

**MAHATMA GANDHI UNIVERSITY  
KOTTAYAM**



**B.VOC. DEGREE PROGRAMME**

**IN**

**LOGISTICS MANAGEMENT**

**REGULATION, SCHEME AND SYLLABUS**

**(2014 ADMISSION ONWARDS)**

# **SCHEME AND SYLLABUS FOR B.VOC. LOGISTICS MANAGEMENT**

(To be introduced from 2014 admissions)

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in Logistics Management will be a judicious mix of skills, professional education related to logistics and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the logistics management sector.

## **ELIGIBILITY FOR ADMISSION**

A pass in Plus Two or equivalent examination or an examination recognized as equivalent thereto by this University.

## **CURRICULUM**

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

## **DURATION**

The duration of the B. Voc. Logistics Management shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester.

## **ELIGIBILITY FOR HIGHER STUDIES**

Those who pass B.Voc. Logistics Management Degree are eligible for admission to higher studies. While applying for higher studies, B. Voc. (Logistics Management) is considered equivalent to B.Com. Logistics Management or Bachelor of Business Administration (BBA) or Bachelor of Business Management (BBM) of M.G. University.

## **PROGRAMME STRUCTURE**

The B.Voc. Logistics Management shall include:

- General Education Components
- Skill Components
- Project
- Internship
- Soft Skills and Personality Development Programmes

## CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

## COURSE STRUCTURE

NSQF Level	Skill Component Credits	General Component Credits	Normal Duration	Exit Points / Awards
Year 3	36	24	Six Semesters	B. Voc.
Year 2	36	24	Four Semesters	Advanced Diploma
Year 1	36	24	Two Semesters	Diploma

As per the UGC guidelines, there are multiple exit points for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B. Voc. Degree in Logistics Management. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma in Logistics Management. If he/she is completing the first two semesters successfully, he/she will get a Diploma in Logistics Management. Logistics Management B.Voc. Degree holder is expected to acquire the skills needed for a Logistics Manager.

## PROGRAMME STRUCTURE

Semester - I					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	LMG101	Listening and Speaking Skills in English	GC	4	5
2	LMG102	Business Mathematics	GC	4	5
3	LMG103	IT for Business	GC	4	5
4	LMS104	Introduction to Logistics Management	SC	4	5
5	LMS105	Fundamentals of Accounting	SC	4	5
6	LMG106	General Informatics LAB - I	GC	4	5

<b>Semester - II</b>					
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title</b>	<b>GC/SC</b>	<b>Hrs/Week</b>	<b>Credits</b>
1	LMG201	Writing and Presentation Skills in English	GC	5	5
2	LMG201	Principles of Management	GC	5	5
3	LMS202	Domestic Logistics Management	SC	5	5
4	LMS203	Warehouse Management	SC	5	5
5	LMS204	Computerized Accounting Lab	SC	5	5
6	LMS205	Internship with Project - I	SC		5

<b>Semester - III</b>					
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title</b>	<b>GC/SC</b>	<b>Hrs/Week</b>	<b>Credits</b>
1	LMG301	Business Communication	GC	4	5
2	LMG302	Business Statistics	GC	4	5
3	LMS303	Principles of Logistics Information Systems	SC	4	5
4	LMS304	Inventory Management	SC	4	5
5	LMS305	Shipping and Ocean Freight Logistics Management	SC	5	5
6	LMG306	General Informatics LAB - II	GC	4	5

<b>Semester - IV</b>					
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title</b>	<b>GC/SC</b>	<b>Hrs/Week</b>	<b>Credits</b>
1	LMG401	Soft Skill & Personality Development	GC	5	5
2	LMG401	Supply Chain Management	GC	5	5
3	LMS402	International Logistics Management	SC	5	5
4	LMS403	Export and Import - Policies & Procedures	SC	5	5
5	LMS404	Air Cargo Logistics Management	SC	5	5
6	LMS405	Internship with Project - II	SC		5

<b>Semester - V</b>					
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title</b>	<b>GC/SC</b>	<b>Hrs/Week</b>	<b>Credits</b>
1	LMG501	Enterprise Resource Planning (ERP)	GC	4	5
2	LMG501	Customer Relationship Management (CRM)	GC	4	5
3	LMS502	Business Ethics and Global Business Management	SC	4	5
4	LMS503	Human Resource Management	SC	4	5
5	LMS504	Marketing Management	SC	5	5
6	LMG505	ERP Lab	GC	4	5

<b>Semester - VI</b>					
<b>Sl. No.</b>	<b>Course Code</b>	<b>Title</b>	<b>GC/SC</b>	<b>Hrs/Week</b>	<b>Credits</b>
1	LMG601	Entrepreneurship Development	GC	5	5
2	LMS601	Retail Management	SC	5	5
3	LMS602	Operations Management	SC	5	5
4	LMS603	Transportation and Distribution Management	SC	5	5
5	LMS604	Financial Management	SC	5	5
6	LMS605	Internship with Project - III	SC		5

GC – General Component

SC – Skill Component

### **ATTENDANCE**

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

### **EVALUATION AND GRADING**

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for theory and practicals. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

## CRITERIA FOR GRADING

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. (ISA+ESA) as given below

Percentage of Marks	Grade		Grade Point
90 and above	A+	Outstanding	10
80-89	A	Excellent	9
70-79	B	Very Good	8
60-69	C	Good	7
50-59	D	Satisfactory	6
40-49	E	Adequate	5
Below 40	F	Failure	4

**Note1:** Decimal are to be rounded to the next whole number

### CREDIT POINT AND CREDIT POINT AVERAGE

**Credit Point (CP)** of a course is calculated using the formula

$$CP = C \times GP, \text{ where } C = \text{Credit}; GP = \text{Grade point}$$

Credit Point Average (CPA) of a Semester/Programme is calculated using the formula

$$CPA = TCP/TC, \text{ where } TCP = \text{Total Credit Point}; TC = \text{Total Credit}$$

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade	
Above 9	A+	Outstanding
Above 8, but below or equal to 9	A	Excellent
Above 7, but below or equal to 8	B	Very Good
Above 6, but below or equal to 7	C	Good
Above 5, but below or equal to 6	D	Satisfactory
Above 4, but below or equal to 5	E	Adequate
4 or below	F	Failure

**Note 2:** A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures F Grade for any one of the courses offered in a Semester/Programme only F Grade will be awarded for that Semester/Programme until he/she improves this to E Grade or above within the permitted period. Candidate who secures E Grade and above will be eligible for higher studies.

