

Babu Banarasi Das University Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

**Bachelor of Business Administration-
Logistics and Supply Chain Management
(As Per National Education Policy 2020)**

[Effective from Academic Batch: 2026-27]

Course Curriculum of Bachelor of Business Administration – Logistics and Supply Chain Management**Version Control**

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BACHELOR OF BUSINESS ADMINISTRATION (LOGISTICS AND SUPPLY CHAIN MANAGEMENT)

INTRODUCTION

BBA (Logistics and Supply Chain Management) is a three/ four year undergraduate programme with multiple entry and exist options, which aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The programme not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The courses of the programme are divided into six categories namely **Discipline Specific Course - Core Courses (DSC)**, **Discipline Specific Elective- Core Course (DSE)**, **Generic Elective Courses- Minor Courses (GE)**, **Co-Curricular Courses (CC)** which includes (Multidisciplinary Course and Ability Enhancement Course); **Vocational Courses (VC)** which includes **AIPCM** (Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC) and Value-Added Courses and last category of **Dissertation Report**. In the CC and VC the student has an option to opt from various courses which are also offered by other Schools of the University.

The structure of the programme is designed in a way that students have to study the core courses from different functional areas of management as well as from logistics and supply chain management that are made compulsory. Right from the beginning of the programme, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, role plays etc. keeping in mind the current business scenario.

A Research Project has to be submitted as part of the compulsory courses of sixth semesters.

Definitions:

1. **Academic Credit-** An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to fifteen contact hours or thirty contact hours of practical work/ field work.
2. **Courses of Study** – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs), Discipline Specific Electives (DSEs) and Generic Electives (GEs).
 - a. **Discipline Specific Core (DSC):** Discipline Specific Core is a course of study, which should be pursued by a student as a mandatory requirement of his/her programme of study. DSCs shall be the core credit courses of that particular discipline which will be appropriately graded and arranged across the semesters of study, being undertaken by the student, with multiple exit options as per NEP.
 - c. **Generic Elective (GE):** Generic Electives shall be a pool of courses which is meant to provide multidisciplinary or interdisciplinary education to students. GEs shall consist of a pool of courses offered by various disciplines of study in groups from which a student can choose.

d. Co-Curricular Course [Ability Enhancement Course (AEC) & Multidisciplinary Course (MDC) & Vocational Course [Skill Enhancement Course (SEC) & Value Addition Course (VAC)]: These two courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose. A student who desires to make Academic Project/Entrepreneurship as Minor has to pick the appropriate combination of courses of GE, SEC, VAC, & Internship/Apprenticeship/Project/Community Outreach (IAPC) which shall be offered in the form of various modules as specified in the scheme of studies. Apart from this if they want to do online courses as Vocational Course then the university will provide these courses at the beginning of every semester.

(i) **Co-Curricular Courses** are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature and Environmental Science and Sustainable Development which will be mandatory for all discipline and skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. Thus this course is design concerning both AEC & MDC from a pool of courses designed to provide skill and multidisciplinary based instruction.

(ii). **VAC courses** are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. Thus this course is design concerning both SEC & VAC from a pool of courses designed to provide skill and value added based instruction.

The uniquely designed pedagogy of entire three years/ four years teaching curriculum imbibes the contemporary traits and audit oriented projects on specialized streams of commerce. During the three years/ four years of the program, students are required to take-up live problems related to marketing, finance and human resource.

3. Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)

a. Apprenticeship /Field Study/ Minor Project/ MOOC: Apprenticeship/Field Study/ Minor Project of two weeks duration at the third semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of third semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

Apprenticeship/Field Study/ Minor Project of two weeks duration at the fourth semester, to enable the students to have hands on experience in real life business situations and will try to help, uplift and support those who are deprived of certain services and rights. This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester.

b. Summer Internship/ Project/ Community Outreach/ MOOC: Summer Internship of two weeks duration after completion of the fourth semester, to enable the students to have hands on experience in real life business situations, and will try to help, uplift and support those who are deprived of certain services and rights.

This will be form a part of fourth semester. For MOOC and online courses as Vocational Course, the university will provide these courses list at the beginning of every semester

RESEARCH PROJECT REPORT:

In the 6th semester, candidates will have to submit a Research Project Report on a problem/topic assigned by the School of Management, Babu Banarasi Das University under the supervision of a core faculty member of the department.

The student will submit two hard bound copies of the report to the Head of the BBA program or to the Dean, School of Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper in Times New Roman font, font size of 12 with double spacing.

This is essentially done to give the students a hands-on practical exposure about the Management concepts and enables them to apply the acquired knowledge. At the end of the semesters the students are required to submit a report on the study conducted. It has been provided as Skill Enhancement Courses to enable the students to have hands on experience in real life business situations.

GENERAL PROFICIENCY:

In first four semesters, students will be assessed out of 100 marks based on co- curricular activities, initiatives and general discipline as part of General Proficiency with one Credit.

Students Exit & Entry:

Students exiting the Programme after securing 44 credits will be awarded Certificate in business administration (Logistics and supply chain management) Certificate, subject to secure 4 credits in work based vocational courses offered during summer internship. Students exiting the Programme after securing 88 credits will be awarded Diploma in business administration (Logistics and supply chain management), subject to securing 4 credits in work based vocational courses offered during summer internship. A student can enter the programme at any year, subject to fulfilling eligibility criteria, for example, to enter second year he/she must have substantial credit (44 credit in this case) in the previous year of this programme. After the successfully completion of the third year (having 132 credits) student will get the BBALSM degree. In the fourth year the students have the option to choose BBALSM (Hons.) with Internship or BBALSM (Hons.) degree with Research. BBALSM (Hons.) with Research choice is given to those students who have attain more than 75% marks at third year level.

ELIGIBILITY CRITERIA:

As per the Babu Banarasi Das University norms.

ASSESSMENT AND EVALUATION OF COURSES:

Assessment and evaluation of courses will be as per Babu Banarasi Das University guidelines.

CREDIT SYSTEM

Credit system will be followed during the entire four-year course curriculum. One credit will be equivalent to 15 contact hours for theory paper while one credit will be equivalent to 30 contact hours for lab.

PROGRAM OBJECTIVES (POs)

PO1	Management Knowledge: Students will acquire adequate understanding about management concepts and principles.
PO2	Business Analysis: Use the business and management knowledge gained to analyse the business problems and come up with viable solutions.
PO3	Communication: To impart knowledge to the students towards Business Communication for effective and Professional business management
PO4	Entrepreneurship: Build the entrepreneurship acumen.
PO5	Individual and Team Work: To inculcate the ability for leading a team and develop group behaviour in achievement of individual, group and organizational goals.
PO6	Regulatory Framework: To understand and discuss the broad legal and regulatory framework governing business activities.
PO7	Ethics: To recognize and solve business problems in an ethical manner for continuous development of business venture.
PO8	Technology Orientation: To develop competency in the use of technology in modern organizational operations.
PO9	Conduct Investigations : To stimulate an interest in research and its applications to find solutions for business problems.
PO10	The Business Leader and Society: To provide an environment that challenges the students' mind through competitive education which emphasizes on inculcating values, thus transforming them into socially responsible managers and business leaders.
PO11	Environment and Sustainability: Understand the relevant issues of environmental concern and sustainable development.
PO12	Life Long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PROGRAM SPECIFIC OBJECTIVES (PSOs)

PSO1	To prepare students to excel in industry as logistics and supply chain professionals.
PSO2	To inculcate entrepreneurial skills in students so they can provide job opportunities for other sections of the society.

Course Structure-BBA Logistics and Supply Chain Management

Semester	Major Core Course (DSC) 4 Cr	Major Elective Course (DSE) 4 Cr	Minor Course (GE) 4 Cr	Co-Curricular Course (CC) 3 Cr	Vocational Course (VC) 2 Cr	Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM) 2 Cr	Major Dissertation / Academic Project/ Internship 6 Cr	GP/ Seminar 1 Cr	Total Credit
I	DSC1 DSC2 DSC3		GE1	CC1	VC1			1	22
II	DSC4 DSC5 DSC6		GE2	CC2	VC2			1	22
III	DSC7 DSC8 DSC9		GE3	CC3	VC4 Or AIPCM			1	22
IV	DSC10 DSC11 DSC12		GE4	CC4	VC4 Or AIPCM			1	22
V	DSC13 DSC14 DSC15	DSE1	GE5		VC5 Or AIPCM				22
VI	DSC16 DSC17 DSC18	DSE2	GE6			Project/ Dissertation 2 Credit			22
VII	DSC19	Three DSE or or Two DSE and One GE Or One DSE and Two GE					DSC20 Dissertation / Academic Project/ Internship		22
VIII	DSC21	Three DSE or or Two DSE and One GE Or One DSE and Two GE					DSC22 Dissertation / Academic Project/ Internship		22

BBA (Logistics and Supply Chain Management) EVALUATION SCHEME

YEAR 1 SEMESTER I										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4101	DSC-1	Marketing Management	3	1	0	40	60	100	4
Theory	NBBAS4102	DSC-2	Organisation Behaviour and Principle of Management	3	1	0	40	60	100	4
Theory	NBBAS4103	DSC-3	Introduction to Logistics Management	4	0	0	40	60	100	4
Theory		GE-1#	Generic Elective Course	4	0	0	40	60	100	4
Theory		CC-1*	Co-Curricular Course	3	0	0	40	60	100	3
Theory		VC-1**	Vocational Course	2	0	0	40	60	100	2
Practical	NGP4101	GP-1	General Proficiency				100		100	1
Total									700	22

*University offers one course of Communicative English & Environment and Ecological Sustainability for students who can opt any one from this in first semester under CC-1

One Generic Elective (GE-1) can be opted from

GE-1	Code	Course Title
	NGE48801	Essentials of IT and AI
	NGE48802	Business Organisation

** List provided by School of Management

VC-1	Code	Course Title
	NSMVC48801	Entrepreneurship and Small Business Management

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 1 SEMESTER II										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4201	DSC-4	Supply Chain Management	3	1	0	40	60	100	4
Theory	NBBAS4202	DSC-5	Quantitative Analysis for Management	4	0	0	40	60	100	4
Theory	NBBAS4203	DSC-6	Economics for Managers	3	1	0	40	60	100	4
Theory		GE-2#	Generic Elective Course	4	0	0	40	60	100	4
Theory		CC-2*	Co-Curricular Course	3	0	0	40	60	100	3
Theory		VC-2**	Vocational Course	2	0	0	40	60	100	2
Practical	NGP4201	GP-2	General Proficiency				100		100	1
Total									700	22

* University offers one course for the first semester either Communicative English or Environment and Ecological Sustainability under the category of CC-2 (Other than the course taught in semester one)

One Generic Elective (GE-2) can be opted from

GE-2	Code	Course Title
	NGE48803	Integrated Marketing Communication
	NGE48804	Indian Banks and Digital Banking

** List provided by School of Management

VC-2	Code	Course Title
	NSMVC48802	Managing Organisational Diversity

Note: Students who wish to exit after securing 44 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate.

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 2 SEMESTER III										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4301	DSC-7	Operations Management	4	0	0	40	60	100	4
Theory	NBBAS4302	DSC-8	Fundamentals of Accounts	4	0	0	40	60	100	4
Theory	NBBAS4303	DSC-9	Sourcing Management	4	0	0	40	60	100	4
Theory		GE-3#	Generic Elective Course	4	0	0	40	60	100	4
Theory		CC-3*	Co-Curricular Course	3	0	0	40	60	100	3
Theory/ Practical		VC-3**	Vocational Course OR Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)	2	0	0	40	60	100	2
Practical	NGP4301	GP-3	General Proficiency				100		100	1
Total									700	22

** Online vocational courses will be announced at the beginning of the semester.

One Generic Elective (GE-3) can be opted from

GE-3	Code	Course Title
	NGE48805	Mercantile Law
	NGE48806	E-Commerce

* List provided by School of Management

CC-3	Code	Course Title
	NSMCC48801	Financial Literacy

VC-3	Code	Course Title
	NSMVC48803	Planning for New Ventures

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 2 SEMESTER IV										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4401	DSC-10	Store and Materials Management	4	0	0	40	60	100	4
Theory	NBBAS4402	DSC-11	Indian Economy	4	0	0	40	60	100	4
Theory	NBBAS4403	DSC-12	Cost and Management Accounting	4	0	0	40	60	100	4
Theory		GE-4#	Generic Elective Course	4	0	0	40	60	100	4
Theory		CC-4*	Co-Curricular Course	3	0	0	40	60	100	3
Theory/ Practical		VC-4**	Vocational Course OR Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)	2	0	0	40	60	100	2
Practical	NGP4401	GP-4	General Proficiency				100		100	1
Total									700	22

** Online vocational courses will be announced at the beginning of the semester.

One Generic Elective (GE-4) can be opted from

GE-4	Code	Course Title
	NGE48807	Consumer Behaviour
	NGE48808	Cyber Security

* List provided by School of Management

CC-4	Code	Course Title
	NSMVC48802	Leadership & Personality Development

VC-4	Code	Course Title
	NSMVC48804	Digital Marketing

Note: Students who wish to exit after securing 88 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 3 SEMESTER V										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4501	DSC-13	Shipping Management	4	0	0	40	60	100	4
Theory	NBBAS4502	DSC-14	Financial Management	4	0	0	40	60	100	4
Theory	NBBAS4503	DSC-15	Human Resource Management	4	0	0	40	60	100	4
Theory		DSE-1*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		GE-5#	Generic Elective Course	4	0	0	40	60	100	4
Theory/ Practical		VC-5**	Vocational Course OR Apprenticeship/ Internship/ Project/ Community Outreach/ MOOC (AIPCM)	2	0	0	40	60	100	2
Total									600	22

** Online vocational courses will be announced at the beginning of the semester

* One Discipline Specific Elective (DSE-1) can be opted from

DSE-1	Code		Course Title
	NDSE48801		Business Policy and Strategy
	NDSE48802		Mall Management

One Generic Elective (GE-5) can be opted from

GE-5	Code		Course Title
	NGE48809		Research Methodology
	NGE48810		Digital Governance

** List provided by School of Management

VC-5	Code		Course Title
	NSMVC48805		Entrepreneurial Finance

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 3 SEMESTER VI										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4601	DSC-16	International Logistics	4	0	0	40	60	100	4
Theory	NBBAS4602	DSC-17	Shipping Finance and Marine Insurance	4	0	0	40	60	100	4
Theory	NBBAS4603	DSC-18	International Business	4	0	0	40	60	100	4
Theory		DSE-2*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		GE-6#	Generic Elective Course	4	0	0	40	60	100	4
Practical		VC-6	Vocational Course				40	60	100	2
Total									600	22

*One Discipline Specific Elective (DSE-2) can be opted from

DSE-2	Code	Course Title
	NDSE48803	Business Ethics and Indian Value System
	NDSE48804	Retail Marketing

