



Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

TAMIL NADU OPEN UNIVERSITY Regulations and Overview for M.B.A – Logistics Management (Semester) in Distance Mode

[w.e.f Calendar Year 2017 onwards]



School of Management Studies
Tamil Nadu Open University
Chennai- 600 015



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SCHOOL OF MANAGEMENT STUDIES M.B.A – Logistics Management

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Programme's Mission and Objectives

Post Graduate programme in Business Administration (MBA) -Logistics Management program aims to train and develop future leaders and managers in the fast-growing logistics & supply chain sector. A highly integrated program, the learners would acquire knowledge and understanding of multi-facets of logistics and supply chain business including purchasing, inventory management, supply-chain management, multi-modal transportation, customs regulations, warehousing, logistics outsourcing, global logistics and application of information technology in logistics among various other aspects.

Relevance of the Programme with HEI's Mission and Goals

The Programme MBA (Logistics Management) helps the students to sharpen their skills and leverage the advantage for industry. This program also helps an industry to identify the best talent who will shape future logistics. This programme also imparts specialized management and logistics education in a suitable and well-timed approach for constant professional development.

Nature of prospective target group of Learners

Besides providing all the essential concepts of Management, this specialized MBA Programme planned in consultation with experts in Logistics sector, adopts a holistic view of product distribution, transportation management, supply chain, inventory control, and customer service through which graduates will develop a complete understanding of the opportunities in this sector. The tremendous growth in logistics sector provides enormous employment opportunities which kindle the candidates to enroll this programme and the manpower employed in logistics sector also interested in pursuing this programme for their career growth.

Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence:

Students in MBA (Logistic Management) Programme develop skills and competencies in vital areas of business analytics and leadership effectiveness. The programme aims to train the candidates with ample competencies in general



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management functional areas and the logistics management sector and transfer the knowledge on holistic view of the logistics sector, integrating various aspects in logistics management by inculcating a variety of knowledge and skill in the logistics services.

Instructional Design

The Curriculum and the Syllabus for MBA (Logistic Management) Programme has designed covering all the aspects of Management Concepts and Logistics and Supply Chain Management. The duration of the Programme is two Years and the medium of instruction is English.

The MBA (Logistic Management) Programme is offered through the Learner Support Centres established by TNOU in the affiliated Arts and Science College, where the same Programme is offered through Conventional Mode.

The Faculty Members available at School of Management Studies of Tamil Nadu Open University and the faculties approved as Academic Counselors of TNOU at Learner Support Centres will be used for delivering the MBA (Logistic Management) Programme.

The credits systems suggested as per UGC-ODL Regulations-2020 have been assigned to MBA (Logistic Management) Programme. The total number of credit assigned for the Programme is 72. The Self Learning Materials in the form of print, e-content and audio/video materials wherever required has also been developed for the Programme.

Procedure for Admissions, Curriculum Transaction and Evaluation

The eligibility for Admission to the MBA (Logistic Management) Programme is Bachelor Degree from any recognized University. The Programme Fee is Rs.24000/- for two years, plus Registration and other Charges. The admissions are carried out by Tamil Nadu Open University and through its Regional Centres located within the State of Tamil Nadu. The Theory Counselling and the Practical Counselling (if any) will be conducted through the Learners Support Centres of Tamil Nadu Open University. The evaluation will be carried by Tamil Nadu Open



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University consists of Continuous Internal Assessment through Spot Assignment and External Assessment through Term End Examination.

Financial Assistance

Scholarship for SC/ST category is available as per the norms of the State Government of Tamil Nadu. Complete Admission fee waiver for the Physically Challenged/ Differently abled persons.

Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Counselling schedule will be uploaded in the TNOU website and the same will be intimated to the students through SMS.

Evaluation System

Examination to M.B.A Logistics Management Programme is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

Assignment: 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 4, then 2 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Assignment 1	Answer any one of the question not exceeding 1000 words out of three questions.	1 x 30 = 30 Marks
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Term -End Examination: Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has two Sections: A & B for the duration of 3 hours.



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QUESTION PAPER PATTERN

Time: 3 Hours

Maximum Marks: 70

PART – A (5x5=25 Marks)

Answer any five questions out of eight questions in 300 words

All questions carry equal marks

Question Distribution Method:

1. From Block –I
2. From Block –II
3. From Block –III
4. From Block – IV
5. From Block – V
6. From any Block
7. From any Block
8. From any Block

PART – B (3X15=45 marks)

Answer any three questions out of five questions in 1000 words

All questions carry equal marks

9. From Block -I
10. From Block -II
11. From Block – III
12. From Block –IV
13. From Block -V

Passing Minimum: The candidate shall be declared to have passed the examination if the candidate secures not less than 33 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 marks in both external and internal taken together.



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Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	33	70	50	100

Classification of Successful Candidate

Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.

Requirement of laboratory and Library Resources

The Programme will be offered through the Learner Support Centre (LSC) maintained by Tamil Nadu Open University. The LSC has the required infrastructural facilities to conduct the Counselling for the students who wish to clear their doubts. There is no lab component in MBA (Logistic Management) Programme.

A well equipped Library is available in the University Headquarters and the Regional Centres with required books and research journals. The Learners Support Centre through which the Degree Programme is to be offered is also equipped with a full-fledged library having books and journals related Management and Logistics Discipline.

Quality Assurance Mechanism and expected Programme Outcome

The Quality of the MBA (Logistic Management) Programme is maintained by adopting the curriculum suggested by the UGC and AICTE. As per UGC guidelines the Core courses, Elective courses, Subject specific elective courses, Skill enhancement courses are included in the Programme. The Curriculum of MBA (Logistic Management) Programme was approved by the Board of Studies held on 19.06.2020. As a part of Quality assurance the curriculum for the Programme will be updated once in three years. Necessary steps will be taken to obtain feedback from



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the students and the Academic Counsellors who are part of the Programme for effective delivery of the Programme.

The curriculum and syllabus is designed for 19 courses along with one project with a help of academia and experts in logistics sector and approved by the board of studies which includes subject experts from various Universities, Colleges and Industries. To ensure the quality of the programme curriculum will be updated once in a three year for incorporating new requirements the subject demands. The well equipped system is evolved to obtain feedback from the learners and the academic counsellors who are the main stake holders of the MBA in Logistics Management for appraising the effective delivery of course content of the programme

After completion of the MBA (Logistic Management) Programme the Learners will acquire knowledge in Management Concepts and Logistics Management will be increased and this will in-turn help them to get employment or enabling entrepreneurial skill in the field Logistic Sectors, Business Organization and Government.

Programme Learning Objectives (PLOs)

The M.B.A. Logistics Management program aims to train and develop future leaders and managers in the fast-growing logistics & supply chain sector.

PLO 1. Equip the learners with adequate competencies in general management functional areas and the respective elective area.

PLO 2. Transfer of Knowledge, to create a holistic vision for the business organisation, by integrating various aspects in business

PLO 3. Impart specialized Management education in a convenient and timely manner for continuous professional development.

