Department of BBA

Discipline Specific Core Course: BBA

Sem	Theory/ Practical	Course Title	Teaching/ Practical Instruction hour/week	Total Hour/ Sem	Duration of Exam in hours	Assessment Marks			Credits
						Summative	Formative	Total	
V		Production and Operations Management	4	60	3	80	20	100	4
		Business Ethics and Corporate Governance	4	60	3	80	20	100	4
	Specialization	1. Consumer Behavior 2. Corporate Tax Planning and Management 3. Trainings and Development 4. Warehouse Management	4	60	3	80	20	100	4
	Specialization	1. Integrated Marketing Communication 2. Investment Analysis and Portfolio Management 3. Compensation and Reward Management 4. Multimodal Transportation	4	60	3	80	20	100	4
	Specialization	1. Sales and Distribution Management 2. Equity Trading 3. Performance Appraisal and Counseling 4. Inventory Management	4	60	3	80	20	100	4
		Research Methodology	4	60	3	80	20	100	3

Title: Production and Operations Management

Code: D5BBA1T1 **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60**

Objectives: To teach the students the basic elements of production and operations management.

UNIT 1: **10 hours**

Introduction: Production meaning, meaning of production management and operations management, decision making in production: strategic, operations and control decisions, difference between production management and operation management, production as a system and types of production systems (mass, intermittent, project, batch), characteristics of modern production and operations function. Recent developments in production management.

UNIT 2: **15 hours**

Facilities and Capacity planning: Location decision- need for/importance of location selection, factors influencing location decision selection, location selection process, Locational models: problems on factors & point rating methods, load distance model &Break-Even analysis.Layout decision- Meaning of Layout, objective of good Layout, factors influencing layout designing, Layout types (product, process, fixed and cellular), designing layout (meaning of templates, models, string diagram, travel chart, REL /Half matrix chart) problems on Load –distance models in layout Designing. Meaning & types of capacity, Capacity planning process (Briefing) Long term & short-term capacity strategies for modifying capacity

UNIT 3: **10 hours**

Production & planning control: Meaning & objective of production planning control, need for and objectives of PPC, Functions of PPC (planning, routing, scheduling (Backward & forward), loading (Finite & infinite Loading), sequencing (Principles /Bases for sequencing), dispatching, follow-up and control); Overview of operations scheduling and planning systems; Sequencing problems (N jobs 2 machines & 3 machines)

UNIT 4: **10 hours**

Material management: Meaning and types of materials; meaning of material management; Functions of Material management and stores Management; objectives of Material management and Inventory control; Inventory control techniques like EOQ, ABC analysis, FSN analysis, VED analysis, GOLF analysis, ROL, Safety and buffer stock) value Analysis (introduction & benefits), Problems on EOQ, ROL & safety stock

UNIT 5: **15 hours**

Productivity & Quality: Meaning of productivity, Measures to improve productivity,Meaning of Quality, Dimensions of Quality, Meaning of SQC & Quality control, Objectives and functions of QC, meaning of Quality circles and TQM, Sampling Inspection v/s 100% Inspection, Acceptance sampling, Meaning of variable & attribute quality Characteristics, Random & non-random (non-assignable &assignable) deviations, use of control charts (problems on c, p, np, x & R charts) ISO Standards.

References:

1. Production and Operations management- K.Aswathappa & K.Shridhara Bhat (Himalaya Publishing house)
2. Production and operations Management, concepts, models& Behavior- Everetle E Adam&Jr.Ronald .J. Ebert (PHI learning publication)
3. Production & operations management -Kanishka Bedi (oxford university press)

Paper: Business Ethics and Corporate Governance

Code: D5BBA1T2;

Course Credits: 04 Total Contact Hours: 60

Objective: Students will demonstrate Ethics and value consideration in business for legitimate business operations Study of Corporate Governance enables the student to learn the purpose and nature of corporations. Evaluate different stakeholders' roles and significance in relation to corporate governance. Explain the importance of regulation, markets and information in corporate governance.

