			3		
3		MBA 141	Operations Research for Business Decisions	3			3		
4		MBA 158	Legal aspects of business	3			3		
5		MBA 157	International Business	3			3		
6		MBA 156	Human Resource Management	3			3		
7		MBA 174	Principles of ERP & Overview of SAP	3			3		
Practical/Viva-Voce/Jury									
8		MBA 175	Inventory Management	3			3		
9		MBP 122	Summer Training, Internship on Supply chain						

<sup>3</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

<b>TOTAL CREDITS</b>	<b>24</b>		
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**MBA(LSCM) Program Structure Template**  
**School of Business Studies**  
**Program MBA / Branch – LSCM**  
**Batch: 2018-2020**  
**TERM: III**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>4</sup> : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
THEORY SUBJECTS									
1		MBA 291	Trends in Supply chain Management	3			3		
2		MBA 292	Logistics Management	3			3		
3		MBA293	Project Management	3			3		
4		MBA 294	Business Analytics for SCM	3			3		
5		MBA 423	E-Business	3			3		
6		MBA295	Sustainable & Green Supply Chain Management	3			3		
7		MBA416	Entrepreneurship Development	3			3		

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>5</sup> : 9. CC 10. AECC 11. SEC 12. DSE
				L	T	P			
<b>THEORY SUBJECTS</b>									
1		MBA412	Contract Management Tax	3			3		
2		MBA413	Strategic & Operational Issues in SCM	3			3		
3		MBA273	Supply Chain performance Metrics & Modelling	3			3		
4		MBA414	M-E-Commerce & IT Enabled SCM	3			3		
5		MBA415	International Transportation in Global SCM	3			3		
<b>Practical/Viva-Voce/Jury</b>									

6		MBP218	Live Project & Dissertation				10		
<b>TOTAL CREDITS</b>							<b>25</b>		
<b>Total Credits in Program</b>							<b>100</b>		



<b>School: SBS</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: -</b>		<b>Semester: I</b>	
1	Course Code	MBA 153	
2	Course Title	Organizational Behaviour	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> <li>1. To develop an understanding of the importance of human element in organization</li> <li>2. To provide an understanding of a conceptual framework for OB and understand human work behavior in the organizational setting.</li> <li>3. To understand the theories related to learning and motivation and their application in work setting</li> <li>4. To develop an understanding of the group and organisational dynamics</li> </ol>	
6	Course Outcomes	<p>The students will be able to:</p> <p>CO1: describe the conceptual framework of OB and identify the key human behaviour elements that influence it</p> <p>CO2: classify different learning patterns, motivation strategies and leadership styles</p> <p>CO3: interpret group dynamics and leadership theories in an organizational setting</p> <p>CO4: develop communication and interpersonal skills to manage the workplace challenges</p>	
7	Course Description	<p>The course aims to offer an understanding of how individual behavior impacts and is impacted by organizational behaviour. It defines ways in which the relationship between the two is being understood and can be improved. The course further aims to develop an understanding of workplace issues such as workforce motivation, leadership, team building and also, how to manage the organisational dynamics.</p>	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to OB and Individual Differences</b>	
	A 1	<ul style="list-style-type: none"> <li>Organizational Behaviour- Concept, Nature,</li> </ul>	CO1

		Contributing Fields, Basic Model of OB, challenges of OB	
	A 2	<ul style="list-style-type: none"> <li>Personality: Concept, Determinants, Theories of shaping personality- Trait, Psychoanalytical, Big Five Model, MBTI</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>Perception &amp; Attitude: Concept, Process of perception, Perceptual errors, Attribution Theory; Attitude: Concept, Major Work Place- Attitude- Job Satisfaction</li> </ul>	CO1
	<b>Unit B</b>	<b>Learning and Motivation</b>	
	B 1	<ul style="list-style-type: none"> <li>Learning: Concept and Theories of Learning- classical conditioning, operant conditioning, social learning, Reinforcement Strategies</li> </ul>	CO2
	B 2	<ul style="list-style-type: none"> <li>Motivation: Meaning &amp; Concept of Motivation, Theories of Motivation - Abraham Maslow's Need Hierarchy, XYZ Theory</li> </ul>	CO2
	B 3	<ul style="list-style-type: none"> <li>Theories of Motivation: Herzberg's Two factor theory, Vroom's Expectancy Theory, Application of Motivation</li> </ul>	CO2
	<b>Unit C</b>	<b>Group Dynamics &amp; Communication</b>	
	C 1	<ul style="list-style-type: none"> <li>Group &amp; Teams: Concept &amp; Types-, Group VS Team, Stages of group development</li> </ul>	CO3
	C 2	<ul style="list-style-type: none"> <li>Group Properties: Group Norms, Structure, Group cohesion, Group Role, Group Status</li> </ul>	CO3,CO4
	C 3	<ul style="list-style-type: none"> <li>Communication: JOHARI Window &amp; Transactional Analysis</li> </ul>	CO4
	<b>Unit D</b>	<b>Leadership</b>	
	D 1	<ul style="list-style-type: none"> <li>Leadership: Concept, Competencies of leader, Leader VS Manager, Trait Theory</li> </ul>	CO3
	D 2	<ul style="list-style-type: none"> <li>Behavioural Theories of leadership: Likert leadership styles, Managerial Grid, Situational leadership-Hersey Blanchard</li> </ul>	CO3,CO2
	D 3	<ul style="list-style-type: none"> <li>Level 5 Leadership, Transactional Vs Transformational Leadership, Servant Leadership, Authentic leadership</li> </ul>	CO3
	<b>Unit E</b>	<b>Organizational Dynamics</b>	
	E 1	<ul style="list-style-type: none"> <li>Organisational Power and Politics: Concept, Sources of Power, Political Implications of Power</li> </ul>	CO1

	E 2	<ul style="list-style-type: none"> <li>Conflict: Concept, Sources, Levels of Conflict, Process</li> </ul>			CO4
	E 3	<ul style="list-style-type: none"> <li>Conflict Resolution &amp; Management</li> </ul>			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Stephen P. Robbins, Sanghi “ <b>Organizational Behaviour</b> ” Concepts, Controversies, and Applications”, New Delhi, Prentice Hall, New Edition			
	Other References	1. Luthans “Organizational Behavior” Mc Graw Hill 2. Kinicki& kreitner “ <b>Organisational behavior</b> ” McGraw-Hill. 3. Udai Pareek: “Understanding OB” Oxford 4. Case studies, Journal readings, videos			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	....	2	2	2	2	1	1
CO2	2	2	1	1	2	2	2	2	....	2
CO3	2	2	2	1	2	3	2	2	....	3
CO4	1	2	1	1	3	3	1	2	.....	3

1-Slight (Low)  
 2-Moderate (Medium)  
 3-Substantial (High)

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<b>School: SBS</b>	<b>Batch : 2018-2020</b>
<b>Program: MBA</b>	<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>	<b>Semester: I</b>
1	Course Code

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2	Course Title	Management Information Systems	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
6	Course Objective	<ol style="list-style-type: none"> <li>1. To Equip students with the information necessary to become specialists in tomorrow's fast changing and dynamic business world.</li> <li>2. To understand the concepts of MIS in an elaborate form.</li> <li>3. They will be able to have the basic idea about basic concepts of DBMS &amp; IT.</li> <li>4. The course would expose the students to the managerial issues relating to MIS and will help them identify and evaluate various organizational applications of MIS.</li> </ol>	
7	Course Outcomes	<p>CO1: The student will be able to recognize the functional and cross functional information systems.</p> <p>CO2: The student will be able to demonstrate the ability to work with databases.</p> <p>CO3: The student will be able to apply information technology to achieve bottom line business results.</p> <p>CO4: The student will be able to analyze the strategic use of information technology in business.</p> <p>CO5: The student will be able to evaluate business situations and problems related to information technology</p> <p>CO6: The student will be able to maintain and protect information in real time situation.</p>	
	Course Description	<p>Management Information Systems (MIS) is a formal discipline within business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management. The course will help Business Management students learn how to use and manage information technologies to revitalize business processes, improve managerial decision-making and gain competitive advantage.</p>	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction of Information Systems</b>	
	A 1	<ul style="list-style-type: none"> <li>• Definition &amp; Concepts of Information System</li> <li>• Operational and Managerial Level Information Systems</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>• Executive Support Systems, Decision Support System, Management Information Systems, Transaction Processing Systems</li> </ul>	CO1, CO2
	A 3	Case Study- A case study on Different levels of MIS	CO1, CO2
	Unit B	<b>Information System Planning</b>	

	B 1	• Internet and Business, Conceptual overview of Internet ,Intranet & Extranet			CO2,CO3
	B 2	• Introduction to Social Media • Fundamentals of E-Commerce			CO3
	B 3	• Case study on social media			CO3
	Unit C	<b>Decision Support System</b>			
	C 1	• Evolution of DSS • Characteristics of DSS • Simon's Model of Decision Making			CO3, CO4
	C 2	• Knowledge Management Systems & Expert Systems			CO3,CO4
	C 3	• Role of MIS in Decision-Making • Case Study on Decision Making - Lufthansa			CO3,CO4
	Unit D	<b>Protecting Information System</b>			
	D 1	• Major Security Threats			CO5,CO6
	D 2	• Security Technology- Importance of Digital Signatures Authorization			CO5,CO6
	D 3	• Importance of Firewalls , Digital Certificates and Biometric Systems			CO5,CO6
	Unit E	<b>Database Technology within Business</b>			
	E 1	• Introduction to Concept of Database System • Features and Advantages of Database System			CO2,CO4
	E 2	• Data Abstraction and Data Independence			CO2,CO4
	E 3	• Database Approach to Enterprise Management • Introducing concept of Datawarehouse and Data Mining.			CO2,CO4,CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	O'Brien, James A., George M. Marakas, and Ramesh Behl (2013). Management Information Systems, 10/e; New Delhi: McGraw Hill Education			
	Other References	<b>1:</b> RajanaranianV, "Analysis and Design of Information System" Prentice Hall, 2nd Edition (2002) <b>2.</b> Laudon, Kenneth C., Laudon, P. Jane (2013). <i>Management Information System -Managing the Digital Firm</i> , 12/e; New Delhi: Pearson Education <b>3:</b> Sadagopan, S., (2009), Management Information Systems, Prentice Hall of India. <b>R4:</b> Turban, Efraim and Linda Volonino (2015). Information Technology for Management - Transforming Organizations in the Digital Economy, 7/e; New Delhi: Wiley India			

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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	1	1	2	1	1	1
CO2	2	1	2	1	1	1	2	1	1	2
CO3	2	2	1	1	1	1	1	2	2	2
CO4	1	2	1	2	1	1	2	2	2	2
CO5	1	2	1	2	1	1	2	2	2	2
CO6	1	2	1	2	1	1	2	2	2	2



1	Course number	MBA163		
2	Course Title	Production and Operations Management		
3	Credits	3		
4	Contact Hours (L-T-P)	3-0-0		
5	Course Objective	The aim of this course is to develop an understanding of the various concepts and techniques involved in the production and operations management.  The focus of this course is to: Provide students with the understanding of role and importance of operations as core of business. Facilitate students to identify, apply and analyze various issues of challenges faced by operations manager. Develop skills to use of different tools for solving operations management problems.		
6	Course Outcomes	At the end of this course , Students will be able to :  CO1 The student will be able to identify and define type of process as per the requirement of particular product and also importance of Production CO2. The student will be able to explain and differentiate various issues and challenges faced by operations manager. CO3.To solve numerical and calculate the data for problems in operations. CO4.The students should be able to analyze critical dimensions of production. CO5.The students should be able to evaluate alternatives and take decision about operational problems.		
7	Course Description.	In this course, you will learn how to apply the various concepts of POM and interpret technical issues which are theoretical as well as practical in real life.		
8	Outline SyllabusTopics			CO Mapping
		Unit I	Introduction to POM	
		A	Introduction to Production and Operations Management, Role of operations management in an organisation, Operations Management – Concept; Functions and activities.	CO1
		B	Product and Service Design; New Product Development Process, Prototyping, Concurrent Design and DFMA; Service layout design, Service blueprinting.	CO1,CO2
		C	Types of production Systems – Intermittent and Continuous production systems, Project type manufacturing, Cellular Manufacturing, Flexible Manufacturing System (FMS), Robotics.	CO2,CO3,CO4
		Unit II	Facility Location and Layout	
		A	Facility location – factors to be considered, Site location decisions - Point Rating Method.	CO1



