

SEMESTER - I

PCBAC20 - ECONOMICS FOR MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAC20	Economics for Management	Theory	Core	6	3	100

OBJECTIVES

1. To gain knowledge about the basic concepts of economics
2. To attain in depth understanding of day today basic elements that drive the economics
3. To acquire the familiarity with the elements of production required in the current corporate scenario
4. To imbibe awareness about the pricing in the current market which serves as the basic elements of personal and professional life
5. To empower the wards about the economic issues that is ethically important as sincere citizens of India.

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Understand the concept of Economics

CO2: Acquire the acquaintance of Demand and Supply

CO3: Apply the Conception of Cost Production Function

CO4: Understand the assumption of pricing and Market competition

CO5: Acquire the knowledge on Macroeconomics, Inflation

CO	PO					
	1	2	3	4	5	6
CO1	L	H	M	L	H	L
CO2	L	M	L	M	H	M
CO3	L	M	L	M	M	M
CO4	M	M	M	M	M	H
CO5	M	L	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	L	L	M	H
CO2	H	H	H	L	H	H
CO3	H	H	H	L	H	H
CO4	H	H	H	M	M	H
CO5	H	H	H	M	M	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction to Concepts of Economics

(15 hours)

- 1.1 Definition, Scope, Types, Kinds (K1, K2,)
- 1.2 Themes, Macro and Micro Econometrics, Problems (K1, K2,)
- 1.3 Production Possibility Frontier, Efficiency, Market Mechanisms (K1, K2, K3)
- 1.4 Role of Government, Rise of Welfare State (K1, K2, K3,)
- 1.5 Consumption Function, Investment Function, (K1, K2, K3)
- 1.6 Marginal Efficiency, Multiplier, Accelerator (K1, K2, K3, K4)

Unit II: Elements of Supply & Demand

(15 hours)

- 2.1 Demand and Supply Analysis, (K1, K2,)
- 2.2 Laws of Supply and Demand (K1, K2)
- 2.3 Elasticity of Demand and Supply, Types (K1, K2)
- 2.4 Equilibrium and Changes in Market Equilibrium- (K1, K2, K3)
- 2.5 Demand Forecasting, Techniques (K1, K2, K3)
- 2.6 Demand Forecasting for New Products.(K1, K2, K3,K4)

Unit III: Cost Production Function

(15 hours)

- 3.1 Law of Diminishing Utility (K1, K2,)
- 3.2 Indifference Curve (K1, K2,)
- 3.3 Cost of Production (K1, K2, K3, K4)
- 3.4 Short and Long Run Cost Function- (K1, K2, K3)
- 3.5 Economies of Scale (K1, K2, K3)
- 3.6 Dis-Economies of Scale (K1, K2, K3)

Unit IV: Theory of pricing and Market competition

(15 hours)

- 4.1 Pricing (K1, K2,)
- 4.2 Equilibrium of Firm (K1, K2,)

- 4.3 Perfect Competition, Monopoly and Price Discrimination (K1, K2, K3)
- 4.4 Revenue, Types and Relationship- (K1, K2, K3)
- 4.5 Monopolistic and Oligopoly Competition (K1, K2, K3)
- 4.6 Stabilization Policies (K1, K2, K3, K4,)

UNIT V - Macro Economics, Inflation (15 hours)

- 5.1 Business Cycle (K1, K2,)
 - 5.2 Challenges of Economic Development, Unemployment, (K1, K2, K3)
 - 5.3 Macroeconomics (K1, K2, K3)
 - 5.4 National Income and Expenditures (K1, K2, K3)
 - 5.5 Macro Economic Aggregates (K1, K2, K3, K4)
 - 5.6 Inflation and Deflation (K1, K2, K3)
- Note:** Case studies for all Units. (K5, K6)

Text Books

1. P. L. Mehta – Managerial Economics, 13th Edition – Sultan Chand and Sons, New Delhi, Reprint 2007.
2. Dr. H.L. Ahuja Managerial Economics – Chand publication 8th edition 2014

Reference Books

1. Geetika, Piyali Ghosh, Purba Roy Choudhury – Managerial Economics – Third Edition, Tata Mc Graw Hill, 2018.
2. N. Gregory Mankin – Principles of Economics, 3rd Edition – Thomson Learning, New Delhi, 2007.

Websites

1. [www.tutor2u.net .economics](http://www.tutor2u.net/economics)
2. www.edx.org

SEMESTER- I

PCBAF20 - MANAGEMENT INFORMATION SYSTEM AND TECHNOLOGY

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / I	PCBAF20	Management Information System and Technology	Theory	Core	6	2	100

OBJECTIVES

1. To gain domain knowledge in all aspects of management information system and technology
2. To enhance the managerial skills using information system
3. To implement the conceptual and practical management concepts using information system and technology in the workplace.
4. To adhere the values and ethics relevant to the business environment.
5. To master in developing the information system and technology to work in an organization as a team or to start an enterprise.

COURSE OUTCOMES

The learners will be able to

CO1: Understand about management information system concepts and resources.

CO2: Be able to analyze various concepts of information technology.

CO3: Be able to classify the different functional business systems using information system and technology and can implement in their organization.

CO4: Enhance the planning and developing skills and master in business IT environment.

CO5: Adhere ethical responsibility of business concepts.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	L	L	L	M
CO2	H	M	M	L	L	M
CO3	M	M	M	M	M	M
CO4	M	M	M	M	M	H
CO5	L	M	L	M	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	M	M	H
CO2	H	M	M	H	M	L
CO3	H	M	H	H	H	L
CO4	H	H	H	H	H	L
CO5	L	L	M	L	M	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Information Systems (15 hours)

- 1.1 Introduction -Fundamental roles of IS – Trends in IS (K1, K2, K3)
- 1.2 Applications in Business – E-business in business (K1, K2, K3)
- 1.3 Types of IS (K1, K2, K3, K4)
- 1.4 System concepts- – Components of Information System (K1, K2, K3, K4)
- 1.5 Information System Resources –Information System Activities (K1, K2, K3, K4)
- 1.6 Recognizing Information System– Information system Advantages and Disadvantages (K1, K2, K3, K4)

Unit II - Information Technology concepts (15 hours)

- 2.1 Managerial challenges of Information technology (K1, K2, K3)
- 2.2 Fundamentals of Strategic Advantage – Strategic Uses of IT –Value chain and strategic IT (K1, K2, K3)
- 2.3 Using Information Technology for strategic advantage - Reengineering process - Role of IT (K1, K2, K3)
- 2.4 Data Resource Management Approach- Foundation Concepts-Types of Databases (K1, K2, K3, K4)
- 2.5 Data Mining - Data Warehousing and their business applications (K1, K2, K3, K4)
- 2.6 Database Management Approach (K1, K2, K3, K4)

Unit III -IT in Business (15 hours)