Unit I:Introduction to business ethics and values: Meaning, Nature of business ethics, Importance of business ethics, Factors influencing business ethics, Arguments for and against business ethics, Moral Standard Standards, Moral Decision making, Ethical principles in business, Human Values: Meaning, Types of values.

Unit II: Business & Organizational Ethics: The Indian Business scene, Ethical Concerns, LPG & Global trends in business ethics, Business ethics rating in India. Organizations & Organisation culture, Types of Organization, Corporate code of ethics –Formulating, Advantages, implementation Professionalism and professional ethics code Ethical issues related to advertisement, Finance, Investment, Technology.

Unit III: Ethical Issues in the Functional Area: Introduction, Ethics in functional area, Ethics in Marketing, Ethics in Finance, HR, Production and Information Technology: Introduction, Potential Conflicts, Creating ethical Environmental Ethics, Gender Ethics.

Unit- IV: Corporate Governance: Meaning, Features of good corporate governance, Factors influencing corporate governance, Corporate governance in India, Principles of corporate governance, OECD Principles of corporate governance, Theories of corporate governance-Agency theory and stewardship theory, Models of corporate governance around the world, Need for good corporate governance.

Unit V: Legal, Regulatory Framework of Corporate Governance And Board Committees : Need for Legislation of Corporate Governance - Legislative Provisions of Corporate Governance in Companies Act 2013, Securities (Contracts and Regulations) Act, 1956 (SCRA), Depositories Act 1996, Securities and Exchange Board of India Act 1992, Listing Agreement, Banking Regulation Act, 1949 and Other Corporate Laws - Legal Provisions relating to Investor Protection Board Committees - Audit Committee, Remuneration Committee, Shareholders' Grievance Committee, other committees.

References:

1. Business Ethics: K Aswathappa, J Usha Rani, Sunanda GundaVajhala; Himalayala Publishing house; First edition 2017.
2. Business Ethics and Corporate Governance: Dr. S S Khanka; S Chand and Company Pvt Ltd; First edition 2014.
3. Business Management: R K Sharma and Shashi K Gupta; Kalyani publishers; 2007 edition.
4. New Companies Act: Taxman's publication
5.Report of the Cadbury Committee on Financial Aspects of Corporate Governance, London Stock Exchange, London.
6. Report on Corporate Governance, Confederation of India Industries and Bombay.
7. Fernando .A.C, CorporateGovernance, Pearson Education

Title: Research Methodology

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60**

Objective: To equip the students with the basic understanding of the research methodology in changing business scenario.

UNIT1: Introduction **10 hours**

Meaning of research, objectives of research, criteria of a good research, types of research, qualitative v/s quantitative, Significance of research, research process.

UNIT 2: Research design **9 hours**

Meaning of research design, need for research design, population, census and sample, steps in sampling design, characteristics of a good sample design.

Sampling methods- probability sampling and non probability sampling methods

UNIT 3: Data collection **12 hours**

Sources of data- meaning of primary and secondary data

Primary data: Interview method- personal interview and telephonic interview, its merit and demerits. Questionnaire method-main aspect of questionnaire, merits and demerits of questionnaire method, essentials of a good questionnaire, steps in designing questionnaire.

Secondary data: sources of secondary data.

UNIT 4: Scaling Techniques **8 hours**

Meaning of scaling, measurement of scales- nominal, ordinal, interval, ratioScaling techniques - rating scale, attitude scale, arbitrary scale, semantic differential scale, likert scale, stapel scale

UNIT 5: Hypothesis **8 hours**

Meaning, characteristics of hypothesis, basic concept concerning testing of hypothesis, null hypothesis and alternative hypothesis, level of significance, decision rule or test of hypothesis, type I and type II errors, two tailed and one tailed test, T test, Z test, Chi-square Test.