		B	Facility Layout – facility layout for different types of production systems.	CO1,CO2
		C	Capacity Planning and Aggregate Planning; Master production scheduling (MPS).	CO2,CO3,CO4
		<b>Unit III</b>	<b>Materials Management</b>	
		A	Purchase Management - Concept, Objectives, Functions	CO1,CO2,CO3
		B	Inventory Management – EOQ, EBQ, ABC Analysis.	CO1,CO2,CO3
		C	Material Requirement Planning (MRP).	,CO1CO2,CO3
		<b>Unit IV</b>	<b>Project Management</b>	
		A	Introduction to the concepts of project management.	CO1,CO3
		B	Critical Path Method (CPM) and Program Evaluation and Review Technique (PERT)	CO2,CO3
		C	Introduction to Microsoft Project software for project planning, management, and control.	CO2,CO3
		<b>Unit V</b>	<b>Quality Management &amp; Quality Control Techniques</b>	
		A	Basic Quality Concepts, Total Quality Management (TQM), Continuous Improvement (Kaizen), 7 tools of quality, 5S and Six Sigma, Introduction to ISO 9000.	CO2,CO3
		B	Acceptance Sampling and Statistical Process Control- X bar chart, R chart, P chart and C chart.	CO3,CO4,CO5
		C	Quality Circles and its applications.	CO3,CO4,CO5
Mode of Examination:				
Weightage Distribution		<ul style="list-style-type: none"><li>• Continuous Assessment 30% Mid Term 20%</li><li>• End Term Examination 50 %</li></ul>		
Text book		Operations Management by William J Stevenson, Tata McGraw Hill Education, 9th edition.		
Other references		<ol style="list-style-type: none"><li>1. Operations Management, Theory &amp; Practice, by B. Mahadevan, Pearson Education, 2<sup>nd</sup> edition</li><li>2. Operations Management along the supply chain by Russell and Taylor, Wiley India Edition, 2012</li></ol>		

Pos Cos	PO 1	PO 2	PO 3	P O 4	PO5	PO 6	<i>PSO 1</i>	<i>PSO 2</i>	<i>PSO 3</i>	<i>PSO 4</i>
CO1	2	2	2	1	1	2	2	2	2	2

CO2	2	2	2	2	1	2	2	2	2	2
CO3	2	3	2	1	2	2	3	2	3	2
CO4	2	3	2	1	2	2	2	3	2	2
CO5	2	2	2	1	1	2	2	2	2	1

1	Course Code	FINANCIAL REPORTING & ANALYSIS	
2	Course Title	MBA-129	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> <li>1. Understand the applications of financial accounting in various managerial decisions.</li> <li>2. Understand the Accounting Cycle and Financial statements.</li> <li>3. Apply the understanding of different techniques of analysis of financial. statements in managerial planning and decision making;</li> <li>4. To provide students with a firm foundation for their second year studies in financial specialization.</li> <li>5. Acquire refined numerical, analytical, presentational, group work and time management skills.</li> </ol>	
6	Course Outcomes	<p>CO1. Define the key concepts of financial reporting &amp; financial statements</p> <p>CO2. Explain the element of financial statement of corporate and non corporate entities</p> <p>CO3. Application of accounting concepts, standards and IFRS.</p> <p>CO4. Analysis and understanding of different techniques of analysis of financial statements in managerial planning and decision making.</p> <p>CO5. Evaluate the financial statement of various sectors.</p> <p>CO6. Composition of important components of an annual report.</p>	
7	Course Description	<p>Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>		
	A	<p>Introduction of course and its significance in business.</p> <p>Purpose of financial reporting, users of financial reports. A brief introduction of Annual report and its contents with Annexure.</p>	CO1

	B	Meaning and types of financial statements, Types of financial analysis; steps involved in Financial Statement Analysis; Techniques and limitations of Financial Analysis.	CO1
	C	(i) GAAP in India, (ii) Accounting Standards (AS) –applicability, brief introduction and scope. (iii) International Financial Reporting Standards (IFRSs)	CO1,CO3
	<b>Unit 2</b>		
	A	Definition, functions Uses, Understanding of various items of Balance-sheet and Income Statement.	CO1,CO2
	B	Forms of Balance Sheet & Income Statement –Contents & Presentation, Relationship between Balance-sheet & Income Statement	CO1,CO2
	C	Revenue & Capital Expenditures and Receipts, Inventories, Receivables, Assets (Fixed, Tangible, Intangible) Revenue, Retained Earnings, Income Tax , Dividend, Diluted Dividend etc.	CO1,CO2
	<b>Unit 3</b>		
	A	The Analyst's checklist; Reformulation of Balance sheet	CO4
	B	The Analyst's checklist; Reformulation of Income State - <b>Workshop</b>	CO4
	C	Notes to the Accounts and Significant Accounting Policies.- <b>Workshop</b>	CO4,CO5
	<b>Unit 4</b>		
	A	Introduction, Techniques –Comparative Financial Statements and Interpretation of Financial Statements	CO4
	B	Common Size Statement analysis –Introduction, Analysis and Interpretation – Demonstration of various sectors - <b>Workshop</b>	CO4,CO5
	C	Trend Analysis - Introduction, Analysis and Interpretation – Demonstration of various sectors – <b>Workshop</b>	CO5
	<b>Unit 5</b>		
	A	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc. Meaning, Uses, Sources and Uses of Cash, Preparation of Cash Flow Statement as per AS-3	CO1,CO6
	B	Annual Report –Director's Report, Auditor's Report, Report on Corporate Governance, Report on CSR etc., Management Discussion & Analysis - <b>Workshop</b>	CO6
	C	Ratio Analysis-Profitability, Liquidity, Turnover,	CO4,CO6

		Shareholders etc.			
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Private Limited, New Delhi			
	Other References	<ul style="list-style-type: none"> <li>• Corporate Financial Reporting and Analysis by Young 3ed; WILEY India Pvt. Ltd.</li> <li>• Accounting Text and Cases by Anthony, Hawkins and Merchant 12th Edition Tata Mc Graw Hill</li> <li>• Financial Accounting: For Business Managers, Bhattacharyya Ashish K, Prentice Hall of India Pvt Ltd.</li> <li>• Financial Accounting: A Managerial emphasis, Ashok Bannerjee, Excel Books</li> <li>• Introduction to Financial Accounting, Homgren, Pearson Education</li> <li>• Financial Accounting – A Managerial Perspective by R. Narayanaswamy 3<sup>rd</sup> Edition PHI Learning Pvt Ltd.</li> </ul> <p><b>Journals</b></p> <ul style="list-style-type: none"> <li>➤ Management Accountant</li> <li>➤ Chartered Accountant</li> <li>➤ Chartered Finance Analyst</li> <li>➤ Journal of Accounting and Finance</li> </ul> <p><b>Websites</b></p> <ul style="list-style-type: none"> <li>➤ Online Courses: Financial Accounting, David F. Hawkins, Paul M. Healy, Michael Sartor by Harvard Business School Publications (<a href="http://hbsp.harvard.edu/">http://hbsp.harvard.edu/</a> )</li> <li>➤ For Accounting standards please refer to the following link <a href="http://www.icai.org/post.html?post_id=474">http://www.icai.org/post.html?post_id=474</a></li> <li>➤ For International Financial Reporting Standards(IFRS)refer to the following link <a href="http://www.ifrs.com/overview_landing.html">http://www.ifrs.com/overview_landing.html</a></li> <li>➤ <a href="http://www.accountingformanagement.com">www.accountingformanagement.com</a></li> </ul>			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	1	1	1	1
CO2	2	2	2	1	-	1	1	1	1	1
CO3	2	2	2	1	1	-	1	1	1	1
CO4	2	2	2	2	-	1	1	1	1	1
CO5	2	2	2	1	-	-	1	1	1	1
CO6	2	2	2	1	1	1	1	1	1	1

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School:</b>		<b>Batch : MBA LSCM</b>	
<b>Program:</b>		<b>Current Academic Year: 2018-2019</b>	
<b>Branch: -</b>		<b>Semester: 1</b>	
1	Course Code	***	
2	Course Title	Managerial Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	To prepare students for effective communication at the work place by focusing on their relationship building and liasoning skills.	
6	Course Objective	1. How to communicate in business situations 2. How to communicate accurately and effectively (PRIDE). 3. An overview of Stakeholder Management. 3. How to write professional e-mails, memos, develop resumes and video resumes effectively.	
7	Course Outcomes	CO1: The student should be able to memorize business communication and its importance in the recent time CO2 : The student should be able to interpret verbal and non-verbal messages CO3: The student should be able to show and present themselves effectively in business situations CO 4: The student should be able to use visual aids. CO5: The student should be able to design various types of internal & external correspondence	
8	Outline syllabus		CO Mapping
	Unit A	<b>Business Communication</b>	
	A 1	<ul style="list-style-type: none"> <li>Purpose, Process &amp; Classification of Communication</li> </ul>	CO1

	A 2	• Barriers Of Communication with activities	CO1
	A 3	• 7Cs of Communication and ABCD of Writing for Communication	CO1
	Unit B	<b>Organizational Communication</b>	
	B 1	• Importance & Functions of Communication in Management, Conflict management, Negotiation skills and resolving communication crisis. (Thomas-Kilman Conflict Mode Management)	CO3
	B 2	• Communication Concerns (Relationship Management) of the Managers	CO3
	B 3	• Communication Structures in Organization, Behavioral Interview discussion and practice	CO4
	Unit C	<b>Non-Verbal Communication</b>	
	C 1	• Role of Non Verbal Communication	CO2
	C 2	• Classification of Non Verbal Communication	CO2
	C 3	• Guidelines for developing Non Verbal Communication	CO2
	Unit D	<b>Presentation Skills</b>	
	D 1	• Planning the Presentation and creating the original content	CO4 & CO5
	D 2	• Preparing the presentation and getting the drafts approved.	CO4 & CO5
	D 3	• Delivering the presentation with panache	CO4 & CO5
	Unit E	<b>Business Correspondence</b>	
	E 1	• Business Letters, Letter of Application; Video resume practice and Resume writing	CO4 & CO5
	E 2	• E-mail and cold calling	CO4
	E 3	• Memo, Circular, Notice	CO4
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	Business Communication Today : Bovee, Thill, Chaturvedi. Pearson Publications.	
	Other References		

POs Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	1	1	1	3	-	2	2	-	3



CO2	1	2	2	2	3	2	2	-	2	3
CO3	2	2	3	2	3	3	3	1	3	2
CO4	1	-	-	-	2	2	-	2	2	2
CO5	2	2	2	2	3	3	2	2	3	3

<b>School: SBS</b>		<b>Batch : 2018-2020</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: LSCM</b>		<b>Semester: I</b>	
1	Course Code	MBA 134	<b>Course Name:</b> Quantitative Techniques For Business Decisions
2	Course Title	Quantitative Techniques For Business Decisions	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Objective	An introductory course in statistics, designed to provide with the basic concepts and methods of statistical analysis for processes and products. The cardinal objective of the course is to increase the extent to which statistical thinking is embedded in management thinking for decision making. The course includes tools such as MS-Excel ,Minitab and SPSS so as to make teaching pragmatically oriented rather being confide to books, thereby contributing towards enhancing the employability in Industry	
6	Course Outcomes	<b>CO1:</b> Demonstrate understanding of basic concepts of probability and statistics embedded in various management problems <b>CO2:</b> Demonstrate proficiency in analyzing data using statistical methods in their course which is required as a stepping stone to study other management modules <b>CO3:</b> Show proficiency in basic statistical skills embedded in their course for effective decision making	
7	Course Description	The course provide with the basic concepts and methods of statistical analysis so as to enhance statistical thinking for decision making	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Statistics and Data Collection &amp; Presentation</b>	
	A	Definition of Statistics, Importance of Statistics, Role of Statistics in Decision making, Limitations of Statistics	CO1
	B	Collection of Data , Data and Information	CO2
	C	Frequency Distribution, Bar Diagrams , Histograms,	CO2,CO3

		Ogives , Pie Charts ,	
	<b>Unit 2</b>	<b>Measures of Central Tendency</b>	
	A	Introduction, Requisite of a good measures of a central tendency	CO1,CO2
	B	Averages , Combined Mean, Weighted Arithmetic Calculating Mean and Harmonic Mean	CO1,CO2
	C	Geometric Mean for grouped and grouped data, Median, Mode, Empirical relation between mean, median and mode. Quantiles, Constructing Polygons and Ogives and using them to find median, Quantiles and mode	CO2,CO3
	<b>Unit 3</b>	<b>Measures of Dispersion</b>	
	A	Range and Inter-quartile range and deviation, Mean Deviation and Mean Absolute Deviation,	CO1,CO2
	B	Variance and Standard Deviation, Effect of shift of origin and scale, Coefficient of variation. Empirical relationship between different measures of variation	CO2,CO3
	C	Measures of Skewness, Measures of Kurtosis, Five number summary	CO2,CO3
	<b>Unit 4</b>	<b>Correlation and Regression</b>	
	A	<b>Correlation</b> Correlation analysis-meaning and types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation	CO2,CO3
	B	<b>Regression:</b> Regression analysis, Method of least square, Properties of regression coefficients and Relationship between and Regression coefficients and Correlation, Introduction to Multiple Correlation and Regression.	CO2,CO3
	C	<b>Class Exercise : USING Excel to run statistics tools.</b>	CO2,CO3
	<b>Unit 5</b>	<b>Probability &amp; Probability Distributions</b>	
	A	<b>Probability</b> :Basic set theory, Addition and Multiplication Theorem of Probability, Conditional Probability, Baye's Theorem	CO1,CO2
	B	<b>Probability Distributions:</b> Random variable , Discrete RV and Continuous RV,	CO1,CO2,CO3
	C	Probability Distributions:- Binomial, Poisson and Normal Probability distributions	CO1,CO2,CO3
	Mode of examination	Theory	
	Weightage	CA	MTE ETE