One Generic Elective (GE-6) can be opted from

GE-6	Code	Course Title
	NGE48811	Event Management
	NGE48812	Project Management

** List provided by School of Management

VC-6	Code	Course Title
	NSMVC48806	Project/ Dissertation

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 4 SEMESTER VII										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4701	DSC-19	Data Base Management System	4	0	0	40	60	100	4
Practical	NBBAS4702	DSC-20	Dissertation/ Academic Project/ Internship				80	120	200	6
Theory		DSE-3*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		DSE-4*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		GE-7#	Generic Elective Course	4	0	0	40	60	100	4
Total									600	22

*One Discipline Specific Elective DSE-3 can be opted from

DSE-3	Code	Course Title
	NDSE48805	Industrial Relations & Labour Codes
	NDSE48806	Rural Marketing

*One Discipline Specific Elective DSE-4 can be opted from

DSE-4	Code	Course Title
	NDSE48807	Marketing of Services
	NDSE48808	System Analysis and Design

One Generic Elective (GE-7) can be opted from

GE-7	Code	Course Title
	NGE48813	Financial Institutions
	NGE48814	Creativity and Design Thinking

BBA (Logistics and Supply Chain Management)**EVALUATION SCHEME**

YEAR 4 SEMESTER VIII										
Theory/ Practical	Course Code	Course Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	Total	
Theory	NBBAS4801	DSC-21	Logistics Information System	4	0	0	40	60	100	4
Practical	NBBAS4802	DSC-22	Dissertation/Academic Project/ Internship				80	120	200	6
Theory		DSE-5*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		DSE-6*	Discipline Specific Elective Course	4	0	0	40	60	100	4
Theory		GE-8#	Generic Elective Course	4	0	0	40	60	100	4
Total									600	22

*One Discipline Specific Elective DSE-5 can be opted from

DSE-5	Code	Course Title
	NDSE48809	People Management
	NDSE48810	International Financial Management

*One Discipline Specific Elective DSE-6 can be opted from

DSE-6	Code	Course Title
	NDSE48811	Goods and Service Taxes
	NDSE48812	Investment Management

One Generic Elective (GE-8) can be opted from

GE-8	Code	Course Title
	NGE48815	Sales & Distribution Management
	NGE48816	Sustainable Development

Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA- Logistics and Supply Chain Management with Honors in Research/ Internship.

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Marketing Management	L	T	P	Credit
Course Code	NBBAS4101	3	1	0	4
Course Objectives	To familiarize students with: All aspects of marketing, including product planning & development, promotion, distribution, pricing and branding. Theories of the marketing mix. And practical applications of marketing theories in the context of the marketing management.				
Course Outcomes					
CO1	Understand and appreciate the concept of marketing in theory and practice. Identify different types of marketing environment and segmentation and learn different ways of selecting the appropriate product in the market.				
CO2	Analyze different types of products, levels of hierarchy and classification of Products along with the concept of branding and its types.				
CO3	Describe the marketing channels, channel dynamics and pricing of the products.				
CO4	Evaluate different promotional strategies and media planning.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction and Marketing Segmentation Marketing: Nature, meaning, scope, concepts and orientation towards market. Marketing mix. Customer's value and satisfaction: concepts, Marketing environment: Needs and trends in macro environment forces. Segmentation: Concept of market Segmentation, Patterns and Process of Segmentation, Segmenting Consumer Markets. Market Targeting. Positioning concept and types. Evolution from traditional to AI-driven marketing, Basics of Marketing 4.0/5.0	15	CO1
2	Module II: Concepts of Product and Branding Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning, AI-based product design insights. Brand: Concept, Challenges, Brand Equity, Brand Repositioning, AI-generated brand content.	15	CO2
3	Module III: Marketing Channels and Pricing Nature of Marketing, Channels, Channel functions and flows, Channel Design, and Management Channel Dynamics, Factors affecting choice of distribution channel, Role of AI in Real-time visibility and tracking Pricing: objectives, factors influencing pricing, basic methods of pricing and pricing strategies.	15	CO3
4	Module IV: Promotion and Marketing Program Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, and Message. Media planning and Sales Promotion Tools. AI-enabled marketing ecosystem, basic concepts of AI and algorithms, Chat bots, automation, marketing personalization	15	CO4

Suggested Readings

- Kotler Philip and Armstrong G., Principles of Marketing, Pearson.
- Sherlekar S. A., Marketing Management, Himalaya Publishing House.
- Saxena R., Marketing Management, Tata McGraw Hill

Online Resources

- NPTEL: Marketing Management online available at <https://nptel.ac.in/courses/110104068>
- eGyanKosh: Marketing Management online available at <https://egyankosh.ac.in/handle/123456789/3415>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Organizational Behavior and Principles of Management	L	T	P	Credit
Course Code	NBBAS4102	3	1	0	4
Course Objectives	To familiarize students with An understanding of Organizational Behavior and Management principles in modern organizations. The understanding of group behavior, leadership, motivation, and management functions in a dynamic environment.				
Course Outcomes					
CO1	Demonstrate the knowledge of individual behavior, personality, attitudes, diversity, and the role of AI in shaping organizational behavior.				
CO2	Analyze and interpret group dynamics, leadership styles, motivation theories, and the impact of AI on leadership and team performance.				
CO3	Apply management concepts, functions, and evolution of management thought in a dynamic business environment				
CO4	Evaluate the role of AI in planning, forecasting, and controlling functions to enhance managerial effectiveness and organizational decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Organizational Behavior Concept, nature, and scope of OB, Importance of studying human behavior in organizations, OB models. Foundations of Individual Behavior: Ability: meaning and types (intellectual & physical), Values: meaning, types, and importance in decision-making, Attitudes: meaning and components, Attitude formation (family, peers, experience), Basic theories of attitudes (Cognitive Dissonance Theory, Functional Theory of Attitudes, Social Judgement Theory). Personality: meaning and determinants (heredity, environment, situation), Key personality traits (Big Five Model), Meaning of workforce diversity, Cultural diversity and its impact on behavior. Meaning of AI, Role of AI in modern organizations, Benefits and challenges of using AI at workplace.	15	CO1
2	Group Behavior, Motivation and Leadership Difference between group and team, Types of groups (formal & informal), Factors affecting group performance: Group Size, Composition, Roles, Norms and Cohesiveness. Meaning and importance of leadership, Basic leadership styles (autocratic, democratic, laissez-faire), Qualities of a good leader. AI and leadership: data-driven decision-making and digital leadership skills Meaning and Importance of motivation, Basic theories of motivation (Maslow's hierarchy, Herzberg's Two-Factor Theory)	15	CO2
3	Principles of Management in a Changing Environment Management Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence of management. Development of management thought: classical, neo- classical, behavioral, systems and	15	CO3

	contingency approaches.		
4	Functions of Management and AI Applications Planning: nature, objectives, types of plans and planning process; organizing: concept, principles and types of organization (formal and informal) directing: concept and principles of directing controlling: concept, process and relationship with planning Introduction to the role of AI in planning, forecasting and control.	15	CO4

Suggested Readings

- Prasad, L.M., Organizational Behavior, Sultan Chand and Sons, 2003.
- Prasad, L.M., Principles of Management, Sultan Chand and Sons, 8th Edition.
- Stephen P. Robbins, Organizational Behavior, Prentice Hall of India Pvt. Ltd., New Delhi, 2003.
- Chhabra T.N. and Singh B.P., Organization Behavior, Sultan Chand and Sons.
- Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.
- Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003.
- Artificial Intelligence Basics: By Tom Taulli

Online Resources

- E-Gyan Kosh: OB & POM online available at <https://egyankosh.ac.in/handle/123456789/4736>
- NPTEL: Principles of Management online available at https://onlinecourses.nptel.ac.in/noc20_mg58/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Introduction to Logistics Management	L	T	P	Credit
Course Code	NBBAS4103	4	0	0	4
Course Objectives	To familiarize students with: Fundamentals of logistics and concepts to real life management of logistics. Strategic role of logistics in management.				
Course Outcomes					
CO1	Understand the concept and principles of logistics, key activities performed by the logistics functions.				
CO2	To analyses the role and importance logistics managers in strategic decisions making and evaluate the strategic role of logistics.				
CO3	To describe the concept the concept of outsourcing logistics.				
CO4	To understand the role of AI in Logistics Management				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Logistics Logistics: Definition, Objectives, Elements and Importance; History of Logistics; Logistics Activities; Logistics and marketing; Logistics and Supply Chain Management; Retail logistics; Emerging concept in logistics	15	CO1
2	Module II: Logistics management and Warehousing Logistics Management: Definition; achievement of competitive advantage through logistics Framework; Role of Logistics management; Inbound Logistics vs. Outbound Logistics: Concept and process. Reverse Logistics; Warehousing: Meaning, Types and Benefits; Transportation and its types; Multi-modal Transportation.	15	CO2
3	Module III: Logistics Strategy and Outsourcing 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. Outsourcing logistics: Reasons; Third party logistics provider, Fourth party Logistics providers (4 pl), Role of logistics provider, Logistical packaging; Critical issues in Logistics outsourcing.	15	CO3
4	Module IV: AI in Logistics Management Benefits of AI in Logistics; Key AI applications in Logistics: Inventory Management, Route optimization, Demand Forecasting, Transportation, Risk Management, Robotic Warehouse Automation; Basics of Digital Twins; Challenges and key considerations in integrating AI in logistics	15	CO4

Suggested Readings

- Fundamentals of Logistics Management (The Irwin/ Mcgraw - Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, Mc Graw-hill/Irwin, First Edition, 1998.
- Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
- 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

Online Resources

- <https://egyankosh.ac.in/handle/123456789/17460>
- <https://egyankosh.ac.in/handle/123456789/72269>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Essentials of IT and AI	L	T	P	Credit
Course Code	NGE48801	4	0	0	4
Course Objectives	To Familiarize students with: Fundamentals of computer hardware & software and different advanced concepts such as security, networking, and operating system.				
Course Outcomes					
CO1	Understand the Basics of Computer, Evolution and Introduction to AI				
CO2	Understand the Input, Output Devices, Memory and AI Applications				
CO3	Understand the Operating Systems, Software and Awareness of AI in Business Applications				
CO4	Understand the Artificial Intelligence and Data Analytics				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Basics of Computer, Evolution and Introduction to AI Evolution of Computers and Artificial Intelligence. Data Instruction, Information and AI Data Concepts. Characteristics of Computers. Applications of Computers and AI. Components of Computer System: Hardware, Software, Human ware, Firmware. Block Diagram and Functional Units of Computer. Classification and Transition to AI Systems. Types of Software, Compiler and Interpreter. Generations of Programming Languages. Emerging trends in Indian Computing Environment. Data Representation and Number Systems. Binary Arithmetic.	15	CO1
2	Module II: Input, Output Devices, Memory and AI Applications Introduction to Input and Output Devices. Common Input Devices: Keyboard, Mouse, Scanner, Barcode Reader, Touch Screen. Smart Input Methods: OCR, OMR, MICR and Voice Input. AI-Based Input Systems (Speech and Image Recognition – basic idea). Output Devices: Monitor and its types Printer and its types, Plotter. Printers. AI in Output Devices (smart displays and automated printing. Introduction to Computer Memory: Primary Memory, Secondary Storage Devices. Flash Memory. Basic Concepts of Data Storage. Role of Memory and Storage in Business and AI Applications.	15	CO2
3	Module III: Operating Systems, Software and Awareness of AI in Business Applications Introduction to Operating System and its Role in Business. Functions and types of Operating Systems. GUI-Based Operating Systems (Windows). Basic Awareness of AI Integration in Operating Systems (smart assistants, automation – simple idea). Computer Software Systems and Business Applications. Software Development Process. Introduction to File Design and Report Design. Types of files and its Business Applications. Introduction to Word Processing and Spreadsheets. Creating Presentations. Management of Data Processing Systems in Organizations. Output Analysis and its Role in Decision-Making.	15	CO3
4	Module IV: Data Networks and Analytics Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Modes of Transmission. AI in Business Decision-Making and Analytics. Internet of Things (IoT) Applications. Ethics and Responsible use of AI in Organizations. Recommendation Systems	15	CO4

	(E-commerce, Entertainment, Education)		
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Suggested Readings

- Leon and Leon, Introduction to Information Technology, Leon Tech World.
- Microsoft Office-2000 Complete, BPB Publication.
- Sinha Kr. Pradeep, Sinha Preeti., Foundations of Computing, BPB Publication

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Business Organization	L	T	P	Credit
Course Code	NGE48802	4	0	0	4
Course Objectives	To familiarize students with: Management and business concepts and practices. Emerging challenges of managing resources, managing business processes.				
Course Outcomes					
CO1	Understand the basic concepts and objectives of business organization.				
CO2	Understand traditional and modern forms of business organization and evaluate their suitability.				
CO3	Analyze & evaluate the sources and methods of Business Finance and and working of money market and security market.				
CO4	Analyze different types and forms of business combinations & reevaluate the role of AI in improving business operations and decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Organization Concepts and objectives of business organization, Distinction b/w Industry, Trade & Commerce and social responsibility of business. Meaning, objective and principles of organization, Scalar Chain:- Meaning, Importance & Structure	15	CO1
2	Module II: Forms of Business Organization Sole Proprietorship: Meaning, characteristics and legal requirements. Partnership firms: Meaning, Features, Merits & Demerits, and legal requirements as per Partnership Act 1932. Joint stock concerns: Meaning, features, kinds of companies, legal requirements as per Companies Act 2013., Modern Business Formats	15	CO2
3	Module III: Business Finance Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. Money Market, SEBI: Powers and Functions Security market: An introduction to primary and secondary market.	15	CO3
4	Module IV: Business Combination & AI in Business Business Combination:- Meaning ,Causes, Objectives, Types, Forms:- Mergers, Takeovers and Acquisitions. Business Combination Introduction of AI in Business:- Meaning of AI, Role of AI in business organizations, Ethical issues of AI in business, AI startups.	15	CO4