References:

1. Research Methodology: Methods and Techniques, C R Kothari, New Age International Private Limited
2. Business Research Methods, Donald R. Cooper,J.K. Sharma,Pamela S. Schindler, Tata McGraw-Hill Education Pvt. Ltd
3. Business Research Methodology, J K Sachdeva. Himalaya Publishing House
4. Marketing Research: Measurement and Method, Tull and Hawkins, Prentice Hall Of India
5. Levine, Business Statistics – A First Course, Pearson Education, New Delhi.
6. M L Berenson and David M Levine, Basic Business Statistics, PHI, New Delhi.
7. S. C. Gupta, Fundamentals of Statistics, HPH, New Delhi.
8. S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi.
9. 5. J K, Sharma – Business Statistics, Pearson Education, New Delhi.
10. Naval Bajapai, Business Statistics, Pearson Education, New Delhi.

Fifth Semester Specialisation Papers

Specialisation Papers: Fifth Semester

	Marketing	Finance	HR	Logistics
Group – A	Consumer Behaviour	Corporate Tax Planning and Management	Training and Development	Warehouse Management
Group – B	Integrated Marketing Communication	Investment Analysis and Portfolio Management	Compensation and Reward Management	Multimodal Transportation
Group – C	Sales and Distribution management	Equity Trading	Performance Appraisal and Counselling	Inventory Management

Note: Students must select any onesubject from Each Group mentioned above.

Marketing Specialisation Papers:

Paper: Consumer Behaviour

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60hrs**

Objective: To make the Students understanding the concepts of consumer behaviour.

Unit– I: Introduction to Consumer Behaviour Meaning and Definition, Need for Consumer Behaviour, consumer and customer. Buyers and users. Need to study consumer behaviour. Factors influencing Consumer Behaviour. External factors – Culture, Sub Culture, Social Class, Reference Groups, Family. Internal factors– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes

Unit– II: Individual Determinants of Consumer Behaviour Consumer Needs & Motivation; Personality and Self-Concept; Consumer Perception; Learning & Memory; Nature of Consumer Attitudes – Psychological: Motivation, Perceptions, Learning, Belief and Attitudes. Consumer Attitude, Formation and Change.

Unit – III: Environmental Determinants of Consumer Behaviour Family Influences; Influence of Culture; Subculture & Cross-Cultural Influences; Group Dynamics and Consumer Reference Groups; Social Class: Family role. Person's Age, Life cycle stage, Occupational and economic circumstances.

Unit-IV: Opinion leadership, dynamics of opinion leadership process, The Motivation behind opinion leadership- The Diffusion Process-The adoption process- levels of consumer decision making. Models of consumer decision making.

Unit -V: Concept of Consumer Satisfaction; Working towards enhancing Consumer Satisfaction; Sources of Consumer Dissatisfaction, Dealing with Consumer Complaint. Concept of Consumerism, Consumerism in India, Reasons for Growth of Consumerism in India.

References:

1. Consumer Behaviour by L. G. Schiffman & L. L. Kanuk, Pub : Prentice Hall India
2. Marketing Management- by Kotler PHI
3. Consumer Behaviour by Suja R Nair, Pub: HPH
4. Ramneek Kapoor, Consumer Behaviour: Text and Cases, Tata McGraw Hill, New Delhi
5. Ramanuj Majumdar, Consumer Behaviour, PHI Learning, New Delhi.
6. K. Venkatramana, Consumer Behaviour, SHBP.

Paper: Integrated Marketing Communication

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60hrs**

Objectives: Understand the nature, role, and importance of IMC in marketing strategy. Understand effective design and implementation of advertising strategies

Unit-I: Introduction to Integrated Marketing Communication, AIDA Model, Setting goals and objectives, concept of DAGMAR in setting objectives, elements of IMC; Role of advertising in India's economic development, Ethics in advertising, Social, Economic and Legal aspects of advertising.

Unit-II: Consumer and Media: How advertising works: perception, cognition, affect, association, persuasion, behaviour, Associating feeling with brands, Use of research in advertising planning; Advertising Media; industry structure, functions, advantages, disadvantages of print, Television, Radio, Internet, Outdoor, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets

Unit-III: Advertising Program: Planning and managing creative strategies; Creative approaches; Building Advertising Program: Message, Theme, advertising appeals; Advertising layout: how to design and produce advertisements; Advertising Budget: nature and methods of advertising appropriation; Art of copywriting; Guidelines for copywriting; Copywriting for print, Audio, TV and outdoor media.