- 3.1 Functional business systems (K1, K2, K3)
- 3.2 Customer Relationship Management (CRM) (K1, K2, K3)
- 3.3 Enterprise Resource Planning (ERP) (K1, K2, K3)
- 3.4 Supply chain Management (SCM) (K1, K2, K3)
- 3.5 E-commerce systems – Essential E-commerce Processes –Electronic Payment Processes (K1, K2, K3, K4)
- 3.6 E-business models – Clicks and Bricks in E-commerce – M- commerce (K1, K2, K3)

Unit IV -IS and IT Development (15 hours)

- 4.1 Planning Fundamentals (K1, K2, K3)
- 4.2 Business Models and Planning – Business/IT Planning – Business application planning (K1, K2, K3, K4)
- 4.3 Implementing IT – End-user resistance and Involvement- Change Management (K1, K2, K3, K4)
- 4.4 Developing Business /IT Solutions : IS Development – The Systems Approach (K1, K2, K3, K4)
- 4.5 The Systems Development Cycle – Prototyping – Systems Development Process (K1, K2, K3, K4)
- 4.6 Implementing new systems – Evaluating Hardware, Software and Services (K1, K2, K3)

Unit V - Ethical Responsibilities of a Business (15 hours)

- 5.1 Ethical Challenges of IT (K1, K2, K3)
- 5.2 Computer Crime – Privacy Issues – Health Issues (K1, K2, K3, K4)
- 5.3 Security Management of IT – Tools of Security Management –Internet worked security defenses (K1, K2, K3)
- 5.4 Security Measures – IT ACT 2000 in India (K1, K2, K3)
- 5.5 Enterprise and Global Management of IT Managing the IS function –Failures in IT Management (K1, K2, K3)
- 5.6 Global Business/IT Strategies- Global IT Platforms. (K1, K2, K3)

Note: Case studies for all Units (K5, K6)

Text Books

1. O'Brien, J. Management Information Systems : Managing information technology in the business enterprise, New Delhi, 11th Edition, Tata McGraw Hill, 2017
2. Gordon B. Davis, Margrethe H. Olson-*Management Information Systems: Conceptual Foundations Structure and Development*- Tata McGraw Hill, 2017

Reference Books

1. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.
2. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.

Websites

1. www.coursera.org
2. www.edx.org

SEMESTER – II

PCBAG20 – SUPPLY CHAIN MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAG20	Supply Chain Management	Theory	Core	6	3	100

OBJECTIVES

1. The course provides an analytical framework for understanding the supply chain techniques of the current business environment.
2. To learn flow in Supply Chain.
3. To understand the inventory techniques.
4. To learn about the entire network in Supply Chain.
5. To learn about the latest trends in technology.

COURSE OUTCOMES

The learners will be able to

- CO1:** Acquire knowledge on Supply Chain activities in the market and implement Supply Chain Management.
- CO2:** Evaluate the various networks and its flaws.
- CO3:** Distinguish the various inventory models in supply chain.
- CO4:** Implement the supply chain network for logistics.
- CO5:** Elaborate the current trends and technological implementation in the supply chain environment.

CO	PO					
	1	2	3	4	5	6
CO1	HL	M	H	M	M	H
CO2	H	M	M	M	H	H
CO3	H	M	M	M	M	H
CO4	M	H	H	H	H	M
CO5	L	H	M	M	M	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	M	L

CO2	M	L	L	L	L	H
CO3	H	M	M	L	M	L
CO4	H	M	H	L	M	L
CO5	H	L	M	L	H	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction and Planning

(15 hours)

- 1.1 Introduction, Evolution, Definition (K1, K2, K3)
- 1.2 Supply Chain, Activity Mix, Importance, Conceptual Model (K1, K2, K3)
- 1.3 Supply Chain Management Approach (K1, K2, K3)
- 1.4 Supply chain drivers, metrics (K1, K2, K3)
- 1.5 Supply Chain performance in India (K1, K2, K3)
- 1.6 Enhancing Supply Chain Performance. (K1, K2, K3)

Unit II : Managing Flows

(15 hours)

- 2.1 Planning Networks (K1, K2, K3, K4)
- 2.2 Decision making under risk (K1, K2, K3, K4)
- 2.3 Decision trees (K1, K2, K3, K4)
- 2.4 Decision making under uncertainty (K1, K2, K3, K4)
- 2.5 Distribution Network Design, Role (K1, K2, K3, K4)
- 2.6 Factors Influencing Options, Value Addition in Supply Chain (K1, K2, K3, K4)

Unit III: Inventory Strategy

(15 hours)

- 3.1 Inventory, objectives, bullwhip effect, control (K1, K2, K3, K4)
- 3.2 Probabilistic inventory models, Risk pooling (K1, K2, K3, K4)
- 3.3 Vendor managed inventory, Multi-echelon inventory (K1, K2, K3, K4)
- 3.4 Warehousing Functions, Types, Site Selection (K1, K2, K3, K4)
- 3.5 Decision Model, Layout Design (K1, K2, K3, K4)
- 3.6 Costing, Virtual Warehouse (K1, K2, K3, K4)

Unit IV: Supply Chain Network & Transportation

(15 hours)

- 4.1 Transportation, Drivers, Modes (K1, K2, K3, K4)
- 4.2 Measures, Strategies for Transportation, 3PL and 4PL (K1, K2, K3, K4)
- 4.3 Vehicle Routing and Scheduling, Packaging (K1, K2, K3, K4)
- 4.4 Design considerations, Material and Cost (K1, K2, K3, K4)
- 4.5 Packaging as Unitisation (K1, K2, K3, K4)

4.6 Consumer and Industrial Packaging (K1, K2, K3, K4)

Unit V : Current Trends

(15 hours)

5.1 Supply Chain Integration (K1, K2, K3, K4)

5.2 Building partnership and trust in SC Value of Information (K1, K2, K3, K4)

5.3 Bullwhip Effect, Effective, forecasting, Coordinating the supply chain (K1, K2, K3, K4)

5.4 SC Restructuring, SC Mapping, SC process restructuring (K1, K2, K3, K4)

5.5 Postpone the point of differentiation, IT in Supply Chain (K1, K2, K3, K4)

5.6 Agile Supply Chains - Reverse Supply chain. Agro Supply Chains (K1, K2, K3, K4)

Note: Case studies for all units.(K5,K6)

Text Books

1. Chopra S and P Mendil, Supply Chain Management: Strategy, Planning and Operations, Pearson Education, 2nd Edition ,2006.
2. N Chandrasekar, Supply Chain Management- Process, System and Process, Oxford University Press, January 2012

Reference Books

1. Donald J. Bowersox and David J. Closs, Logistical Management, Tata McGraw- Hill, 2ndEdition, 2013.
2. David Simchi , Levi, Designing and Managing Supply Chain, Tata McGraw Hill New Delhi, 3rd Edition2008.