Suggested Readings

- Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education.
- Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan Chand and Sons. 3. Chhabra T.N., Business Organisation, Dhanpat Rai and Sons.
- Robert., Modern Business Administration, McMillan India.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		I	
Course Name	Entrepreneurship and Small Business Management	L	T	P	Credit
Course Code	NSMVC48801	2	0	0	2
Course Objectives	To familiarize students with: Knowledge needed to manage or own a business. Varied aspects of small-scale industries and entrepreneurship.				
Course Outcomes					
CO1	Understand the various entrepreneurial skills functions as well as entrepreneurial development programs				
CO2	Describe the small-scale enterprise with challenges and opportunities				
CO3	Analyze the role of financial institutions for entrepreneurial development				
CO4	Evaluate the operations of small-scale enterprise and its performance assessment				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, managers, Entrepreneurs, Theories of Entrepreneurship, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs, Roles & Importance in Indian Economy.	8	CO1
2	Module II: Small Scale Enterprise Establishing small scale enterprise: opportunities, scanning market, and assessment for small scale enterprise, selection of site and choice of technology. AI Tools for Market Research (ChatGPT, Google Trends, analytics tools), Customer Discovery & Validation (MVP concept), Business Model Canvas (BMC), Digital feasibility (E-commerce vs offline vs hybrid models), Competitor analysis using AI tools	7	CO2
3	Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions. Startup Funding Stages (Bootstrapping, Angel, VC funding), Pitch Deck Preparation (Practical skill), FinTech & Digital Payments (UPI, Razorpay, etc.), AI in Financial Forecasting & Risk Analysis, Crowdfunding Platforms	7	CO3
4	Module IV: Management of Small Business Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment. Digital Marketing (SEO, Social Media, Influencer Marketing), E-commerce Platforms (Amazon, Shopify, Meesho), AI in Business Operations (chatbots, automation), Startup Scaling Strategies (growth hacking), Performance Analytics (KPIs, dashboards, data-driven decisions), Sustainability & Green	8	CO4

	Entrepreneurship, Personal Branding for Entrepreneurs.		
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Suggested Readings

- Lalland Sahai, Entrepreneurship, Excel Books, 2nd Edition.
- Couger C, Creativity and Innovation, IPP, 1999.
- KakkarD. N., Entrepreneurship Development, Wiley Dreamtech.
- RaiA.K., Entrepreneurship Development, Vikas Publishing.
- Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Supply Chain Management	L	T	P	Credit
Course Code	NBBAS4201	3	1	0	4
Course Objectives	To familiarize students with basic concepts in Supply Chain Management and allied functions and Recent issues in Supply Chain Management.				
Course Outcomes					
CO1	To understand the different aspects of Supply Chain Management with a focus on to create a successful venture with decision- and system-oriented perspective				
CO2	To analyze the structure of Supply Chain Management				
CO3	To describe the Supply Chain Management Building blocks.				
CO4	To evaluate recent issues in SCM and the role of AI in SCM				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Supply Chain Concepts: Concept & Definitions in Supply Chain, Objectives of a Supply Chain, Stages of Supply chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management, Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.	15	CO1
2	Module II: Supply Chain Management Structure: Basic Terms from Supply Chain Management such as -Upstream, Downstream, Information/Material Flow, Push/Pull System, Value added services, Structure of a SC, Push based SC, Pull based SC, Trade-off between Push & Pull, Identifying appropriate Push & Pull Strategy for SC,	15	CO2
3	Module III: Supply Chain Management Building Blocks: Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect.	15	CO3
4	Module IV: Recent Issues in SCM : Use AI algorithms for sentiment analysis, Implementing AI-based predictive analysis to improve demand forecasting accuracy. Use of machine learning to recommend products or services based on purchase history. Intelligent Automation: Use AI-powered bots to automate order processing, invoicing, and scheduling. Real-time Tracking: Integrate AI with IoT sensors for predictive maintenance and logistics optimization. Smart Inventory Control by AI, Block chain, AI Integration for enhanced transparency and fraud detection in the supply chain. CRM Vs. SCM, Outsourcing-basic concept, Future of SCM	15	CO4

Suggested Readings

- Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)

- Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.)
- Agarwal D.K. - A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.).
- Sahay B.S. - Supply Chain Management (Macmillan, 1st Ed.)
- Chopra Sunil and Peter Meindl - Supply chain Management (Pearson, 3rd Ed.)
- SarikaKulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi, 2004

Online Resources

- <https://egyankosh.ac.in/handle/123456789/17460>
- <https://archive.nptel.ac.in/courses/110/105/110105141/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Quantitative Analysis for Management	L	T	P	Credit
Course Code	NBBAS4202	4	0	0	4
Course Objectives	To Familiarize students with: Quantitative information and mathematical concepts and its application in business decisions				
Course Outcomes					
CO1	Understand the basic concept of QAM and its implementation in various business situations.				
CO2	Understand and apply the statistical tools and techniques for business decisions.				
CO3	Examine and Recognize problems that linear programming can handle and find optimal solutions subject to some constraints.				
CO4	Understand and apply the probability of events, correlation and regression analysis, and explain the basic concepts, applications, and ethical issues of AI in business analytics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Sets and Business Mathematics Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, gave curve	15	CO1
2	Module II: Elementary Statistics Measurement of central tendency: Mean, median, mode, quartile, decals, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Sleekness and Kurtosis.	15	CO2
3	Module III: Matrices and Linear Programming Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.	15	CO3
4	Module IV: Probability, Correlation, Regression and AI Applications Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square. Basic concepts and applications of AI in business analytics; comparison with traditional techniques; and ethical issues in AI-based decision-making.	15	CO4

Suggested Readings

- Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi.
- Pundir, Mathematical Foundation for Business Administration, Pragati Prakash an.
- Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing.

- Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Economics for Managers	L	T	P	Credit
Course Code	NBBAS4203	3	1	0	4
Course Objectives	To familiarize students with: The concept of economics, its application in the real business world, and the matrix of demand and supply. The knowledge of the economic theory with decision making techniques. The application of economic models to identify their relationships and formulate them into a managerial model to which decision-making tools can be applied.				
Course Outcomes					
CO1	Understand and interpret the concept of managerial economics and the role of managerial economists in forecasting and business decision making.				
CO2	Comprehend the concepts of demand, supply along with their elasticity's for effective managerial decision making. Conceptualize and calculate the production function involved in predicting the short run and long run cost curves of the product. Interpret the cost concept with reference to laws of returns.				
CO3	Distinguish the different types of market with reference to price determination & strategies.				
CO4	Understand application of managerial economics at macro (national) level and the concept of profit and its theories.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction to Economics Introduction to Economics, Micro & Macro Economics, Nature and Scope of Managerial Economics, Significance in decision- Making, Objectives of a firm. Basic Economic Concepts: Incremental Cost & Revenue, Opportunity Cost, Equi- Marginal Principle.	15	CO1
2	Module II: Demand Analysis & Supply Analysis Demand Analysis Demand Analysis: Determinants of Demand, Law of Demand and Exceptions to the law of Demand. Elasticity of Demand: Price, Income, Cross. Uses of Elasticity of Demand for managerial decision making, Supply Analysis: Law of Supply, Supply Elasticity, Analysis and its uses for managerial decision making. Basic Production Concepts: Meaning of Production and Factors of Production, Law of Variable Proportions, Returns to Scale (Concept only) Cost concept and analysis: Total Cost, Fixed Cost, Variable Cost Marginal Cost, Average Cost, Average Variable Cost and their curves. Short-run and long-run cost curves and their managerial use.	15	CO2
3	Module III: Market Structure Market Equilibrium and Average Revenue Concept. Revenue concepts: Total Revenue, Average Revenue, Marginal Revenue. Market structure: Perfect Competition & features, Market Equilibrium Condition and Determination of price under perfect competition. Monopoly & its features, Monopolistic market structure & Features, Oligopoly & Features, Cartels, Price leadership.	15	CO3
4	Module IV : Macroeconomic Concepts National Income Accounting: Meaning of National Income Concepts: GDP,	15	CO4

	NDP, GNP, NNP (only basic understanding) Methods of Measurement: Production Method, Income Method Expenditure Method. Importance of National Income in business decision-making Inflation: Meaning of Inflation, Types: Demand-pull and Cost-push Effects of Inflation on business and consumers Unemployment: Meaning of Unemployment, Types: Frictional, Structural, Cyclical, Impact on economy and business. Business Cycle: Meaning and Phases: Boom, Recession, Depression, Recovery, Business implications		
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Suggested Readings

- Damodaran Suma, Managerial Economics (Oxford, 2006).
- Dominick Salvatore, Managerial Economics (Oxford, 2007).
- Hirschey Mark, Economics for Managers (Thomson, India Edition, 2007).
- Petersen Craig H. ital., Managerial Economics (Pearson Education, 2006).

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Integrated Market Communication	L	T	P	Credit
Course Code	NGE48803	4	0	0	4
Course Objectives	To Familiarize students with Knowledge, understanding, and skills in integrated marketing communication among the students. Understanding about the subject matter by instilling the basic ideas about IMC and advertising. The role of e-commerce in marketing communication. Apply IMC approach in the development of an overall advertising and promotional plan. Understand the fundamentals of integrated marketing communication (IMC) and apply AI-driven tools to analyze consumer behavior, market trends, and design, optimize, and evaluate advertising and promotional campaigns.				
Course Outcomes					
CO1	Understanding the basic principles of planning and execution in integrated marketing communication				
CO2	Apply advertising approaches and knowledge in the field of marketing				
CO3	Demonstrate a managerial perspective in advertising appeal and copy writing content				
CO4	Evaluate the role of E-Commerce in marketing communication and their practical implication in the marketing field				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I; Introduction Integrated Marketing Communication (IMC): concepts and process, IMC promotion mix, Advertising – Meaning, objectives, its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Introduction to AI driven Advertising	15	CO1
2	Module II Advertising Process : Advertising Process in Advertising: Consumer in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget- Top down and Build up approach, methods of advertising -Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method	15	CO2
3	Module III: Advertising Creativity and Appeals Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics. Advertising Appeals: USP theory of creativity. Copywriting: Meaning and definition of copywriting, The copywriter. Copywriting for Print. Copywriting Guidelines. Radio Copywriting. TV Copywriting. Writing for the Web. Tips for writing good web content. Role of AI in Advertising Creativity & Copywriting”	15	CO3
4	Module IV: Media Planning Media Planning and Strategy: Media types and their characteristics, setting media objectives, steps involved in media planning, Role, objective and application of Artificial Intelligence Evaluation of advertising effectiveness—need and purpose of evaluation; pre-testing and post-testing	15	CO4

	techniques; advertising research; decision areas in international advertising; role of integrated marketing communication; corporate communication. AI based media planning		
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Suggested Readings

- Advertising and Promotion: An Integrated Marketing Communications Perspective (12th Edition) – George E. Belch, Michael A. Belch
- Focus: Considered a definitive text covering the entire promotional mix, strategic planning, and digital integration.
- Principles of Integrated Marketing Communications: An Evidence-based Approach – Lawrence Ang
- Focus: Focuses on evidence-based practices, combining traditional and digital channels with case studies.

Online Resources

- eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
- NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Indian Banks and Digital Banking	L	T	P	Credit
Course Code	NGE48804	4	0	0	4
Course Objectives	To impart knowledge about the basic principles of the banking and insurance.				
Course Outcomes					
CO1	To understand the meaning, scope and functions of Banking along with legal framework and assess the operations of banking and its services;				
CO2	To apply banking operations and digital banking services in the modern financial system.				
CO3	To analyze loans, advances, Basel norms and non-performing assets in the banking system.				
CO4	To evaluate AI applications, startup banking policies and technological transformation in Indian banking.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Banking Business Definition and function of banks, need for banks; legal framework; structure, organization and working of banks, need for proper regulation and supervision; Types of Deposits: Types of banks in India; Role of Foreign Banks in India; India's approach to Banking Sector reforms; Achievements of financial sector reforms and areas of concern, Payment bank system: concept, features, types, advantages and disadvantages. Small banking system in India: concept, features, types, advantages and disadvantages	15	CO1
2	Module II: Banking Operations Cheque: definition, features and types of cheque; Endorsement: meaning and essentials of a valid endorsement, types of endorsement; Era of Internet Banking and its benefits, Mobile Banking, Home banking, Virtual Banking, Electronic Clearing System (ECS), E- payments, Electronic Fund Transfer (EFT), E-money, Unified Payment Interface (UPI), Safeguard for internet banking	15	CO2
3	Module III: Loans and Advances Principles of sound lending, Types of loans and advances, Advances against various securities; Basel Accord: merits and weaknesses of the Basel II, Basel III, and Basel IV. Meaning of Non-Performing Assets, types of non-performing assets non-performing assets in Indian Banking system-issues and resolution	15	CO3
4	Module IV: Banking Supporting Start-Ups: New banking policy in India after NITI Aayog, Banking procedures for start-ups in India: Mandatory documentation, Types of loans and advances for start-up in Uttar Pradesh and India AI Introduction: to AI and its applications. Importance of AI tools. Extracting information from AI tools. RBI guidelines for AI applications. How Is Technology Transforming Banking in India.	15	CO4

Suggested Readings

- Agarwal, O. P. (2011). Banking and Insurance. New Delhi: Himalaya Publishing.
- Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.

- Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.
- Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.
- Suneja, H.R. (2019). Practical and Law of Banking. New Delhi: Himalaya Publishing House.

Online Resources

- <https://egyankosh.ac.in/bitstream/123456789/8092/1/Unit-2.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/13152/1/Unit-13.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	I	Semester		II	
Course Name	Managing Organizational Diversity	L	T	P	Credit
Course Code	NSMVC48802	2	0	0	2
Course Objectives	To familiarize students with: The concept and importance of diversity in the workplace. The impact of diversity on organizational culture, productivity, and innovation. Strategies for recruiting, retaining, and promoting diverse talent within organizations. The global aspects of diversity and its implications for multinational organizations.				
Course Outcomes					
CO1	Demonstrate the understanding of the basic concept of diversity in the workplace.				
CO2	Analyze and interpret the impact of diversity on organizational culture, productivity, and innovation.				
CO3	Apply the recruitment and retention strategies to attract, manage, and sustain a diverse workforce within the organization.				
CO4	Evaluate the role of AI and ethical considerations in managing cultural diversity, cross-cultural communication, and global workforce effectiveness in multinational organizations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Managing Organizational Diversity Understanding the concept of diversity and its significance in the workplace. Benefits, and challenges of managing diversity, Exploring various dimensions of diversity: race, ethnicity, gender, age, religion, Inter- Sectionalist and multiple identities, Impact of diversity on organizational performance. AI as a decision-support system in diversity management.	8	CO1
2	Building an Inclusive Culture Creating an inclusive work environment, Inclusive leadership and management practices, Employee resource groups and affinity networks, Inclusive Organization Design. Developing cultural intelligence and sensitivity. AI for Monitoring Workplace Inclusion, Importance of human oversight in AI-Driven inclusion practices.	7	CO2
3	Recruitment and Retention of Diverse Talent Strategies for attracting and retaining diverse talent, bias free Selection and equal employment opportunity practices, evaluating the effectiveness of diversity initiatives. Using AI for Sourcing Diverse Candidates, Algorithmic Screening and Bias Mitigation in Selection Process.	7	CO3
4	Global Diversity and Multi-Culturalism Managing cultural diversity in multinational organizations, Cross-cultural communication skills and global diversity trends. AI in Cultural Competence Training and Development, Ethical Considerations in AI for Global Workforce Management	8	CO4

Suggested Readings

- Stefan Kühl: Influencing Organizational Culture: A Very Brief Introduction.
- Rohini Anand: Leading Global Diversity, Equity, and Inclusion: A Guidefor Systemic Changein Multinational

Organizations.

