

**BHARATHIAR UNIVERSITY:COIMBATORE 46**  
**SCHOOL OF DISTANCE EDUCATION(SDE)**

(For the SDE students admitted from the academic year 2013-14 onwards)

**BBA (Logistics and Supply Chain Management)**  
**(Annual Pattern)**

**Course Syllabus**

<b>Year</b>	<b>Title of the Paper</b>	<b>Exam Duration</b>	<b>Max. Marks</b>
I	LANGUAGE - I	<b>3</b>	<b>100</b>
I	LANGUAGE - II (ENGLISH)	<b>3</b>	<b>100</b>
I	MANAGEMENT PROCESS	<b>3</b>	<b>100</b>
I	ACCOUNTING FOR MANAGERS	<b>3</b>	<b>100</b>
I	MATHEMATICS FOR MANAGERS	<b>3</b>	<b>100</b>
II	INTRODUCTION TO LOGISTICS MANAGEMENT	<b>3</b>	<b>100</b>
II	INTERNATIONAL STRATEGIC MANAGEMENT	<b>3</b>	<b>100</b>
II	PRINCIPLES OF LOGISTICS INFORMATION	<b>3</b>	<b>100</b>
II	E – LOGISTICS	<b>3</b>	<b>100</b>
II	LOGISTICAL OPERATIONS INTEGRATION	<b>3</b>	<b>100</b>
III	DRY CARGO CHARTERING	<b>3</b>	<b>100</b>
III	INTERNATIONAL MARKETING FOR LOGISTICS AND SCM	<b>3</b>	<b>100</b>
III	GLOBAL SUPPLY CHAIN INTEGRATION AND INTERNATIONAL SOURCING	<b>3</b>	<b>100</b>
III	SUPPLY CHAIN MANAGEMENT	<b>3</b>	<b>100</b>
III	RETAIL SUPPLY CHAIN MANAGEMENT	<b>3</b>	<b>100</b>
		<b>TOTAL</b>	<b>1500</b>

Eligibility : Plus Two or Equivalent

Duration : Three Year

**1.3 Management Process**

Objective: On successful completion of this course, the students should have understood the nature and types of business organizations, Principles & functions of Management, Process of decision making, and Modern trends in management process.

**UNIT –I**

Business - meaning -business and profession, requirements of a successful business-Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

**UNIT –II**

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

**UNIT –III**

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

**UNIT –IV**

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

**UNIT – V**

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls Modern trends in Management Process - case studies.

**REFERENCE BOOKS**

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

**1.4 ACCOUNTING FOR MANAGERS**

Objective: On successful completion of this course, the students should have understood the basic accounting concepts, Fundamentals of Financial Accounting, Preparation of final accounts, and Fundamentals of Cost and Management Accounting

**UNIT – I**

Basic Accounting concepts - Kinds of Accounts – Branches of Accounting - Fundamentals of Financial Accounting - Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - Trial balance – problems.

**UNIT – II**

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

**UNIT – III**

Meaning-definition-scope-objectives-function-merits and demerits of Cost Accounting and Management Accounting - distinction between Cost, Management and Financial Accounting - Elements of cost-cost concepts and costs classification.

**UNIT – IV**

Preparation of cost sheet - Stores Control - ECQ-Maximum, Minimum, Reordering Levels - Pricing of Materials Issues - problems ( FIFO, LIFO, and AVERAGE COST methods only) - labour cost - remuneration and incentives - problems.

**UNIT – V**

Standard Costing - Variance Analysis – problems (Material and Labour Variances only) - Marginal Costing - Cost Volume Profit analysis. Budgeting - preparation of various budgets. (Theory and problems may be in the ratio of 20% and 80%respectively)

**REFERENCE BOOKS**

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy
6. Jain and Narang : Cost Accounting
7. Nigam and Sharma : Cost Accounting
8. RK Sharna & K. Gupta : Management Accounting
9. S.N.Maheswari : Management Accounting

**1.5 MATHEMATICS FOR MANAGERS**

Objective: On successful completion of this course, the students should have understood to Set operations, matrix and Mathematics of Finance and statistical tools and their applications

**UNIT - I**

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

**UNIT-II**

Mathematics of Finance and series simple and compound interest – Arithmetic progression - Geometric progression (Simple problems only).

**UNIT-III**

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

**UNIT-IV**

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations – Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Coefficient of correlation – Rank correlation - Regression lines.