	Distribution	30%	20%	50%	
	Text book/s*	1. Business Statistics-S.P Gupta & M.P Gupta, 2014 Edition.			
	Other References	2. 1. Levin & Rubin, Statistics For Business (Prentice Hall of India, N. Delhi) 3. 2.Paul Newbold, Statistics for Business and Economics (Pearson Education) 4. 3. Anderson, Quantitative Methods in Business (Thomson Learning, Bombay) 5. 4.R.S Bhardwaj, Business Statistics (Excel, N. Delhi) 6. 5.J.S. Chandan, An Introduction to Statistical Methods (Vikas Publishing House, N.Delhi)			

### CO and PO Mapping

S. No.	Course Outcome	Program Outcomes (PO) & Program Specific Outcomes (PSO)
1.	<b>CO1:</b> Define , describe and memorizebasic concepts of statistics and probability embedded in various managerial workings and problems	PO1,PO2
2.	<b>CO2:</b> Classify,Summarize and interpret and demonstrate proficiency in analyzing data using statistical tools. He can associate the statistics use while dealing with data in other subjects.	PO1,PO2
3.	<b>CO3:</b> Should solve and apply basic statistical skills embedded in their course for effective decision making	PO1,PO2

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	3	1	1	1	--	2	3	3	3
CO2	1	3	1	1	1	--	2	3	3	3
CO3	1	3	1	1	1	--	2	3	3	3

### *1. Slight (Low=1 )*

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2. *Moderate (Medium=2)*

3. *Substantial (High=3)*

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	MBA131	
2	Course Title	Marketing Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations	
6	Course Objectives	1. To impart to the students an in-depth understanding of the building blocks of marketing 2. To make the students develop a marketing mindset for effective business decision-making 3. To help the students understand the challenges of modern-day marketing	
7	Course Outcomes	CO1: The student will be able to identify the basic problem areas in a given marketing situation. CO2: The student will be able to describe and explain the different bases of market segmentation and the different approaches to positioning of products. CO3: The student will be able to illustrate the different components of the marketing mix for a given product. CO4: The student will be able to explain in detail the marketing plan for a proposed product launch. CO5: The student will be able to predict the future trends in a given marketing situation.	
8	Outline Syllabus		CO Mapping
	Unit A		
	A1	<ul style="list-style-type: none"> <li>Overview of marketing; concepts of marketing; value chain</li> </ul>	CO1
	A2	<ul style="list-style-type: none"> <li>Marketing research; selling vs marketing; marketing environment</li> </ul>	CO1
	A3	<ul style="list-style-type: none"> <li>Applications of marketing; consumer behaviour; services marketing; international marketing; rural marketing</li> </ul>	CO1
	Unit B		

	B1	<ul style="list-style-type: none"> <li>Market segmentation – geographic, demographic, psychographic, behavioural</li> </ul>			CO2
	B2	<ul style="list-style-type: none"> <li>Targeting; niche marketing; B2B, B2C</li> </ul>			CO2
	B3	<ul style="list-style-type: none"> <li>Positioning; repositioning</li> </ul>			CO2
	Unit C				
	C1	<ul style="list-style-type: none"> <li>Introduction to marketing-mix – product, price, place, promotion</li> </ul>			CO3
	C2	<ul style="list-style-type: none"> <li>New product development; product life cycle; packaging and labelling; brand management; types of pricing</li> </ul>			CO3
	C3	<ul style="list-style-type: none"> <li>Promotion - advertising, publicity and public relations, sales promotion, personal selling, direct marketing; physical distribution; channels of distribution; types of marketing intermediaries</li> </ul>			CO3
	Unit D				
	D1	<ul style="list-style-type: none"> <li>Developing a marketing plan</li> </ul>			CO4
	D2	<ul style="list-style-type: none"> <li>Components of a marketing plan</li> </ul>			CO4
	D3	<ul style="list-style-type: none"> <li>Implementation and control challenges in marketing</li> </ul>			CO4
	Unit E				
	E1	<ul style="list-style-type: none"> <li>E-business; e-commerce; digital marketing</li> </ul>			CO5
	E2	<ul style="list-style-type: none"> <li>Introduction to green marketing</li> </ul>			CO5
	E3	<ul style="list-style-type: none"> <li>Ethical issues in marketing</li> </ul>			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	<ul style="list-style-type: none"> <li>‘Marketing Management – A South Asian Perspective’ by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)</li> </ul>			
	Other References	<ul style="list-style-type: none"> <li>‘Marketing Management – Global Perspective, Indian Context’ by V. S. Ramaswamy and S. Namakumari (Om Books)</li> <li>‘Marketing Management’ by Rajan Saxena (McGraw-Hill)</li> </ul>			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2

CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

<b>School: SBS</b>		<b>Batch : 2018 -20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-2019</b>
<b>Branch:</b>		<b>Semester: I</b>
1	Course Code	MBA 133
2	Course Title	Economic Analysis for Business Decisions.
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. To provide a conceptual framework of how a business firm operates and makes decisions on output, input, pricing and strategizing 2. To orient them towards economic theories which are critical in managerial decision making. 3. To expose the learners into operation of economic concepts in real time decision making and market activities around them. 4. To make them conscious about interaction of macroeconomic factors with decision-making approaches and techniques
6	Course Outcomes	CO1: Describe firm level business decisions through conceptual framework of an economic unit as well as of an economic system consisting external environment.  CO2: Analyse constraints and scope of consumer demand and producer's supply potential with the help of economic methods.  CO3: Evaluate the impact of business decisions in economic terms and assess their viability, efficacy and sustainability.  CO4: Demonstrate a clear grasp on role of government policy, firm level competition and external sector in explaining economic growth.  CO5: Assess managerial decisions in local and global scenarios with economic perspective.
7	Course	The Emphasis of this course is on interdisciplinary approaches of learning

	Description	economic concepts and their applications. A fair bit of understanding of Economics is essential for managers for contextualizing business scenarios in view of prevailing economic conditions. This course is concerned about the application of economic methods in the managerial decision-making process. It includes microeconomic approaches along with macroeconomic variables and country specific economic policy issues. Plentiful Case Studies, Examples and Numerical Problems are key elements of pedagogical features of this course. The recommended text book is well equipped with problem solving approaches in each of chapter-ends.
8	Outline syllabus	CO Mapping
	Unit A	<b>Nature, Scope and Methods of Managerial Economics (Chapter 1) Theory of Firm (Chapter 2)</b>
	A 1	Definitions and Relationships with other Disciplines (Sections 1.1 & 1.2) Elements of Managerial Economics (Section 1.3)
	A 2	Theory of the Firm (Chapter 2) Nature of the Firm; Transaction Cost Theory, Motivation Theory, Property Rights Theory (Section 2.2)
	A 3	Basic Profit Maximizing Model (Section: 2.3) Multi-product strategy Product Line Profit Maximization & Product Mix Profit Maximization (Section 2.7)
	Unit B	<b>Demand Theory (Chapter 3) and Consumer Theory (Section 3.3) in Business Decisions</b>
	B 1	Definition, Representation and Meaning of Demand; Factors determining demand, Demand Schedule, Law of Demand and Law of Supply
	B 2	Consumer Behaviour -Utility:- Cardinal and Ordinal, Budget Line, Indifference Curve, Law of Diminishing Marginal Utility
	B 3	Inferior Goods, Giffen Goods, Substitute and Complementary Goods, Consumer Equilibrium. Price Elasticity and Income Elasticity

	Unit C	<b>Theory of Production, Cost Theory, Pricing and Market Structure in Business Decisions (Chapters 5, 6,8 &amp;10)</b>	<b>CO2, CO3</b>
	C 1	Short Run and Long Run Production Decisions (Sections 5.2 & 5.3), Break-Even Points, Economies of Scale, Scope and Diseconomies	CO2, CO3
	C 2	Short Run & Long Run Cost Behaviour (Sections 6.2 & 6.3), Normal Profit, Super Normal Profit and Optimization of Cost	CO2, CO3
	C 3	Market Structure and Pricing (Chapter 8) Pricing Strategy, Price Discrimination, Perfect Competition & Imperfect Competitions	CO2, CO3
	Unit D	<b>The Economics of Information, Market Failure and Application of Game Theory</b>	<b>CO3</b>
	D 1	The Problem of Adverse Selection and Moral Hazard	CO3
	D 2	Market Failure- Externalities; Positive and Negative Externality, Public Goods, Merit Goods, Non-Merit Goods,	CO3
	D 3	Games of Complete Information- Pure Strategy, Mixed Strategy, Nash Equilibrium and Games of Incomplete Information- Contract, Auctions, Signaling in job markets	CO3
	Unit E	<b>Macroeconomic Concepts and Policies in Business Decisions</b>	<b>CO4</b>
	E 1	Macroeconomic Environment, National Income Accounting, Definition and application of Key Macroeconomic Terms; (GDP, Balance of Payment, Inflation, Unemployment, Repo/Reverse Repo Rates, Fiscal Deficit and IIP- Index of Industrial Production)	CO4

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	E 2	Keynesian Aggregate Demand, Autonomous Investment, Multiplier & Accelerator. Application of Monetary and Fiscal Policies in Business Decisions			CO5
	E 3	Government Regulations in Business Decisions – Meaning, Objectives and Effects of Industrial Policy, Competition Policy and Foreign Exchange Management Policy,			CO4, CO5
	Mode of examination:- Theory				
	Weightage Distribution	CA		MTE	ETE
		30%		20%	50%
		Quizzes – 5, (One in Each Course Outcome)			
		Assignment – 5 (One in Each Course Outcome)			
Textbook/s	<ol style="list-style-type: none"> <li>1. Managerial Economics: A Problem Solving Approach – Author- Nick Wilkinson, Cambridge University Press. (Available Online)  <a href="http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf">http://www.railassociation.ir/Download/Article/Books/Managerial%20Economics-%20A%20Problem%20Solving%20Approach.pdf</a></li> <li>2. Principles of Economics – Author- N. Mankiw, Cengage Publishing. (Available in School Library)</li> <li>3. Indian Economy- Sanjeev Verma, Unique Publisher 2<sup>nd</sup> Edition</li> </ol>				
Other References	<ol style="list-style-type: none"> <li>1. Managerial Economics : Principles and Worldwide Applications            Author : Dominick Salvatore, Adapted by Ravikesh Srivastava            (Available in School Library)</li> <li>2. Microeconomics for Management Students- Autho- R.H.Dholakia and A. N.Oza, Oxford University Press, 1999. (Available in School Library)</li> <li>3. Economics for Managers, International Edition, - Mark Hirschey, South Western College Publishing, (Available in School Library)</li> </ol>				

	<p>4. Managerial Economics: Foundations of Business Analysis and Strategy          Author- Thomas and Maurice McGraw Hill Education; 10 edition (1 July 2017)</p> <p>5. Indian Economy:- Mishra and Puri, Himalya Publishing House,          (Available in School Library)</p>
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	1	1	1	1	2	2	1	1
CO2	2	2	2	1	1	1	2	2	2	1
CO3	2	2	2	1	1	1	2	2	1	2
CO4	2	2	2	1	1	1	2	2	1	2
CO5	2	2	2	1	1	1	2	2	1	2

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: SCM</b>		<b>Semester: II</b>
1	Course Code	***
2	Course Title	<b>Recent Trends in Hyper Local Logistics</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: The course is designed to provide basic knowledge &amp; understanding of Recent Trends in Hyper Local Market, and the advantages and limitations of implementing such systems;</p> <p>2 : To understand the various concepts that are used in Hyper local market.</p> <p>3: It further aims to develop students' skills in emerging e commerce business model.</p> <p>4: To understand the importance of digital technology in achieving integration in Hyper Local market.</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to details of Hyper Local Logistics. At the completion of the course students should be able to:</p> <p>CO1: Comprehend with Information communication technology in reference with Hyper Local Market.</p> <p>CO2: Understand Hyper Local market concept, Sectors, Growth Factors.</p> <p>CO3: Analyze different Hyper Local Business Models in Indian and global scenario.</p>