- David A. Thomas and Robin J. Ely: HBR's 10 Must Reads on Diversity.
- Achieving Organizational Diversity, Equity, and Inclusion with AI – Sandeep Kautish, Ankur Gupta, Sahil Sawhney (Ed.)
- Managing Diversity: Toward a Globally Inclusive Workplace – Michèle E. Mor Barak
- Management Practices for Engaging a Diverse Workforce: Tools to Enhance Workplace Culture – Manish Gupta (Ed.)

Online Resources

- <https://www.youtube.com/watch?v=dwWtb64XQOk>
- <https://www.youtube.com/watch?v=TnhBeaFbHYo&feature=youtu.be>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Operations Management	L	T	P	Credit
Course Code	NBBAS4301	4	0	0	4
Course Objectives	To familiarize students with: •core concepts and decision-making areas in Operations Management, including plant location and layout planning. •knowledge of quality management techniques and emerging technologies like Artificial Intelligence in improving operational efficiency.				
Course Outcomes					
CO1	To Explain the fundamental concepts, functions, and strategic role of Operations Management in organizations.				
CO2	To Examine the factors influencing plant location and evaluate suitable location decisions.				
CO3	To Analyze various plant layout designs and develop efficient layout plans for different production systems.				
CO4	To Evaluate Total Quality Management (TQM) techniques and assess the application of Artificial Intelligence in quality improvement.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Operations Management Definition, Meaning, Nature, and Scope of Operations Management, Evolution of Operations Management. Types of Production Systems. Key decisions in Operation Management, Functions of Operations Management. Roles & Responsibilities of Operations Manager. Operations Strategy and Competitive Priorities: Cost, Quality, Flexibility, Delivery. Recent trends in Operations Management.	15	CO1
2	Module II: Plant Location Meaning and Importance of Plant Location. Objectives of Plant Location Decisions. Factors affecting plant location: Economic factors (transport, labor, raw materials, cost); Non-economic factors (government policies, infrastructure, climate). Brief overview of techniques for selection of Plant Location: Factor Rating Method, Load-Distance Method, Break-even Analysis.	15	CO2
3	Module 3: Layout Planning Meaning and Objectives of Plant Layout. Principles of Effective Layout. Types of Layout: Product Layout, Process Layout, Fixed position Layout & Cellular Layout. Factors influencing layout decisions. Layout planning in service organizations. Advantages and limitations of different layouts.	15	CO3
4	Module 4: Total Quality Management & Implications of AI. Meaning and Evolution of TQM. Concept and Principles of Total Quality Management. Tools and Techniques of Quality Control: Pareto Analysis, Cause-and-Effect Diagram , Control Charts. Continuous Improvement (Kaizen),Introduction to Six Sigma Role of AI in Operations and Quality Management. Benefits and Challenges of AI in Quality Management. Future trends in TQM.	15	CO4

Suggested Readings

- Heizer, Render & Munson – Operations Management
- Krajewski, Ritzman & Malhotra – Operations Management
- Mahadevan – Operations Management: Theory and Practice
- Selected reports from World Economic Forum and Mckinsey & company.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Fundamentals of Accounts	L	T	P	Credit
Course Code	NBBAS4302	4	0	0	4
Course Objectives	To Familiarize students with: Basic concepts and standards underlying financial accounting systems and Construction of the basic financial accounting statements as well as their interpretation.				
Course Outcomes					
CO1	Understand and recognize the development of accounting and purpose of maintaining records.				
CO2	Prepare and analyze financial statements of sole proprietor and explain the meaning of key terms.				
CO3	Understand and apply the various methods of charging depreciation and valuation of stock. Also explain the meaning and objective of preparing a Bank Reconciliation Statement.				
CO4	Analyze and make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction of accounting Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three columns.	15	CO1
2	Module II: Financial Statements & Depreciation Trial Balance need, importance, limitations. Preparation of trading and P&L Account and balance sheet with simple adjustments. Depreciation: concept, rationale and methods of SLM, WDV.	15	CO2
3	Module III: Hire Purchase & Company Accounts Hire purchase and installment systems. Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods.	15	CO3
4	Module IV: AI in accounting Introduction to artificial intelligence (AI), meaning of AI, role of AI in accounting, need of AI in accounting examples of Ai in daily life (Google assistance, chat GPT etc.) Introduction to accounting software (Tally, Zoho Books, Quick Book). Impact of AI on accounting and accountants, advantages and limitations of AI in accounting, ethical issues of AI in era of accounting. Skills required for future accountants.	15	CO4

Suggested Readings

- Chaturvedi C.L., Advanced Accountancy, Shree Mahavir Book Depot.
- Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand & Sons.
- Gupta R. L., Advanced Accountancy, Sultan Chand and Sons.
- Maheshwari S.N & Maheshwari S.K, An Introduction to Accountancy, Vikas Publication

Online Resources

- e GyanKosh: Financial Accounting online available at <http://egyankosh.ac.in/handle/123456789/49855>

- NPTEL: Introduction and scope of accountingonline available at <https://archive.nptel.ac.in/courses/110/101/110101131/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Sourcing Management	L	T	P	Credit
Course Code	NBBAS4303	4	0	0	4
Course Objectives	To familiarize students with: This course is designed to help the students to understand all aspects of sourcing management and to get insights about procurement process and its various activities.				
Course Outcomes					
CO1	To understand the conceptual knowledge about the procurement and sourcing management.				
CO2	To identify the insights on vendor evaluation, selection and rating.				
CO3	To analyse the pricing and negotiation in procurement.				
CO4	To assess the public purchasing principles and tendering process.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module -I: Introduction to Sourcing Sourcing Management: Introduction to Sourcing, Sourcing vs Procurement, Sourcing activities. Purchasing: Characteristics of a Purchase Manager, Risks to be Considered by Purchase Manager. Make or Buy Decision.	15	CO1
2	Module -II: Supplier Evaluation and Rating Evaluating Suppliers' Efficiency: Vendor Rating, Selection and Development: Need for Measuring Supplier Performance, Categories of Suppliers, Supplier Evaluation and Selection Process, Vendor Rating process, Advantages of Vendor/Supplier Rating. Role of AI in vendor rating and selection.	15	CO2
3	Module -III: Pricing and Negotiation Price Determination and Negotiation: Objectives of Pricing, Factors Influencing Pricing, Types of Pricing Strategies, Negotiation in sourcing: Meaning, types and obstacles of Negotiations, The Process of Negotiation. AI powered negotiation tools.	15	CO3
4	Module -IV AI in Public Purchasing and Tendering Public Purchasing: Procurement Process, Fundamental Principles of Public Buying; Public Purchasing with AI integration, AI in Public Procurement Tendering: Introduction, Terminologies used in Tendering, tendering process, e-Tendering and role of AI in e-Tendering.	15	CO4

Suggested Readings

- Dobler, D. W., jr, L. L., & Burt, D. N. (1995). Purchasing and Materials Management, New Delhi: Tata McGraw Hill Publishing Company Limited.
- Gopalakrishnan P., Purchasing and Materials Management, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
- David N. Burt, Sheila Petcavage, Richard Pinkerton: Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement, McGraw Hill.

Online Resources

- <http://egyankosh.ac.in/handle/123456789/10133>

- <http://egyankosh.ac.in/handle/123456789/15114>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Mercantile Law	L	T	P	Credit
Course Code	NGE48805	4	0	0	4
Course Objectives	To familiarize Students with: Essential features of various business laws. Emerging legal issues in business. Ethical and logical approaches to deal with business issues and conflicts.				
Course Outcomes					
CO1	Have sound knowledge of law related to Indian contract act and understand essential features of valid Contract. Distinguish between Indemnity and Guarantee, Bailment and pledge and the contingent of contracts, remedies for breach of contracts.				
CO2	Examine the sales of goods act with Reference to formation of contract of sale and agreement to sell, conditions and warranties, sale of goods by non-owner, delivery of goods.				
CO3	Analyzing the nature & definition of Partnership Act				
CO4	Understanding the kinds of negotiable instruments and their endorsements.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Indian Contract Act Introduction: Nature of Contract. Offer and Acceptance, Consideration, Capacity to contract, Free Consent, Quasi contracts, Contingent Contracts. Breach of Contract, Remedies for Breach of Contract. Digital Contract & E-Agreements, Case Study, and Real-Life Example.	15	CO1
2	Module II: The Sale of Goods Act Formation of Contract of Sale, and Agreement to Sell, Conditions & Warranties, Caveat Emptor, Sale of goods by the Non-Owners, Delivery of goods, Unpaid Seller and his rights, Remedies for breach of Contract of Sale.	15	CO2
3	Module III: Partnership Act Nature of partnership, Registration of firm and effect of non-registering, Rights and duties of partners, Position of Minor. Dissolution of the firm.	15	CO3
4	Module IV: Negotiable Instrument Act Negotiable instruments: Kinds, features, Crossing & types. Payment in due course, holder, and holder in due course. Case Study on NI act: K. Bhaskaran vs. Sankaran Vaidhya Balan (1999), Dashrath Rathod vs. State of Maharashtra (2014).	15	CO4

Suggested Readings

- Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004.
- Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003.
- Gulshan J.J., Business Law Including Company Law, 13th Edition, New Age International Publisher.
- Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	E-Commerce	L	T	P	Credit
Course Code	NGE48806	4	0	0	4
Course Objectives	To familiarize students with:- To give exposure to learners regarding different aspects of E-Commerce.				
Course Outcomes					
CO1	To understand the basic concept of E-Commerce.				
CO2	Examining the E-Commerce models and world wide web and its functioning.				
CO3	Analyzing the building of ecommerce website and ecommerce payment system.				
CO4	Assessing the different ecommerce marketing concepts.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to E-commerce E-commerce: The revolution is just beginning, E-commerce: A Brief History, Understanding E-commerce: organizing Themes; Benefits and limitations of E-Commerce; Online Consumers and its types; Types of E-Commerce Providers and Vendors; E-business vs E-Commerce, Latest trends in E-Commerce.	15	CO1
2	Module II:E-commerce business models and concepts: E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, Electronic Market, Electronic Data Interchange, Internet Commerce, Generic framework of E-commerce, Architectural framework of E-commerce, Web-based E-commerce Architecture	15	CO2
3	Module III: Security and Issues in E-Commerce Threats in Computer Systems: Virus, Cybercrime Network Security, Firewall and Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Issues in E-Commerce: Understanding Ethical, Political and Social Issues in E-commerce; Basic ethical concepts and analyzing ethical dilemmas. E-commerce payment system, electronic billing presentment and payment	15	CO3
4	Module IV:E-commerce marketing concept: Role of AI in understanding Internet Audience, Role of AI in enhancing E Commerce security, AI in threat detection, AI in Fraud detection, AI in Cyber security monitoring, What is AI base authentication, Challenges of using AI in E Commerce Security, Hacking and Artificial Intelligence, types, role of AI in preventing hacking, Sniffing, Artificial Intelligence- Meaning AI in Sniffing attacks, AI in preventing Sniffing, Cyber Vandalism and AI	15	CO4

Suggested Readings

- Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
- Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison- Wesley.
- Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006.

- e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.

Online Resources

- eGyanKosh: E-Commerce online available at egyankosh.ac.in/handle/123456789/72073
- NPTEL: E-Business online available at https://onlinecourses.nptel.ac.in/noc19_mg54/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Financial Literacy	L	T	P	Credit
Course Code	NSMCC48801	3	0	0	3
Course Objectives	Develop financial awareness and responsible financial behaviour among students and introduce emerging trends including Fin Tech and Artificial Intelligence in financial services				
Course Outcomes					
CO1	Explain the structure and functioning of the Indian financial system and regulatory framework.				
CO2	Prepare and evaluate personal financial plans and budgets for informed financial decision-making.				
CO3	Demonstrate understanding of banking services, digital payment systems and safe financial practices				
CO4	Describe the role of Artificial Intelligence and Fin Tech in transforming modern financial services and evaluate their ethical implications.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Financial Literacy and Financial System Meaning, importance and scope of financial literacy, Financial literacy and economic development, Financial inclusion and Digital India initiatives, Prerequisites: numerical ability, communication skills and digital literacy, Structure of Indian financial system, Regulatory bodies: RBI, SEBI, IRDAI, PFRDA, Financial institutions: Banks, Insurance companies, NBFCs and Post Offices	10	CO1
2	Module II: Financial Planning and Budgeting Meaning and objectives of financial planning, Personal, family, business and national budget, Steps in financial planning process, Budget surplus and deficit, Savings and investment avenues, Goal-based financial planning, Basic concept of risk and return, Time value of money (introductory concept)	11	CO2
3	Module III: Banking and Digital Financial Services Types of deposit accounts: Savings, Current, Recurring Deposit, Term Deposit, Small savings instruments: PPF, NS, KYC norms, PAN, Aadhaar and documentation, Types of loans: short-term, medium-term, long-term, agricultural, MSME and microfinance, Interest rates and credit score (CIBIL, Digital payment systems: UPI, NEFT, RTGS, IMP, Debit card, Credit card, ATM services and mobile banking, Cyber security, digital fraud awareness and counterfeit currency detection	12	CO3
4	Module IV: Artificial Intelligence in Financial Literacy and Financial Services Introduction to Artificial Intelligence and Machine Learning in finance, Role of AI in enhancing financial literacy and financial inclusion, AI-based budgeting and personal finance management tools, Rob-advisory platforms and automated investment planning, AI in credit scoring and loan approval systems, AI in fraud detection and cyber risk management, AI-powered chat bots and customer service automation in banking, Predictive analytics in financial decision-making, Block chain technology and AI integration in financial systems, Central Bank Digital Currency (CBDC) and digital	12	CO4

	financial innovation, Ethical issues, data privacy and regulatory challenges in AI-driven financial services		
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Suggested Readings

- Kothari, R. (2010). Financial Services in India: Concept and Application. New Delhi: Sage Publications India Pvt. Ltd.
- Milling, B. E. (2003). The Basics of Finance: Financial Tools for Non-Financial Managers. Indiana: Universe Company.
- Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2015). Financial Planning. New Delhi: Sage Publications India Pvt. Ltd.
- Zokaityte, A. (2017). Financial Literacy Education. London: Palgrave Macmillan.
- Chishti, S., & Barberis, J. (2016). The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries. Wiley.
- Marr, B. (2019). Artificial Intelligence in Practice. Wiley. (Relevant chapters on AI in financial services)
- Gomber, P., Koch, J. A., & Siering, M. (2017). Digital Finance and Fin Tech: Current Research and Future Research Directions. Journal of Business Economics.