Websites

1. www.logisticsmanager.com.
2. www.edx.org

SEMESTER - II

PCBAH20 – MARKETING MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAH20	Marketing Management	Theory	Core	6	3	100

OBJECTIVES

1. To understand the principles, concepts and functions of Marketing and to develop marketing strategies for a dynamic marketing.
2. To learn the behavior of the consumers and to segment the consumers.
3. To attain in depth knowledge on the 4 P's of marketing mix.
4. To identify the needs and ways of building relationship with customers and to study the distribution system.
5. To update about the recent types and trends in marketing and to learn the importance of marketing research

COURSE OUTCOMES

The learners will be able to

CO1: Demonstrate the strong conceptual knowledge in marketing and its functions.

CO2: Be able to segment the customer and identify their behavior.

CO3: Aware of all the 4 P's of marketing mix and its importance in implementing marketing strategies.

CO4: Utilize the available marketing channels in optimum levels.

CO5: Updated with the recent types of marketing and will be motivated towards marketing research.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	M	M	H

CO2	H	M	H	M	H	H
CO3	H	M	H	H	H	M
CO4	H	M	M	H	M	H
CO5	M	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	M
CO2	H	M	M	L	H	L
CO3	H	H	H	L	M	L
CO4	M	H	M	M	M	M
CO5	H	H	H	L	H	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I – Introduction

(15 hours)

- 1.1 Introduction to Market and Marketing (K1, K2, K3)
- 1.2 Marketing Mix - Functions of Marketing -Importance of Marketing (K1, K2, K3)
- 1.3 Marketing Environment – Micro and Macro Environment (K1, K2, K3, K4)
- 1.4 Consumer Market and Industrial Market – Consumer Goods and Industrial Goods (K1, K2, K3)
- 1.5 Marketing strategy formulations (K1, K2, K3)
- 1.6 Key Drivers of Marketing Strategies - selling versus marketing, (K1, K2, K3, K4)

Unit II - Consumer Buyer Behavior and Segmentation

(15 hours)

- 2.1 Types of Buying Decision Behavior (K1,K2, K3)
- 2.2 Factors affecting Consumer Behavior - Buyer Decision process (K1,K2, K3, K4)
- 2.3 Business Buying Behavior - Buying Motives (K1,K2,K3, K4)
- 2.4 Market Segmentation (K1,K2,K3)
- 2.5 Consumer Market Segmentation (K1,K2,K3)
- 2.6 Effective Segmentation, Targeting, Positioning and Differentiation. (K1,K2,K3)

Unit III - Marketing Mix Decisions

(15 hours)

- 3.1 Product Planning and Development (K1,K2,K3)
- 3.2 Product and Services classification (K1,K2,K3)

- 3.3 Product Mix- Product Life Cycle (K1,K2,K3)
- 3.4 New Product Development and Management (K1,K2,K3)
- 3.5 Branding – Labeling (K1,K2,K3)
- 3.6 Pricing -Objectives and strategies – Types- Policies – Methods. (K1,K2,K3)

Unit IV - Marketing Channels and Relationship Marketing (15 hours)

- 4.1 Marketing Channels - Retailing and Wholesaling (K1,K2,K3, K4)
- 4.2 An Introduction to Retail System, Retailing, Definition, Nature, Importance (K1,K2,K3)
- 4.3 The Retailing Environment - Personal Selling (K1,K2,K3)
- 4.4 Advertising and Sales promotions (K1,K2,K3, K4)
- 4.5 Building customer relationship – Building and measuring customer satisfaction - Customer Acquisition and Retention (K1,K2,K3,K4)
- 4.6 Customer Relationship Management (K1,K2,K3,K4)

Unit V - Types of Marketing and Marketing Research (15 hours)

- 5.1 Direct Marketing - Digital Marketing - Online Marketing (K1,K2,K3,K4)
- 5.2 Green Marketing –Services Marketing- Rural Marketing (K1,K2,K3,K4)
- 5.3 Virtual Marketing – B2B Marketing- B2C Marketing (K1,K2,K3,K4)
- 5.4 International Marketing - Cause related marketing (K1,K2,K3,K4)
- 5.5 Marketing Information System – Market Research Process (K1,K2,K3,K4)
- 5.6 Competition Analysis and Strategies - Marketing Ethics – Future of marketing. (K1,K2,K3,K4)

Note: Case studies for all units. (K5,K6)

Text Books

1. Philip Kotler, Kevin Lane Keller, Principles of Marketing, South Asian Perspective, Prentice Hall, 12th Edition, 2012.
2. Rajan Saxena , Marketing Management,McGraw-Hill Education,.5th Edition 2016.

References

1. Douglas J. Darympia, Marketing Management, John Wiley and Sons, 2008.
2. Paul Baines, Chris fill, Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011

Websites

1. www.marketingpower.com
2. www.edx.org

SEMESTER –II**PCBAJ20 - FINANCIAL MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
I / II	PCBAJ20	Financial Management	Problem	Core	6	3	100

COURSE LEARNING OBJECTIVES

1. To enable the learners understand the concept of financial management, scope, objectives and time value of money. Also valuation of bonds and shares.
2. To help the learners to acquire knowledge over evaluation of capital investment.
3. To make the learners understand the classification of cost of capital, its features and importance.
4. To make the learner understand the capital structure theories and practical. Also dividend theory and policy.
5. To enable the students understand the working capital and enable then to estimate working capital requirements.

COURSE OUTCOMES

The Learners will be able to

CO1: Be well-versed in the financial decision, functions and organization of financial managements. The can also come out with knowledge to value bonds and shares in practice.

CO2: Can come out with the practical knowledge of evaluating capital investment using traditional and modern capital budgeting methods.

CO3: Gain practical knowledge in calculating cost of different capitals.

CO4: Acquire knowledge over capital structure and work out capital structure under different approaches. Students also gain practical knowledge over dividend policy and its determinants.