## CONTINUOUS EVALUATION (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

## MARKS DISTRIBUTION FOR EXTERNAL EXAMINATION AND CONTINUOUS EVALUATION

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment.

- a) Marks of External Examination (Theory / Practical / Internship with Project) : 80  
b) Marks of Internal Evaluation (Theory / Practical / Internship with Project) : 20

### • Components of Internal Evaluation - Theory

All the three components of the internal assessment are mandatory. For the course English in I & II Semesters, internal oral examination shall be conducted instead of one test paper.

Components of Internal Evaluation - Theory	Marks
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1×10 =10; 2×5 =10)	10
Total	20

### Attendance:

The allotment of marks for attendance shall be as follows:

Attendance Percentage	Marks
Less than 75 %	1 Mark
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

### Assignment:

Assignments are to be done from 1<sup>st</sup> to 4<sup>th</sup> Semesters. At least one assignment should be done in each semester.

### Seminar/Viva:

A student shall present a seminar in the 5<sup>th</sup> semester and appear for Viva-voce in the 6<sup>th</sup> semester.

### Internal Assessment Test Papers

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

- **Components of Internal Evaluation – Practical**

Components of Internal Evaluation – Practical	Marks
Attendance	5
Record	5
Test	5
Performance, Punctuality and Skill	5
Total	20

### END SEMESTER EVALUATION (ESE):

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University.

### PATTERN OF QUESTIONS FOR EXTERNAL EXAMINATION – THEORY PAPER

Question Type	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very short answer type (One word to maximum of one sentence)	10	10	1	10
Short answer (Not to exceed 60 words)	12	8	2	16
Short essay (Not to exceed 120 words)	9	6	4	24
Long essay	4	2	15	30
TOTAL	35	26		80



## **PATTERN OF EVALUATION FOR EXTERNAL EXAMINATION – PRACTICAL / INTERNSHIP WITH PROJECT**

The components of End Semester Examination of Practical/Internship with Project have to be set by the Chairman, Boards of Studies, concerned.

**Note 3:** Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of two times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

### **GRIEVANCE REDRESSAL MECHANISM**

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

**Level 1: Dept. Level:** The department cell chaired by the Head, Dept. Coordinator and teacher in-charge as members.

**Level 2: College level:** A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

**Level 3: University Level:** A Committee constituted by the Vice-Chancellor as Chairman, Pro-Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member-secretary.

# B.Voc. – LOGISTICS MANAGEMENT

## Detailed Syllabus

### SEMESTER – I

#### LMG101 : LISTENING AND SPEAKING SKILLS IN ENGLISH

##### MODULE – I

**Speech Sounds:** Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

##### MODULE – II

**Accents:** Awareness of different accents: American, British and Indian – Influence of the mother tongue.

##### MODULE – III

**Listening:** Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

##### MODULE – IV

**Speaking:** Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills.

##### MODULE – V

**Reading:** Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

##### Books for Reference:

V.Sasikumar, P Kiranmai Dutt and Geetha Rajeevan, *Communication Skills in English*. Cambridge University Press and Mahatma Gandhi University.

##### FURTHER READING

1. *A Course in Listening and Speaking I & II*, Sasikumar, V.,Kiranmai Dutt and Geetha Rajeevan, New Delhi: CUP, 2007
2. *Study Listening: A Course in Listening to Lectures and Note-taking* Tony Lynch New Delhi: CUP,
3. *Study Speaking: A Course in Spoken English for Academic Purposes*. Anderson, Kenneth, Joan New Delhi: OUP, 2008

## **SEMESTER – I**

### **LMG102 : BUSINESS MATHEMATICS**

#### **MODULE – I**

**Set theory:** Modern theory in mathematics - Definition, elements and types of sets - Operations on sets and Cartesian product of two sets.

#### **MODULE – II**

**Algebra-1:** Number system - Natural numbers, prime numbers, integers, rational and irrational numbers, Ratio, proportion and variation.

Sequences - Arithmetic progression, nth term and sum to n terms of A.P - Geometric progression, nth term, sum to n terms and sum to infinity of G.P - Harmonic progression, nth term of H.P.

#### **MODULE – III**

**Algebra-2:** Permutations and combinations – Logarithm - Compound interest, depreciation and annuities.

#### **MODULE – IV**

**Matrices:** Matrices, Matrix operations, Determinant of a square matrix (expansions only) and Rank of a matrix.

#### **MODULE – V**

**System of Linear Equations:** Inverse of square matrix (problems only), Solution of system of linear equations using matrices.

#### **Books for Reference:**

1. S.Saha. Business Mathematics
2. D.C. Sanchet & V.K Kapoor. Business Mathematics. Sultan Chand & Sons.

## **SEMESTER – I**

### **LMG103 : IT FOR BUSINESS**

#### **Module – I**

**Introduction to Information Technology:** Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

#### **Module – II**

**Word Processing Package:** Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging-Spelling and Grammar Checking; Tables; Formatting Tables;

#### **Module – III**

**Spreadsheet Package:** Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

#### **Module – IV**

**Advanced Features of Spreadsheet Package:** All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

#### **Module – V**

**Presentation Package:** Ms-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

#### **Books for Reference:**

1. Antony Thomas. Information Technology for Office. Pratibha Publications
2. Gini Courter & Annette Marquis. Ms-Office 2007: BPB Publications

## **SEMESTER – I**

### **LMS104 : INTRODUCTION TO LOGISTICS MANAGEMENT**

#### **Module – I**

**Logistics:** Definition - History and Evolution – Objectives – Elements - activities importance - The work of logistics - Logistics interface with marketing - Retails logistics.

#### **Module – II**

**Logistics Management:** Definition - Evolution of the concept - model – process - activities. Achievement of competitive advantage through logistics Framework - Role of Logistics management - Integrated Logistics Management.

#### **Module – III**

**Logistics Strategy:** Strategic role of logistics – Definition - Role of logistics managers in strategic decisions - Strategy options, Lean strategy, Agile Strategies & Other strategies - Designing & implementing logistical strategy - Emerging concept in logistics.

#### **Module – IV**

**Outsourcing Logistics:** Reasons - Third party logistics provider - Fourth party Logistics providers (4PL) –Stages - Role of logistics providers.

#### **Module – V**

**Quality Customer Service & Integrated Logistics:** Customer service - importance elements - the order cycle system - distribution channels - Functions performed - Types designing.

#### **Books for Reference:**

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters : Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

## **SEMESTER – I**

### **LMS105: FUNDAMENTALS OF ACCOUNTING**

#### **Module – I**

**Introduction of Accounting:** Origin, Meaning, Definition, Need, Importance, Functions, Limitations, Accounting principles, Generally accepted accounting principles, Accounting equation, Double entry system.