Unit-IV: Elements of IMC: Sales Promotion, PR, Events and Experiences and Word of Mouth, Consumer and trade sales promotion, application of sales promotion in different domains; Using public relations in image building; Planning and executing events, event management; Viral marketing, building organic word of mouth communication

Unit-V: Measuring Effectiveness: Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing; Advertising agencies: history, role, importance, organizational structure, functions; Selection of agency, client agency relationship, compensation strategies

References:

1. Advertising Principles and Practice, William Wells, John Burnett, Sandra Moriarty, 6th ed., Pearson education, Inc.
2. Advertising and Promotion, G.Belch, Michael Belch, Keyoor Purani, 9th edition, Tata Mcgraw Hill publication, ISBN: 978-1-25-902685-0.

Paper: Sales And Distribution Management

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60hrs**

Objective: to acquaint the students with the process of personal selling and the strategies and methods for effective sale management.

UNIT 1: **6 hours**

Meaning of sales management, Objectives of sales management, Role of sales management, Duties, Responsibilities and qualities of sales manager and sale executives, AIDS theory of selling, "right set of circumstances".

UNIT 2: **6 hours**

Sales meeting Meaning, Types of sales meeting, Sales contest Meaning, Objectives of sales contest, Contest formats, Contest price, Contest duration, Contest promotion and Managerial evaluation of contests, Objections to sales contests.

UNIT 3: **10 hours**

Sales quota-Meaning, Objectives in using sales quota, Types of quotas, Quota setting procedure.Sales territories- meaning, reasons for establishing or revising sales territories, procedures for setting up or revising sales territory. Routing and scheduling of sales personnel.Sales budget- Meaning, purpose, sales budget form and content, budgetary process

UNIT 4:

Introduction need and scope of distribution management, marketing channels strategy, levels of channels. Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference between a Distributor and a Wholesaler, Wholesaler and Retailer, Choice of Distribution System – Intensive, Selective, Exclusive

UNIT 5: **10 hours**

Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict. Resolution of Conflicts: Methods – Kenneth Thomas's Five Styles of Conflict Resolution, Motivating Channel Members, Selecting Channel Partners, Evaluating Channels, Channel Control

References:

1. Sales Management: Decision Strategies and cases by Richard R. Still Edward, Candiff Norma, A.P. Govani.
2. Marketing Management by Philip Kotler, PHI.
3.Sales and Distribution Management by S L Gupta
4. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press
5. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

Finance Specialisation Papers:

Paper: Corporate Tax Planning and Management

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60**

Objectives: To acquaint the students with theoretical and practical knowledge of tax planning and management techniques.

UNIT 1: Introduction 5 hours

Meaning of tax, purpose, types of taxes, difference between direct and indirect tax, Person [Section 2(31)], Assessee, assessment, previous year, assessment year, Gross total income, Total income, meaning of agricultural income, exempted incomes u/s 10, tax slab of current assessment year (individuals and Domestic Companies).

UNIT 2: Residential status and tax liability 5 hours

Conditions for residential status: resident, non resident and not ordinary resident

UNIT 3: Heads of Income 30 hours

Income from Salary, Income from House property, Income from Business and profession, Income from Capital gains, Income from other sources.

UNIT 4: Deductions 5 hours

Deductions u/s 80C to 80U

UNIT 5: Computation of Total Income 6 hours

Assessment of individuals, computation of individuals Total Income and tax liability

References:

1. Dr. Vinod K Sighania, Direct tax laws, Taxmann Publications, Mumbai
2. Dr H C Mehrotra, Income tax law and practice, Sahitrya Mahal Prakashan, Agra
3. Lal, Income tax, Pearson Education
4. Hariharan, Income tax, Tata McGraw Hill Education
5. Elements of Indirect Taxes- Law & Practices- V.S. Datey, Taxmann

Paper: Investment Analysis and Portfolio Management

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60**

Objectives: To familiarize the students with various investment and capital market dynamics and it's functioning.