**UNIT-V**

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.\* Questions in theory and problems carry 30% and 70% marks respectively

**REFERENCE BOOKS**

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

**2.1 INTRODUCTION TO LOGISTICS MANAGEMENT****Objective:**

The aim of the paper is to know how a logistic strategy fits into an organisation's broader decisions, understand the role of logistic providers, and realize the meaning of customer service and understand its importance to logistics management.

**Unit I**

Logistics- Definition - History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics. (18 Hours)

**Unit II**

Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistic Management- Evolution of the concept- model - process-activities (in brief). (18 Hours)

**Unit III**

Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers (4 pl)-Stages-Role of logistics providers

**Unit IV**

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

**Unit V**

Quality customer service & integrated logistics-customer service-importance elements- the order cycle system-distribution channels-Functions performed-Typesdesigning.

**REFERENCE BOOKS**

David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd.,New Delhi, 2003.

Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004

Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005

Donald Waters : Logistics. Palgrave Macmillan, New York, 2004

Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

**2.2 INTERNATIONAL STRATEGIC MANAGEMENT**

Objective: On successful completion of this course, the students should have understood International Strategic Management, Types of Strategies, Analysis, Strategy Implementation etc.

**UNIT – I**

International Strategic Management – Distinguishing Characteristics of international Strategic Management - Difference between international Strategic Management and Domestic Strategic Management.

**UNIT – II**

Corporate Strategies – Mission – Vision – Analyzing industry and competition – Internal appraisal of the firm – Competitive advantage – Core competence – Internal analysis – Turnaround.

**UNIT – III**

Portfolio Analysis – Process of strategic choice- focusing in strategic alternatives – GAP Analysis – Selection Factors – Corporate portfolio analysis – BCG Matrix – Limitations of BCG Matrix – GE Nine cell matrix – SWOT analysis.

**UNIT – IV**

Strategy implementation – Concept of strategy implementation – steps in strategy implementation – Factors causing unsuccessful implementation of Strategy – Organization structure for strategy implementation – Forms of organization structure - relating structure to strategy.

**UNIT – V**

Strategy evaluation and control – Requirements for effective evaluation – Strategic control – Types of strategic Control – Process of evaluation – Setting Performance standards – Evaluation techniques for strategic control.

**REFERENCE BOOKS**

1. International Strategic Management, R.M. Srivastava, Himalaya Publishing House, Bombay
2. Strategic Planning formulation of Corporate Strategy Text & Cases, V.S. Ramasamy, S. Namakumari, Macmillan India Ltd., New Delhi.
3. Strategic Management, Francis Cherunillam, Himalaya Publishing House, Bombay.
4. Business policy & Strategy, LM Prasad, Sultan Chand Co., New Delhi.
5. Corporate Strategic Management, RM Srivastava & Divya, Nigam Pragati prakashan, Meerut.
6. Business Policy & strategic management, Agarwal, Ban erjeed Nair, Pragati Prakashan, Meerut.

**2.3 PRINCIPLES OF LOGISTICS INFORMATION**

Objective :

The paper aims to teach the forms of logistics information, Information functionality, Information forecasting, and application of information technology in logistics

**Unit I**

Logistics Information-Meaning & Need Forms-LIS-Definition-Information functionality

- activities involved in transaction system-Principles of designing or evaluating LIS applications.

**Unit II**

LIS Architecture-components-Two forms of activities; Planning & co-ordination flows & operating flows - Flow and use of integrated logistics information.

**Unit III**

Information forecasting: Definition-Process- component-characteristic of forecast compound-approaches-forecast techniques-Forecast error.

**Unit IV**

Information Technology & Logistics-Electronic Data Interchange-Personal Computers-Artificial Intelligence/Expert system-Communications Bar coding & Scanning. Electronic Data Interchange standards-Communication, Information & Future directions.

**Unit V**

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.

**REFERENCE BOOKS**

1. David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna 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

**2.4 E-LOGISTICS****Unit I**

Introduction to E-logistics - forward logistics – Reverse logistics – Logistics renovation toward E-logistics – importance of E-logistics – New trends and technology in logistics.

**Unit II**

E-logistics method of documentation – Electronic data interchange – Personal computer – Enterprise resource planning systems – The internet, intranets and extranets – The world wide web – Web-enabled relational databases, data warehouses and data marts – Decision support systems.

**Unit III**

ASNs – tracking systems – Satellite global positioning systems (GPS) and geographic information systems (GIS) – Bar-coding and scanning – Electronic signature technology – Wireless technology – Radio frequency identification (RFID).

**Unit IV**

Electronic procurement (e-procurement) – Transport and delivery management – Packing and order management – Inventory and warehousing – Application architecture of Customer relationship management (CRM) – E-business logistics and its benefits.

**Unit V**

Forward E-logistics – Reverse E-logistics – Challenges of E-logistics – environmental issues – e-business strategy – Application for E-logistics – Business to business – Business to consumers – Exception based status alert – Transportation documentation.

**References:**

1. Louis columbus, Realizing e-business with application service providers, LWC publication.
2. B Stanford, E-business: Key Issues, Applications and Technologies, Ohmsha Publication

**2.5 LOGISTICAL OPERATIONS INTEGRATION****Unit - I**

The work of logistics – Network Design - Information – Transportation – Inventory – Warehousing – Material Handling – Packing – Operational Objectives of Logistics

**Unit - II**

Integrated logistics – Inventory flow – Physical distribution – Manufacturing support – Procurement – Information flow – Planning and Coordination flows – Operational flows – Operational requirements

**Unit - III**

Operational objectives – Rapid response – Minimum variance – Minimum inventory – Movement consolidation – Quality – Life cycle support.

**Unit - IV**

Barriers of Internal Integration – Organization structure – Measurement systems – Inventory ownership – Information technology – Knowledge transfer capacity.



**Unit - V**

Logistical performance cycle – Physical distribution performance cycle – Manufacturing support performance cycles – Procurement performance cycle – Managing operational uncertainty.

**References:**

- 1) Donald J. Bowersox, David J. Closs, M. Bixby Cooper, supply chain logistics management, published by McGraw-Hill publications
- 2) Chopra, Supply Chain Management, published by Pearson Education India.
- 3) Cecil C. Bozarth, Robert B. Handfield, Introduction To Operations And Supply Chain Management, published by Pearson Education India
- 4) D K Agrawal Textbook of logistics and supply chain management, Published by Macmillan Publications

**3.1 DRY CARGO CHARTERING****Unit-I**

Dry Cargo Ships- Types of Ships - Safe Working Load - Self Trimming – Tweendeckers – Cargo Stowage - Cargo Gear - Air Draft – LASH Dry Cargo Ship Tonnages, Load lines, Dimensions and Cargoes - Tonnage-Displacement Tonnage-Deadweight-DWAT-DWCC - Plimsoll Lines-Grain Capacity-Bale Capacity - Types of Cargoes

**Unit-II**

Freight Markets and Market Practice - Baltic Exchange-Charterer-Ship Owners - Flag of Convenience - Agency Agreement-Operators-Ship Brokers-Trading-Letter of CreditMarket Reporting-Methods of Ship Employment - Firm Offer Chartering Contracts - List of Voyage charter party Clauses-Elements of Voyage Charter party - List of Time charter party Clauses - Bareboat Charter

**Unit-III**

Financial Elements of Charter parties - Financial Elements of Charter parties-Dead freight - Bill of Lading-Bunkers Lay time - Calculation of Lay time - List of Very Important Decisions

**Unit - IV**

Voyage Estimating - Itinerary-Cargo Quantity-Expenses-Income-Result-Demurrage Trades- Dispatch Trades-Port Charges Bill of Lading and Cargo Claims - Functions of B/L - Elements of B/L-Types of /L-B/L at loading port-B/L at Discharging Port - Waybills-Insurance-Cargo Damage-Hague Rules-Hague Visby Rules-Carriage of Goods by Sea – Seaworthiness - Himalaya Clause

**Unit-V**

World Trades Ships for Cargoes - Handy size-Trading Restrictions - Port RestrictionsTime-Salinity. Disputes and Professional Indemnity P&I Clubs - English Maritime Arbitration

**References:**

1. Institute of Chartered Shipbrokers, Dry Cargo Chartering, Witherby, 2005.

**3.2 INTERNATIONAL MARKETING FOR LOGISTICS AND SCM****Unit – I**

International Marketing: Nature and Importance – International Marketing Orientation – International Marketing Management Process – International Marketing Environment – Screening and Selection of Markets – International Market Entry Strategies – Exporting , Licensing, Contract Manufacturing, Joint Venture M & A – Strategic Alliances.

**Unit – II**

International Product and Pricing Strategies: Product Designing – Product Standardization Vs. Adaptation – Managing Product Line – New Product Development – Pricing for International Markets – Factors Affecting International Price Determination – Price Quotations and Terms of Sale.

**Unit – III**

Managing International Distribution and Promotion: Distribution Channel Strategy – Their Roles and Functions – Selection and Management of Overseas Agents – International Distribution Logistics – Planning for Trade Fairs and Exhibitions – International Promotion Mix – Advertising and other Modes of Communication.

**Unit – IV**

India's Foreign Trade Policy – Direction and Composition of India's foreign trade – Export – Import Policy of Current Year – Export procedures and documentation – Export import procedures –Certificate related to shipments – Documents related to payment – Documents related to Inspection – Documents related to excisable goods

**Unit – V**

Emerging Trends in International Marketing: Regionalism v/s Multilaterism – Trade Blocks –Important Grouping in the World – Legal Dimensions in International Marketing (Role of WTO) – Marketing Research for Identifying Opportunities in International Markets.

**Reference(s):**

1. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education ,New Delhi.
2. Kotabe Masaaki and Helsen Kristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
3. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition, Prentice Hall.

**3.3 GLOBAL SUPPLY CHAIN INTEGRATION AND INTERNATIONAL SOURCING****Unit –I**

Introduction : Global Sourcing and Supply Defined – Research Approaches – current state of Global Sourcing and Supply – Global reach supplier and procurement centre locations – Firm Performance requirements –Reasons to Source globally – Results Achieved from global sourcing – Implementation of requirements important to Global Sourcing Effectiveness.

**Unit –II**

A Prescriptive Model for Global Sourcing and Supply – Five-level Model – Global Sourcing and Supply Process Models – Critical Success factors Impacting Global Sourcing and Supply Excellence – Global Sourcing Performance outcomes-Global Sourcing and Supply Critical Success Factors

**Unit – III**

Individual Features That Relate to Global Sourcing Excellence – Using Scenario Comparisons to Identify Global Sourcing Drivers – Key Performance Findings – Organization – Decision Making and Governance – Organizing for Integrated Global Sourcing – Global Strategy Development – Using Terms to Support Global Sourcing

**Unit- IV**

Cross-Enterprise Integration – Integration Across the Organization – Formal Improvement Process and information Sharing With Suppliers – Integration Through Communication Technology and information System – Human Resource Requirements for Integrated Global Sourcing –international Purchasing Offices and Sourcing In Emerging Markets – International Purchasing Offices.

**Unit –V**

Emerging Market/Lower –Cost Country Sourcing – China Sourcing – Global Sourcing and Supply Trends and Strategic directions - Competitive Challenges – Survey Respond Suggestion for improvement – Global Sourcing and Supply Strategy Trends.

**References:**

- 1.) Fred Sollish, Strategic Global Sourcing Best Practice, Wiley Publications.
- 2.) Mort Harris, Integrated Supply And Analysis, Hillcrest Publications.
- 3.) Bhuvan Unhelkar, Global Integrated Supply Chain Systems, Idea group Publications

**3.4 SUPPLY CHAIN MANAGEMENT**

Objective:

The paper aims to educate students on stages of supply chain management and new opportunities in SCM

**Unit I**

SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation. (12 Hours)

**Unit II**

Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM-Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

**Unit III**

Purchasing and Supply Management-Introduction-importance Objectives purchasing process-purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

**Unit IV**

Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

**Unit V**

Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement-Parameters choosing suppliers.

**REFERENCE BOOKS**

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

**3.5 RETAIL SUPPLY CHAIN MANAGEMENT****Unit – I**

Retail Supply chain: Definition – retail as a business – importance of customer segments – value chain – types of retail chain business – comparative advantages – CSR and retail industry.

**Unit – II**

Retail supply chain environment: drivers of retail supply chain change – globalization – nature of demand – quality function deployment – retail supply chain risk – retail supply chain metrics.

**Unit – III**

Retail strategy and supply chains: Product life cycle – innovative and functional products – retail market segments – supply chain management excellence – skill requirements

**Unit – IV**

Retail supply chain process improvement: improvement approaches: PDCA, DMAIC, CPFR – supply chain collaboration – core competency – demand driven supply chain: tools and techniques – product tracking: Bar coding, RFID.

**Unit – V**

Finance and retail supply chain: Supply chain costs – root causes for cost – retail returns – opportunities in retail returns

**References:**

1. Swapana pradhan – Retailing Management
2. J. Lamba – The Art of Retailing
3. Barry Berman, Joel R Evans – Retail Management; A Strategic Approach
4. James B Ayers, Mary Ann Odegaard – retail Supply Chain Management, Auerbach Publications
5. David Gilbert – Retail Marketing.