#### **Module – II**

**Recording Transactions:** Journal, Ledger, Trial Balance, Cash Book (single column, double column and three column), Bank Reconciliation Statement.

#### **Module – III**

**Accounting for Depreciation:** Meaning, Importance, Methods of providing depreciation (straight line, diminishing, annuity), Reserves and Provisions.

#### **Module – IV**

**Final accounts of Sole Traders:** Manufacturing, Trading, and Profit and Loss Account and Balance Sheet.

#### **Module – V**

**Bill of Exchange:** Meaning – Definition – Importance, Promissory Note – Recording bill transaction (honoring, dishonoring, discounting).

#### **Books for Reference:**

1. Business Accounting - Jain and Nrang
2. Advanced Accounting - Jain and Nrang

## **SEMESTER – I**

### **LMG106: GENERAL INFORMATICS LAB – I**

- **Fundamentals.**
  - Identification of various hardware components of a computer system.
  - Familiarization of various Operating Systems.
- **Word Processing Software.**
  - Creation, all types of formatting of documents.
  - Modification of existing documents.
  - Printing of formatted documents.
- **Spread Sheet Software.**
  - Creation of a worksheet.
  - Using formula, equations, simple functions.
- **Presentation Software.**
  - Creation of a preparation.
  - Inserting objects like pictures, charts, audio, video in a presentation.

## **SEMESTER – II**

### **LMG201: WRITING AND PRESENTATION SKILLS IN ENGLISH**

#### **MODULE – I**

**Critical Thinking:** Introduction to critical thinking – Benefits - Barriers – Reasoning - Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension- Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.

#### **MODULE – II**

**Research for Academic Writing and the Writing Process:** Data collection - Use of print, electronic sources and digital sources - Selecting key points - Note making, paraphrasing, summary – Documentation - Plagiarism – Title – Body paragraphs - Introduction and conclusion – Revising - Proof-reading.

#### **MODULE – III**

**Accuracy in Academic Writing:** Articles - Nouns and prepositions - Subject-verb agreement - Phrasal verbs - Modals - Tenses - Condition-als – Prefixes and suffixes – Prepositions - Adverbs – Relative pronouns - Passives - Conjunctions - Em-bedded questions - Punctuation – Abbreviations.

#### **MODULE – IV**

**Writing Models:** Letters - Letters to the editor - Resume and covering letters - e-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda – Essays.

#### **MODULE – V**

**Presentation Skills:** Soft skills for academic presentations - Effective communication skills – Structuring the presentation - Choosing appropriate medium – Flip charts – OHP – Power Point presentation – Clarity and brevity - Inter-action and persuasion - Interview skills – Group Discussions.

#### **Books for Reference:**

Marilyn Anderson, Pramod K Nayar and Madhucchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.



## SEMESTER – II

### LMG202: PRINCIPLES OF MANAGEMENT

#### MODULE – I

**Nature and Process of Management:** Schools of Management Thought – Management Process School, Human Behavioural School, Decision Theory School, Systems Management School, Contingency School – Managerial Role – Basics of Global Management.

#### MODULE – II

**Planning:** Objectives – Types of plans - single use plan and repeated plan – MBO, MBE– strategic planning and formulation. Decision making - types and process of decision making – forecasting.

#### MODULE – III

**Organising:** Types of organisation - formal and informal, line and staff, functional – organisation structure and design – span of control, delegation and decentralisation of authority and responsibility – organisational culture and group dynamics.

#### MODULE – IV

**Staffing:** Systems approach to HRM – Performance appraisal and career strategy – HRD - meaning and concept.

#### MODULE – V

**Directing:** Motivation – meaning - need for motivation. Theories of motivation - Herzberg and McGregor. Leadership- importance – styles of leadership, Managerial Grid by Blake and Mouton, Leadership as a Continuum by Tannenbaum and Schmidt, Path Goal Approach by Robert House (in brief) **Controlling** - Concept, Significance, Methods of establishing control.

#### Books for Reference:

1. Moshal.B.S . *Principles of Management*, Ane Books India,New Delhi.
2. Bhatia R.C. *Business Organization and Management*, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger. *Introduction to Management* , Palgrave Macmillan, New York.
4. Koontz and O’Donnel. *Principles of Management* ,Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Terry G.R. *Principles of Management*, D.B.Taraporevala Sons & Co.Pvt.Ltd., Mumbai.
6. Govindarajan.M and Natarajan S. *Principles of Management*, PHI, New Delhi.
7. Meenakshi Gupta . *Principles of Management*, PHI, New Delhi.

## **SEMESTER – II**

### **LMS203: DOMESTIC LOGISTICS MANAGEMENT**

#### **Module – I**

**Planning and Resourcing:** Need for Planning – Fleet management – Main types of road freight transport – Transport resource requirements – Vehicle routing and scheduling issues – Data requirements – Manual methods of vehicle routing and scheduling – Computer routing and scheduling – Information system applications – GPS – RFID.

#### **Module – II**

**Vehicle Selection:** Types of vehicles – Types of operations – Load types and characteristics – Main types of vehicle body - Implications of vehicle selection – Vehicle acquisition.

#### **Module – III**

**Vehicle Costing:** Reasons for road freight transport vehicle costing – Main types of costing systems – Vehicle standing costs – Vehicle running costs – Overhead costs – Costing the total transport operation – Whole life costing – Vehicle cost comparisons – Zero-based budget.

#### **Module – IV**

**Documenting and Information Flow:** Advices – Planning – FTL – LTL – Documentation – Road Receipts / Truck Receipts / Way Bills (RR / LR) - Consignment note CMR (EU & Canada) – Booking – Invoicing & Information Flow - Long Haul – Coordination with terminals – Exceptional Loads (Project Cargo).

#### **Module – V**

**Legislation:** Operator licensing – Driver licensing – Driver’s hours regulations – Road transport directive – Tachographs - Vehicle dimensions.

#### **Books for Reference:**

1. Logistics of facility location and allocation / Dileep R. Sule (Marcel Dekker)
2. Logistics & supply chain management / Martin Christopher (Prentice Hall Financial Times)
3. The management of business logistics / John J. Coyle, Edward J. Bardi, C. John Langley (West Publishing Company)
4. Manufacturing operations and supply chain management : the LEAN approach / [edited by] David Taylor and David Brunt (Thomson Learning)
5. Operations and process management : principles and practice for strategic impact / Nigel Slack (Financial Times Prentice Hall)
6. Logistics and Distribution Management: Alan Rushton, Phil Croucher, Peter Baker (CILT)

## **SEMESTER – II**

### **LMS204: WAREHOUSE MANAGEMENT**

#### **Module – I**

**Introduction to Warehousing:** Concepts – Decision making – Operations – Need for warehousing – Issues affecting warehousing – Various warehousing facilities – Different types of ware houses – Characteristics of ideal ware houses.