CO5: Gain both theoretical and practical knowledge on working capital management including receivables, payables, inventory and cash management.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	M	H	H
CO2	M	L	H	H	H	H
CO3	H	L	H	M	H	H
CO4	H	M	M	M	H	M
CO5	H	M	L	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I – Foundations of Finance

(15 Hours)

- 1.1: Financial Management – Scope – Objectives – Profit Maximization – Wealth Maximization (K1, K2, K3)
- 1.2: Financial Decisions (K1, K2, K3)
- 1.3: Functions of Financial Management (K1, K2, K3)
- 1.4: Organization of Financial Management – Functions of Treasurer and Controller (K1, K2, K3)
- 1.5: Time Value of Money – Concept – Reasons for time preferences of money (K1, K2, K3, K4)
- 1.6: Valuation of bonds and shares – Concept of value – Book value – Market value – Liquidation value – Replacement value – Going concern value – Bonds or debentures value. (K1, K2, K3, K4)

Unit II – Capital Budgeting

(15 Hours)

- 2.1: Capital budgeting – Concept – Need of capital budgeting (K1, K2, K3, K4)
- 2.2: Pay back (K1, K2, K3, K4)
- 2.3: ARR (K1, K3, K4)
- 2.4: NPV (K1, K3, K4)
- 2.5: IRR (K1, K3, K4)
- 2.6: PI. (K3, K4)

Unit III – Cost of Capital

(15 Hours)

- 3.1: Cost of capital – Features – Importance (K1, K2, K4)
- 3.2: Classification of cost (K1, K2, K4)
- 3.3 Cost of Debt (K1, K2, K3, K4)
- 3.4: Cost of Preference share capital (K1, K2, K3, K4)
- 3.5: Cost of Equity share capital (K1, K2, K3, K4)
- 3.6: Retained Earnings – CAPM – WACC. (K1, K2, K4)

Unit IV – Financial and Dividend Decisions

(15 Hours)

4.1: Leverage – Meaning – Types – Financial – Operating leverage and combined leverage

(K1,K2, K3, K4)

4.2: Capital structure – Designing capital structure (K1,K2, K3, K4)

4.3: Theories of Capital structure – Net Income approach- Net operating income approach

(K1,K2, K3, K4)

4.4: Traditional Approach - Modigliani Miller approach (K1,K2, K3, K4)

4.5: Dividend policy – Determinant of dividend policy – forms of dividend policy – form of dividends Dividend theory (K1,K2, K3, K4)

4.6: Walter model, Gordon model. (K1,K2, K3, K4)

Unit V – Working Capital Management

(15 Hours)

5.1: Principle of Working capital – Concept – Need (K2, K3, K4, K5)

5.2: Determinants – Issues and estimation of working capital (K2, K3, K4, K5)

5.3: Account receivables management and factoring (K2, K3, K4, K5)

5.4: Inventory management EOQ (K2, K3, K4, K5)

5.5: Stock levels (K2, K3, K4, K5)

5.6: Cash management. (K2, K3, K4, K5)

Note: 80% problems and 20% theory

Text Books:

1. Dr. S. N. Maheswari – Financial Management Principle And Practice, 2nd Edition Sultan Chand & Sons Educational Publishers, New Delhi 2004.
2. M. Y. Khan and P. K. Jain – Financial Management: Text, problem and cases, 5th Edition – Tata Mc Graw Hill, 2008.

Reference Books

1. M. Pandey – Financial Management – Vikas publishing House, 2007.
2. Chandra. P. Financial Management , New Delhi: Tata Mc Graw Hill, 8th Edition 2012.

Websites

1. www.tutu.net.
2. www.udemy.com

SEMESTER -II

PCBAL20 – ENTERPRISE RESOURCE PLANNING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / II	PCBAL20	Enterprise Resource Planning	Theory	Core	6	2	100

OBJECTIVES

1. To enable the evolution and role of ERP in business integration.
2. To integrate emerging technologies into ERP systems including supply chain management and customer relationship management
3. To understand Transition of ERP architecture, design, development, implementation, and project management. To choose perfect project team.
4. To find out the Effective Management concepts implemented in ERP after implementation
5. To get an idea with enterprise software from SAP.

COURSE OUTCOME

The learners will be able to

CO1: Understand how ERP is evolved and analyze various risk in ERP

CO2: Be able to integrate and analyze related technologies with ERP and also to understand the entire product life cycle starting from manufacturing till SCM and CRM

CO3: Be able to classify the legacy system with ERP system and able to apply various transition strategies according to the organization

CO4: Can analyze the success and failure factors and will be able to apply the success factors in post implementation phase

CO5: Understand and use the idea of SAP AG, SAP Net weaver in the enterprise.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	H	H	H	M	H	L
CO3	M	M	H	H	M	H

CO4	H	H	H	H	M	M
CO5	M	M	H	H	M	L

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	H	M	M	L
CO2	M	L	H	H	M	L
CO3	H	M	H	M	M	M
CO4	M	M	M	H	M	M
CO5	H	L	M	M	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction

(15 hours)

- 1.1 Introduction to ERP –Common ERP Myths (K1, K2, K3)
- 1.2 History and Evolution of ERP - Reasons for the Growth- Advantages(K1, K2, K3)
- 1.3 Why ERP- Roadmap for successful ERP Implementation (K1, K2, K3)
- 1.4 Basic ERP Concepts - ERP Fit (K1, K2, K3)
- 1.5 Importance - Create Value (K1, K2, K3)
- 1.6 ERP Architecture- Risks of ERP(K1, K2, K3)

Unit II: ERP and Technology

(15 hours)

- 2.1 Benefits of ERP- ERP and related technologies (K1, K2, K3,K4)
- 2.2 Business Process Reengineering -Business Intelligence (K1, K2, K3,K4)
- 2.3 Product life cycle management (K1, K2, K3)
- 2.4 Customer Relationship Management (K1, K2, K3)
- 2.5 Supply Chain Management (K1, K2, K3)
- 2.6 Advanced technology and ERP Security- Business models of an ERP packages (K1, K2, K3)

Unit III: ERP Implementation

(15 hours)

- 3.1 ERP Implementation Transition Strategies (K1, K2, K3)
- 3.2 Life Cycle (K1, K2, K3,K4)
- 3.3 Implementation Process (K1, K2, K3,K4)
- 3.4 Training and Education (K1, K2, K3,K4)
- 3.5 Data Migration (K1, K2, K3,K4)
- 3.6 ERP Project Teams (K1, K2, K3,K4)

Unit IV: Operation, Maintenance and Future Trends in ERP (15 hours)

- 4.1 ERP Operation (K1, K2, K3,K4)
- 4.2 ERP Maintenance (K1, K2, K3,K4)
- 4.3 Success factors of ERP implementation (K1, K2, K3,K4)
- 4.4 Failure factors of an ERP Implementation (K1, K2, K3,K4)
- 4.5 Future directions in ERP (K1,K2, K3,K4,)
- 4.6 Trends in ERP(K1,K2,K3,K4)

Unit V: SAP (15 hours)

- 5.1 SAP AG -SAP Business Basics (K1, K2, K3,K4)
- 5.2 SAP Technology Basics- SAP Project Basics (K1, K2, K3,K4)
- 5.3 Overview of SAP Applications and Components (K1, K2, K3,K4)
- 5.4 A Business User Perspective on Implementing SAP (K1, K2, K3,K4)
- 5.5 Logging On and Using SAP's User Interface (K1, K2, K3,K4)
- 5.6 SAP User Roles and Authorizations (K1, K2, K3,K4)

Note: Case Studies for all Units. (K5.K6)

Text books

1. Alexis Leon -ERP Demystified, Tata McGraw Hill Education Private Limited, Third Edition, 2014.
2. Dr. George W. Anderson - Sams Teach Yourself-in 24 hrs. , Fourth Edition , SAMS publication, 5th Edition ,2011