PLO 4. Dissemination of sectoral elective course content from time to time as and when demanded by the industrial/corporate/service sector.

PLO 5. Highlight the importance of all activities of the supply chain and an understanding of concepts like inbound and outbound logistics, offshore and inshore logistics.



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PLO 6. Develop analytical and critical understanding & skills for planning, designing and operations of supply chain.

Program Specific Outcomes (PSOs)

While studying M.B.A. Logistics Management Programme, the learners will be able to;

- PSO 1. Relate the evolution of management theory/thoughts and functions to understand the basic principles of management.
- PSO 2. Outline the functions of different kind of business organisations and its various compositions.
- PSO 3. Recognise the applications of economic concepts, principles and methods into various managerial functions.
- PSO 4. Use the accounting concepts, principles, methods and techniques for recording various financial transaction of the organisation in the proper statutory and non- statutory records/books.
- PSO 5. Examine the compatible management information system for maintaining the data base pertaining to both internal & external environment and solve the organisational issues by using best possible quantitative/qualitative techniques.
- PSO 6. Recognise distinctive significance of prevailing functional areas such as finance, marketing, human resources, operations and information system.
- PSO 7. Augment the knowledge and skills towards legal systems in business at national and global level; demonstrate the competency in the business organisation to comply legal requirements.
- PSO 8. Enhance the professional capabilities to excel in the chosen functional areas of the management/sectoral area and select the ethical way of doing business.
- PSO 9. Figure out and illustrate the research methodology/techniques for undertaking need based fair research in the organisation during and post learning



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PSO 10. Contribute to the strategic planning and scheduling of material requirements, resource allocation and inventory for efficient production and fulfillment of orders and returns. Coordinate the efficient handling and movement of goods, services, materials and related information within and between supply chains.

Programme Outcomes

After completion of the M.B.A. Logistics Management Programme, the learners will be able to;

- POC 1. Comprehend the evolution of management theory/thoughts and functions of management.
- POC 2. Analyse the functions of different kinds of business organisation and its various compositions.
- POC 3. Synthesis the applications of economic concepts, principles and methods in to various managerial functions.
- POC 4. Practice the accounting concepts, principles, methods and techniques for recording various financial transaction of the organisation in the proper statutory and non statutory records/books of the organisation.
- POC 5. Establish compatible management information system for maintaining the data base pertaining to both internal & external environment and identify the solutions for the organisational problems through application of appropriate quantitative/qualitative techniques.
- POC 6. Analyse the various functional areas of the organisations and interpret the significant features of prevailing functional areas such as finance, marketing, human resources, operations and information system.
- POC 7. Critically analyse the legislative systems prevailing in national and global scenario, integrate the legal knowledge and skills in the business organisation to comply legal requirements and prevent any law violations.
- POC 8. Inculcate the professional capabilities to excel in the chosen functional areas of the management/sectoral area and apply strategies for doing business in ethical way.



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- POC 9. Apply competencies for conducting need based fair and bias free research in the organisation to find out solution for specific problems based on the research findings which will be benefited to the learner during and after the course of study.
- POC 10. Deploy knowledge of regional and international trading blocs in solving problems of international logistics and develop criteria and standards to achieve improved business performance by integrating and optimizing the total logistics and supply-chain process.



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Mapping the Curriculum

	MSPT-11	MSPT-12	MSPT-13	MSPT-14	MSPT-15	MSPT-16	MSPT-17	MSPT-18	MSPT-19	MSPT-101	MSPT-20	MSPT-22	MSPT-23	MSPT-62	MSPT-102	MSPT-103	MSPT-104	MSPT-105	MSPT-106	MSPT-25	
Knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Problem Solving	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Science and Society	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Life-Long Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Modern Tool Usage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Project Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Environment and Sustainability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



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M.B.A. Logistics Management (Distance Mode – Non-Semester) (From Calendar Year 2017 onwards)

Sl.No	Course Code	Title of the Courses	Credits	Exam Hrs	Marks Distribution		Max. Marks	Passing Minimum
					CIA	TEE		
FIRST YEAR								
1	MSPT 10	Management Functions and Behaviour	4	3	25	75	100	50
2	MSPT 11	Managerial Economics	6	3	25	75	100	50
3	MSPT 12	Financial & Management Accounting	6	3	25	75	100	50
4	MSPT 13	Quantitative Techniques	6	3	25	75	100	50
5	MSP T15	Marketing Management	4	3	25	75	100	50
6	MSP T16	Financial Management	6	3	25	75	100	50
7	MSPT 17	Human Resource Management	4	3	25	75	100	50
8	MSPT 18	Applied Operations Research	6	3	25	75	100	50
9	MSPT 19	Research Methods	6	3	25	75	100	50
10	MSPT 101	Fundamentals of Logistics	4	3	25	75	100	50
Total			52		250	750	1000	
SECOND YEAR								
1	MSPT 20	Operations Management	6	3	25	75	100	50
2	MSPT 22	Business Laws	4	3	25	75	100	50
3	MSPT 23	Strategic Management	4	3	25	75	100	50
4	MSPT 62	Supply Chain Management	6	3	25	75	100	50
5	MSPT 102	Logistics Information Systems	6	3	25	75	100	50
6	MSPT 103	Customer Relationship Management	4	3	25	75	100	50
7	MSPT 104	Warehousing and Contract Logistics Management	4	3	25	75	100	50
8	MSPT 105	Multimodal Transport Operations	4	3	25	75	100	50
9	MSPT 106	Retail Logistics Management	4	3	25	75	100	50
10	MSPT 25	Project Work	8		-	200	200	50
Total			50		225	875	1100	
Grand Total			102		475	1625	2100	



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Course Title : Management Concepts & Behaviour

Course Code : MSPT 10

Course Credit : 3

Course Objective :

- To develop cognizance of the importance of human behaviour
- To describe how people behave under different conditions and understand why people behave as they do.
- To analyse specific strategic human resources demands for future action.
- To synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Course Outcome :

- Highlight the management concepts and principles as an induction to the management course.
- Apply the principles in the business organisation.
- Practice various functions of Management.
- Familiarize the basic concepts of Organisation behaviour.
- Realise the importance of intrapersonal and interpersonal relations in the business organisation.

BLOCK I: Overview of Management

Evolution of Management thoughts – Management Theories – Approaches to Management– Management roles –skills for managers – Current trends in Management Practices Management functions: Planning – Process –Types of Planning and Techniques-Decision Making- Organisation: Organisation structure and design – Departmentation, Delegation and Decentralisation – Span of Management .

BLOCK II: Management Process

Staffing – Recruitment, Selection and training – Directing: Motivation–Leadership in Management -Communication – Process – Barriers and breakdown in communication –Control: process, techniques and types.



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BLOCK III: Organisation Behaviour

Organisation Behaviour an overview - Individual behaviour – Personality - Determinants of Personality-Influence of Personality on Behaviour-- Perception and learning – Motivation – theories and applications – Attitudes – Theories of attitudes – Job satisfaction and its effect on employee performance and its Determinants.