#### **Module – II**

**Introduction to Inventory Management:** Role in supply chain – Role in competitive strategy - Role of inventory – Functions of inventory - Types of inventory – WIP inventory – Finished goods inventory – MRO inventories – Cost of inventories - Need to hold inventory.

#### **Module – III**

**Warehouse Management Systems:** Introduction – The necessity of WMS – Logics of determining locations and sequences – Independent demand systems – Uncertainties in material management systems – Dependent demand systems – Distribution resource planning.

#### **Module – IV**

**ABC Inventory Control:** Managing inventories by ABC – Multi – echelon inventory systems - Managing inventory in multi echelon networks – Managing inventory in single echelon networks. Various approaches – Distribution approaches – The true multi echelon approach.

#### **Module – V**

**The Principles and Performance Measures of Material Handling Systems:** Introduction. Vehicle travel path(time) – Handling time – vehicle utilization – no of loads completed – congestion – Effective performance systems – Fundamentals of various types of material handling systems – automated storage and retrieval systems Bar coding technology and applications RFID technology.

#### **Books for Reference:**

1. Martin Christopher. Logistics and Supply Chain Management. Pearson
2. Raghuram G. Logistics and Supply Chain Management. Mac Millan

## **SEMESTER – II**

### **LMS205: COMPUTERIZED ACCOUNTING LAB**

#### **Module – I**

**Introduction to Tally Accounting Package:** Familiarization of Tally 9 - Features of Tally – Screen components- Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

#### **Module – II**

**Creation of Groups, Ledgers:** Account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers

#### **Modules – III**

##### **Creation of Vouchers and Entering Transactions and Generate Outputs:**

Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

#### **Module – IV**

**Practice Accounts with Inventory:** Enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books.

#### **Module – V**

**Practice Accounting with Tax:** F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

#### **Books for Reference:**

1. Tomy KK . Computerised Accounting. Prakash Publications
2. Roopa. Tally for Every one. Atc Publishing Chennai.
3. A.K. Nadhani& K.K. Nadhani . Implementing Tally 9 A Comprehensive Guide to Tally 9. BPB Publications.

## **SEMESTER – II**

### **LMS206: INTERNSHIP WITH PROJECT-I**

The student will attach himself with a logistic organization approved by the Department for a period of 4 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report and the specimens of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.

## **SEMESTER – III**

### **LMG301: BUSINESS COMMUNICATION**

#### **Module – I**

**Basis of Communication:** Meaning, Importance and process, Need and objectives of communication, 7c's of Communication, Barriers of communication, How to overcome communication Barrier.

#### **Module – II**

**Means/Media of Communication:** - Verbal and non-verbal communication channel of communication formal & informal communication. Types of communication – Downward, upward, Horizontal or lateral, Diagonal or cross.

#### **Module – III**

**Listening as a Communication Tool:** Importance types of listening, Barriers to effective listening – How to make listening effective. Speeches and Presentation - Speeches - Characteristics of a good speech, How to make speech effective - Presentation - Planning, preparation, organizing, rehearsing and delivery.

#### **Module – IV**

**Groups:** Importance of features, Advantages and Disadvantages techniques of Group decision making - Brain storming sessions, Nominal Group Technique, Delphian Technique, solving problems in Groups.

#### **Module – V**

**New Trends in Business Communication:** E mail, Teleconferencing, video conferencing, SMS.

#### **Books for Reference:**

1. R.C. Bhatia. Business Communication.
2. R.K. Madhukar . Business Communication.
3. A. Shraf Ravi . Effective Technical Communication.

**SEMESTER – III**  
**LMG302: BUSINESS STATISTICS**

**Module – I**

**Introduction:** Origin – Meaning - Scope and limitations of statistics - Relationship with business and industry.

**Module – II**

**Collection of Data:** Collection - Classification and tabulation of statistical data - Pie diagrams - Graphic representation.

**Module – III**

**Measures of Central Tendency:** Mean - Median and Mode – Meaning and Computation – Standard deviation - Coefficient of variation.

**Module – IV**

**Simple Correlation and Regression:** Meaning - Karl Pearsion's Correlation - Rank correlation - Computations – Uses - Regression equations - Forecasting.

**Module – V**

**Time Series Analysis:** Components of time series – Definition - Computation of Trend - Computation of seasonal variation (Simple average method only).

**Books for Reference:**

1. S.P. Gupta. Statistical methods. Sulthan Chand and sons. Revised Edition 1995.
2. D.N Elhance. Fundamental of Statistics. KITAB MAHAL Publishers.
3. B.L. Agarwal. Basic Statistics.
4. C.B. Gupta. An Introduction to Statistical Methods.

## **SEMESTER – III**

### **LMS303: PRINCIPLES OF LOGISTICS INFORMATION SYSTEMS**

#### **Module – I**

**Information Technology and Logistics:** Electronic Data Interchange - Personal Computers - Artificial Intelligence/Expert system - Communications Bar coding and Scanning - Electronic Data Interchange standards – Communication - Information and Future directions.

#### **Module – II**

**Information Technology for Supply Chain Management:** Bull whip effect - IT in supply chain - Business Process Reengineering - Enterprise Resource Planning – EDI Problems with EDI - Impact of Internet on SCM.

#### **Module – III**

**Logistics Information:** Meaning and Need Forms – LIS – Definition - Information functionality - activities involved in transaction system - Principles of designing or evaluating LIS applications.

#### **Module – IV**

**LIS Architecture:** Components - Two forms of activities - Planning and co-ordination flows and operating flows - Flow and use of integrated logistics information.

#### **Module – V**

**Information Forecasting:** Definition – Process – Component - Characteristic of forecast compound – Approaches - Forecast techniques - Forecast error – E-Commerce.

#### **Books for Reference:**

1. David J. Bloomberg, Stephen LeMay & Joe B. Hanna. Logistics. Prentice-Hall of India Pvt Ltd., New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs. Logistical Management. Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh. Logistics Management. Prentice-Hall of India Pvt Ltd., New Delhi, 2005
4. Donald Waters. Logistics. Palgrave Macmillan, New York, 2004
5. Krishnaveni Muthiah. Logistics Management & World Sea borne Trade. Himalaya Publishing House, Mumbai, 1999
6. Sarika Kulkarni. Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004



## **SEMESTER – III**

### **LMS304: INVENTORY MANAGEMENT**

#### **Module – I**

**Inventory:** Inventory Management – Inventory Control – Importance and Scope of Inventory Control – Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management.