Online Resources

- <https://egyankosh.ac.in/handle/123456789/30874>
- <https://egyankosh.ac.in/handle/123456789/15575>
- Reserve Bank of India (RBI) – Financial Education and Digital Payment Resources: <https://www.rbi.org.in>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		III	
Course Name	Planning for New Ventures	L	T	P	Credit
Course Code	NSMVC48803	2	0	0	2
Course Objectives	To familiarize students with: - To give exposure to learners regarding different aspects of setting up a new business.				
Course Outcomes					
CO1	To understand how to generate a business idea using different techniques and describe sources of innovative ideas. To understand design thinking methods and AI-enabled tools for creating and verifying creative business concepts in digital and platform-based settings.				
CO2	Examining the sources for entrepreneurial capital and ascertaining the criteria for evaluating new venture. Examining various sources of entrepreneurial capital including venture capital, fin tech platforms, government schemes, and applying criteria for evaluating new venture proposals.				
CO3	Analyzing the business plan preparation for new ventures.				
CO4	Assessing the marketing plan for new ventures on the parameters of Customer analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis, Competition Analysis and Market Research. Assessing the effectiveness of marketing plans for new ventures using customer, geographical, economic, and competitive analysis along with digital marketing and AI-based marketing automation.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Starting New Ventures Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas. Entrepreneurial imagination and creativity: The role of creative thinking. AI Tools for Idea Validation, innovation (Chat GPT, Google Trends, AI market research tools), Problem-Solution Fit & Product-Market Fit, Digital & Platform-Based Business Models (Uber, Swiggy, Amazon, SaaS models), Basics of AI in Entrepreneurship (No-code AI tools for startups)	8	CO1
2	Module II: Search for Entrepreneurial Capital The Entrepreneur's Search for Capital. The Venture Capital Market. Criteria for evaluating New-Venture Proposals. Evaluating the Venture Capitalist. Financing stages. Alternate Sources of Financing for Indian Entrepreneurs. Fin Tech & Digital Funding Platforms, AI in Financial Forecasting (AI-based budgeting & predictive analytics tools)	7	CO2
3	Module III: Business Plan Preparation for New Ventures Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description.	7	CO3
4	Module IV: Marketing Aspects of New Ventures Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Market Research. Sales Forecasting. Evaluation. Pricing Decision. Digital Marketing Strategy Performance Marketing (Google Ads, Meta Ads) Social	8	CO4

	Media Branding & Influencer Marketing AI-Based Marketing Automation (Chat bots, CRM AI tools)		
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Suggested Readings

- Allen, K. R. (2015). Launching New Ventures: An Entrepreneurial Approach. Boston: Cengage Learning.
- Barringer, B. R., & Ireland, R. D. (2015). Entrepreneurship: Successfully Launching New Ventures. London: Pearson.
- Kuratko, D. F., & Rao, T. V. (2012). Entrepreneurship: A South-Asian Perspective. Boston: Cengage Learning.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Store and Materials Management	L	T	P	Credit
Course Code	NBBAS4401	4	0	0	4
Course Objectives	To familiarize students with Material management as practiced in manufacturing industries and the service sector and to make them understand the store management and its material handling activities.				
Course Outcomes					
CO1	To understand the concept of Material Management and its terminologies.				
CO2	To evaluate some insight on procurement and material handling				
CO3	To apply the tools and techniques of inventory control and their usage to ensure lower inventory cost.				
CO4	To assess insights on store management and its various activities using AI and automation.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Material Management Material Management: Concept, Meaning and objectives. Functions and importance Planning and budgeting of materials. Types of organizational structure for material management department.	15	CO1
2	Module II: Procurement & Materials Handling Make or buy decisions. Purchasing functions: Meaning, objectives and principles, purchasing process. Selection of supplier, Procedure of receiving, checking and inspection of materials. Material handling: Meaning, objectives and principles.	15	CO2
3	Module III: Store and Inventory Management Stores Management: meaning, importance and stores department organization, Roles and Responsibilities of a Store Manager. Inventory Management: Meaning, objectives, and importance, Inventory Control Techniques: EOQ- Determination of carrying cost, ordering cost and safety stock ABC, VED, FSN Analysis.	15	CO3
4	Module IV: Issue and receipt of material using AI Printing receipts and issues of materials; AI-based receipts and issues system. Integration of AI with ERP systems. Material Productivity: meaning, factors and measures, AI driven Material Productivity and Performance measurement.	15	CO4

Suggested Readings

- Gopalakrishnan, P., & Sundaresan, M. (2010). *Materials management: An integrated approach*. PHI Learning Pvt. Ltd.
- Datta, A. K. (2012). *Materials management: Procedures, text and cases* (2nd ed.). PHI Learning Pvt. Ltd.
- Dutta, A. K. (2006). *Integrated materials management*. Prentice-Hall of India.
- Menon, K. S. (2008). *Purchasing and inventory control*. Wheeler Publishing.
- Ammer, D. S. (1989). *Materials management and purchasing* (9th ed.). Irwin Professional Publishing.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Indian Economy	L	T	P	Credit
Course Code	NBBAS4402	4	0	0	4
Course Objectives	To familiarize students with understanding of constituent sectors that define the Indian Economy and to examine the role and contribution of different sections of the economy in economic development of India and to enable the learners to examine the role and impact of NITI Aayog on economic development of India.				
Course Outcomes					
CO1	Explain the structure key features, challenges, and reform measures of the Indian economy, including the role of public and private sectors, and economic planning institutions such as NITI Aayog.				
CO2	Examine demographic trends and human development indicators and assess their impact on economic growth and population management in India.				
CO3	Analyse the performance of the agricultural sector including production, finance, and marketing systems, along with government policies and sustainability practices.				
CO4	Evaluate industrial and service sector development in India including policy initiatives, financial aspects, and the growing contribution of the service economy to GDP.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Overview of Indian Economy Indian Economy: Major features and problems. Role of public and private sector in Indian Economy; Functions and problems of public sector; Privatization –it's importance in Indian Economy. Globalization, Liberalization, and its impact on Indian Economy. Planning Process in India: Trends and Features, Planning process and features of Economic planning in India, and NITI Aayog, Budgeting in India	15	CO1
2	Module II: Demography and Indian Economy Concept of over, under and optimum population, Population explosion and trends in population growth, Demographic aspects of Indian population: Literacy, Gender and Quality of manpower, Demographic dividend and new trends in population management, Role of technology in demographic transformation. Need to sustainable population management. Human Development Index.	15	CO2
3	Module III: Indian Agriculture: Trends and problems Agriculture in Indian Economy: salient features and importance, cropping pattern, crop insurance, Sustainable water management, micro-irrigation, and climate-resilient practice. Agricultural production and productivity, Green, white, blue and yellow revolution. Government policy and initiatives. Agricultural Finance: Rural Credit; Rural Finance: institutional and non-institutional finance, Role of Regional Rural Bank and Micro- finance institutions. Institutional credit schemes and financial inclusion initiatives in agriculture. Agricultural Marketing: traditional markets and digital platforms, Warehousing, Role of Food Corporation of India (FCI), Export of agricultural products and agro based industries. Minimum Supports Price (MSP).	15	CO3
4	Module IV: Industrial Economy and Service Sector of India	15	CO4

	Industrial development in India: trends, challenges, and structural transformation, Features and Problems of Industrial Development in India, Core industries and their role in Indian economy, Industrial policies and statements and their impact on industrial development, Industrial Finance. An overview of Service Sector in India- growth, and emerging segments, Contribution of Service Sector to India's GDP.		
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Suggested Readings

- Government of India- Economic Survey, 2022
- Misra and Puri- Indian Economy, 38th Edition, Himalaya Publishing House, New Delhi, 2020
- A N Agarwal & M K Agarwal- Indian Economy Problems of Development and Planning, New Age International, 44th Edition 2023
- Rudra Dutt and KPM Sundaram- Indian Economy, S Chand & Co. Ltd, 2015

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Cost and Management Accounting	L	T	P	Credit
Course Code	NBBAS4403	4	0	0	4
Course Objectives	Familiarize students with management accounting concepts related to the managerial functions of planning, control, and decision-making.				
	Develop understanding of tools and quantitative techniques used to analyze how business processes consume resources and create value for a firm.				
	Enhance the ability to evaluate data and develop analytical skills necessary to diagnose complex business problems in an accounting context.				
	Develop an understanding of the application of Artificial Intelligence (AI) in management accounting, including the use of AI-driven tools for data analysis, forecasting, decision support, and improving the accuracy and efficiency of managerial decision-making processes.				
Course Outcomes					
CO1	To understand the usefulness of management accounting in managerial decision-making and to evaluate its role within an organization				
CO2	To illustrate the use of financial statement analysis and the various methods employed to evaluate a company’s financial performance.				
CO3	To analyze cost behavior and use this information in a range of managerial decisions through Marginal Costing and Standard Costing techniques				
CO4	To assess budgets and budgetary control systems, including the preparation and evaluation of different types of budgets.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Management Accounting, & Introduction to Artificial Intelligence in Management Accounting: Meaning, Nature, Scope, and Function of Management Accounting ,Role of Management Accounting in Decision-Making, Management Accounting Vs Financial Accounting, Tools and Techniques of Management Accounting, Introduction to Artificial Intelligence, AI in Decision Making & Management Accounting, Basic AI Technologies Relevant to Management.	15	CO1
2	Module II: Cost Accounting & Introduction to Artificial Intelligence in Cost Accounting Concept of Cost and Costing-Importance and Features of Costing, Cost Classification, Cost Units and Cost Centers, Cost Accounting System. Artificial Intelligence in Cost Accounting-AI for predictive cost analysis and forecasting, Automation of repetitive accounting and reporting tasks, AI-driven cost optimization and decision support.	15	CO2
3	Module III: Marginal and Standard Costing Marginal Costing as a Tool for Decision Making-Meaning, Advantages, limitation, Applications. Cost-Volume-Profit (CVP) Analysis, Artificial intelligence -Driven Forecasting for CVP Analysis. Standard Costing and Variance Analysis- material cost and labour cost analysis. Artificial intelligence for Labor and Material Cost Optimization	15	CO3
4	Module IV: Budgeting for Profit Planning ,Control and AI Meaning of Budget and Budgetary Control- Objectives of Budgetary Control,	15	CO4

	Merits and Limitations, Types of Budgets. AI in Budget Forecasting, Automated Budget Reporting, Financial Statements Analysis and AI: Meaning and components of financial statements, Objective, Methods of financial Statement Analysis: Ratio Analysis, Fund flow statement, Cash Flow Statement as per Accounting Standard-3, Applications of AI in Financial Statement Analysis. AI in Cash Flow Management		
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Suggested Readings

- M. Y. Khan, & P. K. Jain. Management Accounting. McGraw Hill Education.
- S. N. Maheshwari. Management Accounting. Sultan Chand & Sons.
- R. K. Sharma. Management Accounting. Kalyani Publishers.
- M. N. Arora. Cost and Management Accounting. Vikas Publishing.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Consumer Behavior	L	T	P	Credit
Course Code	NGE48807	4	0	0	4
Course Objectives	To develop a comprehensive understanding of consumer behavior theories, determinants, and decision-making processes in both individual and organizational contexts, while examining the application of Artificial Intelligence and analytics in analyzing, predicting, and influencing consumer behavior				
Course Outcomes					
CO1	Understand the fundamental concepts, evolution, and research approaches of consumer behaviour.				
CO2	Analyse consumer decision-making processes and evaluate internal and external determinants influencing buying behaviour.				
CO3	Apply consumer behaviour models to marketing strategies in both B2C and B2B markets.				
CO4	Assess the role and implications of Artificial Intelligence and analytics in consumer behaviour and marketing decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I :Introduction Defining Consumer behavior. Scope and Application of Consumer behavior. Evolution of Consumer behavior as a Field Of Study and its relationship with Marketing: Behavioral Dimension. The interdisciplinary nature of Consumer behavior. Profiling the consumer and understanding their needs. Relevance of Market Research with Consumer behavior. Approaches to Consumer behavior Research.	15	CO1
2	Module II :Consumer behavior Theory, Application and its Determinants Consumer behavior Theory and Its Application to Marketing Strategy: Consumer buying Process, Extensive, Limited and Routine Problems-solving behavior. . Models of Consumers Decision Making. Internal Determinants of Consumer behavior: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle. External Determinants to Buying behavior: Family and House Hold influences, Reference Groups and Social Class, opinion leaders ,Influence of Culture and Sub-culture.	15	CO2
3	Module III: Opinion Leadership, Innovation & Diffusion and CB Models Differences between: Industrial Markets & Consumer Market and Organizational & Consumer Buying. Buying Decisions in Organizational Buying Process: Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying behavior. Decision Makers in Organizational Buying. Models of Industrial Consumer Buying behavior	15	CO3
4	Module IV: Artificial Intelligence and Consumer Behaviour Artificial Intelligence (AI): Concept, evolution, and relevance in marketing	15	CO4

	and consumer behaviour. Role of AI, Machine Learning, and Big Data in analysing consumer behaviour. AI in understanding consumer decision-making processes. Recommendation systems and personalization strategies in digital platforms. Chat bots, virtual assistants, and AI-enabled customer engagement. AI in Customer Relationship Management (CRM) and customer experience enhancement. AI in B2B and organizational buying behaviour.		
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Suggested Readings

- Schiffman and Kanuk, Consumer Behaviour, Prentice hall.
- Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.
- Howard, John A., (1989). Consumer Behaviour in marketing Engle wood Cliffs, New Jersey, Prentice Hall Inc.
- Davenport, T.H. & Ronanki, R. – Artificial Intelligence for the Real World (HBR)
- Wedel, M. & Kannan, P.K. – Marketing Analytics for Data-Rich Environments