BLOCK IV: Group Behaviour & Leadership

Definition and classification of groups- Stages of group development-Group structure-Difference between groups and teams- Types of teams- Leadership and theories of leadership: Trait theories, Behavioural theories, Contingency theories.

BLOCK V: Organisational Change & Development

Organisation change – Manager as a change agent – Organisation Development – O.D. interventions – Organisational Culture and Climate -Organisation Behaviour in global scenario – Future trends in Organisation Behaviour.

References:

1. Aswathappa.K ,(2012), Organisation Behaviour Text, Cases& Games, latest Edition, Himalaya Publishing House, Mumbai
2. Gupta, C.B., (2011), Management Theory and Practice, latest Edition, Sultan Chand & Sons, New Delhi
3. Heinz Wehrich, and Mark V. Cannice, Harold Koontz, (2008), Management, 12th
4. John Newstrom, Keith Davis, (2006) Organizational Behavior – Human Behaviour at
5. Ramasamy. T.,(2004), Principles of Management, latest Edition, Himalaya Publishing House, Mumbai
6. Rao, V.S.P, (2012), Management Text and Cases Excel Books India, Second Edition, New Delhi
7. Stephen P. Robbins, Timothy Judge, (2007) Organizational Behavior, latest Edition, PHI Learning, New Delhi.
8. Stoner J., (2012), Management, latest Ed., Prentice Hall of India, New Delhi
9. Thomas Kalliath, Paula Brough, Michael O'Driscoll, Mathew J Manimalla, (2011),Organizational Behavior, latest Edition, Tata McGraw Hill, New Delhi.



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Course Title : Economic Analyses for Management Decision

Course Code : MSPT 11

Course Credit : 4

Course Objective :

- To equip the Structure of management with time tested tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.
- To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies.

Course Outcome :

- Understand tools and techniques of managerial economics to enable them to appreciate its relevance in decision making.
- Explore the economics of information and network industries
- Understand how economics affect the business strategy of companies in these industries.
- Develop economic way of thinking in dealing with practical business

BLOCK I: Overview of Managerial Economics & Demand Analysis

Managerial Economics – Meaning, Nature and Scope – Managerial Economics and Business decision making – Role and responsibility of Managerial Economist – Fundamental Concepts of Managerial Economics – limitations - Utility analysis - Demand Analysis – Meaning, Determinants and Types of Demand – Elasticity of demand – Demand forecasting -methods.

BLOCK II: Supply & Cost Analysis

Supply: Meaning and determinants, Law and Elasticity of Supply, Equilibrium of demand and supply; Production: factors- Types of production functions – Isoquants- law of variable proportions, Economies and diseconomies of scale. Cost analysis: – types – cost-output relationships.



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BLOCK III: Market Structure

Market Structure – Various forms – Equilibrium of a firm – Perfect competition – Monopolistic competition – Oligopolistic competition – Pricing of products under different market structures – Methods of pricing – Factors affecting pricing decision – Differential pricing – Government Intervention and pricing.

BLOCK IV: Profit & Cost Volume Analysis

The concept of profit: Profit planning, control and measurement of profits. Profit maximization – Cost Volume Profit analysis.

BLOCK V: National Income

National Income –concepts and components-computation /measurement of national income –difficulties in measurement-factors affecting national income – inequalities of income –Monetary and Fiscal Policy.

References:

1. Ahuja, H.L.,(2007) Managerial Economics, latest Edition, S. Chand & Company Ltd., New Delhi.
2. Chaturvedi, (2012),Business Economics (Theory & Application), latest Edition, IBH, New Delhi
3. Joel Dean, (2008), Managerial Economics, latest Edition, PHI Learning Private Ltd., New Delhi
4. Justin Paul, Leena, Sebastian, (2012) Managerial Economics, latest Edition, Cengage, USA
5. Maheshwari, (2003), Managerial Economics, latest Edition, Sultan & Chand, New Delhi.
6. Mithani, D.M., (2009), Managerial Economics, latest Edition, Himalaya Publishing House, New Delhi.
7. Moti Paul S. Gupta, (2007), Managerial Economics, latest Edition, Tata McGraw Hill Pub., New Delhi.
8. Narayanan Nadar, E. and S. Vijayan, (2009), Managerial Economics, latest Edition, PHI Learning Private Ltd., New Delhi.
9. Petersen & Lewis, (2003), Managerial Economics, 4th edition, Prentice Hall of India (P) Ltd., New Delhi.
10. Sumitrapal, (2011), Managerial Economics Cases & Concepts, latest Edition, Macmillan, Chennai.



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Course Title : Accounting for Managers

Course Code : MSPT12

Course Credit : 4

Course Objective :

- To enable students to familiarise with the basic concepts in accounting and finance
- To acquaint the students with the various concepts, techniques, methods, process of accounting data analysis and interpretation, decision making in the areas of Financial and Management Accounting.
- To familiarise on cost accounting concept.

Course Outcome :

- Understand the basic concepts of financial accounting, cost accounting and management accounting in students.
- Make use of various tools of accounting for analyze business situation and take decision
- Able to analyze the business financial position

BLOCK I: Introduction to Accounting

Introduction to Accounting: Book-Keeping and Accounting – Financial Accounting - External and Internal users of Accounting Information, Concepts and Conventions – Double Entry System - Accounting cycle - Financial Accounting – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts –Income Statement and Balance Sheet With Adjustment Entries - Capital and Revenue Expenditure and Receipts.

BLOCK II: Financial Statement Analysis

Financial Statement Analysis: Horizontal Analysis and Vertical Analysis of Company Financial Statements – Ratio analysis - Liquidity, leverage, solvency and profitability ratios - Preparation and analysis of cash flow statement and funds flow statement.

BLOCK III: Cost Accounting

Cost Accounting: Classification of Cost - Elements of Costs - Preparation of Cost Sheet - Materials Costs: Materials purchasing, receiving, storing and issuing



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including pricing of issues- EOQ – Overheads - Identifying the overheads with cost centre -Allocation, Apportionment and Absorption.