#### **Module – II**

**Selective Inventory Control:** Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.

#### **Module – III**

**Manufacturing Planning(MRP-II):** Just in Time(JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

#### **Module – IV**

**Purpose of Inventory:** Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks – Types of Stocks – Tracking the Paper Life.

#### **Module – V**

**Spare Parts Inventories:** Use of Computers in Inventory Management – Evaluation of Performance of Materials Function – Criteria and methodology of evaluation.

#### **Books for Reference:**

1. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition.
2. Sridhara Bhat. Inventory Management. 2<sup>nd</sup> Edition.
3. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition.

## **SEMESTER – III**

### **LMS305: SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT**

#### **Module – I**

**Shipping Industry and Business:** Description of a ship – Uses of a ship or a floating vessel – Classification of ship(route point)(cargo carried) – Superstructure – Tonnages and Cubics – Drafts and Load lines – Flag Registration – Different Cargo (Packing, Utility or Value) – Trimming – Cleansing – Unitized Cargo.

#### **Module – II**

**Stevedoring, Lighterage Services and Security:** Port Trusts – Operational unit – Services – Seaports – Vessel Operations – Pilotage – Stevedoring – Dock Labour Boards – charges – Automated Container Handling – Security at Ports and Harbours – Role of Security Agencies – Lighterage Services.

#### **Module – III**

**Shipping Lines:** Hub and Spoke – Process Flow – Advices \_ Booking – Containerization – Containers – Container Nubering – Process Flow – Shipping Sales – Leads – Quotations – Customer Service.

#### **Module – IV**

**Operations:** Volume/Weight Calculations – Shipment Planning Basics – Preparing and Loading Containers – Types of container services – FCL – Consolidation – LCL – Advanced Scientific Shipment Panning – Container De-stuffing.

#### **Module – V**

**Documentation:** Billing of Lading Basics – MBL – HBL – CY – CFS – Advanced Learning in Bills of Lading – Sea Way Bill – Combined Transport – MTO – Multimodal Trasport Document (MTD) – Invocing – Release of Cargo – Cross Trade and Documentation – Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.

#### **Books for Reference:**

1. John F. Wilson. Carriage of Goods by Sea. Harlow: Longman
2. J.R.Whittaker. Containerization. Hemisphere: Wiley
3. Cyril Frederick Hardy Cufley. Ocean Freights and Chartering. Adlard Coles Nautical

## **SEMESTER – III**

### **LMS306: GENERAL INFORMATICS LAB - II**

- **Word Processing Software.**
  - Creation master document and data.
  - Mail Merge.
  - Printing of merged document.
- **Spread Sheet Software.**
  - Creation of a worksheet with advanced formatting techniques.
  - Using all types of functions, give due importance to financial functions.
  - Creation of Charts and Disgrams.
- **Internet.**
  - Basic understanding for Internet connectivity.
  - E-Mail
  - Search Optimization Techniques

## **SEMESTER – IV**

### **LMG401: SOFTSKILLS AND PERSONALITY DEVELOPMENT**

#### **Module – I**

**Personal Skills:** Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

#### **Module – II**

**Social Skills:** Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving.

#### **Module – III**

**Personality Development:** Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

#### **Module – IV**

**Presentation skills:** Group discussion- mock Group Discussion using video recording - public speaking.

#### **Module – V**

**Professional skills:** Organisational skills- team work- business and technical correspondence- job oriented skills-professional etiquettes.

#### **Books for Reference:**

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

## **SEMESTER – III**

### **LMS402: SUPPLY CHAIN MANAGEMENT**

#### **Module – I**

**Supply Chain Management and Logistics:** An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices in the light of Globalized Economy – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

#### **Module – II**

**Key Supply Chain Business Processes:** Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

#### **Module – III**

**Purchasing and Supplier Management:** Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

#### **Module – IV**

**Forecasting Systems Design:** Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

#### **Module – V**

**Supply Chain Coordination and Integration:** Role of IT, Impact of Internet and E-Business – IT enabled SCM, Future of SCM.

#### **Books for Reference:**

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

## SEMESTER – IV

### LMS403 : INTERNATIONAL LOGISTICS MANAGEMENT

#### Module – I

**Integrated Logistics Management:** Concept, Evolution and Development, Importance of logistics management in international business, International Logistics: functions and intermediaries. Issues involved in movement of goods. Logistics information system – positioning information in logistics, logistics information systems design, IT in logistics, strategic information linkage. Total cost approach to Logistics. Liabilities of carriers. Marine insurance for cargo.

#### Module – II

**The General Structure of Shipping Industry:** C.argo types, vessels and vessel characteristics, liner operations and tramp operations, chartering of bulk ocean carriers, the ocean linear conference system, freight structure and practices, coordination, role of intermediaries – forwarding and clearing agents, freight brokers, stevedors and shippers agents.

#### Module – III

**Warehousing and Containerization:** Warehousing , repacking and other value added service provided by logistics service providers. 3 PL and 4 PL logistics service. Performance measurement of logistic systems. Containerization: types of containers and ICDs. Layout and working of container terminals. Port system and sub systems, port organization and management. Responsibilities of port trusts, growth and status of ports in India, Inland water transport, issues in sea transport. Regulatory authorities for sea transport and their roles.

#### Module – IV

**Introduction to Road Transport System:** Classification of vehicles, road network in India, types of roads, road transport companies and their operation in full truckload business and in less than truckload business. Road parcel service business. Fleet management systems. Integrated logistics provided by road transport companies. Documents and permits required in road transport system. Problems in road transport, regulatory authorities involved with road transport system.

#### Module – V

**Rail Transport Systems:** Types of railway wagons, rakes, marshalling operations and yards, Railway goods freight structure, Railway Parcel service operations. Railway goods service operations. Procedure for availing railway parcel or goods service and the documentations involved. Operations at a railway goods yard/siding. Operations and control in the railways. Organization of Indian railways.

#### Books for Reference:

1. James F. Robbison & William C. Capaciano (editors), The Logistics Handbook
2. Donald F. Wood et.al., International Logistics
3. Douglas Lambert and James R. Stock, Strategic Logistics Management.

## **SEMESTER – IV**

### **LMS404 : EXPORT AND IMPORT – POLICIES AND PROCEDURES**

#### **Module – I**

**International Trade:** Reasons, Features, Benefits, Advantages. Registration Formalities, Types of Exporters – Manufacturer/Merchant Exporter. Methods of entry into foreign market.