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Cyber Security	L	T	P	Credit
Course Code	NGE48808	4	0	0	4
Course Objectives	To familiarize students with: Various aspect of cyber security including digital signatures, electronic records, data protection, and government regulatory framework				
Course Outcomes					
CO1	To understand the various domains of cyber security.				
CO2	Describe the use of digital signatures and their use in electronic records.				
CO3	Examine the concept of data privacy and the scope of IT Act, 2000.				
CO4	Assess various issues, challenges and threats in cyber security.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Cyber Security – Concept, Digital Privacy, Security risks - Malware, Hacking, Pharming, Phishing, Ransomware, Adware and Spyware, Trojan, Virus, Worms, WIFI Eavesdropping, Scareware; Antivirus and Other Security solution, Password, Secure online browsing, Email Security, Social Engineering; IT Act, 2000. E-Money, regulations of PPI (Pre-Payment Instruments) by RBI, Electronic Money Transfer, Privacy of Data and Secure Ways of Operation in cyber space.	15	CO1
2	Module II: Digital Signatures and Electronic Records Cryptography – Encryption and Decryption; Concept of public key and private key; Creation and authentication of digital signature; Electronic signature certificates; Certification authorities and their role. Electronic Records -Concept, authentication, applications, usage and legal recognition of electronic records; Legal recognition of digital signatures; Retention of Electronic Records; Intermediaries and their liabilities; Attribution, acknowledgement and dispatch of electronic records; Secure electronic records and digital signatures; Digital signatures in Government and its agencies.	15	CO2
3	Module III: Data Protection Data Protection on Internet - Concept of privacy, right to privacy, Threat to privacy on internet, Ingredients to decide confidentiality of information, Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Right of Interception under IT Act, Legal provisions and limitations, Different offences under IT Act, 2000.	15	CO3
4	Module IV: Cyber Security- Issues and Challenges Cyber Crimes; Sources of cybercrime law (substantive and procedural); Cyber Crimes Vs. Conventional Crime; Reasons for cyber-crimes and cyber criminals; Cyber Crimes against Individuals, Institution and State; Cyber Crimes: Hacking, Digital Forgery, Cyber Stalking/Harassment, Identity Theft & Fraud, Cyber Terrorism, Cyber Defamation, Salami attacks- Web Jacking, Malware, DDoS attacks, and Botnets; Preventive measures under IT Act,	15	CO4

	2000. Blockchain-concept and security benefits.		
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Suggested Readings

- Craig, B. (2012). Cyber Law: The Law of the Internet and Information Technology. London: Pearson Education.
- Dietel, H. M. (2001). E-business and E-commerce for managers. London: Pearson Education.
- Ismail, N., & Cie, E. L. Y. (2013). Beyond Data Protection: Strategic Case Studies and Practical Guidance. Berlin: Springer.
- Rattan, J. (2017). Cyber Laws & Information Technology. New Delhi: Bharat Law House Pvt. Ltd.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Leadership & Personality Development	L	T	P	Credit
Course Code	NSMVC48802	3	0	0	3
Course Objectives	To familiarize students with: The concept of leadership and challenges related to it The importance of evaluating the self for personality development				
Course Outcomes					
CO1	Demonstrate the understanding of leadership concept, styles and theories				
CO2	Analyze and interpret effective leadership skills for optimum utilization of human resources				
CO3	Apply professional communication, workplace etiquette, time management, and AI-enabled decision-making skills to enhance effectiveness in organizational settings.				
CO4	Evaluate the role of AI, self-awareness, communication, and leadership skills in personality development and effective team management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Leadership Concept and nature of Leadership, Styles of Leadership, Leadership vs Management Trait theory of Leadership, Behavioral theory of Leadership, Situational Theory of Leadership, Transformational & Transactional Leadership, Recognition and motivating tips for leading Staff. AI vs Human Leadership	12	CO1
2	Leadership Skills Basic Leadership Skills, Emerging trends in leadership, Emotional Intelligence & leadership, Nature of Executive leadership, Emotional Intelligence & leadership, Ethical leadership & issues. Patterns of leadership effectiveness, Ethical challenges of AI in Leadership	11	CO2
3	Professionalism & Grooming Meaning of professionalism, Developing Professionalism at workplace, Goal setting & Time management, Dress and grooming for Success, Work ethics and Business Etiquettes, Role of verbal and non-verbal Communication in Organization, Barriers to Communication. Role of AI in enhancing professionalism, AI in Communication & Decision making	11	CO3
4	Personality Development & Leadership Concept of Personality, Determinants of Personality, Significance of Personality Development, Self-awareness and self-concept, Johari Window, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) Group Communication, Active Listening, Art of Public Speaking, improving public speaking skills, Building effective Teams, Stress management, Role of AI in personality development	11	CO4

Suggested Readings

- John Mitchell, Natalie Mitchell & Bogdan Gudzenko (2012)-Leadership Development
- Hurlock, E.B. (2006), Personality Development, TMH, New Delhi.
- Stephen P. Robbins, Organization Behavior, Pearson Prentice Hall.

- Uday Kumar Haldar – Leadership & Team Building

Online Resources

- Personality Development, Dr Sweta Sanjog Mehta, Swayam Portal
https://onlinecourses.swayam2.ac.in/cec21_mg22/preview#:~:text=The%20course%20aims%20to%20cause,in%20one's%20life%20and%20career.
- Leadership Prof Kalyan Chakravarty and Prof Tuhenna Mukherjee, Swayam Portal
https://onlinecourses.nptel.ac.in/noc19_mg34/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	II	Semester		IV	
Course Name	Digital Marketing	L	T	P	Credit
Course Code	NSMVC48804	2	0	0	2
Course Objectives	To familiarize students with digital marketing concept, practices, consumers online engagement, various social media platforms and AI in digital marketing				
Course Outcomes					
CO1	To Understand the concept, scope and functions of Digital Marketing.				
CO2	To Understand various channels of Digital marketing, content and campaign management.				
CO3	To develop insight about SEO and its types; tools and techniques of SEM.				
CO4	To understand the role of Artificial Intelligence in digital marketing for customer analysis, content creation, social media marketing, and ethical use of data.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction to Digital Marketing concept, importance, and scope of digital marketing, Evolution of digital marketing. The difference between traditional and digital marketing. Contemporary best practices in digital marketing. Case-study.	7	CO1
2	Module II: Acquiring and engaging users through Digital Channels: Introduction to content marketing and management. Understanding the relationship between content and branding, mobile marketing, video marketing, Email marketing; Social Media Marketing- introduction and use of various social media platforms in digital world; Online campaign management- preparation, execution, and tracking. Case-study	8	CO2
3	Module III :Overview of SEO and SEM: Search Engine Optimization (SEO)- concept, importance, On-page Optimization and Off-page Optimization, Google Ad words. Search engine marketing (SEM)- Strategy building and execution through SEM tools and techniques. Difference between SEO and SEM. Case-study	8	CO3
4	Module IV :Introduction of AI in Digital Marketing Meaning of AI; Role of AI in Digital Marketing; Difference between traditional digital marketing and AI-based digital marketing; AI in understanding customer behavior and preferences; AI in Content Creation: Platforms like Chat GPT, Gemini, Perplexity; and Social Media Marketing; Ethical issues: data privacy and responsible use of AI.	7	CO4

Suggested Readings

- Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Dave Evans, Susan Bratton; Social Media Marketing; The Next Generation Of Business innovation, Wiley & Sons (2010)
- Gupta, Seema; Digital Marketing, McGraw Hill (August, 2022).
- Maria Johnsen; AI in Digital Marketing, Mercury Learning & Information (2024)

Online Resources

- <https://www.investopedia.com/terms/d/digital-marketing.asp>
- <https://egyankosh.ac.in/handle/123456789/79506>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Shipping Management	L	T	P	Credit
Course Code	NBBAS4501	4	0	0	4
Course Objectives	To familiarize students with: Commercial, operational and technical components of shipping management and insurance claim handling and shipping geography.				
Course Outcomes					
CO1	To Understand the basics and different aspects of Shipping Management to create learning about decision making perspective in the area.				
CO2	To Illustrate the various ship registrations, tonnage, chartering and associated parties.				
CO3	To assess how the development of tankers and tanker market takes place.				
CO4	To evaluate AI-enabled marine insurance processes, digital claim handling and AI-supported shipping geography for effective decision making in shipping management				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module -I: Introduction to Shipping Ship: Types of ships, Principal dimensions-Ship's tonnages -Cargo carrying capacity. Ship owners, operators and managers: Ship manager, Agents. The Importance for Sea Transport; Brief history of Shipping.	15	CO1
2	Module -II: Ship registration & Cargo Chartering: Ship registration Tonnage & Load lines, Description of various tonnage, Crude oil and Product tankers. The Dry Cargo Chartering market: Introduction –Chartering –various charter parties.	15	CO2
3	Module -III: Liners: Liners: Introduction - The Development of Tankers & the Tanker Market Types of tankers –Tanker Charter Parties -Negotiating Charter, Brief History of Containerization.	15	CO3
4	Module -IV: Shipping Geography, Insurance and AI Applications Shipping geography: ports, ships and oceans, Insurance: Hull and machinery insurance; Salvage-Third party recoveries-Claims and handling-Protection; Shipping and Marine Insurance, Role of AI in shipping and marine insurance, Use of AI-based decision support tools in claims handling, Overview of digital platforms used by insurers and shipping companies	15	CO4

Suggested Readings

- Introduction to Shipping, Institute Of Chartered Shipbrokers, Witherby Seamanship International Ltd, 2nd revised edition, 2009.
- Jacob Kamm, Sean Connaughton, Gustaf Erikson, Robert Moran, Sir George Renwick, Shipping Biography Introduction: 1st Baronet, Llc Book, 1994.
- Lambert M Surhone, Miriam T. Timpledon, Susan F. Marseken (2010)VdmVerlagDr.Mueller Ag & Co Ka.
- Introduction to Shipping (2016), Cheong KweeThiam (Author), 2nd Edition, LexisNexis Emerging Issues Analysis CLE.

Online Resources

- https://egyankosh.ac.in/simple-search?query=shipping+management&sort_by=score&order=desc

&rpp=10&etal=0&start=0

- https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/4/PG_M.B.A%20Logistics%20Management_English_Maritime%20Logistics%20and%20Documentation_CRC_6554.pdf
- <https://archive.nptel.ac.in/courses/110/106/110106045/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Financial Management	L	T	P	Credit
Course Code	NBBAS4502	4	0	0	4
Course Objectives	To familiarize students with: Financial decisions made by financial managers.				
	Theories of finance.				
	Techniques which assist in the decision-making process.				
	Capital Structure for the value maximization of the firm.				
Course Outcomes					
CO1	Understand financial management techniques with their implications in business. Understanding investment and financial decisions to maximize the value of the firm and Shareholder’s wealth maximization.				
CO2	Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts.				
CO3	Analyzing the relevance of Cost of capital and weighted average cost of capital. Prepare the working capital requirements of different projects and firms.				
CO4	Assessing how specific techniques and decision rules can be used to develop Capital structure for an organization. Reconcile the leverage effect of capital mix and impact of leverage.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature and scope of financial management, finance function, profit/wealth maximization. Functions of financial managers. Concept of time value of money. Sources of finance: Short Term sources, long term sources and shares, debentures	15	CO1
2	Module II: Investment Decision Meaning, objectives, nature of investment decisions. Pay back methods, Net Present value method, profitability index, and internal rate of return method. Working capital management: meaning, scope, Importance, determinants and sources. Approaches of working Capital Management of Cash, inventories and receivables.	15	CO2
3	Module III: Cost of Capital Introduction, significance, concept, components of cost of capital. Weighted Average Cost of Capital. Capital Structure: meaning, forms and determinants of capital structure, operating and financial leverage, planning the capital structure by EBIT-EPS Analysis.	15	CO3
4	Module IV: Fin tech and Sustainable Finance: Concept of Fin tech & its Advantages, Traditional Finance Vs. Fin tech, Digital India and its role in promoting Fin Tech Drivers of Fin Tech Trends driving Fin tech adoption, AI governance: Risks and Ethics Sustainable Finance: The need for sustainable business practices Fin tech and society, Fin Tech Ecosystem and Emerging Sectors, Enabling green economic growth	15	CO4

Suggested Readings

- Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004.
- Khan M. YandJain P.K., Financial Management, Tata Mc GrawHill, 2001,3rd Edition.
- Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003

Online Resources

- eGyanKosh: FinancialManagement online available at
<https://www.egyankosh.ac.in/handle/123456789/3161>
- NPTEL: FinancialManagement forManagersonline available at <https://nptel.ac.in/courses/110107144>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Human Resource Management	L	T	P	Credit
Course Code	NBBAS4503	4	0	0	4
Course Objectives	• To familiarize students with: • The understanding of Human Resource Management and its role in modern organizations. • The emerging trends in HRM including sustainability, gig workforce management, and AI-enabled HR practices.				
Course Outcomes					
CO1	Demonstrate the understanding of the scope and functions of HRM				
CO2	Analyze training, development, and performance appraisal methods to enhance employee learning, skill development, and organizational effectiveness.				
CO3	Apply compensation, welfare, health, safety, and stress management practices along with AI-enabled employee engagement and wellness tools to improve employee well-being and organizational performance.				
CO4	Evaluate the role of E-HRM, sustainable HR practices, diversity management, and gig workforce management in addressing contemporary workplace challenges.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to HRM Concept, objectives, importance and functions of HRM. Trends shaping HRM, Personnel policies, programs and procedures. Job analysis: Use & process. Manpower planning: meaning, need and process. Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion. Orientation. Placement. Promotion. Demotion and Transfer. AI-enabled HRM: Artificial Intelligence in recruitment and selection, including resume screening, chatbots, conducting aptitude, personality, and skill-based online tests, Automated scoring and instant feedback systems.	15	CO1
2	Human Resource Development and Performance Appraisal HRD: Meaning, need, HRD mechanisms, processes and outcomes, Objectives and importance of training, On- the- job and Off-the-Job training methods, Development methods: case study, business games, in-basket, role playing, coaching, understudy, position rotation, and multiple management. Performance Appraisal: objectives and methods. AI in employee upskilling and reskilling. Bias free appraisal system using AI.	15	CO2
3	Compensation and Reward Management, Employee Relations Components of pay structure, Wage and salary administration, Pay for performance, Individual and group-based Incentive plans, Fringe benefits. Job evaluation: concept and methods, Welfare activities, Health and safety of workers, social security measures Stress Management: Definition, sources of stress, consequences and stress management strategies. AI-based engagement surveys, AI powered wellness platform-Mental health chatbots and virtual counselors	15	CO3
4	Emerging Trends in HRM	15	CO4

	E-HRM: meaning, and advantages. Diversity and inclusion at workplace, Remote/hybrid workforce management, Sustainable HR practices (S-HRM), Triple bottom-line approach, green recruitment and performance systems, Types of gig workers, managing gig workers, Challenges in Managing Gig Workers.		
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Suggested Readings

- Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition.
- Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd edition.
- Ivansevich, Human Resource Management, Tata McGrawHill, 10th Edition.
- Ben Eubanks (2018). Artificial Intelligence for HR: Use AI to Support and Develop a Successful Workforce. Kogan Page Publishers, 2018
- Strohmeier, Stefan (2022). Handbook of Research on Artificial Intelligence in Human Resource Management. Edward Elgar Publishing, 2022