Beyond Boundaries

		<p>CO4: Interpret role of logistics in Hyper Local market.</p> <p>CO5: Look into the key issues in Electronic Payment System in Hyper Local market model</p> <p>CO6: Discuss e Supply Chain Component &amp; Architecture and Web Security</p>	
7	Course Description	Information technology and digital instruments are critical components of domestic supply chain management. The importance of information and technology to the global economy will increase as firms work to become more sustainable and as the access to capital becomes more difficult. The occurring cost is also one of the big issue. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Hyper Local Market</b>	
	A	Basic Introduction to Hyper Local Market, Factors Contributing to Growth in Hyperlocal Ecosystem	CO1, CO2
	B	Major Sectors under Hyper-Local Industry, Revenue Model of Hyperlocal Startups	
	C	Purpose & Demand of Hyper-Local Start-ups in India, Sustainability of Hyperlocal Startups	
	<b>Unit 2</b>	<b>Hyper Local Case Study 1</b>	
	A	Case Study: Grofers	CO1, CO3
	B	Case Study: Jugnoo	
	C	Business Plan: Freshfood.com	
	<b>Unit 3</b>	<b>Hyper Local Case Study 2</b>	
	A	Case Study: ITC e Choupal	CO4, CO6
	B	Case Study: eGurucool.com	
	C	Hyperlocal In Practice: Publications	

	<b>Unit 4</b>	<b>Electronic Payment System: Hyper local Market</b>			
	A	Overview of electronic payment system			CO4
	B	Digital Cash, Digital Token based e payment system			
	C	Electronic Checks, Online credit card based system,			
	<b>Unit 5</b>	<b>E supply chain &amp; Securities</b>			
	A	e Supply Chain at Cisco & Mahindra & Mahindra			CO5, CO6
	B	E supply chain component, Architecture, Major Trend, World Wide Web and Security			
	C	Firewall and Network Security, Encryption & Transaction Security			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Safeduate content 2. The complete e-commerce book By Janice Reynolds			
	Other References	Logistics and fulfillment for e-business By Janice Reynolds			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

- 1-Slight (Low)**  
**2-Moderate (Medium)**  
**3-Substantial (High)**

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	***
2	Course Title	Business Research Methods
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Description	This course is aimed at imparting students an understanding of business research methods, such that they are able to conduct business research

		function in business organizations. To have a thorough understanding of the various Research methods and its role in effective utilization of resources to compete in the every changing Global Business scenario	
6	Course Objectives	<ol style="list-style-type: none"> <li>1. To provide the students with an adequate understanding of how business research methods can be used as a decision making tool by the managers in organizations</li> <li>2. To produce Managers with expertise in the area of Business Research methods and its scope of applications to improve the Organization productivity and market share in Global marketing environment.</li> </ol>	
7	Course Outcomes	CO1: To define the concepts of Business Research methods and its importance in the modern day Organizations CO2: To demonstrate an understanding of application of Research tools in business operations in order to effectively utilize their resources . CO3: To enhance student ability to analyse the implications of Business Research techniques CO4: To explain the applications of specific Research tools and techniques used for business research CO5: To evaluate Research report analysis and decision making with appropriate Statistical tools	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to research</b>	
	A 1	Research: Meaning, Nature Scope of Research.	CO1
	A 2	Types of Business Research, Ethical issues in business research	CO1
	A 3	Criteria of good research, Types of research.	CO1
	Unit B	<b>Fundamentals of Business research and Process</b>	
	B 1	Business Research: An overview Research process Steps involved in preparing business research plan/proposal	CO1
	B 2	problem formulations	CO2
	B 3	management problem v/s. research problem	CO2
	Unit C	<b>Business Research Design</b>	
	C 1	Business Research Design: Exploratory, Descriptive, & Causal research.	CO3
	C 2	Exploratory research: Meaning, suitability, collection,	CO3



		hypothesis formulation Descriptive research: Meaning, types of descriptive studies, data collection methods.			
	C 3	Causal research: Meaning, various types of experimental designs, types of errors affecting research design			CO3
	Unit D	<b>Data Collection Methods</b>			
	D 1	Data collection Methods: Primary and Secondary data – Sources – advantages/disadvantages.			CO4
	D 2	Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Thurston-equal appearing interval scale, MDS – Multi Dimensional Scaling			CO4
	D 3	Data collection Types – Observations, Survey, Interview, Questionnaire design, Qualitative Techniques of data collection.			CO4
	Unit E	<b>Data Presentation, Analysis &amp; Interpretation, Writing Report</b>			
	E 1	Editing, Coding, Classification, Tabulation, Analysis, & Interpretation.			CO4
	E 2	Data analysis-I: Testing of hypothesis-- Tests of significance Z, t, F and Chi-Square. Data analysis-II: Correlation and Regression techniques			CO4
	E 3	Data Analysis III: Introduction of Multivariate Data Analysis: Factor Analysis, Multiple Regression, Discriminant analysis, Cluster analysis Research report: Oral report, Written reports, Types & Advantages/Disadvantages of oral and written reports, Components of written researchreport			CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s	Business Research Methods by Naval Bajpai by Pearson			
	Other References	Research methodology by, Kothari Marketing Research by Parsuraman, grewal & Krishnan by Biztantra			

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	2	1	2
CO3	1	2	-	2	1	1	2	2	2	2
CO4	1	2	2	2	2	1	2	2	2	2
CO5	1	2	-	1	2	1	2	2	2	2

<b>School: SBS</b>	<b>Batch : 2018-20</b>
<b>Program: MBA (BA)</b>	<b>Current Academic Year: 2018-19</b>
<b>Branch: Business Analytics</b>	<b>Semester: II</b>

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<b>1</b>	<b>Course Code</b>	
<b>2</b>	<b>Course Title</b>	Operations Research for Business Decisions
<b>3</b>	<b>Credits</b>	
<b>4</b>	<b>Contact Hours (L-T-P)</b>	2-0-2
	<b>Course Type</b>	Compulsory
<b>5</b>	<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To understand, interpret, and evaluate changes in a phenomenon in the hope of anticipating the course of future events correctly</li> <li>2. To teach a practical approach to modeling time series data</li> <li>3. To help student identify and propose models, estimate them with data, diagnose whether they fit, and interpret their meanings.</li> <li>4. Though Computer software is utilized, an understanding of underlying concepts and methods would be stressed</li> </ol>
<b>6</b>	<b>Course Outcomes</b>	<b>CO1:</b> List the application of optimization techniques in Managerial Decision Making <b>CO2:</b> Describe some real time business situations as a mathematical model <b>CO3:</b> Solve a problem, work out its optimum solution and interpret the result <b>CO4:</b> Infer the excel output for taking business decisions
<b>7</b>	<b>Course Description</b>	<p>In this age of information and technology boom and the era of increasing integration of economies where geographical boundaries are becoming meaningless for trade and business, winning firms and managers will be those who are in sync with the fast changing business dynamics. Business managers need to identify and analyze the resource available with them. They need to optimally utilize these resources and come up with best possible solution under the given constraints. In this context, the course aims to provide students with a methodological framework and foundation for management decision making and to be of long lasting value through their careers irrespective of management field that they choose.</p>
<b>8</b>	<b>Outline syllabus</b>	<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Operations Research</b>
	<b>A</b>	Scope and applications of Operations Research in managerial decision making. Modelling Approach- Mathematical Models and algorithms. Phases of Operations Research
	<b>B</b>	<b>Decision making environments:</b> Decision making under certainty, uncertainty and risk situations, Maxmin , Minmax, Maxmax, Minmin, Hurwitz and Savage principle. EMV, EOL, EVPI. Decision Tree Approach and its applications.
	<b>C</b>	<i>Using MS-Excel to create Payoff and Opportunity loss tables and interpreting them for decision making</i>

	<b>Unit 2</b>	<b>Linear Programming Applications in Marketing , Finance and Operations Management</b>	
	<b>A</b>	Formulations of LP Problems Graphical Method of solving LP problems- Maximization and Minimization Problems Infeasible, feasible and infinite solutions	CO1,CO2
	<b>B</b>	Degeneracy in LP Problems. Applications of LPP - Portfolio management, media selection, A-Make-or-Buy Decision, shadow price ,Sensitivity analysis	CO1,CO2,C O3
	<b>C</b>	<i>Using Excel Solver to Solve LPP and derive and interpret Sensitivity report</i>	CO1,CO2,C O3
	<b>Unit 3</b>	<b>Transportation &amp; Transshipment And Assignment &amp; Travelling Salesman Problems</b>	
	<b>A</b>	<b>Transportation Problem:</b> Introduction to transportation problem, NW corner rule, Transshipment Problems- Formulation( Solving to be done by Excel)	CO3,CO4
	<b>B</b>	Application of transportation problem- Human Resource, Inventory Management, Calculation of Layover time. <i>Using Excel Solver for solving transportation problems</i>	CO3,CO4
	<b>C</b>	<b>Assignment Model:</b> Introduction and its application- Maximization and minimization problem. Travelling salesman problem with breaking incomplete loop <i>Applications of transportation and assignment problems, Using Excel Solver for solving assignment problems</i>	CO3,CO4
	<b>Unit 4</b>	<b>Game Theory</b>	
	<b>A</b>	Concept of Game: Solving Two person zero- sum game; Pure and mixed strategy games; Saddle point; Dominance Rule, LPP method to solve Game Theory Problems	CO3,CO4
	<b>B</b>	<i>Using Excel Solver for solving Game theory problems</i>	CO3,CO4
	<b>C</b>	<i>Applications of Game theory in business and economics</i>	CO3,CO4
	<b>Unit 5</b>	<b>Replacement Problem</b>	
	<b>A</b>	Replacement of assets that deteriorate with time;	CO3,CO4
	<b>B</b>	Replacement of assets which fail suddenly, Both cases- When Time value of Money is considered and when not considered.	CO3,CO4
	<b>C</b>	<i>Using excel to draw and interpret various tables for replacement problems.</i>	CO3,CO4
	<b>Mode of examination</b>	Theory and Practical	

	<b>Weightage Distribution</b>	CA 30%	MTE 20%	ETE 50%	
	<b>Text book/s*</b>	Hamdy A. Taha; Operations Research-An Introduction, Pearson Education, 8 <sup>th</sup> Edition			
	<b>Other References</b>	1. M.P. Gupta and R.B. Khanna; Quantitative Techniques for Decision Making, PHI 4 <sup>th</sup> Edition  2. J.K. Sharma Operations Research Theory and Applications; Macmillan India Ltd. 4 <sup>th</sup> Edition			

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA Single and Dual specialisation</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	MBA 158
2	Course Title	Legal Aspects of Business
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	The purpose of this course is to: 1. Introduce the legal framework that affects business relationships, organisations and its operations. 2. Improve the ability to recognize and manage the legal risks arising in business situations 3. Encourage critical thinking in order to examine all sides of a business situation 4. Develop capacity for analysis, research and problem solving skills within the context of the Legal framework.
6	Course Outcomes	On the completion of the course the student will be able to: CO1: Describe the Legal Framework within which the business operates CO2 : Infer the need of Legal compliances that affects businesses CO3: Identify issues, recognize potential problems in day to day business activities and know when to consult with a legal expert. CO4: Plan, execute and take decisions to undertake business practices that comply with relevant laws. CO5: Assess the appropriate type of business organisation suited to one's business. CO6: Integrate legal knowledge for business advantages such as risk elimination or risk minimization.
7	Course	The course introduces the student to the Legal Framework within which

	Description	the businesses are required to operate. The course covers various laws relating to Business Transactions, business organisations etc.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Business Organisations</b>	
	A	Limited Liability Partnership Act 2008	CO1, CO2, CO5, CO6
	B	Companies Act 2013 - Salient Features of Companies, Formation of Companies, Memorandum and Articles of Association, Directors, Meetings, Corporate Social Responsibility - Provisions, Corporate Frauds and the role of good Corporate Governance	
	C	Annual Report of a company, Role of SEBI as a market regulator Importance of Legal Compliances	
	<b>Unit 2</b>	<b>Business Transactions</b>	<b>CO3, CO4, CO5, CO6</b>
	A	Indian Contract Act 1872 ; Essentials of a Valid Contract, Discharge of Contract, Breach of Contract, Remedies, E contract, Contract of Indemnity and Guarantee, Bailment and Pledge, Agency	
	B	The Sales of Goods Act 1930; Essentials of a contract of sale, Sale and agreement to sell, conditions and warranties, Rights of Buyers and Sellers, A brief overview of International Sale Contracts	CO1, CO3
	C	Competition Act 2002 - Salient features	
	<b>Unit 3</b>	<b>Conduct of Business</b>	<b>CO2, CO5, CO6</b>
	A	The Consumer Protection Act 1986: Rights of Consumer, Consumer dispute, Consumer Dispute Redressal Agencies	
	B	A brief overview of different Regulatory bodies – ASCI, TRAI, RERA, IRDA	
	C	Business and Criminal Liability	
	<b>Unit 4</b>	<b>Employer-Employee relationship</b>	<b>CO3, CO4, CO6</b>
	A	Legal issues in Recruitment, employment contracts and Non Disclosure Agreements	
	B	Prevention of Sexual Harassment at Workplace	
	C	Overview of Social Security Laws in India	
	<b>Unit 5</b>	<b>Emerging Areas (Brief Overview)</b>	<b>CO2, CO3, CO4, CO5</b>
	A	Intellectual Property Rights – Trademarks, Copyright and Patent	
	B	Alternate Dispute Resolution – Arbitration, Mediation, Conciliation	
	C	Information Technology Act, Social Media offences	