#### **Module – II**

**Documentation:** A.D.S. – Commercial and Regulatory Documents viz L/C, B/L, Shipping Bill, Invoice, Pricing Factors, Objectives, Strategies. Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F. Financing – Pre-Shipment and Post-Shipment. Insurance-Marine, Credit, Exchange Rate. Calculation of FOB, CIF and C&F Prices.

#### **Module – III**

**F.T.P.(Latest):** Highlights. Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work – Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.

#### **Module – IV**

**Processing of an Export Order:** Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds, Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.

#### **Module – V**

**Imports:** Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List. Documentation – Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents. Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, European Union, NAFTA.

#### **Books for Reference:**

1. Government of India: Export - Import Policy
2. Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House
5. Paras Ram. Export-What, Where and How. Anupam Publishers.

## **SEMESTER – IV**

### **LMS405 : AIR CARGO LOGISTICS MANAGEMENT**

#### **Module – I**

**Introduction to Air Cargo:** Aviation and airline terminology – IATA areas – country – currency – airlines – aircraft layout – different types of aircraft - aircraft manufacturers – ULD – International air routes – airports – codes – consortium – hub & spoke – process flow.

#### **Module – II**

**Introduction to Airline Industry:** History – Regulatory bodies – navigation systems – air transport system – functions – customers – standardization - management – airside – terminal area – landside operations – civil aviation – safety and security – aircraft operator’s security program – security v/s facilitation – ICAO security manual – training and awareness – rescue and fire fighting – issues and challenges – industry regulations – future of the industry.

#### **Module – III**

Airline marketing and customer service standardization in logistics – airfreight exports and imports – sales and marketing – understanding marketing, environment, marketing research, strategies and planning, audits, segmentation, SWOT, marketing management control, consignee controlled cargo – sales leads – routing instructions – customer service, future trends.

#### **Module – IV**

**Air Freight Forwarding:** Air freight exports and imports – special cargoes – consolidation – documentation – Air Way Bill (AWB) – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods.

#### **Module – V**

Advices - Booking – SLI – Labeling – Volume/Weight ratio – shipment planning – TACT – Air cargo rates and charges – cargo operations – customer clearance.

#### **Books for Reference:**

1. Simon Taylor, Air transport logistics, Hampton
2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.
3. Peter S. Smith, Air Freight: operations, marketing and economics, Faber
4. Sung Chi-Chu, 4<sup>th</sup> Party Cyber Logistics for Air Cargo, Boston: Kluwer Academic Publishers.
5. Mark Wang, Accelerated Logistics, Santa Monica CA.
6. John Walter Wood, Airports: Some elements of design and future developments.
7. P.S. Senguttavan, Fundamentals of Air transport management.
8. Oxford Atlas – Oxford Publishing
9. Ratandeep Singh, Aviation Century: Wings of change – A global survey.



## **SEMESTER – IV**

### **LMS406: INTERNSHIP WITH PROJECT-II**

The student will attach himself with a logistic organization approved by the Department for a period of 4 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.

## SEMESTER – V

### LMG501 : ENTERPRISE RESOURCE PLANNING

#### Module – I

**Enterprise Resource Planning:** Evolution of ERP, MRP and MRP II, problems of system Islands, need for system integration and interface, enterprise wide software solutions, difference between integrated and traditional information systems, early and new ERP packages, overview of ERP packages, ERP products and markets – players and characteristics, benefits of ERP implementations, critical success factors, pitfalls.

#### Module – II

**Selection and Implementation:** Opportunities and problems in ERP selection and implementation, ERP implementation, identifying ERP benefits, team formation-consultant intervention – Business Process Reengineering (BPR) concepts, The emergence of reengineering, concepts of business process – rethinking of processes – identification of reengineering need preparing for reengineering Implementing change – change management – integrating with other systems, Post ERP implementation.

#### Module – III

**Modules in ERP:** Business modules of ERP package, functional architecture, salient features of each modules of ERP, comparison of ERP packages. Implementation of ERP systems, Business process modeling, Gap analysis, Framework for ERP implementation, business process, emerging trends in business process, selection of ERP process of ERP implementation – managing changes in IT organization – preparing IT infrastructure, measuring benefits of ERP, implementation obstacles, risk factors.

#### Module – IV

**Technical Architecture of ERP Systems:** Communication and networking facilities – distributed computing, client server systems, concepts of business objects, distributed object, computing architecture, support for data mining and warehousing, EDI – internet and related technologies – Net technologies.

#### Module – V

**ERP and Supply Chain Management:** Extending scope of ERP through SCM, The concept of value chain differentiation between ERP and SCM – issues in selection and implementation of SCM solutions – E-business and ERP – BI – SAAS – business opportunities – basic and advanced business models on internet – security and privacy issues – recent developments – future and growth of ERP – role of ERP in international business.

#### Books for Reference:

1. Hammer, Micheal and Jamts Chamby, Reengineering the corporation, 1997.
2. Leon, alexix Countdown 2000. Tata McGraw
3. Ptak, Carol A. & Eli Schragenheim, Enterprise Systems for Management, St. Lucie Press NY. 2000

4. Luvai F. Motiwalla, Enterprise Systems for Management
5. Mary Sumner, Enterprise Resource Planning
6. Rahul V. Altekar, Enterprise Resource Planning
7. Jyothindra Zaveri, Enterprise Resource Planning
8. Ashim Raj Singla, Enterprise Resource Planning
9. D.P. Goyal, Enterprise Resource Planning

## **SEMESTER – V**

### **LMG502 : CUSTOMER RELATIONSHIP MANAGEMENT**

#### **Module – I**

**CRM Concepts:** Acquiring customers, customers loyalty and optimizing customer relationships, strategic frame work of CRM – origins, the role of CRM, Types of CRM, Key cross functional CRM processes.

#### **Module – II**

**CRM Strategy:** CRM strategy development process, customer strategy, The CRM value creation process – customer profitability, customer acquisition and retention. Cross selling Customer segment life time value.

#### **Module – III**

**The multi channel integration process:** Customers and the use of channels, sales force, call center, internet website, direct mail, e-commerce, m-commerce, channel integration, channel strategies- role of customer channel experience and channel categories.

#### **Module – IV**

**Analytical CRM:** Information management process in CRM. The data repository – data marts data warehouse. Analytical tools for data mining – visualization tools, segmentation, prediction tools, neural networks, decision trees, affinity grouping, churn management, customer profiling and profitability analysis, OLAP, Data protection, privacy codes of practice.