Reference Books

1. Anthony T Veltro, Toby J Veltro,Robert Elsenpeter -Cloud Computing - A practical Approach, Tata Mc Graw Hill,2010
2. Marainne Bradford - Modern ERP , lulu.com; Third Edition (January 2,2015)

Websites

1. www.coursera.org
2. www.udemy.com

INDEPENDENT ELECTIVE PAPER - 2

PIBAB20 – DISASTER

MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/ W	Credits	Marks
I / I	PIBAB20	Disaster Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To gain knowledge about the concept of disaster
2. To attain in depth understanding of the various dimensions and typology of disasters
3. To acquire the knowledge different National & International Agencies for disaster Management in India
4. To acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning
5. To empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted

COURSE OUTCOMES

The learners will be able to

CO1: Understand the knowledge about the concept of Disaster

CO2: Attain in depth understanding of the various dimensions and typology of disasters

CO3: Acquire the knowledge different National & International Agencies for disaster Management in India

CO4: Acquire the knowledge and information related to Disaster Mitigation, Preparedness & Planning

CO5: Empower and inhibit the knowledge about the Disaster Rehabilitation & Futuristic Sustainable Measures adopted.

CO	PO					
	1	2	3	4	5	6
CO1	M	H	M	H	M	M
CO2	M	H	M	H	M	M
CO3	H	M	H	M	H	H
CO4	H	H	H	M	H	H
CO5	M	M	M	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	L	L	L	M
CO2	H	L	L	M	L	M
CO3	H	L	L	H	M	M
CO4	H	M	L	L	M	H
CO5	H	M	M	L	M	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Concepts of Disaster

- 1.1: Disaster (K1)
- 1.2: Hazards – Emergency vulnerability (K1, K2)
- 1.3: Courses and impact of disaster – Levels of disaster (K2)
- 1.4: Effects of disaster (K2, K3)
- 1.5: Causal factors of disaster (K2, K3)
- 1.6: Phases of disaster (K1, K2, K3)

Unit II - Various dimensions and typology of Disasters

- 2.1: Calamities – Meteorological – Hydrological (K1, K2)
- 2.2: Calamities - Geological – Extra Terrestrial (K1, K2)
- 2.2: Typology of Disaster – Earthquakes – Tsunami – Volcanoes – Landslides – Cyclones – Floods – Droughts (K1, K2, K3,K4)
- 2.3: Environment Pollution (K1, K2, K3)
- 2.4: Deforestation (K1, K2, K3)
- 2.5: Desertification (K1, K2, K3)

Unit III - National & International Agencies for Disaster Management in India

- 3.1: National Crisis Management Committee (NCCM) – The Disaster management Act 2005 – National Civil Defence Organization - Department for Humanitarian Affairs (DHA) (K1, K2)
- 3.2: Inter – Agency Standing Committee (IASC) – Office for the Coordination of Humanitarian Affairs (OCHA) – Food and Agricultural Organization (FAO) (K1, K2, K3)
- 3.3: United Nations Development Programs (UNDP) – United Nations High Commissioner for Refugees (UNHCR) – World Food Programme (WFP) (K1, K2, K3)

3.4: World Health Organization (WHO) – International Committee of the Red Cross (ICRC) (K1, K2, K3)

3.5: International Federation of Red Cross & Red Crescent Societies (IFRC) – International Organization for Migration (IOM) (K1, K2, K3)

3.6: International Atomic Energy Agency (IAEA) – United Nations Sahelian Office (UNSO) – The UN and the role of NGOs (K1, K2, K3, K4)

Unit IV - Disaster Mitigation, Preparedness and Planning

4.1: Disaster Mitigation – Meaning – Impact – Menu of mitigation agents (K1, K2, K3)

4.2: Disaster management cycle – Classification of mitigation measures – Investing in disaster mitigation (K1, K2, K3)

4.3: Disaster Preparedness – Objectives - Principles of disaster planning – Involvement (K1, K2, K3)

4.4: Disaster Risk Assessment – Concepts – Factors – Assessing risk – Phases – Steps (K1, K2, K3, K4)

4.5: Disaster risk management (K1, K2)

4.6: Disaster insurance (K1, K2)

Unit V - Disaster Rehabilitation and Futuristic Sustainable Measures

5.1: Meaning – Issues in rehabilitation – Hindrances to normalization (K1, K2)

5.2: Rehabilitation approaches (K1, K2)

5.3: Rehabilitation from shelter to housing (K1, K2, K3)

5.4: Material distribution for rehabilitation (K1, K2, K3)

5.5: Role of building Materials and services banks (K1, K2, K3, K4)

5.6: Keys to sustainable measures in disaster management (K1, K2, K3)

Note: Case studies for all Units (K5, K6)

Text Books

1. Modh Satish, Introduction to Disaster Management, Macmillan Publishers India Private Limited, Reprint 2012, New Delhi

Reference Books

1. Ayaz Ahmad, Disaster Management: Through the New Millennium, Anmol Publications, 1st Edition, New Delhi, 2003

Websites

1. www.corsera.org

INDEPENDENT ELECTIVE PAPER -

PIBAH20 - RURAL MARKETING

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/ III	PIBAH20	Rural Marketing	Theory	Independent Elective	-	3	100

OBJECTIVES

1. To enable students to understand and appreciate the differences and similarities in urban and rural marketing.
2. To understand the rural marketing scenario.
3. Insight about the various aspects of rural consumption pattern and challenges.
4. To diagnose the problems and constraints in rural marketing.
5. To develop marketing strategies that are unique to rural India.

COURSE OUTCOMES

The learners will be able to

CO1: Understand the factors that influences the rural market environment.

CO2: Analyse rural market potential and Opportunities in regard with the consumption pattern of the rural population.

CO3: Understand and apply the various pricing in relation to the quality of the product and the need.

CO4: Identify the efficient marketing strategies in relation to the channels which influence decision making of the rural customers.