BLOCK IV: Marginal Costing

Marginal Costing: Concept – Advantages and Disadvantages – Break even analysis – Cost volume profit analysis (CVP) – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a Foreign Order, Deciding Sales Mix - Budget and Budgetary control – Objectives - Type of budgets – Preparation of Cash, flexible and master budgets

BLOCK V: Standard Costing

Standard Costing: Meaning and uses - procedure of setting standards - Variance Analysis- Classification of Variances- Material Cost, Labour Cost, Overhead Cost And Sales Variance– responsibility accounting and report writing - Excess present value method -Significance of Computerized Accounting System - Prepackaged Accounting software

References:

1. Brigham & Ehrhardt, (2010), Financial Management Text and cases, latest Edition, Cengage Learning, India
2. Chandra & Iyer, (2012), Financial Management, latest Edition, IBH, India
3. James C Van Horne, Sanjay Dhamija,(2012), “Financial Management and Policy” latest Edition, Pearson Education, India
4. Khan. M.Y., P K Jain (2012), “Financial Management-Text and Problems”, 6th Edition, TMH, India
5. Pandey IM, (2013),Financial Management, 10th Edition, Vikas, India
6. Prasanna Chandra, (2012), “Financial Management Theory and Practice”, 8th Edition. TMH , India
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9. Shashi K.Gupta, R.K.Sharma , (2012), “Financial Management” latest Edition, Kalyani Publishers, Chennai
10. Tulsian P.C.,C.A. Bharat Tulsian , (2012), “Financial Management” latest Edition, S.Chand Publications, New Delhi.



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Course Title : Quantitative Methods for Managers

Course Code : MSPT 13

Course Credit : 4

Course Objective :

- To understand mathematical and statistical tools utilized in the business analysis.
- To learn the applications of mathematical and statistical tools in business decision making.
- To understand the process of using mathematical and statistical tools for solving business problems for maximizing the efficiency.

Course Outcome :

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

BLOCK I: Liner & Non-Liner Functions

Linear & Non-Linear functions – graphical representation of functions, Constants, Variables –notion of Mathematical models- Simple problem applied to business and industry - Decision making under risks and uncertainty: Minimax and Maximax Criteria – Their Implications Decision Tree

BLOCK II: Probability

Probability – Definition – Addition and Multiplication rules (only) – Simple business application problems – Probability distribution – Binomial, Poisson and normal distribution – Simple problem applied to Business.

BLOCK III: Presentation of Statistical Data

Presentation of Statistical Data – Tables and Graphs – Frequency Distribution – Histogram – Cumulative Frequency Curves - Data Analysis – UniVariant ungrouped



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and grouped Data – Measures of Central Tendencies – Measures of Dispersion – Bivariate Analysis – Correlation and regression.

BLOCK IV: Index Numbers

Index numbers – Simple and weighted index numbers Concept of Weights – Business Index numbers – CPI, WPI, Nifty, Production Index, Time series, variation in time series, trend - Cyclical and random – Use of Time series for business forecasting.

BLOCK V: Testing of Hypothesis

Procedure for Testing of Hypothesis - One Sample t-test for the Population Mean - Two Sample t-test for independent Samples - Paired Sample t-test - F-test for two population Variances (Variance ratio test) - ANOVA one and two way

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Course Title : Marketing Management

Course Code : MSPT 15

Course Credit : 3

Course Objective :

- To acclimatize the students about the environment of market, consumer behaviour.
- To develop the ability to design the best marketing strategy by analyzing the factors influencing the consumer decision.
- To develop an understanding of the concepts, issues and strategies in marketing and its management..

Course Outcome :

- Relate Marketing Mix as a framework for Marketing Decision making.
- Understand the need, importance and process of Marketing Planning and Control.
- Learn and examine the students to the dynamic nature of Marketing Function.
- Acquire an understanding of fundamental concepts of Marketing.

BLOCK I: Introduction

Marketing – Meaning – functions – Approaches to the study of marketing – Marketing segmentation – Systems approach – Features of industrial, consumer and services marketing – Marketing information system.

BLOCK II: Marketing Mix

Marketing environment – External factors – Demographic factors – Internal factors – Marketing mix – 4ps' in marketing.

Industrial Buyer Behaviour – Nature of Industrial Buying – Objectives in Organizational Buying – Product Analysis for identifying information needs of key influencers – Interpersonal dynamics of Industrial buying behaviour - Psychological Factors on decision making – Conflict and Resolution in Joint Decision Making – Supplier Choice and Evaluation. Marketing Research: Meaning - Objectives – Procedures



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BLOCK III: Product Management

Product Management – New Product –Meaning –Product Mix- Product Planning and Development – Product Policies – Product Line Decisions – Product Positioning And Targeting –Managing Product Life Cycle - Product Failures –Branding and Packaging.

Pricing –Meaning-Pricing factors – Objectives and policies – pricing methods and Procedure.

BLOCK IV: Physical Distribution Mix

Physical Distribution Mix: Distribution channel policy –Choice of channel – Channel Management –Conflict and cooperation in channels – Middlemen functions - Logistics Promotion Mix decision –Advertising role – Budgeting copywriting, media selection measuring Advertising effectiveness – Sales promotion tools and techniques, personal selling –salesman qualities –sales force determination – determining sales territory, fixing sales quota and target, public relations on role and methods.

BLOCK V: Special Areas in Marketing

Special areas in Marketing –Rural marketing-Societal Marketing –Relationship Marketing –Direct Marketing - Green Marketing:- Evolution, Concept and Strategies-green product- Enviropreneur Marketing .

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1. Adrian Palmer, (2013), Introduction to Marketing, Theory and Practice, 3rd Edition, Oxford India
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Course Title : Financial Management

Course Code : MSPT16

Course Credit : 3

Course Objective :

- To explain the students that the finance is concerned with everything that takes place in the conduct of the business.
- To equip the students with the skills related to basic principles, tools and techniques of financial Management.
- To make them to apply various concepts and techniques of financial management for making right decisions..

Course Outcome :

- Understand various concepts related to financial management.
- Able to use various tools and techniques in the area of finance
- Develop analytical skills this which facilitate the decision making in Business situations.

BLOCK I: Financial Management

Finance functions – Its Nature and Scope- objectives;-Profit vs. Wealth maximization-Role of financial manager in decision making - Significance of financial management – Changing scenario of financial management in India- Overview of Indian financial system.

BLOCK II: Sources of Finance

Sources of long term finance-Equity Shares, Preference shares, Debentures, borrowing from lending institutions: short term finance: money market, Gilt edged securities- International sources -GDR(Global Depository Receipts) and ADR (American Depository Receipts)

BLOCK III: Capital Budgeting & Cost of Capital

Capital budgeting- Concept- objectives Significance- -- Methods/ techniques: PB, ARR,NPV and IRR- risk analysis in capital budgeting - CAPM methods- Capital rationing. Cost of capital - Concept- objectives Significance-computation of cast of



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capital- Cost of debt, Equity, Preference share Capital, Retained earnings, Weighted average cost of Capital(WACC) .(Simple Problems).

BLOCK IV: Capital Structure & Dividend Policies

Capital Structure- Determinants-Optimal Capital Structure- Capital Structure theories- Net income approach- Net operating income approach - MM approach – Dividend policies:-- Types – Dividend theories - Valuation under Gordon and Walther Theory - Dividend irrelevance - MM theory - Factors affecting dividend decisions.(simple problems)

BLOCK V: Working Capital Management

Working Capital Management-Definition -Types-Working Capital for Policies - Factors affecting working Capital requirements - Management of cash – optimum level of cash - stochastic models, Miller and Orr model- Management of receivables - Print policies, Period, Terms - Collection Policies-Inventory Management-Inventory Level- Inventory Management Techniques.