#### **Module – V**

**IT systems:** Front office and back office applications – sales force automation, call centre management, marketing automation campaign management, Selecting a CRM solution. Organizing for CRM implementation, CRM change and project management. Establishing a CRM performance monitoring system – standards, metrics and key performance indicators, CRM budget and CRM return on investment.

#### **Books for Reference:**

1. Peelen E, D., Customer relationship management, Pearson Educationj 2010.
2. Adrian, Hand book of CRM, Achieving Excellence Through Customer Management, Butterworth Heinennan.
3. Francis Buttle, Customer Relationship Managemt Concepts and Technologies, Butterworth Heinennan.
4. Paul Greenberg 4<sup>th</sup> edition, CRM at the Speed of Light, Tata Mc Graw Hill.

## SEMESTER – V

### LMS503: BUSINESS ETHICS AND GLOBAL BUSINESS MANAGEMENT

#### Module – I

**Indian Ethos and Values:** Values of Indian culture and society – Models of management in the Indian socio-political environment – Indian work ethos – Indian heritage in production and consumption – Indian mythologies and values/culture – western culture vs. Indian culture.

#### Module – II

**Introduction to Business Ethics:** Definition of ethics and business ethics – Law vs. Ethics – Ethical principles in business – approaches to business ethics: Teleology, Deontology and Utilitarianism – importance of business ethics – debate for and against business ethics.

#### Module – III

**Ethical Decision Making in Business:** Ethical dilemmas in business – ethical universalism and relativism in business – factors affecting the business ethics – process of ethical decision-making in business – individual differences in managers and ethical judgement – whistle blowing.

#### Module – IV

**Ethics in Functional Areas:** Ethical issues in functional areas: Marketing, HR, Production, IT/Systems and Finance – Environmental ethics – Gender ethics – CSR as business ethics – Ethics in international business

#### Module – V

**Ethics Management:** Role of organizational culture in Ethics – structure of ethics management: Ethics programmes, code of conduct, ethics committee, ethics officers and the CEO – communicating ethics: communication principles, channels, training programmes and evaluation – Ethics audit – corporate governance and ethical responsibility – transparency international and other ethical bodies – recent trends, issues and cases.

#### Books for Reference:

1. Chakraborty S. K. (1995), Ethics in Management, Oxford University Press.
2. Chakraborty S. K. (2003), Management and Ethics Omnibus, Oxford University Press
3. Ghosh P. K. (2010), Business Ethics, Vrinda Publications.
4. John R. Boatright (2008), Ethics and the Conduct of Business, Pearson Education.
5. Daniel Albuquerque (2010), Business Ethics, Oxford University Press.
6. Manuel G. Velasquez (2008), Business Ethics, Pearson Prentice-Hall.
7. Linda K. Trevino and Katherine A. Nelson (1995), Managing Business Ethics, John Wiley & Sons.
8. Sekhar R. C. (1997), Ethical Choices in Business, Response Books.
9. Fernando A. C. (2009), Business Ethics, Pearson Education.

## **SEMESTER – V**

### **LMS504 : HUMAN RESOURCE MANAGEMENT**

#### **Module – I**

**Definition:** Nature, scope, role, objective or Personnel management, level of management, Organisation of Personnel Dept its functions, Ergonounics, Challenger and relevance of HRM. Manpower planning.

#### **Module – II**

**Recruitment:** Sources of recruitment, Selection- Selection process, Training - Definition. Types of training Executive Development.

#### **Module – III**

**Performance Appraisal:** Techniques Promotion, Career Planning.

#### **Module – IV**

**Job Analysis:** Job Design, Job Eevaluation Wage. Definition, Factors affecting wage policy, Wage Boards Fringe Benefits, Perequisites, Incenives, Bonus, Profit sharing, VRS, Maintenance of service files pension.

#### **Module – V**

**Drafting Charge Sheets:** Model standing orders, code of conduct, Bond of service, wage & salary records, E.S.I, P.F. Gratuity, pension and bonus records.

#### **Books for Reference:**

1. K. Aswathappa, Human resource and personnel management
2. Gary Desseler, A frame work for human resource management
3. Mammoria & Mammoria, Personnel management
4. Edwin Philipo, Personnel management

## **SEMESTER – V**

### **LMS505 : MARKETING MANAGEMENT**

#### **Module – I**

**Introduction:** Meaning and definition of different marketing concepts - functions of marketing - environmental factors - market segmentation - buying motive and process - consumer and customer - Factors affecting consumer behavior - Marketing Plan.

#### **Module – II**

**Marketing Mix:** Marketing mix: meaning - product, product mix- - product life cycle - importance of branding -packaging and labeling.

#### **Module – III**

**Pricing:** Pricing policies - objectives - factors influencing pricing decisions - different pricing strategies: skimming- penetration. Market structure - channel of distribution and its importance.

#### **Module – IV**

**Promotion:** Advertising - objectives and functions - types of advertising - personal selling and direct marketing - Sales Promotion.

#### **Module – V**

**Marketing Research:** Definition, Scope and Process - Marketing Risk and Marketing Audit.

#### **Books for Reference:**

1. Philip Kotler, Jha & Koshy, Marketing Management, Pearson Education, New Delhi.
2. SHH Kazmi, Marketing Management Text and Cases, Excel Books, New Delhi.
3. V. S Ramaswami & S. Namakumary, Marketing Management, MacMillan Publishers, New Delhi.
4. Cranfield, Marketing Management, Ane Books, New Delhi.
5. D. D Sharma, Marketing Research.

**SEMESTER – V**

**LMS506 : ENTERPRISE RESOURCE PLANNING LAB**

- **Tally/Any Open Source ERP Module.**
- **Tally/Any Open Source HR Module.**

Familiarize with different operations of the ERP and HR module of Tally or any Open Source Software and document the lab exercises and their outputs in a record format.



## **SEMESTER – VI**

### **LMG601 : ENTREPRENEURSHIP DEVELOPMENT**

#### **Module – I**

To make the students understand about entrepreneurs and different classifications. Entrepreneur and entrepreneurship - Definition; traits and features; classification; Entrepreneurs; Women entrepreneurs; Role of entrepreneur in Entrepreneurs in India.

#### **Module – II**

Create an awareness about EDP. Entrepreneurial development programme concept; Need for training; phases of EDP; curriculum & contents of Training Programme; Support systems, Target Groups; Institutions conducting EDPs in India and Kerala.

#### **Module – III**

General awareness about identification of project financing new enterprises. Promotion of a venture; opportunity Analysis Project identification and selection; External environmental analysis economic, social, technological and competitive factors; Legal requirements for establishment of a new unit; loans; Overrun finance; Bridge finance; Venture capital; Providing finance in Approaching financing institutions for loans.