Unit 1: **15 hours**

Introduction- Investment process, Criteria for Investment, types of Investors, Investment, Speculation and Gambling. Elements of Investment, Investment Avenues, Factors influencing selection of investment alternatives. Security Market- Introduction, functions, Secondary Market Operations. Stock Exchanges in India, Security Exchange Board of India, Government Securities Market, Corporate Debt Market and Money Market Instruments

Unit 2: **15 hours**

Risk-Return Relationship Meaning of risk, types off risk, measuring risk, risk preference of investors. Meaning of return, measures of return, holding period of return, Annualized return, expected return, investors attitude towards risk and return.

Unit 3: **12 hours**

Fundamental Analysis Introduction- Investment Analysis, Fundamental Analysis, Macro Economic Analysis, Industry Analysis, Company Analysis, Trend Analysis, and Ratio Analysis.

Unit 4: **10 hours**

Technical Analysis Meaning of Technical Analysis, Fundamental vs Technical Analysis, Charting techniques, Technical Indicators, Testing Technical Trading Rules and Evaluation of Technical Analysis.

Unit 5: **8 hours**

Portfolio Management Framework-Portfolio Analysis – Selection and Evaluation – Meaning of portfolio – Reasons to hold portfolio – Diversification analysis – Markowitz's Model – Assumptions – Specific model – Risk and return optimization – Efficient frontier – Efficient portfolios –Leveraged portfolios – Corner portfolios – Sharpe's Single Index model – Portfolio-evaluation measures – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.

References:

1. Punithavathy Pandian-Security Analysis and Portfolio Management, Vikas Publishing House Pvt Ltd., New Delhi.
2. S Kevin-Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi.
3. Dr. V A Avadhani, Investment and Securities Market in India- Himalaya Publishing House, New Delhi.
4. Donald E Fischer & Ronald J Jordan, Security Analysis and Portfolio Management- Prentice Hall of India, New Delhi.
5. Gordon J Alexander, William F Sharpe and Jeffery V Bailey, Fundamentals of Investments-Prentice Hall of India, New Delhi.
6. Prasanna Chandra, Investment Analysis and Portfolio Management- Tata Mc Graw Hill, New Delhi.
7. William Sharpe, Portfolio Theory and Capital Markets -McGraw-Hill Ryerson, Limited.

8. V K Bhalla, Investment Management: Security Analysis and Portfolio Management-S Chand & Company Ltd. New Delhi.
9. Robert Jarrow &Stuart Turnbull- Derivative Securities - South-Western College Publishing.

Paper: EquityTrading

Code: **Credits: 4**

Workload hours per week: 4 **Contact hours: 60**

Unit 1 : Introduction to Equity trading 16 hours

Equity Trading and Equity Markets : meaning and definition; need, characteristics and importance of Equity market. Evolution of Equity market in India. **Sensex and Nifty - meaning and characteristics.** Demat Account: meaning, need and steps involved in obtaining demat account. Market Participants : meaning and role. Retail investors, Institutional investors and market makers. Brokers – meaning and top Brokers in India.

Module 2: Trading Strategies 14 hours

Meaning and need of strategies. Day Trading –Scalping, Momentum trading. Swing Trading -Identifying trends, Using oscillators. Long-term Investing - Buy and hold strategy, Value investing, Growth investing

Order types: meaning and objectives of (a) Market order (b) Limit Order (c) Stop loss

Unit 3: Trading of Equity Shares 15hours

Buying and Selling of Shares : Bid, offer Intraday MIS, long term CNC, days range, lower and upper circuit, holdings and positions; factors affecting and charges in Buying and Selling of Equity shares.

Unit 4: Trading Psychology 08 hours

Behavioral Finance - Common biases and their impact, Herding behavior. Emotional Management - Fear and greed, Discipline and patience. Developing a Trading Plan - Setting goals, Creating a routine, Sticking to the plan.