CO5: Gain insight about the adequate and effective promotion and distribution strategies

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	M	H
CO2	H	M	M	H	M	H
CO3	M	M	H	M	M	H
CO4	M	H	H	M	H	M
CO5	H	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6

CO1	H	M	M	M	H	M
CO2	H	M	M	H	H	H
CO3	H	H	M	H	H	H
CO4	H	H	M	H	H	H
CO5	H	H	H	M	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I - Introduction

- 1.1 Nature, Definition, Scope (K1,K2)
- 1.2 Importance and trends (K1,K2,K3)
- 1.3 Factors that influence rural markets (K1,K2,K3)
- 1.4 Understanding the Rural Economy (K1,K2,K3)
- 1.5 Rural Marketing Experiences. (K1,K2,K3)
- 1.6 Agriculture and rural market(K1,K2,K3)

Unit II - Buying Behavior

- 2.1 Understanding the rural consumer (K1, K2)
- 2.2 Aspects of Buying Behavior (K1, K2, K3)
- 2.3 Major influential Buyer Behavior (K1,K2,K3)
- 2.4 Reference Groups and trends in consumer behavior (K1,K2, K3)
- 2.5 Rural Market Buying Decision Process (K1,K2, K3)
- 2.6 Factors Contributing to the Change in the Rural Market (K1,K2,K3)

Unit III - Product and Pricing

- 3.1 Product and pricing decisions for rural markets (K1,K2,K3)
- 3.2 Product developments - Product adoptions (K1,K2,K3)
- 3.3 Modification decisions (including packaging) branding(K1,K2,K3)
- 3.4 Decisions of product augmentation for rural marketing and rural pricing elements and decisions (K1,K2,K3)
- 3.5 Challenges in rural marketing (K1,K2,K3)
- 3.6 Strategies to capture rural marketing. (K1,K2,K3)

Unit IV - Marketing Strategies

- 4.1 Marketing Strategies & Tactics adopted to rural markets (K1,K2,K3)
- 4.2 Regulated markets, co-operative marketing, (K1,K2,K3)
- 4.3 Product marketing & Service marketing in rural India. (K1,K2,K3)

- 4.4 Marketing of Rural & cottage industry products (K1,K2,K3)
- 4.5 Social marketing (K1,K2,K3)
- 4.6 Agricultural marketing (K1,K2,K3)

Unit V - Sales Promotion

- 5.1 Managing the rural promotions (K1,K2,K3)
- 5.2 Understanding rural communication media (Traditional Vs. Current Opportunities) (K1,K2,K3)
- 5.3 Designing & Developing Rural Market promotions, build relationship & Events (K1,K2,K3)
- 5.4 Rural Marketing Promotion Strategies (K1,K2,K3)
- 5.5 Rural Marketing and its Importance (K1,K2,K3)
- 5.6 Problems Faced in Rural Marketing(K1,K2,K3)

Note: Case studies for all Units. (K5.K6)

Text Books

- 1. Krishnamacharyulu, C.S.G. and Ramakrishnan, Lalitha, (2002), Rural Marketing - Text and cases, Pearson Education, Indian Branch, New Delhi, 1st Edition.

Reference Books

- 1. R.L.Varshney & S.L.Gupta, , Marketing Management, An Indian Perspective, Sultan Chand ,1st Edition ,2000

Websites

- 1. www.edx.org

INDEPENDENT ELECTIVE PAPER - 9

PIBAI20 - TRAVEL AND TOURISM MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PIBAI20	Travel and Tourism Management	Theory	Independent Elective	-	2	100

OBJECTIVES

1. To develop the ability to understand Travel and Tourism management
2. To accustom the learners on Tourism and Transport
3. To procure knowledge on endorsement of Travel Agents
4. To learn the characteristics of Travel Agencies
5. To educate the learners on Tourists Conduct and Motives

COURSE OUTCOMES (CO)

The learners will be able to

CO1: Have basic understanding in Travel and Tourism Management

CO2: Accustom on Tourism and Transport the different types of transport

CO3: Procure knowledge on endorsement of Travel Agents

CO4: Gain knowledge in the characteristics of Travel Agencies

CO5: Be educated the on Tourists Conduct Motives and behavior

CO	PO					
	1	2	3	4	5	6
CO1	H	H	M	H	M	H
CO2	H	H	M	H	M	H
CO3	M	H	H	H	M	H
CO4	M	M	M	M	H	M
CO5	H	M	H	M	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	M	M
CO2	H	H	H	M	L	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction

1,1 Evolution of Indian Tourism Industry(K1 , K2)

- 1.2 Definition of Travel and travel agency (K1, K2)
- 1.3 Scope and Importance of Tourism (K1, K2)
- 1.4 Characteristics of Tourism (K1, K2, K3)
- 1.5 Differentiation between Travel Agency and Tour Operation Business (K, K2, K3)
- 1.6 Linkages and arrangements with hotels, airlines and transport agencies and Other segments of tourism sector, (K1, K2, K3, K4)

Unit II: Tourism and Transport

- 2.1 Tourism – Concept of tourism (K1, K2)
- 2.2 Nature of tourism (K1, K2)
- 2.3 Classification (K1, K2, K3)
- 2.4 Tourism regulations (K1, K2, K3)
- 2.5 Transportation and Travel Evolution (K1, K2, K3)
- 2.6 Future of tourism – Road transport – Rail – Sea – Air – Civil Aviations (K1, K2, K3, K4)

Unit III: Approval of Travel Agents

- 3.1 Approval by Department of Tourism, Government of India (K1, K2, K3)
- 3.2 IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways. (K1, K2, K3, K4)
- 3.3 Guidelines for recognition as a Travel Agent (K1, K2, K3)
- 3.4 Responsibilities of Travel Agent (K1, K2)
- 3.5 Travel and Tourism Organizations (K1, K2, K3)
- 3.6 Types of Travel Agencies (K1, K2)

Unit IV: Role of Travel Agency

- 4.1 Introduction (K1, K2)
- 4.2 Retail travel agents (K1, K2, K3)
- 4.3 Functions of modern Travel Agency (K1, K2,)
- 4.4 Inclusive tours by charters on scheduled services (K1, K2, K3)
- 4.5 Artificial Intelligence Impact on Travel Agencies Role (K1, K2, K3)
- 4.6 Technology Trends Emerging in Travel Industry. (K1, K2, K3, K4)

Unit V: Tourist motivation and behavior

- 5.1 Elements of motivation – Categories of motivation (K1, K2)
- 5.2 Demand for tourism (K1, K2, K3)
- 5.3 Tourism environments (K1, K2, K3)
- 5.4 Youth tourism (K1, K2, K3)

5.5 Tourist behavior (K1, K2, K3)

5.6 Levels of host irritation – Spending time. (K1, K2, K3, K4)

Note: Case studies for all Units (K5.K6)

Text Books

1. Biswanath Ghosh, Tourism and Travel management, Vikas Publishing House Pvt Ltd, Second Reprint 2008.

Reference Books

1. Chand, Mohinder, Travel Agency Management, Anmol Publication, 2nd Edition, Reprint 2009.

Websites

1. www.coursera.org

SEMESTER III

PELMA20 - ELECTIVE VI A – LOGISTICS MANAGEMENT

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMA20	Logistics Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. The course provides the analytical framework for understanding the basic concepts and evolution of logistics.
2. Develop knowledge about the interconnectedness of packaging and logistics with the latest trends.
3. Develop knowledge about key elements of Containers.
4. Enhance analytical skills and capability to synthesize information related to logistics re-engineering.
5. Enhance and develop the skills on international logistics functions.

COURSE OUTCOMES

The learners will be able to

CO1: Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.

CO2: Analyze the strengths and weaknesses of packing and the emerging trends in the same.