#### **Module – IV**

To identify different Discuss opportunities in small business. Small business Enterprise - Identifying the Business opportunity in various sectors - formalities for setting up of a small business enterprise - Institutions supporting small business enterprise - EDII (Entrepreneurship Development Institute of India), SIDO (Small Industries Development Organization NSIC (National small Industries Corporation Ltd. (CNSIC) NIESBUD (National Institute for Entrepreneurship and small Business Development) Sickness in small business enterprise causes and remedies.

#### **Module – V**

To understand about a project report relating to a small business. Project formulation - Meaning of a project report significance contents formulation planning commissions guidelines for formulating a project report - specimen of a project report, problems of entrepreneurs case studies of entrepreneurs.

#### **Books for Reference:**

1. Clifton, Davis S. and Fyvie, David E., Project Feasibility Analysis, John Wiley, New York, 1977.
2. Desai A. N., Entrepreneur and Environment, Ashish, New Delhi, 1990.
3. Drucker, Peter, Innovation and Entrepreneurship, Heinemann, London, 1985
4. Jain Rajiv, Planning a Small Scale Industry: A guide to Entrepreneurs, S.S. Books, Delhi, 1984
5. Kumar S. A., Entrepreneurship in Small Industry, Discovery, New Delhi, 1990
6. McClelland, D. C. and Winter, W. G., Motivating Economic Achievement, Free Press, New York, 1969

7. Pareek, Udai and Venkateswara Rao T., Developing Entrepreneurship – A Handbook on Learning Systems, Learning Systems, Delhi, 1978.

## **SEMESTER – VI**

### **LMS602 : RETAIL MANAGEMENT**

#### **Module – I**

**Introduction to Retailing:** Retailing in India – significance of retail industry, types of retailers, retailer characteristics, types of merchandise, services retailing types of ownership, multi-channel retailing, retail market strategy.

#### **Module – II**

**Consumer Buying Behavior:** The buying process, types of buying decisions, market segmentation, Information system and supply chain management, CRM process in retailing.

#### **Module – III**

**Retail Store Location:** Site selection, Retail organization – human resource, finance and operation dimensions.

#### **Module – IV**

**The Merchandise Management:** Managing the merchandise planning process, buying merchandise, retail pricing.

#### **Module – V**

**Retail Communication Mix:** Store layout, design and visual merchandising, retail customer service.

#### **Books for Reference:**

1. Levy, Michael & Barton A. Weitz, Retailing Management, Irwin, London.
2. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill (3<sup>rd</sup> Edition), 2010
3. Piyush Kumar Sinha, Uniyal, Managing Retailing, Oxford University Press, 2007
4. Chetan Bajaj, Rajnish Tuli & Nidhi Srinivastava, Retail Management, Oxford University Press, 2010
5. Barry Berman & Joel Evans, Retail Management – A strategic Approach (11<sup>th</sup> Edition), 2010

## **SEMESTER – VI**

### **LMS603 : OPERATIONS MANAGEMENT**

#### **Module – I**

Introduction: Production and Operation Management as function, Nature and Scope, Decision areas. Operations Strategy. Process and Capacity Analysis.

#### **Module – II**

Design of Manufacturing Process, Design of Service Systems, Facility Location and Layout Decisions.

#### **Module – III**

Total Quality Management: Elements, Tools for TQM. Cost of Quality. ISO – Quality Stds – Statistical Process, Controls Charts. Concepts of acceptance sampling – OC Curve.

#### **Module – IV**

Supply Chain Management, Lean Management. Sourcing and Supply Management. Inventory Planning and Control for independent demand items.

#### **Module – V**

Resource Planning – MRP for dependent items. Aggregate production planning. Scheduling of operations. Maintenance Management.

#### **Books for Reference:**

1. Operations Management Theory and Practice (Second Edition). B Mahadevan. Pearson.
2. Krajweski, Ritzman and Malhotra. Operations Management, Process and Value Chains, Pearson Education 2012.
3. Chase, Jacobs and Aquilano. Operations Management for Competitive Advantage. Tata McGraw Hill, 2012.
4. K.Shridhara Bhat. Operations Management, Himalaya Publishing House, 2009.

## **SEMESTER – VI**

### **LMS604 : TRANSPORTATION AND DISTRIBUTION MANAGEMENT**

#### **Module – I**

**Introduction:** Role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs, Advantages of distribution models – disadvantages of distribution models – pre-requisites of distribution – comparison of distribution networks.

#### **Module – II**

**Distribution Network Planning:** Various factors in distribution – delivery lead time and local facilities – optimization approach and techniques – material management process – role of transportation – transportation principles and participants – contribution of various agencies in transportation.

#### **Module – III**

**Transportation Models:** Performance characteristics and selection – various models of transportation (multimodal) – merits of each all models of transportation – transportation performance costs and value measures – understanding – comparing – cost components of multimodal transportation.

#### **Module – IV**

**Transportation Routing Decisions:** Transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – application of information technology in transportation – E commerce – intelligent transport management system.

#### **Module – V**

**Transit Operation Softwares:** Geographic information systems – advanced fleet management systems – intermodal freight technology – transport security initiatives and role of technology – various inspection systems.

#### **Books for Reference:**

1. Sunil Chopra, Supply Chain Management
2. Agarwal, Logistics Supply Chain Management
3. Saple, Logistics Management

## **SEMESTER – VI**

### **LMS605 : FINANCIAL MANAGEMENT**

#### **Module – I**

Finance functions, recording - Definition and scope of finance functions - Profit maximization Vs wealth maximization goal organisation of finance function.

#### **Module – II**

Sources of finance - short term - Bank sources - Long term - shares - debentures, preferred stock debt - working capital management - concept - Determinants - cash management - Receivables management.

#### **Module – III**

Financing Decisions. Cost of Capital - cost of specific source of capital - Equality - preferred stock - debt - reserves - weighted average cost of capital. Capital structure - factors influencing capital structure capital optional capital structure: Theories of capital structure leverage - meaning and types.

#### **Module – V**

Dividend decision meaning and significance of dividend di...modigliare and netter Approach - theory of relevance – Walter's model – Gordon's model - corporate Dividend practice in India.

#### **Books for Reference:**

1. I.M. Pandey. Financial Management. Vikas Publications
2. Khan M.Y., Jain P.K. Financial Management – Test and Problems. TMH
3. Prasanna Chandra. Financial Management – Theory and Practice. TMH.

## **SEMESTER – VI**

### **LMS606: INTERNSHIP WITH PROJECT-III**

The student will attach himself with a logistic organization approved by the Department for a period of eight weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Student should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.