References:

1. Brigham & Ehrhardt, (2015), Financial Management Text and cases, latest Edition, Cengage Learning, India
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Course Title : Human Resource Management

Course Code : MSPT 17

Course Credit : 3

Course Objective :

- To introduce the students on various aspects of human resources management.
- To make aware of the students that HRM is the people who staff and manage the organisation.
- To prepare the students for application of management functions and principles which are applied towards acquisition, development, retention and compensation of employees in organisation.

Course Outcome :

- Demonstrate the role of HRM in an organization
- Utilise the knowledge to gain competitive advantage through people
- Develop and Design HRM system

BLOCK I: Introduction to HRM

Human Resource Management: Meaning, Nature, Objectives, Scope and Functions, - Policy and Procedures of the HRM - Department Structure and Functions – Managerial and Operating Functions – HRM as a Profession –Environmental Influence of HRM. Qualities of HR Manager, Line & Staff Roles and Responsibilities of HR Manager/Departments, HR as a factor of Competitive Advantage

BLOCK II: Human Resource Planning, Recruitment & Selection

Human Resource Planning: Manpower Planning – Strategy consideration of Planning –Job Analysis – Job Specification – Job Description – Approaches to Job Design – Job Simplifications – Job Enlargement – Job Rotation – Job Enrichment – Absenteeism and Labour Turnover.

Recruitment & Selection: Recruitment Policy - Problems - Source of Recruitment – Recruitment Practices in India – Selection – Placement and Induction –Promotions and Transfers – Demotions and Separations.



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BLOCK III: Training & Development

Training & Development: Training – Need and Importance – Steps in Training Programme – Evaluation of Training Programmes – Concept of Management Development Programme – Techniques of Training and Development – Group Discussion- Conferences and Seminar – Case Studies – Role Playing – Business Games – Sensitivity Training – Stages of Career Development.

BLOCK IV: Performance Appraisal

Performance Appraisal – Meaning - Need and Importance – Objectives – Methods and Modern Techniques of Performance Appraisal – Requisite of Good Appraisal Plan – Problems in Performance Appraisal – Compensation: Compensation Plan – Job Evaluation – Individual – Group – Incentives – Bonus – Fringe Benefits- ESOP (Employee Stock Ownership Plan)

BLOCK V: Quality of Work Life

Quality of working life – Issues in Quality of Working life – Obstacles in QWL – Quality Circles –Management By Objectives. Talent Management, Competency Mapping- - Joint Consultation and Employee Participation in Management Collective Bargaining .

References:

1. Anjali Ghanekar, (2010), Essentials of Human Resource Management, latest Edition, Everest Publishing House, New Delhi
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Course Title : Applied Operation Research

Course Code : MSPT 18

Course Credit : 4

Course Objective :

- To develop an understanding of basic management science techniques and their role in managerial decision making.
- To acquaint the student with the applications of Operations Research to business and industry.
- To grasp the significance of analytical techniques in business decision making

Course Outcome :

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimisation problems.

BLOCK I: Operation Research

Introduction to Application of OR techniques in functional areas of management - Linear programming –Formulation, Graphical solution – Simplex method — concept of duality –Special cases in linear programming.

BLOCK II: Transportation Model

Transportation model – Balanced and Unbalanced cases -initial basic feasible solution using North West corner rule method, least cost and Vogel's Approximation method – Check for Optimum solution – MODI/Stepping Stone method - Simple problems — Assignment problem – Hungarian model-Travelling sales man problem.

BLOCK III: Queuing Theory

Queuing theory – Elements of Queuing system – Characteristics of Queuing System – Single and multi channel server system – Single channel multi server system – Applications.



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BLOCK IV: Network Analysis

Network Analysis – Rules for constructing a network – Different time calculations – Resource levelling – Resource smoothing – Critical Path Method (CPM) and Project Evaluation and Review Technique PERT for project scheduling.

BLOCK V: Game Theory

Game theory and strategies – Mixed Strategies games without Saddle point - Algebraic method – Arithmetic method – Graphical and L.P.P. Method – Applications of Game theory -Simulation – Monte Carlo Simulation – Applications.

References:

1. Billy E. Gillett, (2010), Introduction to operations Research, latest Edition, TATA Mcgraw hill, India.
2. Fredrick S. Hiller and Gerald J. Lie Berman, (2009), Operations Research concepts and cases, latest Edition, TATA Mc-graw Hill company, India
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Course Title : Research Methods in Business

Course Code : MSPT 19

Course Credit : 4

Course Objective :

- To provide methods of research with an emphasis on various stages that are necessary to obtain and process information to enable well informed decision-making.
- To grasp and comprehend the methods and techniques used in research and provide with the knowledge and skill to undertake research.
- To evaluate various analysis tool and appraise the suitability of such tool for presenting data.

Course Outcome :

- Relate the concept and process of business research in business environment.
- Familiar to the use of tools and techniques for exploratory, conclusive and causal research.
- Apply concept of measurement in empirical systems.
- Interpret the result of statistical techniques for analysis of research data

BLOCK I: Research

Research: Meaning – Scope and Significance – Types of Research – Research Process -Problems in Research – Significance of Research in Social Sciences – Identification –Selection and formulation of problem – Review of Literature - Research Hypothesis –Meaning – Sources – Types – Formulation of Research Design – Features of Good Design – Factors affecting Research Design – Evaluation of Research Design.

BLOCK II: Sampling Design & Techniques

Sampling Design: Senses Method and Sampling Method – Principles of Sampling – Methods of Sampling –Probability and Non-Probability Sampling Methods – Selection of a sample – Size – Criteria of Good Sample Design.

Scaling Techniques: Meaning, Types of Scale - Scale Construction Techniques.



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BLOCK III: Data Collection

Data Collection: Types of Data – Sources of Data – Primary Data and Secondary Data -Data Collection Methods – Observation – Survey – Questionnaire – Interview Schedule - Effective in Interview Techniques and Limitations of Interview – Constructing Questionnaire – Format of Good Questionnaire – Advantages and Limitations of Schedules and Questionnaire – Pilot Study. Analysis and Processing of Data: Meaning – Editing – Coding and Tabulation –Diagrams.

BLOCK IV: Parametric & Non - Parametric Tests

Tests of Significance – Assumption about parametric and non-parametric tests – Parametric Tests –Chi Square, T-Test, F-Test and Z Test. Non-Parametric Tests UTests– Kruskal Wallis – Introduction to ANOVA – One Way –Two Way – Multivariate Analysis –Correlation and Regression only - Role of Software packages

BLOCK V: Report Writing & Ethical Issues in Research

Report Writing: Significance-Tests in Report Writing –Layout of report – Types of Reports – Oral Presentation –Mechanics of writing Research Report –Norms for using tables – Charts and Diagrams – Appendix – Index and Bibliography – Ethical issues in Research.