	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	,
	Text book/s*	Legal Aspects of Business, Text, Jurisprudence and cases, Daniel Albuquerque, Oxford University Press,			
	Other References	<ul style="list-style-type: none"> <li>• Kuchhal, M.C., Mercantile Law, 7th ed., 2009, Vikas Publishing House</li> <li>• Gulshan, S.S., Business Law, 3rd ed., 2006, Excel Books</li> <li>• Tulsian, P.C., Business Law, 2nd ed., 2001, Tata McGraw-Hill</li> </ul>			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	1	2	2	-	2	-	1	1
CO 2	2	1	1	2	1	-	2	2	1	1
CO 3	2	2	2	2	2	1	2	2	2	2
CO 4	2	1	1	1	1	2	2	2	1	1
CO 5	2	1	1	2	2	-	1	1	1	1
CO 6	2	2	2	2	2	2	2	2	1	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>	<b>Batch : 2018 – 20</b>
<b>Program: MBA</b>	<b>Current Academic Year: 2018 -19</b>
<b>Branch:</b>	<b>Semester: II</b>

1	Course Code	MBA 157	
2	Course Title	International Business	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	<b>Compulsory</b>	
5	Course Objective	1. To make students relate with the Prospects and Consequence of Globalisation and to make them awareness about major issues in international business today. 2. To make the students explain various trade theories and hence, make them understand the reason for the international trade. 3. To make students illustrate various Environmental Forces affecting the international trade. 4. To make students categorize factors impacting international business strategy 5. To make students explain contemporary issues in International Operations	
6	Course Outcomes	After the completion of the course, the students will be able to: CO1: Relate with the Prospects and Consequence of Globalisation and with major issues in international business today. K1 CO2: Explain various trade theories and hence, would be able to understand the reason for the international trade. K2 CO3: Illustrate various Environmental Forces affecting the international trade. K3 CO4: Categorize the factors impacting international business strategy in terms of country evaluation selection and the impact of trade policy. K4 CO5: Explain contemporary issues in International operations. K4	
7	Course Description	International Business course is a great mix of theories and practices that will prepare the students for business on a global platform. The course with cover topics such as Globalization issues, trade theories, global environment, factors impacting international strategy making and International Operations.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Globalization and forces pushing it</b>	
	A	Introduction to Globalization: Features, effects of Globalisation. Case – The global playground. Opening case of Chapter number 1.	CO1
	B	Measurement of Globalisation, Indexes of globalisation.	CO1
	C	Eastward shift in balance of economic power: Reading - <a href="https://ourworldindata.org/trade-and-globalization">https://ourworldindata.org/trade-and-globalization</a> , Modes of entry into IB, International Trade and FDI: Reading Chapter 1 – page 18 to 21.	CO1
	<b>Unit 2</b>	<b>Theories of International Trade</b>	
	A	Balance of Payment - theory and practice. Case – Costa	CO2



		Rica. Opening case of chapter 6 of the text book.			
	B	Mercantile theory, Absolute cost advantage theory, Comparative cost advantage theory. Factor endowment theory, Stolper-Samuelson theorem and New trade theory.			CO2
	C	Product Life Cycle (PLC) and Porter Diamond Theory. Case – Factor Mobility Theory in IT Industry. Chapter ending case of chapter 6 of the text book.			CO2
	<b>Unit 3</b>	<b>International Business Environment</b>			
	A	Brief of PESTLE framework. Culture and its impact of international and Global Business. Case – “The Java Lounge – adjusting to Saudi Arabian Culture”. Opening case of chapter 2.			CO3
	B	Financial Environment: IMF, Foreign Exchange Market. Case – “Going down to the wire in money transfer market”. Opening case of chapter 9.			CO3
	C	Trade Blocks – PTA, FTA, Customs Union, Common Market, Monetary Union and Political Union. Case – “Toyota’s European Drive”. Opening case of chapter 8.			CO3
	<b>Unit 4</b>	<b>International Business Strategy</b>			
	A	Country Evaluation and Selection. Case – “Carrefour: finding retail space in all the right places”. Opening case of chapter 12.			CO4
	B	Foreign Trade Policy and reasoning. Case – “A Small-Business Export Strategy”. Opening case of chapter 13.			CO4
	C	WTO. Reading – Chapter 8.			CO4
	<b>Unit 5</b>	<b>International Business and Operations</b>			
	A	International pricing mechanisms. Reading – Chapter 16, Page 625.			CO5
	B	International Marketing. Case – “Avon Calls for Global Market”. Opening case study of chapter 16.			CO5
	C	Global Manufacturing. Case – “Samsonite’s Global Supply Chain”. Opening case study of chapter 17.			CO5
	Mode of examination	<b>Theory/Jury/Practical/Viva</b>			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Daniels John D., Lee H. Radebaugh, Daniel P. Sullivan and Prashant Salwan, <b>International Business- Environment and Operations</b> , 12 <sup>th</sup> Edition (2010), Pearson, New Delhi.			
	Other References	1. Swami (Dr.) Parthasarathy: 2010: Global Trade in New Millennium: 2 <sup>nd</sup> edition 2. Krugman, P & Obsfield, Maurice: International			

		<p>Economics.</p> <ol style="list-style-type: none"> <li>Ministry of Commerce, Handbook of procedure, Vol I &amp; II, Government of India, New Delhi.</li> <li>Ball, Donald A., Wendell H. Mc Culloch, Jr.; J Michael Geringer, Michael S. Minor and Jeanne M Mc Nett, <i>International Economics</i>, 2008, McGraw Hill, Chapter 7 &amp; 13.</li> <li>Samuelson Paul A. and William D. Nordhaus, <i>Economics</i>, (18<sup>th</sup> Ed.), Tata McGraw Hill Publishing Company; Part 4.</li> <li>Hanley, Nick, Jason F.Shogren, and Ben White <i>Environmental Economics in Theory and Practice</i>, Macmillan, reprinted 2008, Chapter 14.</li> <li>Dobson, Wendy, <i>Gravity shift—How Asia’s New Economic Powerhouses will shape the 21<sup>st</sup> century</i>. Hachette India, 2010.</li> <li>Mahabir Sawhney and Philip kotler—‘<i>Marketing in the Age of Information Democracy</i>’ in <i>Kellogg on Marketing</i>, Edited by Dawn Iacobucci, Wiley, India,2006.</li> <li><i>Harvard Business Review on Emerging Markets</i>, Harvard Business Press,2008.</li> </ol>	
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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO1 2	PSO 1	PSO 2	PSO 3	PSO 4
CO201 .1	2	2	2					1			
CO201 .2		3						1	2		
CO201 .3	3		1								
CO201 .4	2								3		
CO201 .5			3							2	2

**Correlation :**

**1-Slight (Low)**

**2-Moderate (Medium)**

**3- Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: -</b>		<b>Semester: I</b>	
1	Course Code	MBA 152	
2	Course Title	Human resource Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Core	
5	Course Description	This <b>course</b> examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.	
6	Course Objective	<ul style="list-style-type: none"> <li>• Expose the students to different aspects of Human Resource Management and</li> <li>• To develop a clear conceptual understanding of HRM</li> <li>• To Sensitize the students regarding the importance of HRM</li> <li>• To Facilitate students to understand the functionalities of HRM</li> </ul>	
7	Course Outcomes	CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. CO2: Administer and contribute to the design and evaluation of the performance management program. CO3: Develop, implement, and evaluate employee orientation, training, and development programs. CO4: Facilitate and communicate the human resources component of the organization's business plan	
8	Outline syllabus		CO Mapping
	Unit A	Introduction -HRM Concepts	
	A 1	Concept and Scope	CO1
	A 2	Significance, Functions and objectives;	CO1
	A 3	Contemporary issues and trends in HRM	CO2
	Unit B	Human Resource Planning,	
	B 1	Concept of HRP, Importance of HRP, Process of HRP	CO2
	B 2	Job Analysis, Job Evaluation- Concept, Methods& Difference	CO1
	B 3	Recruitment: Process, Sources& Methods Selection: Process, Interviews, Types of Interview, Employment Test	CO1
	Unit C	Placement, Induction, Training & Development	
	C 1	Placement- Concept & Benefits Induction/Orientation: Concept, Process	CO4

	C 2	Training: Need, TNA – Process, Types of training-On the job & off the job;	CO3						
	C 3	Management Development – Concept & Methods (Case Analysis, In- Basket, Management Games, T- Training, Coaching & Mentoring)	CO3						
	Unit D	Performance Management & Compensation							
	D 1	Performance Appraisal: Concept, Process, Methods (Assessment centre, Ranking, Rating, 360 degree), Errors	CO2						
	D 2	Compensation: Objectives, factors & Components of pay Structure	CO4						
	D 3	Concept of Wages (Minimum, Fair & Living) Incentives- Individual &Group, Employee (Fringe) Benefits	CO2,CO4						
	Unit E	Industrial Relations& Managing Separations	CO4						
	E 1	Industrial Relations-Concept& Importance, Grievance Handling Procedure	CO3						
	E 2	Separations- Voluntary, Involuntary	CO4						
	E 3	Discipline-Concept and Process	CO4						
	Mode of examination	Theory							
	Weightage Distribution	<table><tr><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td>30%</td><td>20%</td><td>50%</td></tr></table>	CA	MTE	ETE	30%	20%	50%	
CA	MTE	ETE							
30%	20%	50%							
	Text book/s*	Rao V. S. P., Human Resource Management- text and cases,Excel Books							
	Other References	<ul style="list-style-type: none"><li>Aswathapa K., Human Resource Management- Text and Cases, The McGraw Hill</li><li>Cascio: Managing Human Resources,Tata McGraw Hill</li><li>Decenzo: Fundamentals of HRM , Wiley</li></ul>							

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	2	2	3	3	1
CO2	2	1	2	3	3	2	2	3	1	1
CO3	2	2	1	1	3	1	2	2	3	2
CO4	1	2	2	2	2	3	2	2	1	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA LSCM</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	***
2	Course Title	<b>Principles of ERP &amp; Overview of SAP</b>
3	Credits	3
4	Contact Hours  (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: The course is designed to provide basic knowledge &amp; understanding of typical ERP systems, and the advantages and limitations of implementing such systems;</p> <p>2 : To understand the various concepts of ERP in SCM.</p> <p>3: It further aims to develop students' skills in ERP systems: the principles of ERP systems, their major components, and the relationships among these components;</p> <p>4: The basic concepts of ERP systems for manufacturing or service companies.</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to details of ERP and SAP. At the completion of the course students should be able to:</p> <p>CO1: Understand the evolution, functional areas, significance and benefits of ERP.</p> <p>CO2: Map requirement of Marketing Information system and Customer Relationship Management.</p> <p>CO3: Identify and describe steps involved in ERP Approach to Production Planning.</p> <p>CO4: Understand the application of ERP in Accounting and Human</p>

		<p>Resource management.</p> <p>CO5: Understand the concept of Process Modelling &amp; its improvement and ERP implementation issues</p> <p>CO6:Comprehend with recent trends in SCM</p>	
7	Course Description	Information technology and digital instruments are critical components of domestic and global supply chain management. The importance of ERP and SAP to the global economy will increase as firms work to become more sustainable and as the access to capital becomes more difficult. The occurring cost is also one of the big issue. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Development of ERP systems</b>	
	A	Functional area information systems, Significance and benefits of ERP software and systems	CO1, CO2
	B	Evolution of information systems, ERP for midsized and smaller companies	
	C	ERP software emeges: SAP and R/3, Choosing consultants and vendors	
	<b>Unit 2</b>	<b>Marketing Information Systems and Sales Order Process</b>	
	A	Sales and Distribution in ERP	CO1, CO3
	B	AStandard Order in SAPERP	
	C	Customer Relationship Management (CRM)	
	<b>Unit 3</b>	<b>PRODUCTION AND SUPPLY CHAIN MANAGEMENT INFORMATION SYSTEMS</b>	
	A	Production Planning Process: SAP ERP Approach to	CO4, CO6