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Business Policy and Strategy	L	T	P	Credit
Course Code	NDSE48801	4	0	0	4
Course Objectives	To familiarize students with: The core concepts, frameworks, and techniques of strategic management. The major initiatives taken by a company’s top management involving resources and performance in internal and external environments				
Course Outcomes					
CO1	Understand the basic concept of policy and strategy its implementation in business practices and corporate governance and role of AI in decision making.				
CO2	Apply and build the firm’s competitive advantage and integrate key functional areas into a unified strategic plan and role of AI in strategic planning.				
CO3	Demonstrate the importance of changes in economic, technological, Government, political and social focus on the formulation of a firm’s strategy.				
CO4	Evaluate and recommend the implementation strategy through established models. Use of AI in performance monitoring of firm.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Nature & importance of Business Policy, Development Classification of Business Policy; Mechanism of policy making Business Policy and strategy. Business policy and corporate governance. Role of Artificial Intelligence in Business Decision Making.	15	CO1
2	Module II: Strategic Planning and Management Concept of corporate strategies, Strategic Planning: Process, importance and 7 S framework. Strategic planning for: Multinationals, small businesses, non-profit organizations and public sector. Michael Porter Generic Competitive strategies, SWOT Analysis, PESTLE Analysis, AI-driven strategic planning in startups and digital enterprises.	15	CO2
3	Module III: Strategy Formulation, Strategic Analysis and Choice Objectives and goals of the organization. ETOP. Competitive analysis. Internal environment, scanning, mission and vision statement, SAP and KSF. Choice of strategy. Business level strategies: generic, cost leadership, differentiation and focus. Multi business strategies: coordination, diversification, venturing.	15	CO3
4	Module IV: Corporate Portfolio Analysis and Implementation BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture. AI in Performance Monitoring and Strategic Control.	15	CO4

Suggested Readings

- Lawrence R. Jauch. And Glueck William F., Business Policy and Strategic Management, Frank Brothers.
- Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000.
- Pearce II John A. And Robinson J.R. and Richard B., Strategic Management, AITBS.
- Wheelen Thomas L., Hunger . David. And Rangaragjan Kris., Concepts in Strategic Management and Business Policy, Pearson Education, 1st Ed.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Mall Management	L	T	P	Credit
Course Code	NDSE48802	4	0	0	4
Course Objectives	To develop an in-depth understanding of mall planning, operations, tenant management, marketing strategies, and the use of digital technologies (including AI) to enhance customer experience and optimize mall performance.				
Course Outcomes					
CO1	To understand mall concepts, evaluate site feasibility, and understand planning and design considerations for successful mall development.				
CO2	To understand mall operations efficiently and design effective tenant mix and leasing strategies to maximize revenue and customer satisfaction.				
CO3	To analyse financial performance, evaluate mall efficiency, and assess future trends.				
CO4	To develop marketing strategies and apply AI tools to enhance customer engagement and improve mall performance.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Mall Management & Planning: Concept, evolution, and significance of malls in retail sector. Types of malls: Regional, Super-regional, lifestyle, Outlet, mixed-use. Roles and responsibilities of Mall Managers. Future trends and projections, advantages of mall over other retail formats. Mall development process: Feasibility study, site selection, catchment analysis. Mall design and layout planning: zoning, anchor stores, circulation etc. Components of Mall architecture and their significance like: Facade, Atrium, Parking, circulation path and utilities etc. Legal and regulatory aspects in mall development-Indian context. Sustainability and green mall concepts.	15	CO1
2	Module II: Mall Operations & Tenant Management: Mall operations management: Security, housekeeping, parking, maintenance. Facility management systems and service quality. Tenant mix strategy and leasing management, Rent structures: Fixed rent, revenue sharing, hybrid models, Contract management and tenant relations. Risk management and crisis handling: fire-safety, emergencies.	15	CO2
3	Module III: Financial Management, Performance Evaluation & Emerging Trends: Financial planning and budgeting in malls. Revenue streams: Rentals, parking, advertising, kiosks. Cost control and profitability analysis. Key performance indicators (KPIs): Footfall, conversion rate, sales per sq. ft. Mall auditing and performance evaluation. Emerging trends: Smart malls, digital payments, AI-driven automation, sustainability. Case studies of successful malls.	15	CO3
4	Module IV: Mall Marketing, Customer Experience & AI Applications: Mall branding and positioning strategies. Promotions, events, and seasonal campaigns. Digital marketing: Social media influencer marketing, mobile	15	CO4

	apps. Customer experience management and engagement strategies. AI in mall management: Footfall analysis using computer vision. Consumer behaviour prediction, Personalized promotions and recommendation systems. Chabot for customer assistance. Omni channel retailing and integration with e-commerce.		
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Suggested Readings

- Kumar, M. (2010). Mall management: Operating in Indian Retail Space. Himalaya Publishing House.
- Singh, H., & Srinivasan, S. R. (2012). Mall management: Operating in Indian retail. Oxford University Press.
- Berman, B., & Evans, J. R. (2018). Retail management: A strategic approach (13th ed.). Pearson Education.
- Pradhan, S. (2020). Retailing management (5th ed.). McGraw Hill Education.
- Underhill, P. (2009). Why we buy: The science of shopping (Revised ed.). Simon & Schuster.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Research Methodology	L	T	P	Credit
Course Code	NGE48809	4	0	0	4
Course Objectives	To familiarize students with: Concept and relevance of marketing research. Marketing research process and report preparation.				
Course Outcomes					
CO1	Understand the basic concept of Research methodology and its implementation in various business situations.				
CO2	Examining the impact of sampling and its techniques and sources of data collection. Formulate sampling frameworks and apply digital and AI-based tools for collecting and managing logistics-related data.				
CO3	Analyzing measurement scale and data processing. Apply and relate decisions to formulate a good hypothesis. Explain data processing, statistical techniques, and the use of analytical tools for solving supply chain problems.				
CO4	Assessing clear and meaningful understanding of business reports and its characteristics. Demonstrate the preparation of research reports and presentations using AI tools while maintaining ethical and professional standards.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Research Meaning, Objectives, types and Importance of Research. Research Process and criteria of good research. Research problem, techniques involved in defining a problem.	15	CO1
2	Module II: Sampling Design & Data Collection Sampling Design: Census & Sample Surveys; Steps in Sampling Design, Types of Samples Designs-Probability & Non-Probability sampling. Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing. Google Forms / Survey tools (hands-on), AI-based questionnaire generation, Data collection through social media & digital platforms, Introduction to web scraping (basic concept only)	15	CO2
3	Module III: Measurement Scale and Data Processing Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques, Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test. Excel for data analysis (practical), Introduction to AI tools for analysis (Chat GPT, Excel AI, Power BI basics), Data visualization basics (dashboard concept), Interpretation for business decisions	15	CO3
4	Module IV: Report Writing Presentation: Diagram, Graphs, Charts, Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research report. Application of research in	15	CO4

	business management. AI-assisted report writing (Chat GPT, Grammar) , Presentation tools (Canva, PowerPoint), AI ethics: plagiarism, bias, misuse, Referencing tools (basic – Zotero /Mendeley intro), Industry-style report format		
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Suggested Readings

- Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.
- Gupta, S.L., Marketing Research, Excel Books, 2004.
- Aaker, Marketing Research, John Willey & Sons, 2001.
- Tull & Hawkins, Marketing Research, Prentice Hall of India, 2000.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Digital Governance	L	T	P	Credit
Course Code	NGE48810	4	0	0	4
Course Objectives	To familiarize students about: Generating human resources with the right skills, knowledge, and aptitude and leadership qualities for effective implementation of e-Governance Projects, by studying e-Governance models and its characteristics. To make aware students about scope of e-Governance in the State through various sectors and services				
Course Outcomes					
CO1	Understand and critique the various roles attributed to government				
CO2	Apply legal/human/Technological /Infrastructural preparedness in digital system				
CO3	Describe about data mining and data warehousing				
CO4	Evaluate the e-governance in Indian perspective through case studies				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1 Overview of E-Governance and its Models: Introduction to E-Governance: Needs of E-Governance, Issues in E-Governance applications and Digital Divide; Evolution of E-Governance, its scope and content; Present global trends of growth in E-Governance; Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Key areas; Towards Good Governance through E-Governance Models. Digital India Initiative (Digi-locker UMANG)	15	CO1
2	Module 2 E-Governance Infrastructure, Strategies: E-readiness: Digital System Infrastructure, Legal Infrastructural Preparedness, Institutional Infrastructural Preparedness, Human Infrastructural Preparedness, Technological Infrastructural Preparedness; Digital Public Infrastructure	15	CO2
3	Module 3 Applications of Data Mining in E-Governance: Introduction of Data warehousing and Data mining in E- Governance; National Data Warehouses: Census Data, Prices of Essential Commodities; Other areas for Data Warehousing and Data Mining: Agriculture, Rural Development, Health, Planning, Education, Commerce and Trade, Other Sectors. Introduction to Power BI	15	CO3
4	Module 4 Case Studies of E-Governance in Indian perspective • Smart Nagarpalika-Computerization of Urban Local Bodies (Municipalities) • NICNET-Role of Nationwide Networking in E- Governance • Ekal Seva Kendra • Aadhar • E-Suvidha • Bhulekh • AI in Automation	15	CO4

Suggested Readings

- C.S.R. Prabhu, “E-Governance: Concepts and Case Studies”, Prentice-Hall of India Private Limited, 2004.
- N. Gopalsamy, “Information Technology & e-Governance”, New Age Publication, First Edition 2009.
- Backus, Michael, “e-Governance in Developing Countries”, IICD Research Brief, No. 1, March 2001.
- Subhash Bhatnagar, “Unlocking E-Government Potential: Concepts, Cases and Practices

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		V	
Course Name	Entrepreneurial Finance	L	T	P	Credit
Course Code	NSMVC48805	2	0	0	2
Course Objectives	To understand the role of finance in entrepreneurship and develop a new business plan.				
	To analyze financial statements and ratios to assess the financial health of a start-up.				
	To analyze the various sources of investment and also know the support provided by the state and central government for entrepreneurship.				
	To determine the various financial support schemes provided by				
Course Outcomes					
CO1	Understand the role of finance in entrepreneurship, develop business plans, and evaluate global finance ecosystems and startup valuations.				
CO2	Analyze financial statements and ratios to assess startup health, while comparing traditional banking with digital banking and Fintech.				
CO3	Identify diverse investment sources (VC/Angel) and analyze government initiatives provided by State and Central bodies to strengthen entrepreneurial culture.				
CO4	Evaluate the functions of financial support institutions (DIC, SIDBI, NSIC) and the impact of Fintech on society and green economic growth.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I Introduction to Entrepreneurial Finance: Definition and scope of entrepreneurial finance, Role of finance in entrepreneurship, Characteristics of entrepreneurial finance, developing a business plan, estimating start-up costs and funding needs, Financial projections and forecasting, Valuation of start-ups. Global Finance ecosystems, Banks, Fintech, challenges and advantages	8	CO1
2	Module II: Financial Statements & Analysis: Introduction to financial statements (balance sheet, income statement, and cash flow statement), financial ratio analysis for start-ups, assessing the financial health of a start-up, Benchmarking, and industry analysis. Traditional banking & finance Vs. Digital Banking and Fintech	7	CO2
3	Module III; Sources of Finance: Various sources of Investment - Basics of Venture Capital and Angel Investment - Start-up Culture - Various measures of encouragement and support being provided by the State and Central Government for strengthening the Entrepreneurial Culture. Fintech Statistics and Global Market	7	CO3
4	Module IV: Institutional Financial Support: Schemes and functions of rate of Industries-District Industries Centers (DICs)-Industrial Development Corporation (IDC)-State Financial Corporation (SFCs)-Small Scale Industries Development Corporations (SSIDCs) -Khadi and Village Industries Commission (KVIC)-Technical Consultancy Organization (TCO)- Small Industries Service Institute (SISI)-National Small Industries Corporation (NSIC)-Small Industries Development Bank of India (SIDBI). Fintech and society, Enabling green economic growth	8	CO4

Suggested Readings

- Philip J. Adelman, Alan M. Marks, Entrepreneurial Finance, 5e, Pearson, 2011.
- Steven Rogers, Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur 3e, Tata Mc Graw Hill, 2014.
- Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, 2nd Edition, Pearson Education, 2012

Online Resources

- https://www.youtube.com/watch?v=c9ZENOt1j_w&list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=3
- https://www.youtube.com/watch?v=UL86GGHBX5Q&list=PLLy_2iUCG87CUSdZ0z0ihunS1QsrNqXFN&index=37&pp=iAQB

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	International Logistics	L	T	P	Credit
Course Code	NBBAS4601	4	0	0	4
Course Objectives	To familiarize students with: Practical aspects of international trade and Domestic and international institutional and regulatory arrangements.				
Course Outcomes					
CO1	To understand principles of international logistics.				
CO2	To analyze pre-shipment finance and basic excise and customs procedure and Documentation.				
CO3	To apply post shipment finance procedure in FE and other international trade related Activities.				
CO4	To evaluate major export promotion schemes and assistance for effective use in International shipping business and logistics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction to International Logistics Nature, significance and components of international logistics; Creating an export organization; Registration and licensing; Selecting export products, markets and channels; Export costing and pricing procedures; Deciding payment terms; Export contracts and export order processing.	15	CO1
2	Module II: Pre-shipment Finance Arranging pre-shipment finance; Export procurement; quality control and pre-shipment inspection; Packing and labelling of export consignments; Basic procedure and documentation for excise and custom clearance.	15	CO2
3	Module III: Post-shipment Finance Arranging post-shipment finance; Documentary collection of export bills; Negotiating documents under L/C; managing exchange earners' foreign currency accounts; Availing foreign exchange facilities; Role of EXIM Bank; Export credit risk insurance and the role of ECGC. Export promotion Major export promotion schemes in India	15	CO3
4	Module IV: AI in International Logistics: Role of AI in Demand Forecasting and Inventory Planning for Export Markets; AI-driven Risk Assessment in International Trade; Predictive Analytics for Port, Customs, and Transit Delays; Digital Trade Platforms, e-Documentation and Smart Contracts.	15	CO4