Unit 5 : Practical Trading 07 hours

Setting Demo account, simulating trading exercises, BSE trading vs NSE trading, Transitioning to live trading.

References

1. Guide to Indian Stock Market : Basics of Stock Market for Beginners by Jitendra Gala
2. Breakout Trading Made Easy: Maximize Your Profits with Simple Price Action Strategies by Sunil Gurjar
3. The Warren Buffett of India Rakesh Jhunjhunwala: The Big Bull of Indian Share Market by Mahesh Dutt Sharma
4. Bulls, Bears and Other Beasts (5th Anniversary Edition): A Story of the Indian Stock Market by Santosh Nair

Human Resource Management Specialisation Papers:

Title: TRAINING & DEVELOPMENT – V Semester
Code: **Credit Points: 04**
Work Load: 4 Hours per week **Contact Hours: 60**

Objective: To familiarize the students about the ways of developing the human resources and recent developments in training.

Unit I: 12 hours

Human Resource Development: Concept of HRD, objectives, Differences between HRM & HRD. Executive Development: Concept of Executive Development, Objectives, Methods, Career Management, Career development programs, Career Planning & Succession Planning

Unit II: 12 hours

Employee Training: Concept of training, needs, objectives of employee training, stages in training, Modern types of employee training: i. Managerial Training, ii. Orientation Training, iii. Technical Training, iv. Product Specific Training, v. Safety and Security Training, and evaluating training effectiveness

Unit III: 12 hours

Organizational Development: Concept of OD, Characteristics of OD, Meaning of OD Interventions, Organizational Development Techniques or Types of OD Interventions – i. Diagnostic activity, ii. Team building. iii. Sensitivity training, iv. Intergroup relationships (development), v. Process consultation

Unit IV: **12 hours**

Coaching & Mentoring: Meaning, Types of coaching, Process of Coaching – GROW model, CLEAR model, benefits of coaching. Mentoring: Meaning, Qualities of a Mentor, benefits of mentoring, differences between Mentoring & Coaching.

Unit V: **12 hours**

Human Resource Control: Meaning of HR Records, objectives of HR Records, types of HR records. HR Research: Concept, objectives and techniques HR Research. HRIS: Meaning, need for HRIS, benefits of HRIS.

References:

1. C. B Gupta, Human Resource Management- 19threvised edition, Sultan Chand & Sons (2018)
2. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill
3. R Krishnaveni, Human Resource Development - Excel Books (2008)
4. Michael Armstrong, Human Resource Management -, 13th edition, Kogan Page, (2014)
5. David & Stephen P. Robbins, Human Resource Management - 13th edition, Wiley India Private Ltd. (2011)
6. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development, London, Prentice Hall.

Title: Compensation And Reward Management

Code: **Credit Points: 04**

Work Load: 4 Hours per week **Contact Hours: 60**

Objective - The objective of the course is to focus on how organizations use pay systems and benefit plans to achieve corporate goals, this subject explores compensation design, reward system, and evaluation of both legally required and voluntary benefit options.

UNIT I: **14 Hours**

Concepts of compensation and reward management, Monetary and non-monetary compensation and rewards, Concept of Wages & Salary, Minimum Wage, Fair Wage and Living Wage - Theories of Wages & Salary, Machineries for Wage Fixation - Statutory provisions governing different components of reward systems

UNIT II: **12 Hours**

Reward Management: Concept, Aims, Components of Reward system - Role of Reward in organization, Reward policies Factors determining the rates of Pay - Strategic and Tactical pay related issues - Internal Pay Structure. Grade and Pay structures: Types, Design and Implementation

UNIT III: **14 Hours**

Compensation Package - Employee Benefits & Services - Rationale for employee benefits - Types of benefits, Administering employee benefits, Tax considerations - Flexible benefits /

Cafeteria Plans - Pension Schemes – ESOP - Computations of taxable income, overtime, etc.