References:

1. Arora, P.N. & S. Arora, (2007) ,Statistics for Management, latest Edition, S. Chand & Company Ltd., New Delhi.
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Course Title : Fundamentals of Logistics

Course Code : MSPT 101

Course Credit : 4

Course Objective :

- To provide an opportunity to learn the fundamentals of logistics
- To relate the concepts to real life business and to become efficient suppliers.

Course Outcome :

- Explain the functions of logistics system.
- Discuss the principles and importance of packing
- Enumerate the Role of Information Systems in improving the logistics efficiency
- List the logistics techniques

BLOCK I: Introduction to Logistics

Origin of Business Logistics - Logistics organization and its role in a manufacturing unit - Role of Logistics in Economy/Organisation - Functions of the Logistics system - Inbound Logistics - Outbound logistics - In plant logistics

BLOCK II: Procurement and Outsourcing

Procurement and Outsourcing - Integrated Logistics Management - Routing of materials from origin to destination - role of physical delivery - Importance of Packaging- Principles of Packaging - Role, Cost, Economics - Packaging Materials - Customer Service functions in logistics

BLOCK III: Global Logistics

Global Logistics scenario - Logistics hubs and distribution Strategy - Role of Information Systems in improving the efficiency – Containerisation as an enabler of logistics strategy - Cargo security - Logistics strategy for perishables / Dangerous goods

BLOCK IV: Logistics Performance

Financial aspects in Logistics performance - Role of 3 PL and 4 PL - Logistics infrastructure for 3PL - Types and functions of warehouses -Expectations &



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Fulfilment levels for E-business - Retail Supply Chain Administration - Vendor Managed Inventory

BLOCK V: Logistics Planning and Design Techniques

Logistics Planning and Design Techniques - Organisation structure for improving the effectiveness Goods – (Automobile components) - Reverse logistics

References:

1. Donald J. Bowersox David J. Closs, International Editions (1996) Logistical Management, McGraw-Hill, Singapore.
2. Jhon W.langford (2007) Logistics Principles and Applications, McGraw-Hill professional, U.S.A.
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MBA Logistics Management - II Year Syllabus

Course Title : Operation Management

Course Code : MSPT 20

Course Credit : 4

Course Objective :

- To enable students with decision making process and various aspects of Operation Management.
- To understand the production Planning and Controlling aspects of a typical production and operations Organisation.
- To analyse various factors of productivity and techniques of production.

Course Outcome :

- Understand the input–process–output framework, the extensions of it, and apply them to a wide range of operations
- Examine the types of transformation processes occurring within operations
- Identify the operational issues in the value addition processes of a firm
- Apply analytical skills and problem-solving tools to resolve the operational issues

BLOCK I: Introduction

Operations management – Meaning, Importance, Objectives and Evolution – Long term and Short term issues- a Systems View of Operation Management – Functions of Operations Management – Types of production Systems

BLOCK II: Layout & Production Planning

Facility or Layout Planning and Analysis: Introduction- Objectives of Layout- Classification of Facilities- Basis for Types of Layouts- Why Layout decisions are important- Nature of layout problems- Redesigning of a layout- Manufacturing facility layouts- Types of Layouts- Layout Planning- Evaluating Plant Layouts- Assembly Line Balancing.

Production Planning Controls – Aggregate planning – Master Production Schedule – Materials Requirements Planning – Bill of Materials – MRP II – Capacity Requirements Planning.



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BLOCK III: Inventory Control

Inventory Control – Functions & Types of Inventory – Safety Stock – Service Level – Inventory control system – Economic Order Quantity Models – Batch Production, Quantity Discounts – Just In Time – Bottlenecks in Implementing Just In Time in Indian Industries.

BLOCK IV: Quality Control Measures

Inspection in Quality control – Purpose – Control charts for measuring variables – Control chart for measuring attributes – Acceptance sampling, Acceptance Quality Limit LTPD – Quality Circle – Total Quality Management – Six sigma concept – ISO 9000 concepts – ISO 14000 concepts.

BLOCK V: Ergonomics

Ergonomics – Meaning – Importance – Work study – Time study – Motion study – Standard time – Time study analysis – Job designs

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1. Adam, EE & Ebert, R., (1995), Production and Operations Management, PHI Learning, 6th ed., New Delhi.
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Course Title : Legal Aspects of Business

Course Code : MSPT 22

Course Credit : 3

Course Objective :

- To make students understand various social, political, legal and economic and other factors that influence business in India.
- To enable students appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.
- To apply the legal knowledge to enhance the business decision.

Course Outcome :

- Acquaint with the general business law issues to become more informed, sensitive and effective business leaders.
- Understand fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.

BLOCK I: Indian Contract Act

Indian Contract Act 1872: Contract – Meaning – Essential elements of valid contract– Nature of contract – Performance of contract- Essential elements of a valid contract – Discharge of contract – Breach of Contract and the remedies - Quasi contracts. Indemnity and guarantee – Bailment and Pledge.

BLOCK II: Sales of Goods Act & Law of Agency

Sale of Goods Act, 1930- Sale and Agreement to sell. Condition and Warrantee, Transfer of Ownership – Performance of Contract of Sale – Remedies for Breach of Contract – Sale by Auction. Negotiable Instruments Act 1881: Kinds of Negotiable Instruments – Parties' to Negotiable Instrument – Negotiation, Presentment for Payment – Dishonour, discharge of Negotiable Instrument.

Law of Agency: Definition, Kinds of Agents – Agents' Authority – Rights of Agents, Rights and Duties of Principal, Liabilities of Principal – Termination of Agent.

BLOCK III: The Companies Act

The Companies Act,(Amended) 2013 - Company definition, meaning, features and types of Companies- Incorporation of a Company - Memorandum of Association,



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Articles of Association and Prospectus- Management and Meetings- Winding up of companies

BLOCK IV: Industrial Law

Factories Act, Payment of Wages Act, Industrial Dispute Act, Payment of Bonus Act, Maternity Benefit Act and EPF Act.

BLOCK V: Consumer Protection and IPR

Consumer Protection Act, 1986- Competition Act, 2000- Cyber crime and IT Act - Intellectual Property Rights (IPR) – Copy rights, Trade marks, Patent Act.

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1. Kapoor, N.D (2014). Business Law. New Delhi: Sultan Chand & Sons.
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Course Title : Strategic Management

Course Code : MSPT 23

Course Credit : 3

Course Objective :

- To enable students have a grasp of various business strategies in general and functional management areas.
- To provide a strategic orientation in conduct of the business
- To aid the students to learn about the process of strategic management, strategy formulation and implication.

Course Outcome :

- Explore participants to various perspectives and concepts in the field of Strategic Management
- Develop skills for applying these concepts to the solution of business problems
- Create mastery in analytical tools of strategic management.

BLOCK I: Introduction to Strategic Management

Strategic Management: Meaning and definition- Strategic Planning and Strategic Management – Strategic Management process – Mission – Vision and Objectives- Approaches to Strategic Decision Making; Strategic Role of Board of Top Management-Global Strategic Management; Strategic flexibility and learning organization.

BLOCK II: Environment Analysis

Analysis of Environment and Resources - Environmental Analysis-Industry Analysis-competitive Analysis –Internal Analysis - Constructing Scenarios-Techniques of Environmental Scanning: ETOP, PEST and SWOT – scenario planning –Creating an Industry Matrix.

BLOCK III: Strategy Formulation and Analysis

Strategy Formulation and Analysis: Strategy Formulation – Strategic factor analysis Corporate level strategy – Global Strategy – Business strategy-TOWS matrix - Strategic Analysis and choice.



BLOCK IV: Strategy Implementation

Strategy Implementation: Structural Implementation – Corporate Culture – Matching Organisation Structure to Strategy – Mergers and Acquisition and Diversification – Strategic Leadership.

BLOCK V: Strategy Evaluation and Control

Strategy Evaluation and Control: Overview – Strategic control process – Operational control – Techniques – Dupont control model – Quantitative and qualitative tools – Porters Approach for globalization – Emerging Strategic Management issues- Strategic Information System

References:

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Course Title : Supply Chain Management

Course Code : MSPS 62

Course Credit : 4

Course Objective :

- To learn about Supply Chain, Operations, Channels of Distribution fit in to various types of Business.
- To understand the management components of supply chain management
- To know the various management inventories and network design techniques useful in implementing supply chain management

Course Outcome :

- To provide the analytic model based approach for solving logistics and supply chain problems.
- To underline the importance of using total supply chain costs in all analysis,
- To provide students with techniques for measuring and managing supply chain uncertainty.
- To explain the idea of using segmentation and a portfolio of solutions, rather than a single approach, for real-world logistics problems.

BLOCK I: Introduction to Supply Chain Management

Introduction to Supply Chain Management –Concept of SCM Building –Components of Supply Chain - a strategic framework to analyze supply chains. Understanding the supply chain – Supply chain performance: Achieving strategic fit and scope –Supply chain Drivers and Obstacles-Value Chain Management.

BLOCK II: Supply Chain Management

Customer Focus in SCM -Planning demand and supply in a supply chain . Demand forecasting in a supply chain – Aggregate planning in a supply chain – Planning supply and demand in a supply chain . Managing predictable variability.

BLOCK III: Managing Inventories

Planning and managing inventories in a supply chain - Managing Economies of scale in a supply chain : Cycle inventory – Managing uncertainty in a supply chain. Safety inventory – Determining optimal level of product availability.



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BLOCK IV: Network Design

Transportation, Network design and information technology in a supply chain- Facilities decisions. Network Design in a supply chain – Information Technology in a supply chain

BLOCK V: Recent Trends in Supply Chain

Coordinating a supply chain and the role of E-Business - Coordination in a supply chain- E-business and the supply chain- Financial evaluation of supply chain decisions-Best Practice in Supply Chain.

References:

1. Bowersox, Closs, Cooper, (2012), Supply Chain Logistics Management, latest Edition, McGraw Hill, New Delhi
2. Burt, Dobbler, Starling, (2003), World Class Supply Management, latest Edition, TMH, New Delhi
3. Chopra, S, and P. Meindl, (2010), Supply Chain Management Strategy, Planning and Operation, latest Edition, Pearson Education New Delhi
4. D. Simchi-Levi, P. Kaminski and E. Simchi-Levi, (2012), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, latest Edition, McGraw-Hill, New Delhi.
5. Donald J Bowersox, David J Closs, (2010), Logistical Management (The integrated Supply Chain Process), latest Edition, TMH, New Delhi
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Course Title : Logistics Information System

Course Code : MSPS 102

Course Credit : 4

Course Objective :

- To understand the general concepts of logistics information
- To have exposure on fundamentals for achieve efficiency and effectiveness by information systems
- To analyses the distribution channels, starting from producers to customers.
- To apply the global trends in logistics information such as the information systems application is provided

Course Outcome :

- Discuss the relevance of Information Systems
- Explain Logistics data centre management
- Describe the ethics in information system
- Enumerate System Analysis and Design

BLOCK I: Overview of Information System

Information system: Managers' view – Information needs for a logistics ecosystem - Concepts of systems and Organisations – Strategic uses of Information Technology - Role of information system in managing multiple functions

BLOCK II: Computer System Resources

Computer System Resources: Computer Hardware and Computer software – File and DBMS – Distributed System – Internet and Office Communications - Cloud based systems architecture - Logistics data centre management

BLOCK III: Application of Information System

Application of Information System to functional Business Areas: Operational Information System – Tactical and Strategic Information system – Decision support system and Expert system - Logistics Software as a Service



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BLOCK IV: Planning and Development of Information System

Planning and development of Information system: Information system planning – System Analysis and Design – Alternative application development approaches - Outsourcing of System functionality

BLOCK V: Management Of Information Systems

Management of Information systems: Organisation of Information System's and End user computing – Security and ethical issues of Information Systems.

References:

1. Ali [Salehnia](#), (2001), Ethical Issues of Information Systems, Idea Group Inc (IGI), Kolkata.
2. Andre Blokdijk, (2014), Planning and Design of Information Systems, 1st Edition, Kindle Edition, Amazon Digital Services LLC.
3. [Andrew S. Tanenbaum](#), (2012), Distributed Operating Systems, Pearson Education, India.
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Course Title : Customer Relationship Management

Course Code : MSPS 103

Course Credit : 4

Course Objective :

- To impart the skill based knowledge of Customer Relationship Management.
- To aware of the concepts and practices of CRM in modern businesses
- To study the important modes of logistics operations

Course Outcome :

- Able to understand and implement suitable CRM practices and programs for the company
- Effectively handle stakeholders of business.
- Gain insight on technology implementations such as ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration).

BLOCK I: Introduction to CRM

CRM concepts: Theoretical perspectives of relationship - CRM Definitions - components of CRM - Stakeholders in CRM -Significance of CRM -Types of CRM – strategies of CRM - customer life style and customer interaction.

BLOCK II: Customer Satisfaction

Customer Satisfaction – Significance - Components of Customer Satisfaction - Customer Satisfaction Models - Rationale of Customer Satisfaction and measurement - Customer Loyalty - Customer Loyalty Ladder - -Benefits of Customer Loyalty -Dimensions of Customer Loyalty - Determinants of Customer Loyalty - Drivers of Customer Loyalty.

BLOCK III: CRM in Marketing

CRM in Marketing: One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention - Behaviour Prediction - Customer Profitability & Value Modeling - Channel Optimization- CRM and Customer Service: The Call Centre - customer interaction, the functionality, technological implementation, what is ACD (Automatic



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Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration),

BLOCK IV: Features of E-CRM

Features of e-CRM, Advantages of e-CRM , Technologies of e-CRM -Sales Force Automation (SFA) – need and barrier of (SFA) - Field Force Automation - Enterprise Marketing Automation (EMA) Components of EMA, marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.

BLOCK V: Implementation of CRM

CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support -Pre implementation - kick off meeting - requirements gathering - prototyping and detailed proposal generation - development of customization - system optimization - follow up.

References:

1. Garikaparthi, Madhavi, (2002) CRM – The New Face of Marketing; ICFAI Press, Hyderabad .
2. Chaturvedi, Mukesh and Chaturvedi, Abhinav, (2006) Customer Relationship Management, An Indian Perspective; First Edition, Excel Books, New Delhi.
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Course Title : Warehousing and Contract Logistics Management

Course Code : MSPS 104

Course Credit : 4

Course Objective :

- To understand warehousing and its application in warehousing.
- To discuss the types and functions of warehouse.
- To elaborate inventory management in warehousing.
- To possess deep knowledge in contract logistics.

Course Outcome :

- Apply materials management concepts in warehousing.
- Explain the types and functions of warehouse and also the factors affecting number of warehouses.
- Elaborate Refrigerated transport system.
- Discuss inventory management in warehousing by understanding EOQ, JIT which is vital for inventory control.
- Enumerate planning and design of a contract logistics facility

BLOCK I: Introduction to Warehousing

Introduction to Warehousing - Features of a common user warehouse - Organization structure for warehouse operations - Application of materials management concepts in warehousing - Flowchart of material request, supply and replenishment of stock items.

BLOCK II: Types of Warehouses

Types of Warehouses – Factors determining location of warehouse – Characteristics of ideal Warehouse. - Factors affecting number of warehouses-Functions of Warehouse-Centralized and Decentralized warehousing – Storage Systems - Stock Keeping Units - Palletized Storage Systems.

BLOCK III: Temperature Controlled Warehousing

Temperature controlled warehousing - Cold Supply Chain Logistic Process - Specifications of a cold storage facility & chilled cargo warehouse - Work / Process



flow in transportation of temperature controlled cargo from a warehouse - Pre-cooling of container - Refrigerated transport system.

BLOCK IV: Introduction to Inventory Management

Introduction to Inventory Management: Classification of Inventory - Economic Order Quantity - Just In Time System-Inventory carrying Cost-Mechanics of Inventory Control-Selective Inventory Control-Features of Warehouse Management System. Role of inventory control in Competitive Strategy.

BLOCK V: Contract Logistics

Contract Logistics Solutions - Planning and Design of a Contract logistics facility - Standard Operating Procedure for a Contract Logistics Service - Organisation structure of a Contract warehouse - Internet based monitoring system for the Contract Logistics facility.

References:

1. David E.Mulcahy (1993), Warehouse Distribution and Operations Handbook,1st Edition,McGraw-Hill Handbooks, India.
2. Gwynne Richards (2014),Warehouse Management, A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, Second Edition, KoganPage Publications, United Kingdom.
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Course Title : Multimodal Transport Operations

Course Code : MSPS 105

Course Credit : 4

Course Objective :

- To impart the skill based knowledge of Customer Relationship Management.
- To aware of the concepts and practices of CRM in modern businesses
- To study the important modes of logistics operations

Course Outcome :

- Discuss about transport modes and their characteristics.
- Describe service overlap and competition among the operators
- Explain bench marking concept related to logistics.
- Describe the total quality management.

BLOCK I: Transport Modes and Supply Chain Concept

Transport modes and Supply chain concept - Modal interfaces - Function of infrastructure in various modes - Ports, airports, inland depots, railheads - Intermodal systems – road/rail/ sea - sea/ air - road/ air - road / rail - Characteristics of the main types of primary vehicles and equipment used.

BLOCK II: Operators Involved In Multimodal Transportation

Operators involved in multimodal transportation - Liner operators, NVOCC`s, freight forwarders, railroads, international truckers and airlines - service overlap and competition among the operators - Cooperation by Joint services, alliances.

BLOCK III: Pricing Aspects in Transport Modes

Pricing aspects in transport modes - price measurements –relationship between price and demand - importance of revenue and cash flow - pricing strategies - Calculation of through transport pricing - Multimodal carrier service contracts.

BLOCK IV: International conventions

International conventions pertaining to multimodal transport - Hague Rules - HagueVisby Rules - Hamburg Rules - Rotterdam Rules - CMR - CIM - TIR - Warsaw Convention - Montreal convention -Regulations regarding Carriage of Dangerous Goods by various modes.



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BLOCK V: Marketing of Multimodal Transport

Marketing of multimodal transport solutions - Different types of sales systems - role of field sales and call centres - Measurement of quality of services - Importance of Quality management systems (ISO 9000) - Application of Total Quality Management (TQM) - Benchmarking.

References:

1. A simulation instructor's handbook: the learning game. Nautical Institute, 2010
Clark, Ian. Stability, trim and strength for merchant ships and fishing vessels (2nd edn). Nautical Institute, 2008
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Course Title : Retail Logistics Management

Course Code : MSPT 106

Course Credit : 4

Course Objective :

- To understand the concept and role of retail logistics.
- To be aware of culture and internationalization of retail supply chain.
- To demonstrate packing.
- To discuss emerging trends in retail logistics.

Course Outcome :

- Enumerate the Role of Logistics Service Providers.
- Discuss the Role of culture in international retail Markets.
- Describe the Pricing aspects and collaborative strategies in automotive logistics.
- Discuss the Growth of E-commerce
- Explain environmental aspects of retail logistics

BLOCK I: Retail Logistics and Supply Chain Transformation

Retail Logistics and Supply Chain Transformation - Buyer / Seller Relationships - Role of Logistics Service Providers - Retail formats and associated logistics functions.

BLOCK II: The Internationalization of the Retail Supply Chain

The Internationalization of the Retail Supply Chain - International Sourcing - Distribution strategies and associated infrastructure - Role of culture in international retail Markets - Internationalization of Logistics Practices

BLOCK III: Packaging

Packaging Logistics and Fresh Food Retailing -Logistics service for food Retail Locations - Packagingaspects of Retail Logistics - Returnable Packaging

BLOCK IV: Automotive Logistics

Automotive Logistics solutions - Fleet Management - Milk run concept - Optimal Efficiencies in Automotive Logistics - Pricing aspects by Logistics Service Providers - Collaborating Strategies in Automotive Supply Chain



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BLOCK V: Emerging aspects in Retail logistics

Emerging aspects in Retail logistics - Development of E-tail Logistics - Growth of E-commerce - Home Delivery Channel - impact of RFID Technology - Environmental aspects of Retail Logistics -Logistics for managing waste within the Retail sector

References:

1. [Alan Rushton](#), (2007) International Logistics and Supply Chain Outsourcing: From Local to Global, 1st edition, Kogan Page Publishers.UK
2. [Alan Rushton](#), [Phil Croucher](#), [Peter Baker](#) (2014), the Handbook of Logistics and Distribution Management: Understanding the Supply Chain 5th edition, Kogan Page Publishers.UK
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Programme Mapping



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