Suggested Readings

- Long, D. G. (2003). *International logistics: Global supply chain management*. Kluwer Academic Publishers.
- David, P. A., & Stewart, R. D. (2021). *International logistics: The management of international trade operations* (6th ed.). Cicero Books.
- Mangan, J., Lalwani, C., & Calatayud, A. (2021). *Global logistics and supply chain management* (4th ed.). Wiley.
- Bowersox, D. J., Closs, D. J., Cooper, M. B., & Bowersox, J. C. (2019). *Supply chain logistics management* (5th ed.). McGraw-Hill Education.
- Coyle, J. J., Novack, R. A., Gibson, B. J., & Langley, C. J. (2021). *Transportation: A supply chain perspective* (10th ed.). Cengage Learning.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	Shipping Finance and Marine Insurance	L	T	P	Credit
Course Code	NBBAS4602	4	0	0	4
Course Objectives	To familiarize students with: Shipping Industry, its Assets Valuation and Sources of Long-term Finance. Awareness about Marine Insurances and associated risks and mitigation.				
Course Outcomes					
CO1	To identify the importance of the shipping sector and apply various models for ship asset valuation.				
CO2	To analyze diverse sources of shipping finance and evaluate the role of Corporate Governance and CSR in the shipping industry.				
CO3	To understand the fundamental principles of marine insurance, the 1906 Act and the procedures for obtaining marine protection policies.				
CO4	To evaluate the application of information systems, data security and Electronic Data Interchange (EDI) in the management of shipping data.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module-I: Introduction to Shipping Industry: Overview of the Shipping Industry -Importance of the Sector -Participants in the Shipping Business (Redefining Agency Cost) -Shipping Cycles and their Drivers Ship (Asset) Valuation -Models of Ship Valuation: Case Study -Probability of Default: Case Study -(Basel II &Basel III criteria)	15	CO1
2	Module –II: Sources of Shipping Finance and Corporate Governance: Sources of Ship Finance-Equity (IPO's): Case Study -Debt Financing and the Bond Markets: Case Study -KG Funds-KS Funds: Case Study -Islamic Finance: Case Study -Debt/Equity Structure Decision of a Shipping Company –Corporate Governance in Shipping: Discussion of Empirical Results –Corporate Social Responsibility: Discussion of Empirical Results.	15	CO2
3	Module-III: Introduction to Marine Insurance: Marine Insurance Contract 1906: Origin and growth; History of Lloyds; Evaluation of marine insurance business in India, Basic elements - insurable interest utmost good faith implied warranties; Policy document; Types of marine insurance contract —freight, cargo and -vessel; Procedure for obtaining marine protection policy; Marine policies and conditions; Nature of coastal marine..	15	CO3
4	Module IV: System Devices and Security System: Input and Output devices, off-line storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System, Electronic Data Interchange (EDI) .	15	CO4

Suggested Readings

- Leon, Alexis. And Leon, Matthews., Data Base Management System ,Leon Vikas Publishing.
- Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley
- Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, Mc GrawHill, Company, Higher Education

Online Resources

- <https://egyankosh.ac.in/bitstream/123456789/29281/1/Unit-5.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/12077/1/Unit-8.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	International Business	L	T	P	Credit
Course Code	NBBAS4603	4	0	0	4
Course Objectives	To familiarize students with: The theories of international dimensions of Business and external influences affecting the international business organization. The design and structure of International Organizations. Labour market differences and labour compensations and international business strategies. The role of strategies and different policies on the way a business is conducted in international context.				
Course Outcomes					
CO1	Identify the role of external influences on international business scenario.				
CO2	Demonstrate the concept of international corporations by their organizational design, structure, attitude and strength				
CO3	Apply the functionality of global financial markets, foreign exchange markets exchange rate method and different international business strategy, sustainability in export-import, trade policies of India.				
CO4	Evaluate the global competitiveness and international business strategy, Use of AI and technology in digital trade and E- Commerce.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Dimensions of International Business The field of international business: scope, challenges and opportunities, means of engaging in international business, external influences on international business. International trade theories.	15	CO1
2	Module II: International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional based, area-based matrix structure, Methods of entry.	15	CO2
3	Module III: India's foreign trade India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Foreign Trade policy 2023, export, assistance, marketing plan for exports.	15	CO3
4	Module IV: International Finance and Strategies Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies. International strategic alliances. Digital trade management, Paperless trade, E-BUSINESS MODELS	15	CO4

Suggested Readings

- Agarwal, Raj., International Trade, Excel, 1st Ed.
- Albaum, Duerr, International Marketing and Export management, Pearson, 7th Ed.
- Cherunilam, F.(2007), International Trade and Export Management ,Himalaya.
- Hill C.W., International Business ,TMH, 5th Ed.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	Business Ethics and Indian Value System	L	T	P	Credit
Course Code	NDSE48803	4	0	0	4
Course Objectives	Develop a comprehensive understanding of business ethics, ethical theories, values, and decision-making frameworks, and apply them to analyze organizational practices, sustainability issues, and the ethical implications of Artificial Intelligence in modern business environments.				
Course Outcomes					
CO1	Explain the concept, nature, and evolution of business ethics, including arguments for and against business ethics in modern organizations.				
CO2	Examine ethical decision-making processes and analyze the relevance of Vedanta ethos and business ethics across different organizational contexts.				
CO3	Evaluate major ethical theories and approaches, including teleological, deontological, utilitarianism, universalism, ethical relativism, and hierarchism in organizational settings.				
CO4	Analyze the concept and types of values, their formation, and the relationship between ethics, values, and behavior, while assessing sustainability and the role of Artificial Intelligence in ethical decision-making.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	MODULE I: Introduction Business Ethics- An Overview; Concept, nature, evolving ethical values, Arguments against business Ethics, development of ethics, ethical decision making; ethos of Vedanta in management, Business Ethics in Different Organizational contexts; Sustainability: A Goal for Business Ethics; Approaches and Practices of Business Ethics; Ethical theories and approaches - The Teleological approach and the Deontological approach. Universalism vs. Ethical relativism, Utilitarianism; Hierarchism as an organizational value. Values: Concept, types and formation of values. Relationship between ethics, values and behavior, Values Of Indian Managers. Artificial Intelligence and Ethical decision-making	15	CO1
2	MODULE II : Corporate social responsibility and consumer protection Corporate responsibility of business towards employees, consumers and community. Corporate Governance & Code of Corporate Governance. Different approaches of corporate governance, Corporate Philanthropy. Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance, Global Corporate Governance Practices. AI and Corporate Governance, Consumerism. Case Studies CSR success stories.	15	CO2
3	MODULE III: Progress & Results, Managing of transformation and Success. Definition and functions of progress. Progress in business difference between: Short-term profit vs. long-term success. Transformation: Meaning and need for transformation, process and Challenges of transformation. Role of AI in business transformation. Success: Definition, Principles for competitive success, pre-requisites to create blueprint for success. Successful stories of business Gurus.	15	CO3
4	Module IV: Ethical Philosophies Relationship between Ethics & Corporate Excellence, Gandhi an Ethics in Business, Philosophy of Trusteeship, Gandhiji Seven Greatest Social Sins, Corporate Mission & Code of Ethics. Meaning of mission statement, Role of ethical values in mission, Organizational culture, How culture influences employee behavior, Creating an ethical work culture. Meaning of TQM; Link	15	CO4

	between quality and ethics. Ethical Leadership through Indian Values, Concept of Knowledge management and wisdom management. AI vs human wisdom.		
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Suggested Readings

- Leonard J. Brooks & Paul Dunn- Business & Professional Ethics
- Manuel G. Velasquez- Business Ethics
- Ronald D. Francis- Global Business Ethics

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	Retail Marketing	L	T	P	Credit
Course Code	NDSE48804	4	0	0	4
Course Objectives	To develop students’ understanding of retail concepts, formats, operations, and strategies, and to equip them with skills to manage modern retail businesses, including the use of digital and AI-driven retail technologies.				
Course Outcomes					
CO1	To understand the retail industry structure, formats, and emerging trends.				
CO2	To interpret consumer behaviour and make decisions regarding store location and layout.				
CO3	To analyse retail operations including merchandising, pricing, and inventory control.				
CO4	To evaluate modern retail practices, including digital, AI-driven, and sustainable retail strategies				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Retail Management Meaning, nature, and scope of retailing. Evolution of retail in India and globally. Functions of retailers. Retailing vs. wholesaling. Organized vs. unorganized retail sector. Classification of Retail formats. Retail theories. FDI in Indian retail sector.	15	CO1
2	Module II: Retail Consumer Behaviour & Store Location Consumer buying behaviour in retail. Factors influencing retail buying decisions. Market segmentation and targeting in retail. Retail branding and private labels. Store location: Importance and types. Trade area analysis. Site selection and Store layout design, Store ambience and visual merchandising. Customer experience management	15	CO2
3	Module III: Retail Operations Management Retail merchandising: Meaning and planning process. Product assortment and category management. Pricing strategies in retail. Inventory management techniques: EOQ, ABC analysis, JIT. Supply chain management in retail. Retail logistics and warehouse management. Retail information systems and POS systems	15	CO3
4	Module IV: Ethical Issues and Role of AI in Retailing Ethical issues and sustainability in retail. E-tailing and Omni channel retailing. Digital transformation in retail. Role of AI in retailing. AI tools for Inventory Management in Retail. CRM in retail using AI applications. Future trends in retail industry.	15	CO4

Suggested Readings

- Berman, B., & Evans, J. R. (2018). Retail management: A strategic approach (13th ed.). Pearson Education.
- Pradhan, S. (2020). Retailing management (5th ed.). McGraw Hill Education.
- Levy, M., & Weitz, B. A. (2012). Retailing management (8th ed.). McGraw Hill Education.
- Vedamani, G. G. (2017). Retail management: Functional principles and practices (4th ed.). Pearson India.
- Berman, B. (2022). Retail management: A strategic approach (14th ed.). Pearson Education.

Online Resources

- National Retail Federation – <https://nrf.com>
- Retailers Association of India – <https://rai.net.in>

- McKinsey & Company – <https://www.mckinsey.com>
- Deloitte – <https://www2.deloitte.com>
- Statista – <https://www.statista.com>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	Event Management	L	T	P	Credit
Course Code	NGE48811	4	0	0	4
Course Objectives	To familiarize students with: The skills to plan and manage events.				
Course Outcomes					
CO1	Exhibit the capability to organize for male vent.				
CO2	Planning and Organizing events. Assessing risk management in event.				
CO3	Analyzing event marketing, Public relations and promotional tools.				
CO4	Assessing Plans and prepare sponsorship proposals, vent associates and event sponsor.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Event Management Event Management: meaning, functions and Scope, Types of Events; Roles & Responsibilities of Event Manager in different events. Planning and Organizing for Events: Characteristics of a Good Planner, SWOT Analysis, Understanding the client needs, identification of target audience; Event Planning Process: Outsourcing Strategies, working with Vendors, Negotiating Tactics, Accountability & Responsibility. Event Risk Management and IT for Event Management.	15	CO1
2	Module II: Event Marketing and Promotion Nature & Process of Marketing; Branding, Advertising; Publicity and Public relations. Types of advertising, merchandising, giveaways, competitions, promotions, website and text messaging. Media tools– Media invitations, press releases, TV opportunities, radio interviews. Promotional tools–Flyers, Posters, Invitations, Website, newsletters, blogs, tweets.	15	CO2
3	Module III Event Sponsorship Sponsorship Event Partners, Event Associates. Event Sponsor : Importance of Sponsorship–for event organizer, for sponsor; Type of Sponsorship; Making sponsorship database; Sponsorship Proposal; Ways to seek Sponsorship; Closing a sponsorship; Research on sponsorship avenues; Converting sponsorship into partnership.	15	CO3
4	Module IV: AI Application in Event Planning & Management Nature, meaning, and scope of AI in event management and planning, legal and ethical consideration of AI, AI in event execution & technology management, AI driven event planning, AI- driven operations and planning's. Recent trends of AI in event planning & organizing.	15	CO4

Suggested Readings

- Conway, D.G.(2006).The Event Manager's Bible. Devon: How to books Ltd.
- Goldblatt, J.(2005).Special Events: Event Leadership for a New World. New Jersey: John Wiley & Sons Inc.
- Hoyle,L.H.(2002).Event Marketing. New Jersey: John Wiley & Sons Inc.

Online Resources

- eGyanKosh: Basics of Event Management online available at <https://www.egyankosh.ac.in/handle/123456789/69654>
- NPTEL: Basics of Event Management online available at https://onlinecourses.swayam2.ac.in/nou20_ge01/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	III	Semester		VI	
Course Name	Project Management	L	T	P	Credit
Course Code	NGE48812	4	0	0	4
Course Objectives	To familiarize students with: The concepts, processes, methods, techniques and tools required for the proper selection and management of each stage of the project and techniques of project appraisal and risk control, needed for meeting stakeholder expectations.				
Course Outcomes					
CO1	Understand the principles of the project management and project lifecycle				
CO2	Analyze the different techniques tools and approaches to project management				
CO3	Apply project appraisal methods				
CO4	Evaluate project risks, problems and the role of AI in project management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Project Management: Introduction to project management, starting a new venture, concept of projects. Characteristics need and scope of project management. Project financing. Identification of investment opportunities. Preliminary screening and Project formulation. Feasibility study: Pre-feasibility and project feasibility. Lifecycle phases of project.	15	CO1
2	Module II: Marketing and Technological Appraisal: Market and Demand Analysis: Situational Analysis and Specification of Objectives. Collection of Secondary Information, Conduct of Market Survey, Characterization of Market. Demand Forecasting, Uncertainties in Demand Forecasting. Market Planning, Technical Analysis of project: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts. Schedule of Project Implementation, Need for Considering Alternatives.	15	CO2
3	Module III: Financial and Socio, Economic Appraisal: Financial analysis of projects. Discount rates as project appraisal criteria. Social cost, benefit analysis. Environmental appraisal of projects	15	CO3
4	Module IV: Risk and Cost Control: Project risks: Types of Project risks and measures of Project risks. Risk Determination of the Critical Path, Resource allocation, Scheduling, PERT Model, CPM Model. Introduction to AI in Project Management: Concept and definition of Artificial Intelligence Evolution and types of AI Traditional project management vs. AI-driven project management, Role of AI in digital transformation of projects, Role of AI in project Planning and execution Tools of AI in project Management	15	CO4

Suggested Readings

- Marwah., Project Management, Wiley Dream tech.
- Chaturvedi and Jauhari., Project Management, Himalaya Publishing.
- Chandra, Prasanna, Project: Preparation, Appraisal, Budgeting and Implementation, TMH, 5th Ed.
- Mishra, Project Management, Excel Books.

- Goyal, B.B., Project Management: A Development Perspective, Deep and Deep.
- Gopalan, Project Management Core Text Book ,Wiley.

Online Resources

- eGyanKosh: Project Management online available at <https://www.egyankosh.ac.in/handle/123456789/10726>
- Project Management online available at <https://www.manage.gov.in/studymaterial/PM.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Data Base Management System	L	T	P	Credit
Course Code	NBBAS4701	4	0	0	4
Course Objectives	To familiarize students with: The evolution of Database Management system. The importance of database technology in today’s environment and to use this technology to manage their own data requirements. The know, how of database design and their applications.				
Course Outcomes					
CO1	Understand the role of database management system applicable in an organisation				
CO2	Interpret languages of data and architecture of DBMS				
CO3	Analyse the handling of file and normalisation of data				
CO4	Evaluate the security system relevant to database management system				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Data Base Management System: Introduction, Advantages and Disadvantages. File system vs DBMS. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.	15	CO1
2	Module II: Languages of Data and DBMS Architecture DDL and DML. Basic SQL queries (Select, where, order by). E, R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.	15	CO2
3	Module III: File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF	15	CO3
4	Module IV: System Devices and Security System Input and Output devices, offline storage devices, