



**KALINGA
UNIVERSITY**

SCHEME OF EXAMINATION & DETAILED SYLLABUS

Bachelor of Vocational Studies (B.Voc) (Retail and Logistics Management)



Kalinga University, Naya Raipur, Chhattisgarh

BACHELOR OF VOCATIONAL STUDIES

RETAIL AND LOGISTICS MANAGEMENT

Semester I							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM101	Communication Skills	3	0	3	30	70	100
BVRLM102	Fundamentals of Information Technology	3	0	3	30	70	100
BVRLM103	Introduction to Retail Management and Retail store operation	3	0	3	30	70	100
BVRLM104	Introduction to Marketing & Consumer Behaviour	3	0	3	30	70	100
BVRLM105P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester II							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM201	Introduction to Logistics Management	3	0	3	30	70	100
BVRLM202	Environmental Studies	3	0	3	30	70	100

BVRLM203	Entrepreneurship & Project Management	3	0	3	30	70	100
BVRLM204	Store Display and Visual Merchandising	3	0	3	30	70	100
BVRLM205P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester III							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM301	Rail, Road, Air and Ocean Cargo Logistics	3	0	3	30	70	100
BVRLM302	Accounting for Retail and Logistics Management	3	0	3	30	70	100
BVRLM303	Retail Branding and Strategy	3	0	3	30	70	100
BVRLM304	Sales and Distribution Management	3	0	3	30	70	100
BVRLM305P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester IV							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM401	Information system For retail and Logistics	3	0	3	30	70	100
BVRLM402	Customer Relationship Management	3	0	3	30	70	100
BVRLM403	Road Transport Management	3	0	3	30	70	100
BVRLM404	Retail planning and Legal framework	3	0	3	30	70	100
BVRLM405P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester V							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM501	Human Resource in Retail and Logistics Operations	3	0	3	30	70	100
BVRLM502	Marketing Management	3	0	3	30	70	100
BVRLM503	Supply Chain Management	3	0	3	30	70	100
BVRLM504	Materials Planning and Control	3	0	3	30	70	100
BVRLM505P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600



Semester VI							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVRLM601	Warehouse Management	3	0	3	30	70	100
BVRLM602	Packing and Packaging Management	3	0	3	30	70	100
BVRLM603	Shipping and Ocean Freight Logistics management	3	0	3	30	70	100
BVRLM604	Enterprise Resource Planning	3	0	3	30	70	100
BVRLM605P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600



SEMESTER - I

COMMUNICATION SKILLS

BVRLM101

Course Objective

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcome:

1. The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
2. To develop vital communication skills which should be integral to personal, social and professional interactions.
3. One of the critical links between human beings.
4. An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
5. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

CONTENTS

Unit I: Introduction:	06
Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English	
Unit II: Language of Communication:	06
Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English	
Unit III: Speaking Skills:	06
Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism,	
Unit IV: Reading and Understanding-	06
Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts	
Unit V: Writing Skills	06
Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and magazine articles, skits, short stories, impersonating characters	

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

REFERENCE BOOKS:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas

FUNDAMENTALS OF INFORMATION TECHNOLOGY BVRLM102

Unit I:

Computer characteristics: Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet; Hardware & Software; Von Neumann model.

Unit II:

Hardware: CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD/DVD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen Voice Input, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD, LED; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

Unit III:

Software: System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST; Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases; Application software: Generic Features of Word processors, Spread sheets and Presentation software; Generic Introduction to Latex for scientific typesetting; Utilities and their use; Computer Viruses & Protection, Free software, open source.

Unit IV:

Computer Networks and Internet: Connecting computers, Requirements for a network: Server, Workstation, switch, router, network operating systems; Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem,

WLL, DSL, leased line Wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, Web pages, Web Programming Languages.

Unit V:

Information Technology And Society: Indian IT Act, Intellectual Property Rights, issues. Application of information Technology in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephone exchanges, Mobile phones, Information kiosks, special effects in Movies.

Programming Concepts & Techniques: Program Concept, Characteristics of Programme, Stages in Program Development, Tips for Program Designing, Programming Aids, Algorithms, Pseudo code, Notations, Design, Flowcharts, Symbols, Rules, compiler & Interpreter. Introduction to programming techniques, Top-down & Bottom-up approach, Unstructured, & Modular programming, Cohesion, Coupling, Debugging, Syntax & Logical Errors, Linking and Loading, Testing and Debugging, Documentation.

Reference Books:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House

INTRODUCTION TO RETAIL MANAGEMENT AND RETAIL STORE OPERATION

BVRLM103

The student will be able to gain

CO1: basic knowledge of retailing and its evolution in India

CO2: understanding of retail planning and operation management, aspects of store layout

CO3: proficiency retail HRM, retail selling skills,

CO4: basic knowledge of retail location, merchandising and franchising, outsourcing

CO5: understanding of CRM in retail.

Unit I:

Introduction to Retailing, Importance of retailing in economy, Scope of Retailing, Evolution of Retail Environment, The Wheel of Retailing-The Accordion Theory, Emerging Trends in Retailing, Career options in retailing, Retail Structure in India. E-retail & retail sales

Unit II:

Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays. Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy.

Unit III:

Retail Human Resources Management, Customer Service, GAPs Model, Customer Relationship Management. Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Legal and Ethical Issues in Retailing

Unit IV:

Retail Location: Meaning, Importance, Process and Factors Affecting Location; Merchandising: Concept, Importance, Factors Affecting Buying Decision, Role and Responsibilities of Merchandiser; Franchising: Definition, Types and Evolution, Franchising Law in India, Outsourcing: Definition, Scope and Importance; Introduction of the Concept of GST in Retailing.

Unit V:

CRM in Retail: Concept, Types of CRM, Application of CRM in Retailing, Strategic Framework for CRM in Retail.

Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

1. Bajaj C, Tuli R. Shrivastava N.V. (2010) Retail Management, Oxford University Press.
2. K.V.S. Madaan, (2009) Fundamental of Retailing, Tata MC Graw Hill.
3. Michael Levy, Barton Weitz, AjayPandit (2017) Retailing Management, Tata McGraw Hill.
4. Piyush Kumar Sinha and Dwarika Prasad Uniyal (2018) Managing Retailing 3rd edition, Oxford University Press (OUP).

INTRODUCTION TO MARKETING & CONSUMER BEHAVIOUR

BVRLM104

The student will be able to gain

CO1: an introduction to the concept of marketing

CO2: understanding of market strategy, analysis and consumer behaviour

CO3: proficiency in understanding shopper behaviour

CO4: basic understanding of the process of buyers' decision making

CO4: basic understanding of the process of buyers' decision making

Unit I:

Introduction to marketing: definition, concept, features, importance, marketing & selling, implementation

Unit II:

Market strategy (Advertisements, webpages, reviews, retail environment, and other marketing materials); market analysis (to understand how marketers are trying to influence customers and to evaluate these marketing efforts) & consumer behaviour.

Unit III:

Introduction to Shopper behaviour, Nature, Types of Shoppers, Importance of understanding shopper

behaviour, Buying participants and their role, Concepts and techniques for understanding the retail dynamics of customer

Unit IV:

Buying/shopper decision process for products, Need/problem recognition stages in retail buying decision process such as information search alternatives evaluation, brand choice/post purchase dissonance, brand loyalty and motivation research concepts.

Unit V:

Model of retail consumer behaviour, personal, social and cultural influence on customer, understanding customer needs and motives; Basic psychological processes (such as memory, habit, identity, preference, and intuition) at different stages of pre-purchase search, to moment-of-purchase deliberation, to post-purchase user experience and word-of-mouth; Influence of social class, types of group & influence of group opinion leadership, word of mouth communication; Motivation theories, perception, importance & meaning, elements of perception; Shopper attitudes: Meaning & Elements, attitude development process. Attitude measurement.

References:

1. Siva Kumar (2007) Retail Marketing, Excel Books, 2007
2. B.R.Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
3. R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
4. Wayne D.Hoyer & J.MaInnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

5. INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP BVRLM105P

SEMESTER -II

INTRODUCTION TO LOGISTICS MANAGEMENT

BVRLM201

CO1: a basic understanding of the concept of logistics

CO2: understanding of logistics management

CO3: proficiency in understanding logistics strategies

CO4: the skill of effectively outsourcing logistics

CO5: understanding Integrated Logistics & Quality Customer Service.

Unit I: Logistics: Definition, History and Evolution, Objectives, Elements, activities importance, the work of logistics, Logistics interface with marketing, Retail logistics.

Unit 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.

Unit III: Logistics Strategies: Strategic role of logistics, Definition, Role of logistics managers in strategic decisions; Strategy options: Lean, Agile & other strategies; Designing & implementing logistical strategy; emerging concepts in logistics.

Unit IV: Outsourcing Logistics: Reasons, Third party logistics provider, Fourth party Logistics providers (4PL), Stages, Role of logistics providers.

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

Reference:

1. David J. Bloomberg, Stephen Lemay, (2015) Logistics 8th edition, Pearson Education
2. Dorling Kindersley; 1st edition
3. Donald J. Bowersox, David J. Closs, M. Bixby Cooper (2004) Logistical Management
4. Tata McGraw Hill Publishing Co. Ltd, New Delhi.
5. Donald Waters (2004) Logistics, Palgrave Macmillan, New York.
6. Krishnaveni Muthiah (1999) Logistics Management & World Sea borne Trade, Himalaya
7. Publishing House, Mumbai.
8. Satish C. Ailawadi & Rakesh Singh (2013) Logistics Management, Second Edition edition
9. Prentice-Hall of India Pvt Ltd., New Delhi.

ENVIRONMENTAL STUDIES

BVRLM202

Unit 1 : Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 2 : Natural Resources : Renewable and Non--renewable Resources

- Land resources and landuse change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over--exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter--state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega--biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man--wildlife conflicts, biological invasions; Conservation of biodiversity : In--situ and Ex--situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 4 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 5 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36--37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29--64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

ENTREPRENEURSHIP & PROJECT MANAGEMENT

BVRLM203

CO1: a basic understanding of the concept of entrepreneurship

CO2: understanding of project management, including project life cycles and feasibility studies

CO3: proficiency in organization structure, leadership styles and managing change

CO4: the skill in PERT and CPM techniques

CO5: ability to create and use Project Management Information systems.

Unit I: Entrepreneurship: Concept and Evolution of entrepreneurship, Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur, Attributes of entrepreneurs, Entrepreneurship in a Developing economy, Factors affecting Entrepreneurial development. Role of entrepreneurship in the developing economy. Case Studies and examples of successful entrepreneurs and entrepreneurial ventures.

Unit II: Basics of Project Management: Introduction, Need for Project Management, Project Management Knowledge Areas and Processes, The Project Life Cycle, The Project Manager (PM), Phases of Project Management Life Cycle, Project Management Processes, Impact of Delays in Project Completions, Project Management Principles, Project Identification and Selection: Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point

Unit III: Organisational Structure and related Issues: Introduction, Concept of Organisational Structure, Roles and Responsibilities of Project Leader, Relationship between Project Manager and Line Manager, Leadership Styles for Project Managers, Conflict Resolution, Team Management and Diversity Management, Change management

Unit IV: PERT and CPM: Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System, Resources Considerations in Projects: Introduction, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts

Unit V: Project Management Information System: Introduction, Project Management Information System (PMIS), Planning of PMIS, Design of PMIS, Project Management Software: Introduction, Advantages of Using Project Management Software, Common Features Available In Most of the Project Management Software.

References:

1. Brij Bhushan Goel (1987) Project management : a development perspective, Deep &
2. Deep Publications.
3. Chitkara (2012) "Construction Project Management", Tata McGraw- Hill, New Delhi.
4. Prasanna Chandra (2010) "Projects – Planning, analysis, selection, implementation and
5. review" 5th Ed, Tata McGraw-Hill, New Delhi.
6. Sanjiv Marwah (2011) Project Management, Wiley Dreamtech.
7. Shilpi Jauhari, S.K. Chaturvedi (2014) Project Management, Himalaya Publishing House.

STORE DISPLAY AND VISUAL MERCHANDISING

BVRLM204

CO1: an in-depth understanding of store design and display

CO2: understanding of store image, security and managing communication

CO3: proficiency in managing visual merchandising

CO4: an introduction to different aspects of visual merchandising

CO5: knowledge about the growth and future of visual merchandising.

Unit I: Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Plano gramming.

Unit II: Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues. Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage, The Loop for Guiding the Shoppers through a Store

Unit III; Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

Unit IV: The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

Unit V: The Present and Future of Visual Merchandising: Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising. Non-Store Merchandising: Introduction, Objectives, Non- Store Retail Merchandising, Television retailing/home shopping, Internet retailing/online shopping, Catalogue Management, Product Presentation in Non-Store Retail Merchandising Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester.

References:

1. David Gilbert. (2003) Retail Marketing Management, Dorling Kindersley (India) Pvt. Ltd. New Delhi.
2. Fleming P (2003) "Guide to Retail Management" Jaico publications.
3. Newman, Andrew J. and Peter Cullen (2007) Retailing Environment and Operations, Thomson Learning, India.
4. Neelesh Jain (2008) Retail Management, Global India Publications Pvt. Ltd. New Delhi.
5. R.Sudarshan (2007) Retail Management, New Century Publications, New Delhi 2007.
6. Swapan Pradhan (2007) Retailing Management- text and cases, Tata Mc Graw Hill, 2012

**INDUSTRIAL TRAINING/ ON
JOB TRAINING/ WORKSHOP
BVRLM205P**

SEMESTER -III

RAIL, ROAD, AIR AND OCEAN CARGO LOGISTICS

BVRLM301

CO1: an in-depth understanding of transportation logistics

CO2: understanding of different aspects of Railway logistics

CO3: proficiency in the concept of roadways logistics

CO4: comprehensive understanding of coordination between different logistics segments

CO5: a basic knowledge of air logistics

CO6: the concept of marine logistics, containerization and chartering

UNIT I: Transportation Logistics: significance, utility created by transportation as a means of conquering time and space, features of inbound, outbound, local and medium, long and continental transportation-features of logistics transportation.

UNIT II: Railways: Features and facilities offered by Railways, Factors influencing growth in Rail Logistics, Suitability for different Cargo and distance Ranges segments, Innovative schemes/facilities to popularize rail logistics in India, Railway infrastructure in India and Freight movement, Share of Railways in Cargo movement in India and world-wide.

UNIT III: Roadways: Roadways as a primary mode and complementary mode of transportation in Logistics, Features, Facilities and suitability, Innovations in road ways to make it Logistics friendly, Factors influencing choice, Factors influencing growth in Road Logistics, Suitability for different Cargo and distance Ranges segments, Role National Highways and the Toll highways, Outsourcing Fleets from others, Technology, Cost, Speed, Security and Dynamics, Competition with other modes

UNIT IV: Coordination among different segments: Concept, need and areas of coordination among different modes coordination among supply chain partners, energy, product, prices and logistics environments and logistics problem and prospects in interstate logistics by road, role of truckers bodies in road, rail, air cargo movement, case study: growth of logistics in China.

UNIT V: Air Transportation: Significance of air transportation in logistics: utility created by air transportation in logistics, Air transportation as a means of conquering time and space features, facilities offered by air cargo, factors influencing growth in air logistics, air suitability for different cargo, Innovative schemes facilities to popularize air cargo logistics in India, share of cargo movement in India and worldwide conventions covering the movement of dangerous goods by air.

UNIT VI: Marine Logistics: Containerization and Chartering, Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester.

REFERENCES:

1. Chi Chu, C. Leung, Van Hui & Cheung (2004) 4th Party Cyber Logistics for Air
2. Cargo, Spring.
3. Coyle, Bardi & Novack Transportation (2010) A Supply Chain Perspective, South-
4. Western College.
5. Hui, Leong, Arming Zhang, et al, (2004) Air Cargo in Mainland China and Hong
6. Kong, Ash gate.
7. L. B. Embry, P. K. Day (2009) Carrier based air logistics study--data sources and
8. issues Digitalized.
9. MB. Stroh (2006) A Practical Guide to Transportation and Logistics, Logistics
10. Network Inc.
11. MOSWest (2005) Transportation and Cargo Security, Prentice Hall.
12. Peter Belobaba, Amedeo Odoni and Cynthia Barnhart (2009) The Global Airline
13. Industry, Wiley.
14. Ritter, Barrett and Wilson (2006) Securing Global Transportation Networks, McGraw Hill.

ACCOUNTING FOR RETAIL AND LOGISTICS MANAGEMENT BVRLM302

CO1: a preliminary understanding of various aspects of accounting

CO2: understanding of different procurement procedures

CO3: proficiency in prevalent cost concepts

CO4: comprehensive understanding of break-even analysis and decision making

CO5: a basic interpretation of financial & cash flow statements

Unit I: Introduction, Meaning and Definition , Objectives of Accounting, Functions of Accounting, Users of Accounting Information, Limitations of Accounting, GAAP, IFRS, Journal, ledger, trial balance, Balance sheet, capital and revenue item

Unit II: Procurement procedures- Store procedures and documentation in respect of receipts and issue of stock, Stock verification, Valuation of material receipts, Inventory control- Techniques of fixing level of stocks- minimum, maximum, re-order point, safety stock, determination of optimum stock level, Determination of Optimum Order quantity- Economic Order Quantity (EOQ), Techniques of Inventory control- ABC Analysis, Fast, Slow moving and Non moving (FSN), High, Medium, Low (HML), Vital, Essential, Desirable (VED), Justin- Time (JIT)- Stock taking and perpetual inventory system, use of control ratios, Inventory Accounting, Consumption- Identification with products of cost centers, Basis for consumption entries in financial accounting, monitoring consumption.

UNIT III: Cost Concepts and Classification, Cost sheet, Variable Costing and Absorption Costing- Emerging Costing Approaches , Life cycle costing- Quality costing- Kaizen costing- Throughput costing- Back flush costing.

Unit IV: Break even analysis, Decision Making: Managerial application of CVP analysis- Make or Buy Decision- Alternative Methods of production- Buy or Lease decision- Shut down or continue- Repair or replace- Accepting bulk orders for idle capacity utilization- Pricing under different situation- Suitable product mix- Key factor etc.

Unit V: Financial Ratio Analysis, Cash Flow Statement.

References:

1. Gupta R.L., M. Radhaswamy (2018) Advanced Accountancy 17th edition, Sultan Chand & Sons, New Delhi
2. & Sons, New Delhi
3. Sehgal Ashok, Sehgal Deepak (2004) Advanced Accounting, Taxman Allied Services (P) Ltd., New Delhi.
4. Ltd., New Delhi.
5. Shukla M.C., Grewal T.S (2016) Advanced Accounts 19th edition, S. Chand & Company Ltd., New Delhi.
6. Ltd., New Delhi.
7. Singh Surendra & Kaur Rajeev (2015) “ Basic Financial management” 3rd edition, Mayur Paper back 2015
8. Paper back 2015
9. Tulsian PC, Financial Accounting, Tata McGraw-Hill, New Delhi.2007

RETAIL BRANDING AND STRATEGY

BVRLM303

CO1: a preliminary understanding of the meaning of brand

CO2: understanding of the consumers perspective about the brand

CO3: proficiency in managing the brand portfolio

CO4: comprehensive understanding of retailing organisations and their growth

CO5: a basic understanding of strategic approaches to management of retail

Unit I: Brand: Meaning, Definition, Role of Brand, Brand Positioning & Personality of a Brand

Unit II: Consumer's concept of 'Self-Image', Brand Proposition, Brand Name & Brand Awareness

Unit III: Managing Brand Portfolio, Contemporary view of the role of Brand Management, Various issues related to Brand Management, Process involve in Building & Managing Brand in retail management

Unit IV: Retailing organizations, Formulation and evaluation of strategic options within retailing organizations, Mergers, Acquisition and strategic alliances involving retailers, Analysis of organization structure and design among retail organizations

Unit V: Strategic Management: Approaches to Strategic Analysis of the retailing environment, Approaches to the analysis of resources, Competence and Strategic capability, Application of technique such as Value Chain Analysis & Bench Marking

References:

1. A. Siva Kumar (2007) Retail Marketing, Excel Books.
2. B.R. Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
3. Bajaj, Tuli & Srivastava (2010) Retail Management, Oxford University Press, New Delhi.
4. R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
5. Robert F. Lusch (2015) Retailing 8 edition, Cengage Learning India Private Limited.
6. Wayne D. Hoyer & J. MacInnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

SALES AND DISTRIBUTION MANAGEMENT

BVRLM304

CO1: an in-depth understanding of sales management and personal selling

CO2: understanding of the compensation and supervision of salesmen besides setting sales territories and targets

CO3: proficiency in evaluation of sales performance and sales cost analysis

CO4: sound understanding of marketing channels

CO5: basic understanding of distribution management and evaluation of channel performance

Unit I: Sales Management; Objectives and Functions; Setting and Formulating Personal Selling Objectives; Recruiting and selecting Sales Personnel; Developing and conducting Sales Training Programmes. Sales organization, Sales function & policies, Personal selling - nature, scope & objectives, Formulating Personal selling strategy.

Unit II: Designing and Administering Compensation Plans; Supervision of Salesmen; Standards and Performance; Motivating Sales Personnel; Sales Meetings and Sales contests. Planning the Sales Effort - Sales planning and Budgeting, Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis.

Unit III: Designing Territories and Allocating Sales efforts; Objective and Quotas for sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost analysis. Organizing and Directing the sales Force - Recurring and training sales personnel, Designing & compensating sales Personnel, Motivating and Leading the sales force, Evaluating sales force performance

Unit IV: Marketing Channels, their Structure; Channel Intermediaries-Role and Types; Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organizational Patterns in Marketing Channels: Assessing Performance of Marketing Channels; International Marketing Channels.

Unit V: Distribution Management - Managing marketing logistics & channels, Channel Integration - VMS, HMS, Channel Management, and Marketing channel Policies & legal issue. Channel Institutions & control, Wholesaling &- Retailing, Channel Information systems, Managing & Evaluating Channel Performance Case & future trends in sales & distribution management.

Reference:

1. Gupta, S.L (2005) Sales and Distribution Management: Text and Cases – An Indian Perspective, Excel Books.
2. Havaladar, K. K. & Cavale, V. M. (2007) Sales and Distribution Management: Text & Cases, Tata McGraw-Hill.
3. Still, R. R., Cundiff, E. W. & Govoni, N. A. P(1998) Sales Management: Decision Strategies and Cases, Dorling Kindersley.
4. www.hbsp.harvard.edu

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SEMESTER -IV

INFORMATION SYSTEM FOR RETAIL AND LOGISTICS

BVRLM401

The student will be able to gain

CO1: basic understanding of information technology and logistics

CO2: in-depth perspective IT for supply chain management

CO3: ability to understand the concept of logistics information

CO4: proficiency in Logistics information system (LIS) architecture

CO5: comprehensive knowledge of information forecasting

Unit 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.

Unit II: Information Technology for Supply Chain Management (SCM): Bull whip effect, IT in supply chain, Business Process Reengineering, Enterprise Resource Planning, Electronic data interchange (EDI), Problems with EDI, Impact of Internet on SCM.

Unit III: Logistics Information: Meaning and Need, forms of; LIS: Definition, Information functionality, activities involved in transaction system, Principles of designing or evaluating LIS applications.

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

Unit V: Information Forecasting: Definition, Process, Component, Characteristic of forecast compound, Approaches, Forecast techniques, Forecast error, E-Commerce.

Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

Reference:

- Ashok Sharma, Sarika Kulkarni (2008) Supply Chain Management, - Tata McGraw Hill Publishing Co Ltd., New Delhi.
- David J. Bloomberg, Stephen Le May & Joe B. Hanna (2008) Logistics. Prentice-Hall of India Pvt Ltd., New Delhi.
- Donald J. Bowersox & David J. Closs (2007) Logistical Management. Tata McGraw Hill Publishing Co. Ltd, New Delhi.
- Donald Waters. (2004) Logistics. Palgrave Macmillan, New York.
- Krishnaveni Muthiah (1999) Logistics Management & World Sea borne Trade. Himalaya Publishing House, Mumbai.
- Satish C. Ailawadi & Rakesh Singh (2005) Logistics anagement. Prentice-Hall of India Pvt Ltd., New Delhi.

CUSTOMER RELATIONSHIP MANAGEMENT

BVRLM402

The student will be able to gain

CO1: fundamental understanding of customer and customer relationship management (CRM)

CO2: perspective on business intelligence and application service providers

CO3: ability to analyze Sales force automation and its implication for CRM

CO4: proficiency in skills evaluate CRM

CO5: skills involved in implementation of CRM

Unit I: Definition of customer and CRM, CRM technology components, customer life style, customer interaction. Difference between CRM and e-CRM, features of e-CRM. CRM Theory

& Development and Relationship Marketing.

Unit II: Data, Information & Technology: CRM Technology and Data Platforms, Database and Data Management, and the role of Business Intelligence (BI) in CRM; Application Service providers (ASPs): their role and function, advantages and disadvantages of implementing ASP.

Unit III: CRM: Impact on Sales & Marketing Strategy, Definition and need of sales force automation (SFA), barriers to successful SFA functionality, technological aspect of SFA, data synchronization, flexibility and performance, reporting tools.

Unit IV: CRM Evaluation: measurement of CRM effectiveness including CRM's impact on company efficiency, effectiveness, and employee behavior, Components of enterprise marketing automation (EMA), marketing campaign, campaign planning and management, business analytic tools, EMA components (promotions, events loyalty and retention programs), response management.



Unit V: Implementing CRM: Pre implementation, kick off meeting, requirement gathering, prototyping and detailed proposal generation, development of customization, Power , beta test and data import, training, roll out and system hand off, ongoing support, system optimization, follow up, Privacy, Ethics and Future of CRM. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Kumar V. & Werner J. (2008) Customer relationship management, Willey India.
- Mukherjee Kaushik (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.
- Rai Kumar Alok (2011) Customer relationship management- Concept and Cases, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram (2008) Customer relationship management, Prentice Hall of India Private Limited, New Delhi.



ROAD TRANSPORT MANAGEMENT

BVRLM403

The student will be able to gain

CO1: fundamental understanding of planning for road transport

CO2: perspective on vehicle selection

CO3: ability to analyze costing of vehicles

CO4: proficiency in documentation involved in road transportation of cargo

CO5: knowledge of legislation involved in road transportation

Unit 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.

Unit II: Vehicle Selection: Types of vehicles, Types of operations, Load types and characteristics, Main types of vehicle body, Implications of vehicle selection, Vehicle acquisition.

Unit 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.

Unit 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).



Unit V: Legislation: Operator licensing, Driver licensing, Driver's hours regulations – Road transport directive, Tachographs, Vehicle dimensions. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

Reference:

- Alan Rushton, Phil Croucher, Peter Baker (2014) Logistics and Distribution Management: Understanding the Supply Chain Fifth Edition.
- Dileep R. Sule (2001) Logistics of facility location and allocation, 1st edition, CRC Press.



RETAIL PLANNING AND LEGAL FRAMEWORK

BVRLM404

CO1: fundamental understanding of strategic management of retail in India

CO2: holistic knowledge of retail operations

CO3: ability to manage the various aspects of human resources involved in retailing

CO4: proficiency in legal framework documentation involved in retailing

CO5: comprehensive knowledge of mall management

Unit I: Introduction to Strategic Management : Retailing, Role, Relevance & Trends, Retail Customer, Retail Market Segmentation & franchising, Relationship marketing in Retailing ,

Retailing in banking and other financial services, mutual funds and Insurance, Quantitative methods in marketing, Social Marketing in Retail Management Strategic Management, Retail in India, Services Marketing and Management, Brand Management, International / Strategies, Pricing, Advertising & sales promotion.

Unit II: Operations in Retailing: Retail location strategy, Product and Merchandise Management, TQM (Mathematics / Statistics), EDP / MIS Logistics & SCM Security Measures, Footfalls / computerized methods non-computerized methods, Visual / Display methods, Merchandising & Management, Fashion Designing. Finance in Retailing: Accounting Methods, Capex planning, Risks, Capex Planning, Accounting Processes Accounting Software's, WIP, Accounting Methods, Strategic Cost Management, Management of obsolete goods.

Unit III: Human Resources Management in retailing: Retail Organization, Laws involved in HR Motivation, Customer Psychology, Training needs for employee, Top grading & Obstacles to Top grading, Astronomical Costs of Miss Hires, Company Killers and Company Derails, Recruitment Best Practices, How to avoid Mis-Hires, CIDS (chronological in Depth Structure) based Model, Coaching to fix weakness, Interview guide, Avoiding Legal Problems: Bulletproof Approach.

Unit IV: Legal framework for Retailing: License, Contracts & Recovery, Legal Process, PF/ESIC & Exemptions, Foods & Restaurants, PPF, IR Law: Shops & establishments, IPR Patents, Copy right & Trademarks, Inclusion of Service Mark, Procedure and Duration of Registration, Collective Mark, Certification Mark, Procedural Compliance for Establishing an Retail Store, Customer Rights, Consumer Protection Acts, Unfair Trade Practices, Holding of Contests and Schemes, Disparaging Products of Competitors, Correctness of Representation , The Standards of Weights and Measures Act, Procedures applicable for a Retail Store.

Unit V: Mall Management, Types of Various retail formats, concepts in mall design, factors influencing malls establishments, Aspects in Finance, Aspects in Security / accounting -

aspects in HR, Aspects in Quality Management, Statistical methods used in measuring mall performance.

Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Bhatia S.C. and Randhawa Gurpreet (2008) Retail Management, Atlantic Publishers & Distributors Pvt. Ltd. New Delhi.
- Mathur U.C. (2010) Retail Management, I.K. International Publishing House Pvt. Ltd. New Delhi
- Nair Suja (2006) Retail Management, Himalya Publishing House, New Delhi.
- Pradhan Swapna (2009) Retailing Management, Tata McGraw-Hill, New Delhi.
- Varley Rosemary (2001) Retail Product Management, Routledge, New York.
- V.S.Ramaswamy and S.Namakumari (2017) Marketing Management, Macmillan Publishers India Ltd. New Delhi.

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SEMESTER -V

HUMAN RESOURCE IN RETAIL AND LOGISTICS OPERATIONS

BVRLM501

The student will be able to gain

CO1: basic understanding of human resource management in retail operations

CO2: knowledge of organisation structures and design

CO3: in-depth understanding of planning processes and procurement of human resources

CO4: proficiency in managing internal mobility and training of human resources

CO5: comprehensive knowledge of compensation systems, challenges of managing employees.

Unit I: Introduction to Human Resource in retail and logistic operations: Evolution, Importance, Scope, functions, Long Run and Short Run Objectives. **Unit II:** Planning for Human Resource, Organizational charts, Design for specific needs.

Unit III: Job analysis, Process of job analysis, Job specification, Methods of job analysis, Recruitment & selection.

Unit IV: Placement, Induction, socialization, Internal mobility of human resource. Training of employees, Need for training, objectives and methods of training, evaluation, Motivation of human resource.

Unit V: Compensation management & grievance redressal, Compensation planning, wage systems, factors influencing wage system, Absenteeism & Employee turnover, Labour participation in management. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Almas Sultana (2014) Human Resource Management in Organized Retail Industry in India, Global Journal of Finance and Management.
- Aswathappa K. (2005) Human Resource and Personnel Management Tata McGraw-Hill Education.
- Bhatla Neeta, Krishan Kant Pandey (2014) The impact of HR issues in retail sector in emerging market, IOSR Journal of Business and Management.
- Michael Levy and Barton Weitz (2007) Retailing Management, Mc Graw Hill, Irwin.
- Dwivedi R.S (2009) Human Resource in Indian Organisation, Vikas Publishing House.

MARKETING MANAGEMENT

BVRLM502

The student will be able to gain

CO1: basic understanding of marketing concepts

CO2: knowledge of marketing mix strategies

CO3: in-depth understanding of pricing, policies and promotion

CO4: proficiency in understanding marketing research

CO5: an introduction to digital marketing

Unit 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;

UNIT II: Marketing Mix Strategies: meaning, product, product mix, product life cycle, importance of branding, packaging and labeling.

Unit III: Pricing: Pricing policies, objectives, factors influencing pricing decisions, different pricing strategies: skimming, penetration. Market structure, channel of distribution and its importance; Promotion: Advertising, objectives and functions, types of advertising, personal selling and direct marketing, Sales Promotion.

UNIT IV: Marketing Research: Definition, Scope and Process, Marketing Risk and Marketing Audit.

UNIT V: Digital marketing: concept, importance, techniques. Facebook, LinkedIn and Twitter, Google Adwords, Google Plus, Search Engine Optimization (SEO), YouTube and Video Marketing, Affiliate Marketing & Google AdSense, E-mail Marketing, Lead Generation & Marketing Automation, Google Analytics and Webmaster Tool, Case Studies. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester.

Reference:

- Bhattacharjee C. (2006) Service Marketing, Excel Books, New Delhi.
- Kotler Philip and Gray Armstrong (2016) Principles of Marketing, Prentice Hall, New Delhi.
- Parry E. Mark (2005) Strategic Marketing Management, Tata McGraw Hill, New Delhi 2005
- Rajan Saxena (2009) Marketing Management, Tata McGraw-Hill, New Delhi.
- Sharma Kapil (2006) Marketing Management, Global India Publication Pvt. Ltd., New Delhi.

SUPPLY CHAIN MANAGEMENT

BVRLM503

The student will be able to gain

CO1: basic understanding of supply chain management

CO2: knowledge of supply management systems

CO3: in-depth understanding of cross functional teams and supply management, information sharing

CO4: proficiency in quality management concepts

CO5: an introduction to statistics for presentation

Unit I: Supply Chain Management: Supply management an organization spanning activity. How purchasing becomes supply management? Supply Management and the Bottom line. The four phases of supply management. (Generation of requirement, sourcing, pricing and post Award activities).

UNIT II: Supply management systems: B2B, Strategic Supply Management. Enabling Concepts in Supply: Buyer-supplier relationship: Developing and Managing collaboration and Alliance relationship.

UNIT III: Cross-functional teams and supply-Management Activities. Challenges and problems with cross functional approach, ERP Systems, Negotiations and Bidding, Information sharing.

Unit IV: Quality Management Concepts: ISO Certification. Methods of Control: Product, Process, Risk, Evolution, Management Approaches, Quality Management Support System. R Chart, P Chart and X charts; Acceptance Sampling & OC Curve in production Control.

Unit V : Statistics for Presentation: Elements of data representation for (i) Tabulation and cumulative frequency, (ii) histogram, (iii) measures of central Tendency, (iv) Probability Theory (Basic concepts excluding non-conditional and Bayes Theorem) Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Anderson, Sweeney & Williams (2017) Quantitative Methods for Business, 13rd edition South Western Cengage.
- Bowersox D, Class J. David & Cooker (2011) Supply Chain Logistics Management, McGraw Hill.
- Chopra S, Meinde P & Kalra D.V. (2009) SCM-Strategy Planning & Operation, 3rd Edition, Pearson Education.
- Fawcett, Ellram & Ogden (2007) Supply Chain Management, From Vision to Implementation, Pearson education.
- Render Barry, Stair, Hanna & Badri (2008) Quantative Analysis for Management, 10th Edition, Prentice Hall.
- Saxena Anurag & Kaushik Sircar (2008) Logistics and SCM, Jaico Publishing House, 2008
- Vohra N.D. (2006) Quantitative Techniques in Management, 3rd edition, McGraw Hill 2006

MATERIALS PLANNING AND CONTROL

BVRLM504

The student will be able to gain

CO1: basic understanding of costing for decision making

CO2: knowledge of standard costing

CO3: in-depth understanding of budgeting and budgetary control

CO4: the understanding of usage of computers in materials management

CO5: skill to evaluate the Material Management Function

UNIT I: Costing for Decision making: Marginal Cost, Fixed and Variable Costs (Period and Product Costs), Marginal Costing System, Marginal Cost Equation, Profit -Volume Ratio, Break Even Analysis, Margin of Safety, Cost-Volume Profit Analysis and its Uses, Concept of Relevant Costs in Decision Making, Simple Decision Making Problems including Make or Buy Decision, Domestic versus International Purchase.

Unit II : Standard Costing: Meaning of standard cost, Standard Costing System, Material Cost Variance Analysis.

UNIT III: Budgeting & Budgetary Control: Meaning of Budget, Types of Budgets, Budgetary Control System, Material Requirement Planning, Principal Budget Factor, Budget Manual, Preparation of Different Types of Budgets Like Sales, Production, Material Consumption, Purchase Budget etc. Fixed and Flexible Budget.

Unit IV: Computers in Material Management: Use of Computers in Material Planning, Purchase, Store, Issue and Inventory Control. Integrated Information System for Material Management.



Unit V: Evaluation of Material Management Function: Meaning and Procedure. Evaluation Tools and Techniques.

Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

References:

- Arora M.N. (2019) Management Accounting 10th edition Vikas Publishing House Pvt. Ltd.
- Dutta A.K. (1998) Materials Management: Procedures, Text and cases 2nd edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Gopalakrishnan, P. and Sundarson, M. (2007) Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
- Maheshwari & Mittal (2010) Management Accounting 3rd edition, Shree Mahavir Book, Depot, New Delhi.
- Saxena, V.K. and Vashist CD (2015) Cost and Management Accounting, 7th edition Sultan Chand and Sons, New Delhi.



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SEMESTER -VI

WAREHOUSE MANAGEMENT

BVRLM601

The student will be able to gain

CO1: knowledge of warehousing

CO2: overview of warehouse management systems

CO3: basic understanding of inventory management

CO4: a preliminary understanding of ABC inventory control

CO5: proficiency in analyzing performance measures of Material Handling Systems

Unit I: Introduction to Warehousing: Concept, Decision making, Operations, Need for warehousing, Issues affecting warehousing, Various warehousing facilities, Different types of ware houses, Characteristics of ideal ware houses.

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

Unit III: 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.

Unit 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, true multi echelon approach.



Unit 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.

Reference:

- Gopalakrishna, P. and Shandilya M.S. (2013) Stores Management and Logistics. S. Chand & Co.
- Martin Christopher (2003) Logistics – The Strategic Issues, Chapman & Hall.
- Martin Christopher (2016) Logistics and Supply Chain Management. Pearson education.
- Raghuram G. (2015) Logistics and Supply Chain Management. MacMillan.



PACKING AND PACKAGING MANAGEMENT

BVRLM602

The student will be able to gain

CO1: knowledge to differentiate packaging and packing

CO2: overview of types of packaging

CO3: basic understanding of packing considerations

CO4: an understanding of different materials used for packing

CO5: proficiency in managing the economics of packaging

Unit I: Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging. Difference, Types of packing: for Storage, Overseas Shipment, Inland Transportation, Packaging for Product content Protection, Test of packaging: Mechanical, Climatic & Lab test, International Care labeling code, Packaging cost.

Unit II: Packaging Types, Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging, Shrink packaging, Identification codes, bar codes, and electronic data interchange (EDI), Universal Product Code, GS1 Standards, package labels, Symbols used on packages and labels; Heavy, Medium and small Packaging, Active packaging, Child-resistant packaging, Pilfer/Tamper Evident/Proof Packaging, Product- Packaging compatibility, Pharma Packaging, Food Packaging, Electronic goods Packaging, FMCG packaging, Heavy Engineering Goods/Equipment Packaging.

Unit III: Packing Considerations: Protection, Convenience, Environment, Use/Re-use Cost and Competition, Packing as a systems approach to Logistics, Transport/Storage Requirements: Physical, Chemical Environmental, Biological Nature of the Products, Packing as Protection Against Hazards, Package design considerations: Structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use, environmental factors, Packaging for Marketing and Visual Appeal, Biodegradation, Recycling: Glass, Plastic & Paper Reuse, Sustainable packaging, Waste management.

Unit IV: Packaging/Packing Materials & Components: Various Materials/Metals, Flexible, Folding, Insulated, Corrugated Packing Materials- Packing materials: Paper, Wood, Adhesive, Aluminum foil, Cushioning-stuff, Packaging gas, Pallet, Paperboard, Plastic wrap, Shrink wrap, Screw cap, Slip sheet-Security printing- Stretch wrap -Time temperature indicator- Tinplate. Packaging Industry Process and Machining: Packaging Demands of Consumer goods Industry, Packaging Demands of Industrial Users, Technology Trends in Packaging Industry, Aseptic processing, Authentication, Automatic identification and data capture, Blow fill seal, Blow moulding, Containerization, Electronic article surveillance, Graphic Design, Induction sealing, Plastic welding, Printing.

Unit V: Packaging Economics: Packaging Cost Vs Product cost, Cost Reduction in Packaging, Packing for Inventory Control, Value Analysis, Packing and Value Engineering, Packaging Laws, Consumer Protection in Food Packaging, Marking and Labeling, Ecofriendly Packaging for Exports, Scientific Packaging, Standardization in Packaging. Quality assurance, Radio- frequency identification, Track and trace, Vacuum forming, Verification and validation, Barcode printer, Barcode reader, Bottling line, Carton machine, Check weighed, Conveyor system, Heat gun, Heat sealer, Industrial robot, Injection molding machine, Logistics automation. Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course.

REFERENCES:

- Calver, G. (2003) 'What Is Packaging Design', Rot vision.
- Dean, D. A. (2000) 'Pharmaceutical Packaging Technology' Taylor & Francis.
- McKinley, A. H. (2004) 'Transport Packaging', IoPP.
- Scott Boylston (2009) Designing Sustainable Packaging, Lawrence King.
- Soroka, W (1995) 'Fundamentals of Packaging Technology', IPP.

SHIPPING AND OCEAN FREIGHT

LOGISTICS MANAGEMENT

BVRLM603

The student will be able to gain

CO1: an overview of the shipping industry and business

CO2: basic concepts of stevedoring, ports, harbours, and security agencies a sea

CO3: knowledge of shipping lines

CO4: a preliminary understanding of operations and container services

CO5: proficiency in documentation

Unit 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.

Unit 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, Lighter age Services.

Unit III: Shipping Lines: Hub and Spoke, Process Flow, Advices, Booking, Containerisation Containers, Container Numbering, Process Flow, Shipping Sales, Leads, Quotations, Customer Service.

Unit 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.

Unit 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), Invoicing, Release of Cargo, Cross Trade and Documentation, Conditions of Contract, Managing Key Accounts, Trade Lane Development, Consortium. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

Reference:

- Cyril Frederick, Hardy Cufley (1992) Ocean Freights and Chartering, Staples P.
- John F. Wilson (2010) Carriage of Goods by Sea. 7th edition, Harlow: Longman.
- J.R. Whittaker (2016) Containerization. Hemisphere: John Wiley & Sons.

ENTERPRISE RESOURCE PLANNING

BVRLM604

The student will be able to gain

CO1: an overview of enterprise resource planning (ERP)

CO2: knowledge of selection and implementation of ERP and business process re-engineering

CO3: basic understanding of ERP packages and framework

CO4: the knowledge of technical architecture of ERP systems

CO5: understanding of ERP, supply chain management and SAP

Unit 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.

Unit 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: emergence of reengineering, business process, rethinking of processes, identification of reengineering, need, preparing for reengineering; Implementing change, change management, integrating with other systems, Post ERP implementation.

Unit III: Business Units of ERP package, functional architecture, salient features of each Unit 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.

Unit 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.

Unit V: ERP and Supply Chain Management: Extending scope of ERP through SCM, 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, Introduction to SAP and application of SAP in Retail and logistics. Dynamic Component for Continuous Internal Assessment: Contemporary Developments to the course during the semester

Reference:

- Hammer, Micheal and Jamts Chamby (2006) Reengineering the corporation, Harper Business; Revised, Updated edition.
- Jyothindra Zaveri (2012) Enterprise Resource Planning Himalaya Publishing House Pvt. Ltd.
- Motiwalla F. Luvai (2011) Enterprise Systems for Management 2 edition, Pearson.
- Ptak, Carol A. & Eli Schragenheim (2000) Enterprise Systems for Management, St. Lucie Press NY.
- D.P. Goyal, Enterprise Resource Planning

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