		Production Planning				
	B	MATERIALS REQUIREMENTS PLANNING (MRP)				
	C	ERP and Suppliers				
	<b>Unit 4</b>	<b>ACCOUNTING IN ERP SYSTEMS</b>				
	A	Accounting Activities, Operational Decision-making Problem: Credit Management				CO4
	B	Product Profitability Analysis,  Management Reporting with ERP systems				
	C	Problem: Credit Management				
	<b>Unit 5</b>	<b>HUMAN RESOURCES PROCESSES WITH ERP</b>				
	A	Human Resources with ERP software, ERP workflow tools, Implementing ERP systems				CO5, CO6
	B	Advanced SAP ERP Human Resources features, Additional Features				
	C	Process Modeling, Process Improvement, Implementation and Change Management				
	Mode of examination	Theory/Jury/Practical/Viva				
	Weightage Distribution	CA	MTE	ETE		
		30%	20%	50%		
	Text book/s*	Safeducate content  Integrated Business Processes with ERP Systems By Simha R. Magal				
	Other References	Modern ERP: Select, Implement, and Use Today's Advanced Business Systems By Marianne Bradford				

POs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
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COs										
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA LSCM</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	***
2	Course Title	<b>Inventory Management</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1: The course is designed to provide basic knowledge & understanding of typical Inventory Management systems, and the advantages and limitations of implementing such systems;  2 : To understand the various concepts of Inventory management.  3: It further aims to develop students' skills in Purchasing, vendor management and inventory control techniques.  4: To appreciate the importance of inventory in achieving integration in



		SCM.	
6	Course Outcomes	<p>At the completion of the course students should be able to:</p> <p>CO1: Discuss various role of warehousing in Inventory Management</p> <p>CO2: Analyze purchasing principles, procedures and systems</p> <p>CO3: Look into the key issues in procurement &amp; lay hands in the new methods of procurement</p> <p>CO4: Understand inventory costs and importance of safety stock</p> <p>CO5: Describe the basic EOQ model and its assumptions and solve typical problems</p> <p>CO6: Describe the tools being use in Warehouse.</p>	
7	Course Description	Inventory and warehousing are critical components of domestic and global supply chain management.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Warehousing</b>	
	A	Introduction To Warehousing, Evolution Of Warehousing, Functions Of Warehouse, Warehouse Operations	CO1, CO2
	B	Strategic Warehousing, Types Of Warehouses & storage policy, Centralized And Decentralized, Storage Systems	
	C	Elements & Principle of warehouse design, Significance of warehouse in SCM, MHEs safety & security, Warehouse Management Systems	
	<b>Unit 2</b>	<b>Purchasing</b>	
	A	Purchasing Organization, Importance Of Purchasing As A Function	CO1, CO3
	B	Purchasing Principles, Procedures And Systems	

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	C	Importance Of Seller-Buyer Relations, Negotiation And Factors Of Negotiation, Codification, Price Analysis, Market structure			
	Unit 3	Sourcing			
	A	Procurement strategies			CO4, CO6
	B	Vendor selection & rating, Advantages			
	C	Risk Sharing & Supply Chain performance, Supplier Selection - Auction & negotiation			
	Unit 4	Inventory Management & SCM			
	A	Role, Function & Types			CO4
	B	Role of IM in Competitive Strategy			
	C	Inventory Cost, Need To Hold Inventory, Uncertainty in Supply Chain, Safety inventory			
	Unit 5	Economic Order Quantity Models			
	A	Purchasing model with no shortage			CO5, CO6
	B	Manufacturing model with no shortage, Inventory Control Techniques			
	C	Purchasing model with shortage, Manufacturing model with shortage			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	3. Safeducate content 4. Essentials of Inventory Management By Max Müller 5. Inventory Management Explained By David J. Piasecki			
	Other	IMPLEMENTING SAP ERP SALES By Glynn C.			

	References	Williams	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: SCM</b>		<b>Semester: III</b>
1	Course Code	MBA291
2	Course Title	<b>Trends in SCM</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: The course is designed to provide basic knowledge &amp; understanding of the trends in SCM.</p> <p>2 : To understand the various concepts of developments in SCM.</p> <p>3: It further aims to develop students' skills in contemporary developments in the field of logistics.</p> <p>4: To appreciate the importance of coordination and operation flow in SCM.</p>
6	Course Outcomes	<p>At the completion of the course students should be able to:</p> <p>CO1: Discuss various development phases in SCM.</p> <p>CO2: Analyze the contemporary development in SCM.</p> <p>CO3: Discuss the key issues in SCM and their pattern.</p> <p>CO4: Understand technological costs and importance of technology in development of SCM.</p> <p>CO5: Describe the basic developmental models in SCM.</p> <p>CO6: Describe the the role of ICT.</p>
7	Course Description	Development is critical components of domestic and global SCM.

8	Outline syllabus			CO Mapping
	Unit 1	Developments in warehousing		
	A	Vendor Managed Inventory		CO1, CO2
	B	Cross-docking		
	C	Robotics in warehousing		
	Unit 2	IT and SCM		
	A	Augmented Reality, Artificial Intelligence,		CO1, CO3
	B	Internet of Things		
	C	Cloud computing		
	Unit 3	Digitization		
	A	Digitization in Supply Chain		CO4, CO6
	B	Evolution of Digital Supply Chain		
	C	Autonomous Delivery Vehicles		
	Unit 4	Infrastructure & SCM		
	A	Logistics in the Global Environment		CO4
	B	Competitive Strategy		
	C	Logistics Outsourcing		
	Unit 5	Strategies in SCM		
	A	Lean & Agile Supply Chain		CO5, CO6
	B	Business process re-engineer		
	C	3PL, 4PL		
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage	CA	MTE	ETE

	Distribution	30%	20%	50%	
	Text book/s*	6. Safeducate content 7. Reengineering the Corporation by James A. Champy and Michael Martin Hammer			
	Other References	Leading and Managing Lean by Gene Flidner			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: Business</b>	<b>Batch : 2018-20</b>
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<b>Studies</b>		
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: SCM</b>		<b>Semester: III</b>
1	Course Code	MBA292
2	Course Title	<b>Logistics Management</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: The course is designed to provide basic knowledge &amp; understanding of Logistics Management.</p> <p>2 : To understand the various concepts that are used in Logistics.</p> <p>3: It further aims to develop students' skills in Logistics Management.</p> <p>4: To understand the importance of digital technology in achieving integration in Logistics.</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to details of Logistics Management. At the completion of the course students should be able to:</p> <p>CO1: Comprehend with Logistics Management.</p> <p>CO2: Understand Logistics concept, Sectors, Growth Factors.</p> <p>CO3: Analyze different Logistics Business Models in Indian and global scenario.</p> <p>CO4: Interpret role of logistics in Supply chain Management.</p> <p>CO5: Develop the concept of Reverse Logistics</p> <p>CO6: Understand the significance of transportation</p>
7	Course Description	Logistics Management is critical components of domestic and global supply chain management. The importance of Logistics to the global

		economy will increase as firms work to become more sustainable and as the access to capital becomes more difficult. The occurring cost is also one of the big issue. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction</b>	
	A	Inter-Relation Between Supply Chain and Logistics	CO1, CO2
	B	Introduction to Logistics Management	
	C	Functions & Types of Logistics	
	<b>Unit 2</b>	<b>Transportation</b>	
	A	Transportation	CO1, CO3
	B	Types of Transportation	
	C	Role and importance of Transportation	
	<b>Unit 3</b>	<b>Reverse Logistics</b>	
	A	Introduction	CO4, CO6
	B	Types of reverse logistics	
	C	Role and importance of reverse logistics	
	<b>Unit 4</b>	<b>Role of IT</b>	
	A	Logistics Pipeline Process	CO4
	B	Role of Information Technology in Logistics	
	C	Transport Management System	
	<b>Unit 5</b>	<b>Operational Research</b>	
	A	Operation Research in LSCM Decision Making	CO5, CO6
	B	Logistics Network Configuration	
	C	Measuring Logistics Cost & Performance	



	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	8. Safeducate content  9. Logistics Management by Satish C. Ailawadi and Rakesh P. Singh,			
	Other References	Logistics Management by Vinod V. Sople			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: Business</b>	<b>Batch : 2018-20</b>
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<b>Studies</b>		
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: SCM</b>		<b>Semester: III</b>
1	Course Code	MBA293
2	Course Title	<b>Project Management</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: The course is designed to provide basic knowledge &amp; understanding of Project Management, and the advantages and limitations of implementing such systems.</p> <p>2 : To understand the various concepts of Project management.</p> <p>3: It further aims to develop students' skills in Project management and its techniques.</p> <p>4: To appreciate the importance of various techniques in Project Management.</p>
6	Course Outcomes	<p>At the completion of the course students should be able to:</p> <p>CO1: Discuss importance of Project Management.</p> <p>CO2: Analyze the techniques of Project Management.</p> <p>CO3: Look into the key issues while implementing a new project.</p> <p>CO4: Understand the techniques to calculate the Project duration.</p> <p>CO5: To develop the network construction and monitoring to ensure the timely closure of the project.</p> <p>CO6: Understand the project duration and its cost benefits.</p>
7	Course Description	Project Management is the critical components to reduce the cost and ensure the completion of the work in defined timeline and provides

		systematic and thorough introduction to all aspects of project management. Projects are an increasingly important aspect of modern business. Therefore, the course underlines the importance of understanding the relation between projects and the strategic goals of the organization.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Project Management</b>	
	A	Defining “project management”	CO1, CO2
	B	Exploring opportunities in the project management field	
	C	Developing project management skills, Categorization different types of projects	
	<b>Unit 2</b>	<b>Project Planning</b>	
	A	Project Planning, Need of Project Planning,	CO1, CO3
	B	Project Life Cycle,	
	C	Roles, Responsibility and Team Work, Work Breakdown Structure (WBS)	
	<b>Unit 3</b>	<b>Organisational Structure and Organisational Issues:</b>	
	A	Introduction, Concept of Organisational Structure	CO4, CO6
	B	Roles and Responsibilities of Project Leader, Relationship between Project Manager and Line Manager,	
	C	Leadership Styles for Project Managers, Conflict Resolution,	
	<b>Unit 4</b>	<b>PERT and CPM:</b>	
	A	Introduction,	CO4
	B	Development of Project Network	
	C	Determination of the Critical Path, PERT Model,	
	<b>Unit 5</b>	<b>Project Risk Management:</b>	

	A	Introduction, Risk, Risk Management			CO5, CO6
	B	Role of Risk Management in Overall Project Management			
	C	Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	10. Safeducate content  11. Project Management the managerial process by Larson			
	Other References	Need to Know Key Performance Indicators by Pearson			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch :2018-2020</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: III</b>
1	Course Code	<b>MBA294</b>
2	Course Title	<b>Business Analytics for SCM</b>
3	Credits	3
4	Contact Hours (L-T-P)	2-1-1
	Course Type	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To develop the understanding of the basics, intermediate and advanced concepts of data analysis.</li> <li>2. To apply data analysis techniques with R and Microsoft Excel .</li> <li>3. To apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques.</li> <li>4. To demonstrate knowledge of statistical data analysis techniques utilized in business decision making.</li> <li>5. To apply principles of Data Science to the analysis of business problems.</li> <li>6. To use data mining software to solve real-world problems.</li> </ol>
6	Course Outcomes	CO1:The student will be able to recognize the concept of Business Analytics CO2: The student will be able to describe deterministic and stochastic data CO3: The student will be able to use Monte Carlo Simulation and carry out risk analysis CO4: The student will be able to analyze trendline and R2 Analysis. CO5: The student will be able to solve the mathematical and statistical problems using Excel and R CO6: The student will be able to create visualization of data and mathematical model of problem solving.
7	Course Description	The problems faced by decision makers in today's competitive business environment are often extremely complex and can be addressed by numerous possible courses of action. Evaluating these alternatives and gaining insight from past performance is the essence of business analytics. This course is designed as an introduction to Business Analytics, an area of business administration that considers the extensive use of data, methods, and fact-based management to support and improve decision making.