CO3: Develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops.

CO4: Develop strategies logistics reengineering and compete with the latest technology.

CO5: Know the basic characteristics of inbound and outbound logistics.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	H	M	H	M	M	H
CO4	H	H	M	H	H	H
CO5	M	H	M	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	M	M	L
CO2	H	L	L	L	L	H
CO3	H	M	M	L	M	L
CO4	H	M	H	L	M	L
CO5	H	L	M	L	H	M

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I : Introduction (15 hours)

- 1.1 Logistics: Definition, Evolution, Concept, Components (KI, K2, K3)
- 1.2 Importance, Objectives Logistic Subsystem, the work of Logistics (KI, K2, K3)
- 1.3 Integrated Logistics, Barrier to Internal Integration (KI, K2, K3)
- 1.4 Logistics as a Support/Interface/Enabler of Marketing function (KI, K2, K3)
- 1.5 Logistics as a Support function of Order Fulfillment (KI, K2, K3)
- 1.6 Assembling & Labeling from Multi storage points, Consignment convergence/divergence and Delivery. (KI, K2, K3)

Unit II: Packaging (15 hours)

- 2.1 Packaging, Perspectives, Damage protection (KI, K2, K3, K4)
- 2.2 Material Handling efficiency / Utility, Product characteristics (KI, K2, K3, K4)
- 2.3 Unitization, Communication, Channel Integration, Alternative materials (KI, K2, K3, K4)
- 2.4 Traditional materials, Emerging Trends, The purposes of packaging (KI, K2, K3, K4)
- 2.5 The packaging industry: structure and dynamics, Returnable packaging (KI, K2, K3, K4)

2.6 General packaging principles, Retail logistics packaging, Fresh foods applications (KI, K2, K3, K4)

Unit III : Containerization (15 hours)

- 3.1 Major container trades, Two container operators (KI, K2, K3, K4)
- 3.2 Container ships; terminals, Container distribution (KI, K2, K3, K4)
- 3.3 Container types, Non - containerizable cargo (KI, K2, K3, K4)
- 3.4 Features of containerization (KI, K2, K3, K4)
- 3.5 Container bases (KI, K2, K3, K4)
- 3.6 International Convention for Safe Containers.(KI, K2, K3, K4)

Unit IV : Logistics Positioning (15 hours)

- 4.1 Logistics reengineering, Reengineering procedure, Logistics environmental assessment,
Industry competitive Assessment (KI, K2, K3, K4)
- 4.2 Geo market differentials, Technology assessment, Material energy assessment, Channel structure (KI, K2, K3, K4)
- 4.3 Economic social projections, Service industry Trends (KI, K2, K3, K4)
- 4.4 Regulatory posture, Conclusion (KI, K2, K3, K4)
- 4.5 Time based logistics, alternative logistics strategies (KI, K2, K3, K4)
- 4.6 Strategic integration, Logistics time based control techniques (KI, K2, K3, K4)

Unit V – International Logistics Functions (15 hours)

- 5.1 Introduction (KI, K2, K3, K4)
- 5.2 Outbound Logistics Functions (KI, K2, K3, K4)
- 5.3 Inbound Logistics Functions (KI, K2, K3, K4)
- 5.4 Overall Logistics Activities (KI, K2, K3, K4)
- 5.5 Logistics Intermediaries (KI, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books

- 1. Burt, Dobbler and Starling, World Class Supply Chain Management, TMH 2005Edition
- 2. Donald J. Bowerson, David J Closs, Logistical Management, Tata McGraw Hill Edition, Reprint2011.

Reference Books

- 1. Alan E. Branch, Global Supply Chain Management and International Logistics, Routedledge, 2009
- 2. Levi, Kaminsky& Levi, Managing the Supply Chain: The Definitive

Guide, Mcgraw-Hill, 2003.

Websites

1. www.scmdojo.com
2. www.edx.org

SEMESTER III

PELMB20 - ELECTIVE VI B – EXPORT AND IMPORT MANAGEMENT

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / III	PELMB20	Export and Import Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. To impart the knowledge on the key functions in export and import process and procedures.
2. To provide understanding to the students on the various modes of logistics.
3. To educate the students in solving issues related to requirements in export and import management.
4. To educate the students in solving issues related to requirements in export and import management related to water carriers.
5. To know all the in depth functionalities of Air Carriers.

COURSE OUTCOMES

The learners will be able to

CO1: Remember the basics of global trade and import and export policies

CO2: Understand various import process and procedures and agencies involved in EXIM process and their role in the international trade

CO3: Acquire knowledge on the various modes of transportation.

CO4: Understand the payment methods, risks and various financing of water carriers.
CO5: Elaborate the procedures of Air Carriers.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	M	M
CO3	M	M	H	H	H	M
CO4	M	H	M	H	M	H
CO5	H	H	H	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	M	L	H	M
CO2	H	M	M	M	M	L
CO3	H	L	L	L	L	H
CO4	H	M	H	L	M	L
CO5	H	M	M	L	M	L

H-HIGH(3), M-MODERATE(2), L-LOW(1)

Unit I: Introduction (15 hours)

- 1.1 Export & Import – Introduction (K1, K2, K3, K4)
- 1.2 Definitions - Evolution of Export & Import (K1, K2, K3, K4)
- 1.3 Foreign Trade (K1, K2, K3, K4)
- 1.4 Institutional Framework and Basics (K1, K2, K3, K4)
- 1.5 Multinational Organizations & Structure (K1, K2, K3, K4)
- 1.6 International Business Scenario (K1, K2, K3, K4)

Unit II – Procedures In Customs Clearance And Documentation (15 hours)

- 2.1 Export Procedures and Documents , Customs Clearance of Import and Export Cargo (K1, K2, K3, K4)
- 2.2 Methods and Instruments of Payment and Pricing (K1, K2, K3, K4)
- 2.3 INCOTERMS , Marine Insurance , Methods of Financing Exporters (K1, K2, K3, K4)

- 2.4 Export - Import , Documentation and Steps - Export (K1, K2, K3, K4)
- 2.5 Import Strategies and Practice, Export Marketing (K1, K2, K3, K4)
- 2.6 Business Risk Management and Coverage , Export Incentive Schemes (K1, K2, K3, K4)

Unit III: Transportation (15 hours)

- 3.1 Role of transportation ,Transport Decision (K1, K2, K3, K4)
- 3.2 Legal classification of carriers , Intermodal transportation (K1, K2, K3, K4)
- 3.3 Transportation management , Documentation (Domestic and International) , Bases for rates (K1, K2, K3, K4)
- 3.4 Transportation services , Characteristics of Modes of Transportation (K1, K2, K3, K4)
- 3.5 Characteristics of Shipping Industry , World Shipping (K1, K2, K3, K4)
- 3.6 Containerization and Leasing Practices. (K1, K2, K3, K4)

Unit IV: Water Carriers (15 hours)

- 4.1 Types of ships , Liners , Tramps , Specialized vessels and their trades (K1, K2, K3, K4)
- 4.2 Cargo stowage/packing overview, Stowage of cargo, Types and characteristics of cargo ,
Cargo and container handling equipment (K1, K2, K3, K4)
- 4.3 Types of packing, Dangerous cargo. , Export controls (K1, K2, K3, K4)
- 4.4 Customs tariff, Customs Freight Simplified Procedures (CFSP) (K1, K2, K3, K4)
- 4.5 New Export System (NES), Unique Consignment Reference (UCR) (K1, K2, K3, K4)
- 4.6 Customs reliefs, Importation and exportation of goods, Ship's papers, Ship's protest (K1, K2, K3, K4)

Unit V: Air Carriers (15 hours)

- 5.1 Types of Carriers, Private Carriers, For-Hire Carriers (K1, K2, K3, K4)
- 5.2 Market Structure, Number of Carriers, Characteristics, General (K1, K2, K3, K4)
- 5.3 Speed of Service, Length of Haul and Capacity-Accessibility and Dependability, Equipments (K1, K2, K3, K4)
- 5.4 Types of Vehicles, Terminals, Cost Structure Fixed Versus Variable Cost (K1, K2, K3, K4)
- 5.5 Components, Fuel, Labor , Equipment ,Economies of Scale/Economies of Density ,
Rates, Pricing (K1, K2, K3, K4)
- 5.6 Operating Efficiency, Current Issues, Safety, Security (K1, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books :

1. UshaKiran Rai, 'Export-Import and Logistics Management', PHI Learning Pvt. Ltd., 2007
2. John J. Coyle, C. John Langley, Brian J. Gibson, Robert A. Novack, Edward J. Bardi, 'A logistics approach to supply chain management', Cengage Learning, 2009.

Reference Books

1. Rama Gopal. C., 'Export Import Procedures - Documentation And Logistics', New Age International, 2007
2. MB. Stroh, 'A Practical Guide to Transportation and Logistics', Logistics Network Inc. 2006

Websites

1. howtoexportimport.com
2. www.iiem.in

SEMESTER IV**PELMC20 - ELECTIVE VI C - GREEN SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II / IV	PELMC20	Green Supply Chain and Logistics Management	Theory	Core Elective	6	3	100

OBJECTIVES

1. To provide foundational knowledge associated with the green supply chain.
2. To teach the implication of today's most pressing environmental issues.
3. To describe how the various green supply chain practices can actually save money, increase efficiency and reduce delivery time.
4. To understand the concepts of green manufacturing.
5. To have an in-depth knowledge on environmental impact of green logistics.

COURSE OUTCOMES

The learners will be able to

CO1: Remember the basics of Green Supply Chain Management.

CO2: Understand various procedures in ECO Design with its drivers.

CO3: Acquire knowledge on green purchasing.

CO4: Understand the concepts in green manufacturing and its challenges.

CO5: Be aware on green logistics and its drivers.

CO	PO
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	1	2	3	4	5	6
CO1	H	H	M	M	H	H
CO2	M	H	M	M	H	M
CO3	H	M	H	H	H	M
CO4	H	M	H	H	M	M
CO5	M	H	M	M	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	L	M	L
CO2	H	L	M	L	H	M
CO3	H	M	M	L	M	L
CO4	H	M	M	M	M	L
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-
LOW(1)**

Unit I Introduction

(15 hours)

- 1.1 Introduction (KI, K2, K3)
- 1.2 Traditional Supply Chain and Green Supply Chain (KI, K2, K3)
- 1.3 Environmental Concern and Supply Chain (KI, K2, K3)
- 1.4 Closed-loop Supply Chain (KI, K2, K3)
- 1.5 Corporate Environmental Management, Green Supply Chain (GSCM) (KI, K2, K3)
- 1.6 Definition, Basic Concepts, GSCM Practices (KI, K2, K3)

Unit II Eco-Design

(15 hours)

- 2.1 Design for the Environment (DFE) or Eco-Design (KI, K2, K3)

- 2.2 Eco-Design and Supplier Relationships (KI, K2, K3)
- 2.3 Definitions of Eco-Design (KI, K2, K3)
- 2.4 Tools of Product Eco-Design (KI, K2, K3)
- 2.5 Involving suppliers in product eco-design (KI, K2, K3)
- 2.6 Drivers, Challenges and Successful factors (KI, K2, K3)

Unit III Green Purchasing

(15 hours)

- 3.1 Green Procurement and Purchasing (KI, K2, K3, K4)
- 3.2 Definitions of green purchasing (KI, K2, K3, K4)
- 3.3 Drivers of green purchasing (KI, K2, K3, K4)
- 3.4 Green purchasing strategies (KI, K2, K3, K4)
- 3.5 Green purchasing performance measurement (KI, K2, K3, K4)
- 3.6 Green Supplier Development and Collaboration. (KI, K2, K3, K4)

Unit IV Green Manufacturing

(15 hours)

- 4.1 Green Manufacturing or Production (KI, K2, K3, K4)
- 4.2 Evolution, Definitions , 4Re's: recycling, remanufacturing, reuse and reduction (KI, K2, K3, K4)
- 4.3 Closed-loop Manufacturing (KI, K2, K3, K4)
- 4.4 ISO 14000 systems (KI, K2, K3, K4)
- 4.5 Life Cycle Analysis (LCA) (KI, K2, K3, K4)
- 4.6 Lean Manufacturing for Green Manufacturing or Production. (KI, K2, K3, K4)

Unit V Green Logistics and Transportation

(15 hours)

- 5.1 Green Logistics and Transportation (KI, K2, K3, K4)
- 5.2 Definitions of Green Logistics (KI, K2, K3, K4)
- 5.3 Critical drivers of Green Logistics (KI, K2, K3, K4)
- 5.4 Green transportation and logistics practices (KI, K2, K3, K4)
- 5.5 Environmental impacts of transportation and logistics (KI, K2, K3, K4)
- 5.6 Closing the Loop: Reverse Logistics. (KI, K2, K3, K4)

Note: Case studies for all units. (K5.K6)

Text Books

1. Joseph Sarkis, Yijie Dou. Green Supply Chain Management: A Concise Introduction, Routledge, 2017.
2. Charisios Achillas, Dionysis D. Bochtis, Dimitrios Aidonis, Dimitris Folinas. Green Supply Chain Management, Routledge, 2018.

Reference Books

1. Hsiao-Fan Wang, Surendra M. Gupta. Green Supply Chain Management: Product Life Cycle Approach, McGraw Hill publishing, 2011
2. Stuart Emmett, Vivek Sood. Green Supply Chains: An Action Manifesto by Stuart Emmett, Wiley publications

Websites

1. www.supplychainbrain.com
2. www.masterstudies.com

2.