UNIT IV **10 Hours**

Wage Administration in India - Wage Policy in India, Methods of wage determination in India, The Pay Commission, and Wage Boards: structure and functions

UNIT V **12 Hours**

International Compensation and Competitive Strategies-Executive Compensation Packages–

Compensating Executives-Compensating the Flexible Workforce-Contingent Employees and

Flexible Work Schedules–Strategic Issues and Choices in Using Contingent and Flexible Workers.

References:

1. A Handbook of Employee Reward Management and Practice, Michael Armstrong, Tina Stephens, Kogan Page Publishers
3. Compensation Management, Henderson, T.O, Englewood Cliffs, Prentice Hall
4. Reward Management, Michael Armstrong and Helen Murlis, Kogan Page Publishers
5. Compensation, George T. Milkovich, Jerry M. Newman and C. S. Venkata Ratnam; Tata McGraw Hill
6. Compensation and Reward Management, B. D. Singh; Excel Books
7. Rethinking Rewards and Incentive Management, G.K. Suri; C.S. Venkata Ratnam; N.K. Gupta,; Excel Books

Paper: Performance Appraisal and Counselling

Code: **Credit Points: 04**
Work Load: 4 Hours per week **Contact Hours: 60**

Objectives: The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in their organizations and also to help the student understand the skills and attributes required to conduct counselling by practicing and improving their listening skills.

UNIT I: **10 Hours**

INTRODUCTION: Performance Appraisal – Concept, Definition, Philosophy, objective of Performance appraisal, Benefits, Components of performance appraisal

UNIT II: **12 Hours**

PLANNING PERFORMANCE: Performance Appraisal – Employer and Employee perspective, performance appraisal versus performance management; Identifying performance dimensions, KPA's and performance planning, Performance Appraisal process. Issues in appraisal design.

UNIT III: **14 Hours**

PERFORMANCE MEASUREMENT : Methods of Performance Appraisal, Straight ranking method, Graphic rating scale, Forced distribution method, Free form essay method; MBO, 360 degree feedback, Multi Rater Assessment & Feedback system, Self appraisal; Barriers to effective appraisal and overcoming barriers to appraisal.

UNIT IV: **12 Hours**

IMPROVING PERFORMANCE: Identifying sources of ineffective performance, Performance Diagnosis, factors that influence performance, legal issues in Performance Appraisal; Strategies to improve performance.

UNIT V: **12 Hours**

COUNSELLING: Meaning, Nature, Objectives of counseling and functions of counselling, and Process of counselling, Types of Counselling; Variables affecting the counselling process, Approaches to counselling, Importance of counselling, Evaluation of counselling, Organizational Application of Counselling Skills, Modern trends in Counselling process.

References:

1. David A Decenzo, Stephen P Robbins, "Fundamentals of Human Resource Management", Wiley Publications.
2. Snell / Bohlander, "Human Resource Management", Thomson.
3. Luis R. Gomez Mejia, David B Balkin, Robert L.Cardy, "Managing Human Resources, PHI Pvt. Ltd.
4. John W Newstrom, "Organizational Behaviour", Mc Graw Hill.
5. L.M. Prasad, "Principles and practices of Management", Sultan Chand & Sons.
6. Performance Appraisal by T. V. Rao, Excel Books

Logistics Management Specialisation Papers:

Paper: Warehouse Management

Code:

Course Credits: 04 Total Contact Hours: 60

Course Objective: To enable students to familiar with Warehouse management practices.

Unit- I: Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse -Types of Warehouses -Broad functions in a warehouse -warehouse layouts and layout related to functions. Associate warehouse -Its functions -equipment available in associate ware house -Video on warehouse – Visits to ware houses - Warehouse Organization Structure -Benefits of Warehousing.

Unit – II: Receiving and Dispatch of Goods in warehouse: Various stages involved in receiving goods – Stages involved receipt of goods-Advanced shipment notice (ASN) or invoice items list-Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded-Formats for recording of goods unloaded from carriers-Generation of goods receipt note using computer-Put away of Goods-Put away list and its need-Put away of goods into storage locations -storage location codes and its application-Process of put away activity-Procedure to Prepare Warehouse dispatches.