		While business intelligence focuses on data handling, queries and reports to discover patterns and generate information associated with products, services and customers, business analytics uses data and models to explain the performance of a business and how it can be improved. This course discusses the benefits of employing analytics and a structured approach to problem-solving in management situations.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Analytics on Spreadsheets and Using R</b>	
	A	Excel as an Analytics tool, functions and formulas	CO2
	B	Using R as an Analytics Tool, R and R Studio, Using Packages, Variables and Data Sets; Mathematical and statistical functions in Excel and R Visualisation and Exploring Data in Excel and R Modeling	CO2, CO5
	C	Performa Income Statement for a company using specific data set (Both using R and Excel);Using Histogram Tool to develop a frequency distribution for Credit Risk Analysis of a bank using specific data set (Both using R and Excel)	CO2, CO5
	<b>Unit 2</b>	<b>Business Analytics and Data Sets</b>	
	A	Introduction to Business Analytics; Evolution and Applications	CO1, CO2
	B	Scope of Business Analytics (Descriptive, Predictive and Prescriptive) ; Tools for Business Analytics	CO1, CO2,CO5
	C	Data, Big Data and Data Sources; Data Reliability and Validity;Data Validation ;Data Classification and Measurement Scales (Ordinal, Interval and Ratio)	CO1, CO2,CO5
	<b>Unit 3</b>	<b>Models in Business Analytics</b>	
	A	Three Forms of a Model (Verbal, Visual and Mathematical) ; Decision Models : Assumptions, Uncertainty and Risks	CO1, CO2
	B	Prescriptive Decision Models ( Deterministic , Stochastic); Problem Solving with analytics ( Problem Recognition, Analysis, Decision and Implementaion)	CO1, CO2,CO5
	C	Building Mathematical Model (e.g Costing Model) ;Building a Prescriptive Pricing Model	CO2,CO5
	<b>Unit 4</b>	<b>Predictive Analytics</b>	
	A	Modeling Relationships and Trends in Data; Common Mathematical Functions and Predictive Analytics	CO2
	B	Trendline and R2 analysis; Simple Linear Regression, Multiple Regression	CO2,CO4
	C	Cluster Analysis; Agglomerative and Divisive Clustering; Modeling Price-Demand Function with Historical Data;Home Market Value Analysis using regression Clustering Colleges and Universities Data	CO4, CO6
	<b>Unit 5</b>	<b>Simulation and Risk Analysis</b>	
	A	Introduction to Monte Carlo Simulation; Monte Carlo Simulation using Data Tables	CO1, CO3

	B	Monte Carlo Simulation Using Risk Solver Platform			CO1, CO3
	C	Simulations for New Product Development; Creating and Interpreting the Sensitivity Charts and the Overlay Charts			CO1, CO3, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Business Analytics by James R Evans, Pearson Education “R In Action” by Robert I. Kabacoff , Dreamtech Press; Second edition			
	Other References	3. “Integrated Business Analytics Principles, Concepts and Applications:What, Why and How with SAS” By Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, Pearson Education 4. “Handbook of statistical analysis and data mining applications” By Gary Miner, Robert Nisbet, John Elder, Academic Press 5. Business Analytics : An Application Focus” by Purba Halady Rao			

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO 1	2	1	1	-	1	-	2	2	2	1
CO 2	2	2	1	-	2	-	1	2	2	1
CO 3	2	2	2	2	2	2	2	2	2	2
CO 4	2	3	1	2	2	2	2	2	2	2
CO 5	2	3	1	2	2	1	2	2	2	2
CO 6	2	2	1	2	2	-	2	2	2	2

<b>SCHOOL: SCHOOL OF BUSINESS STUDIES</b>		<b>Batch : 2018-2020</b>
<b>Program: MBA(LSCM)</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>		<b>Semester: II</b>
1	Course Code	MBA423
2	Course Title	<b>E-Business</b>
3	Credits	3
4	Contact Hours (L-T-P)	40
	Course Status	Compulsory
5	Course Description	Study of the emergence of the world wide web and start of the e Commerce concept, Different business models in practice such as B2B, C2B, B2C etc; Study of the Network infrastructure supporting electronic commerce; Study of E-Market place structures and mechanisms; Internet advertising and Online marketing process; Consumer Oriented Applications and E_Payment Systems; E-Supply Chain Management and Enterprise Resource Planning etc.
6	Course Objective	The course aims: <ol style="list-style-type: none"> <li>1. Acquaint students with a fundamental understanding of the environment and strategies in e-business</li> <li>2. Provide an overview of the hardware, software, servers, and the parts that make up the enabling “railroad” for e-business</li> <li>3. Provide a fundamental understanding of the different types and key components on business models in e-business</li> <li>4. Understand the traditional and new communication / marketing approaches that create competitive advantage in e-business</li> <li>5. Provide insights on how to implement strategy in e-business</li> </ol>
7	Course Outcomes	On successful completion of this module students will be able to:  CO1. Students will be able to define and describe how businesses sell products and services on the Web and the functions of e-business. CO2. Students will be able to explain and discuss the components and roles of the Electronic Commerce environment. CO3. Students will be able to illustrate and relate to the web marketing approaches and elements of branding. CO4. The student will be able to demonstrate and interpret the online payment systems and digital banking frameworks CO5. The student will be able to demonstrate the understanding of various



		e-payment systems, internet banking and digital payment requirements. CO6. The student will be able to analyse and explain issues relating to electronic supply chain management and enterprise resource planning.		
8	Outline syllabus			CO Mapping
	Unit A	<b>Introduction &amp; Business Models</b>		
	A 1	Early business information interchange efforts – Emergence of Internet – emergence of WWW; Advantages and disadvantages of e-commerce		
	A 2	E-Business models - C2C, C2B, B2B models;		
	A 3	Value Chain model, advertising model, community model manufacturer model		
	Unit B	<b>Network Infrastructure</b>		
	B 1	Network Infrastructure supporting electronic commerce; Role of World Wide Web		
	B 2	Internet Client-Server Applications; Networks and Internets, Internet Standards and Specifications		
	B 3	Client- Server Network Security, Security Threats, Data and Message Security		
	Unit C	<b>E-Marketing &amp; Advertising</b>		
	C 1	Traditional Marketing Vs. Digital Marketing; Online Marketing; E-marketplace Structures & Mechanisms – types, features.		
	C 2	New Age Information Based Marketing, Advertising on Internet; Advantages & Disadvantages		
	C 3	The Online Marketing Process; Internet Marketing & e-tailing		
	Unit D	<b>Consumer Oriented Electronic Commerce</b>		
	D 1	Consumer-Oriented Applications, Mercantile Process Models – Consumer Perspective, Merchant Perspective		
	D 2	E-Payment Systems – Types, Digital Token Bases Systems, Smart Cards, Credit Card Based Systems, Risks & Design		
	D 3	Main concepts in internet banking, Digital payment requirements, Electronic Cash		
	Unit E	<b>E-Business Applications</b>		
	E 1	Customer Relationship Management on the Internet		
	E 2	Online CRM Capabilities & Its Impact On Business; E-SCM , ERP, E-business suites		
	E 3	Other Applications of e-business: e-tourism, online real estate, electronic learning, e-governance		
	Mode of examination	Theory		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%

	Text book/s*	1. Strauss, J., El-Ansary, A., & Frost, R., <i>E-Marketing</i> , 4 <sup>th</sup> Edition, Prentice Hall of India 2. Kalakota & Whinston, <i>Frontiers of Electronic Commerce</i> , Pearson Education	
	Other References	1. <b>Joseph, S.J., P.T., (2012) <i>E-Commerce: An Indian Perspective</i>, (4th edition), New Delhi: PHI Learning</b>	

POs Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	2	2	1	1	1	1	1	1	2
CO2	3	2	1	2	1	1	2	1	1	2
CO3	2	2	1	1	2	1	2	2	1	2
CO4	2	3	1	1	2	1	2	2	2	2
CO5	2	2	2	1	1	1	3	2	2	1
CO6	2	2	2	2	1	1	2	3	2	1

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA LSCM</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: -</b>		<b>Semester: III</b>	
1	Course Code	MBA 295	
2	Course Title	Sustainable and Green Supply Chain Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
6	Course Objective	To .equip the students with the knowledge and application of Sustainability and Green supply chain management concepts in the procurement of materials, utilization and re-cycling of waste to ensure Sustainable Development. To understand the complete value chain with focus on recent trends in supply chain co-ordination and integration and its application in specific sectors.	
7	Course Outcomes	CO1: To understand the supply chain process cycle in specific industry and analyse the Supply chain design with focus on Sustainable development CO2:To have a thorough understanding of Supply chain framework and the decision making process for optimum utilization of resources CO3: To analyse the role of Information technology in the complete value chain process and understand the significance of Material requirement planning CO4:To have an exposure towards Green Supply chain management and various Legislations related to Environment Management and Global warming	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to Supply chain management</b>	
	A 1	Supply chain process cycle	CO1
	A 2	Supply chain strategy/Design	CO1,CO2
	A 3	Cycle view of Supply chain processes	CO1, CO2
	Unit B	<b>Supply chain Network Design &amp; Co-ordination</b>	
	B 1	• Supply chain decision making framework	CO2,CO3
	B 2	• Network design in supply chain	CO3
	B 3	• Risk Management and Network Design	CO3
	Unit C	<b>Aggregate Planning in Supply chain</b>	
	C 1	• Role of I.T in Demand forecasting	CO3, CO4
	C 2	• Managing Inventory in Supply chain	CO3,CO4

	C 3	• Materials Requirement Planning			CO3,CO4
	Unit D	<b>Green Supply Chain Management</b>			
	D 1	• Concepts and frameworks			CO3,Co4
	D 2	• Global warming			CO4
	D 3	• Environmental legislation			CO4
	Unit E	<b>Sustainable Development and Renewable Energy</b>			
	E 1	• Recycling /Service Agreements			CO4, Co3
	E 2	• Sustainable Transportation			CO4
	E 3	• Renewable Energy			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Supply chain management ,Strategy Planning and Operation , by Sunil Chopra and Peter Meindl, Third edition			
	Other References	Case studies: 1. Walmart's : Sustainability Strategy 2. Polaris Industries: Sourcing 3. Seven Eleven Japan 4. Reliance Industries and ONGC , KG Basin 5. Dell supply chain strategy 6. McKinsey and Co. (2011). Resource revolution: Meeting the worlds energy,materials, foods, and water needs (available from: <a href="http://www.mckinsey.com/business-functions/sustainability-and-resourceproductivity/our-insights/resource-revolution">http://www.mckinsey.com/business-functions/sustainability-and-resourceproductivity/our-insights/resource-revolution</a> ) 7. • Mena, C., Terry, L.A., Williams, A. and Ellram, L., 2014. Causes of wasteacross multi-tier supply networks: Cases in the UK food sector. <i>InternationalJournal of Production Economics</i> , 152, 144-158			

POs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
COs										
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3

CO3	3	1	2	2	3	3	3	2	2	2
CO4	3	1	3	3	3	3	3	2	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2019-2020</b>	
<b>Branch:</b>		<b>Semester: III</b>	
1	Course Code	MBA416	
2	Course Title	Entrepreneurship Development	
3	Credits	3	
4	Contact Hours (LT-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	1. Understand conceptual framework of entrepreneurship 2. Recognize and assess the feasibility the entrepreneurial opportunities 3. learn to develop business model and plan 4. learn about nuances of managing the growth of new ventures	
6	Course Outcomes (COs)	On successful completion of this module students will be able to: CO1:Define and describe the concepts related entrepreneurship CO2:Understand the entrepreneurial ecosystem CO3:Analyse the environment for entrepreneurial opportunity/strategy CO4:Evaluate and choose the best alternate CO5:Design/Write a Business Model/Business Plan	
7	Course Description	The course aims to introduce students to the concept of entrepreneurship; different kinds of entrepreneurs and the role of the self and other variables in creation of entrepreneurs; to help them how to scout entrepreneurial opportunities; how to use different tools to assess them and develop a business model and a business plan. The course also aims to introduce different kinds of institutional and non-institutional support and sources of finance available to an aspiring entrepreneurship.	
8	<b>Syllabus Outline</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Entrepreneurship</b>	
	A	Conceptual framework of Entrepreneurship – evolution of theories, Innovation	CO1
	B	Entrepreneur – determinants, characteristics, types, role	CO1
	C	Entrepreneurial ecosystem - institutional and non-institutional	CO2
	<b>Unit 2</b>	<b>Entrepreneurial Opportunities &amp; Feasibility</b>	
	A	Recognizing opportunities and generating Ideas	CO3
	B	Feasibility Analysis	CO4
	C	Analyzing the Business Environment for a new venture: external environment, industry and competitive analysis	CO3

	<b>Unit 3</b>	<b>Developing Business Model &amp; Business Plan</b>			
	A	Effective business Model			CO5
	B	Writing a business plan			CO5
	C	Pitching a business plan			CO5
	<b>Unit 4</b>	<b>Building New Ventures</b>			
	A	Organizational, HR and Legal Issues			CO1, CO2
	B	Managing Intellectual Property Rights			CO1, CO2
	C	Financing a new venture: sources and mechanism of financing			CO2, CO4
	<b>Unit 5</b>	<b>Managing Growth of New Ventures</b>			
	A	Managing the Growth of an Entrepreneurial Venture			CO3
	B	Strategies for Firm Growth; Franchising			CO3, CO4
	C	Family Business Management– Managing Paradoxes; Professionalization; Governance Family Businesses in Asia			CO2
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Barringer& Ireland: Entrepreneurship, Pearson Education, 2011			
	Other References	<ul style="list-style-type: none"> <li>Robert D Hisrich; Michael P Peters and A. Shepherd: Entrepreneurship,Tata McGraw Hill Education</li> <li>Charantimath, Poornima: Entrepreneurship Development and Small Business Enterprizes, Pearson, 2011</li> <li>Gupta S L &amp; Mittal A: Entrepreneurship Development, International Book House, New Delhi, 2011</li> </ul>			

#### Mapping of Program Objectives (POs) with COs

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	-	1	-	3	1	-	1
CO2	3	1	1	2	1	1	2	2	2	1
CO3	2	3	1	2	1	1	1	3	1	1
CO4	1	3	2	2	1	2	2	1	-	1
CO5	1	3	1	1	3	2	3	1	-	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

### 3.8 : Summer Internship & Viva

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA LSCM</b>		<b>Current Academic Year:</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	MBA 412
2	Course Title	<b>Contract Management Tax</b>
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1: Understand the role of contracts management and acquire the knowledge of advanced concepts of contracts in SCM.</p> <p>2 : Comprehend in modern demand of contracts..</p> <p>3: It further aims to develop students' skills in contract negotiation.</p> <p>4: Understand current practices, issues and trends in the field of agreement and contract.</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a SCM to the fundamentals of contract management. At the completion of the course students should be able to:</p> <p>CO1: Understand agreements and contracts as a important instrument in system.</p> <p>CO2:Deals with agreements, contracts, negotiations, price, terms of payments, bank guarantees, letter of credits, taxes and duties.</p>

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		<p>CO3: Understand the requirement of current demand of contract management.</p> <p>CO4: Interpret role of contract in business management.</p> <p>CO5: Look into the key issues in contract conflict and resolve.</p> <p>CO6: Discuss the skill required for the contract negotiation.</p>	
7	Course Description	Contract is critical components of any business. The importance of contract management to the global economy will increase as firms work to become more sustainable and as the access to capital becomes more difficult. The negotiation skills in contract management is also one of the big issue. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction</b>	
	A	Introduction, format of Bank guarantees, principles, advantages and disadvantages,	CO1, CO2
	B	Parties to a contract, Components of a valid contract, Negotiation skills and techniques	
	C	Contract types, legal aspect of contract management	
	<b>Unit 2</b>	<b>Structure of contract</b>	
	A	Preamble, interpretation and definition, Scope and specifications, Price	CO1, CO3
	B	Terms of payment, price variance, taxes and duties, force majeure,	
	C	Export license, Defaults and liquidated damages, inspection and acceptance, shipment warranty	
	<b>Unit 3</b>	<b>Phases of contract</b>	
	A	Planing, Contract Management Team, Communications Plan, Planning for Contract Content, Information Security;	CO4, CO6
	B	Access to Electronic and	

		Information Resources, Record Retention, Four-corner contract			
	C	Verbal and written contract, Essential element of a contract, contract compliance/ governance, Contract Risk Management			
	<b>Unit 4</b>	<b>Solicitation</b>			
	A	Preparing the Solicitation, Publication of the Solicitation , Advertising, Solicitation Announcements, Communication with Respondents, Solicitation Submission and Opening			CO4
	B	Discharge of contracts, Void agreement, Contract management in purchasing and procurement, strategies in purchasing and procurement contract,			
	C	Contract killing, agreement to kill(not a contract),			
	<b>Unit 5</b>	<b>Resolution of disputes</b>			
	A	Introduction, Arbitration act, salient feature of the arbitration act, differences between arbitration act 1940 and 1996, conciliation			CO5, CO6
	B	Contract Terms : Scope of Work,Breach of Contract Claims, Best Value Invitation for Bids (IFB), Group Purchasing Organization (GPO),			
	C	Request For Information (RFI), Request for Proposal (RFP), Request for Qualifications (RFQ), Contract life cycle management, Patents and copyrights, Indemnities, spares, options, assignments, termination			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	12. Safeducate content			

		13. Practical Contract Management by Alan Oxenbury, Ray Carter, and S. K. Kirby	
	Other References	Contract Management: Core Business Competence by Peter Sammons	

POs COs	PO1	PO 2	PO3	PO 4	PO5	PO6	PS O1	PSO 2	PSO 3	PSO 4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year:</b>
<b>Branch: SCM</b>		<b>Semester:IV</b>
1	Course Code	MBA 413
2	Course Title	Strategic & Operational issues in Supply chain management
3	Credits	3
4	Contact Hours	3-0-0

	(L-T-P)	
	Course Type	Compulsory
5	Course Objective	<p>1. To understand Strategic &amp; Operational issues in Supply chain management.</p> <p>2. To understand the various concepts that are used in Distribution Management.</p> <p>3. To understand how production planning can become an important tool to reach goals of cost reduction and enhance customer service.</p> <p>4. To appreciate the importance of key operational issues in achieving integration.</p>
6	Course Outcomes	<p>At the completion of the course students should be able to:</p> <p>1. Design and establish distribution network in Supply Chain.</p> <p>2. Comprehend with Production Planning Techniques for proper Supply Chain Operations.</p> <p>3. Understand the requirement of Procurement Planning in Supply Chain Operation.</p> <p>4. Map requirement of Information Technology in Supply Chain Strategy.</p> <p>5. Interpret role of Scheduling and quality control issues in SCM</p>
7	Course Description	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to the fundamentals of Strategic &amp; Operational issues in Supply chain management.</p>
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	
	A	Role of Distribution in the Supply Chain
	B	Factors Influencing Distribution Network Design

	C	Design Options for a Distribution Network, E-Business and the Distribution Network			
	Unit 2				
	A	Production Planning			
	B	Plant Location, Product planning and Market Research			CO1, CO3
	C	Production Process, Make or Buy Decision			
	Unit 3				
	A	Purchasing Procedure & Systems, Negotiation - Phases & Factors of Negotiation			CO3
	B	Purchasing Parameters/Principles			
	C	Buyer-Seller Relations and it's Importance			
	Unit 4				
	A	Decision Support System			CO1,CO4
	B	Data Base Management System			
	C	Data Warehousing and Data Mining			
	Unit 5				
	A	Scheduling Techniques			CO1,CO5
	B	Aggregate planning			
	C	Quality control			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage	CA	MTE	ETE	

	Distribution	30%	20%	50%	
	Text book/s*	Designing And Managing The Supply Chain by <u>Simchi-Levi; Kaminsky; Simchi -Levi; Shankar</u>			
	Other References	<b>1.</b> Supply Chain Management by Sunil Chopra, Peter Meindl and D.V. Kalra <b>2.</b> Safeducate Content			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	2	3
CO3	3	2	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	2	2	2	3	3	3	3

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year</b>
<b>Branch: SCM</b>		<b>Semester: IV</b>
1	Course Code	MBA 414
2	Course Title	<b>M-E-Commerce &amp; IT Enabled SCM</b>
3	Credits	3

4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>CO1: To understand the M-E-Commerce and the role of IT in ensuring the customer satisfaction.</p> <p>CO2 : To understand the various concepts that are used in IT in SCM.</p> <p>CO3: To understand how information technology and communication can become an important tool to reach goals of cost reduction and enhance customer experience.</p> <p>CO4: To appreciate the importance of digital technology in achieving integration in SCM.</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to details of International Transportation in global SCM. At the completion of the course students should be able to:</p> <p>CO1: Comprehend with Information communication technology in reference with Supply chain management.</p> <p>CO2: Understand the requirement of technology to reduce the cost and ensure better customer experience.</p> <p>CO3: Map requirement of Information Technology in Supply Chain Strategy.</p> <p>CO4: Interpret role of M-E-Commerce for the development in logistics.</p> <p>CO5: Understand the role of IT to make Green SCM a success.</p> <p>CO6: Understand the recent development in E-logistics</p>
7	Course Description	Information technology and digital instruments are critical components of domestic and global supply chain management. The importance of information and technology to the global economy will increase as firms

		work to become more sustainable and as the access to capital becomes more difficult. The occurring cost is also one of the big issue. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Basic concept of M-E-Commerce</b>	
	A	M-E-commerce, Types, Drives and value chain, Challenges faced in M-E-commerce ecosystem	CO1, CO2
	B	Fraud risk in M- E-commerce, E-payments and their types, Payment gateway and their types	
	C	M-commerce, Devices, Internet, operating system, Application software, Concepts, Mobile application interface	
	<b>Unit 2</b>	<b>Information and Communication Technology in Logistics</b>	
	A	Information technology, Role of information Technology in logistics, Role of ICT in logistics,	CO1, CO3
	B	coordination flows and operational flows, Cost efficiency of Logistics after the IT era	
	C	Relevant issues in the search for new technologies	
	<b>Unit 3</b>	<b>IT solution and Green Supply Chain</b>	
	A	Overview of GSC	CO4, CO6
	B	Waste management	
	C	Recent developments	
	<b>Unit 4</b>	<b>IT in SCM</b>	
	A	Warehouse Management System and their functions	CO4
	B	Transportation Management System and its need	



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	C	Information system and their types, coordination flow and operation flow, Real time communication, SAP ERP			
	<b>Unit 5</b>	<b>Recent development E-logistics</b>			
	A	Speech recognition, QR Code, Augmented Reality, Artificial Intelligence,			CO5, CO6
	B	Internet of Things, Mobile strategy for business			
	C	Cloud computing, Block chain and SCM			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	14. Safeducate content  15. Ecommerce Evolved by Tanner Larsson			
	Other References	The complete e-commerce book by Janice Reynolds			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO 1	PSO 2	PSO 3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**

<b>School: Business Studies</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year</b>
<b>Branch: SCM</b>		<b>Semester: IV</b>
1	Course Code	MBA 415
2	Course Title	International Transportation in Global SCM
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>1. To develop an understanding of the concepts related to international logistics</p> <p>2. To develop an understanding of the challenges and opportunities faced international logistics management</p> <p>3. To understand the importance of the effective logistics and transport management for international trade</p> <p>4. To learn about the logistics process and the different concepts involved in international transportation and global SCM</p>
6	Course Outcomes	<p>The course has a basic learning outcome of introducing the business management students with a specialization in SCM to details of International Transportation in global SCM. At the completion of the course students should be able to:</p> <p>CO1: Learn about the importance of international transportation and logistics in global trade and supply chain management</p> <p>CO2: Learn to apply the knowledge about how to link the marketplace, distribution network, manufacturing/processing/assembly process and procurement activity in such a way that customers are serviced at a higher</p>

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		level, yet lower cost  CO3: Define the factors driving global Supply Chain Management and Transport Modes  CO4: Distinguish the forces shaping international logistics in a global market  CO5: Describe the domestic and global commercial geography  CO6: Analyze the major trade routes, the players involved and important documentations to ensure seamless global transportation network	
7	Course Description	Logistics and transportation are critical components of domestic and global supply chain management. Approximately thirteen percent of Indian GDP is spent in logistics and transportation. The importance of logistics and transportation to the global economy will increase as firms work to become more sustainable and as the access to capital becomes more difficult. To address these and other issues, the core courses in the discipline emphasis areas that are critical to their understanding and development as SCM professionals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to International Transportation Management</b>	
	A	Transportation Modes, Introduction to International Transport System, Significance of transportation services -	CO1, CO2
	B	Modes –Road Transportation - Rail Transportation - Maritime Transport -Air Transport	
	C	Intermodal Transportation	
	<b>Unit 2</b>	<b>Containerization</b>	
	A	Containerization and multimodal transport	CO1, CO3
	B	Feeders /Hub & Spoke Operations	
	C	Types of containers & dimensions, Container stuffing	
	<b>Unit 3</b>	<b>Different Service providers</b>	

	A	Services offered by various service providers in international business-Freight Forwarders			CO4, CO6
	B	CHA, NVOCC, PERT, Crashing of project Network			
	C	Freight rates and basis of calculation, Freight Surcharges and Role of FMC			
	<b>Unit 4</b>	<b>Introduction to Liners</b>			
	A	Characteristics of Liner Services, Advantages & Disadvantages - Break Bulk Liner services – Roll on / off Liner services - Container Liner services – Passenger / Cruise Liner services			CO4
	B	Types of shipping services(Liner and Tramp), Types of Liner services(Independent, Conference, Consortia)			
	C	Services offered by Liners(RTW, pendulum, hub & spoke and end-to-end service), Direct vs Transshipment services – Short sea feeder services			
	<b>Unit 5</b>	<b>Commercial Geography Overview</b>			
	A	Continents and countries, seas and oceans, location of different ports and canals			CO5, CO6
	B	Physical geographical features-climate ,winds, tides, currents and seasons of bad weather and their influence on shipping- Time Zones			
	C	Major ocean routes- features and patterns of Trade, Major waterways and canals and their influence on shipping			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	16. Logistics In International Business by Rajiv Aserkar			

		17. International Trade Logistics by Ram Singh	
	Other References	<b>1. Global Supply Chain Management and International Logistics By <u>Alan E. Branch</u></b> <b>2. Safeducate Content</b>	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	1	1	3	3	3	1	3
CO2	3	1	2	1	2	3	3	3	1	3
CO3	3	1	2	2	3	3	3	3	3	3
CO4	3	1	3	3	3	3	3	3	3	3
CO5	3	2	1	1	2	2	3	3	3	3
CO6	3	3	3	2	2	3	1	3	2	3

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**