Unit- III: Warehouse Activities: Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse -quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method -Situations suited for application of cross docking -Information required for coordinating cross docking-Importance of proper packing-Packing materials -Packing machines -Reading labels.

Unit- IV: Warehouse Management: Warehouse Utilization Management -Study on emerging trends in warehousing sector -DG handling -use of Material Handling Equipment's in a warehouse -Inventory Management of a warehouse -Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels.

Unit- V: Warehouse Safety Rules and Procedures: The safety rules and 'Procedures to be observed in a Warehouse -Hazardous cargo – Procedure for Identification of Hazardous Cargo -safety data sheet-Instructions to handle hazardous cargo -Familiarization with the industry. Health, Safety & Environment -safety Equipment's and their uses -5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses. Warehouse Safety Rules and Procedures safety data sheet-Instructions to handle hazardous cargo -Familiarization with the industry. Health, Safety & Environment -safety Equipment's and their uses -5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

References:

1. Course material reference from LSC

2. JP Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003.

3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.

Paper: Multimodal Transportation

Code:

No.ofCredits: 4 No.ofinstructionalHours/week 4

Course objectives:
Tounderstandvarioustariffsapplicableinsea/air/rail/road/pipelinetransportation
Toexamineabout theairtransportandIATA.

Unit- I Multi modal transportation - Introduction, growth and components, Physical multi modal operations – Inter relationship of transport mode, specialized container equipment – FCL, LCL and Customs facilitation.

Unit -II: Multimodaltraderoutes–factorsaffectingModeandRoutechoices, Multimodaltransportoperators–TypesofVesselOperators–Other provisions through Transport services.

Unit-III: CorporatestructuresinMultimodalTransport,Systemrequiredbythe Transport Operator, Transport Pricing-Modern Freight Tariffs, Meeting the Demand-Tracking the Container Fleet.

Unit IV: Rail Transport- Role of Rail Transport-Significance of Rail Transport, Railway networks,AirTransport-RoleofAirTransport,SignificanceofAirTransport.

Unit-V AirlineScheduler-AirLineSchedulePlanning,IATA,Maritimeindustries

Reference:

1. Hutchinson B. G. (2013) Principles of Urban Transportation Systems Planning: McGraw Hill Book Company.
2. Jotin Khisty C. and Kent Lall B., Transportation Engineering: An Introduction; Prentice Hall Intenational, Inc. 12th edition.
3. Dr. K. V. Hariharan, Containerisation, Multimodal Transport and Infrastructure, Shroff Publishers and Distributors Pvt. Ltd.

Paper: Inventory Management

Code: **Credits: 4**

Workload per week 4 hours **Contact hours: 60**

Course objectives: To provide an insight into the fundamentals of social science research and to impart practical knowledge and required skills in carrying out research project independently.

Unit-I: Background, Significance and Objectives of Inventory Management- Types of Inventory- orderingcost- inventory carrying cost-stock out cost-set up time cost.

Unit-II: ABC analysis- procedure for conducting analysis- HML- FSN- VED analyses-SDE-GOLF-XYZ-SOSanalyses- methods and techniques.

Unit-III: Economicorderquantity-problems-Safetystock:Minimumandmaximum inventorylevel-Reorderpoint-'P'System-Fixedorderintervalsystem-'Q' System-Fixedorderquantitysystem.

Unit-IV: Classificationofmaterials-Codificationofmaterials-Standardizationand variety reduction- Use of IT in inventory management.

Unit-V: Aspects of storage- land , water and air contamination- Spillages, leakages, dumping and disposal of materials- Storage and disposal of hazardous waste-Explosivestorageprecautionsduring-loading, unloading,storage, transportation andusage-Fireandotherhazards&precautions.

Reference:

1. RSSaxena,InventoryManagement,GlobalIndiaPublishing,Delhi
2. MaxMuller,EssentialsofInventoryManagement, Amacom,2011
3. DavidJ,InventoryManagementExplained,Opspublishing,2009
4. MathewWalleretal,TheDefinitiveguidetoInventoryManagement,Pearson,2014.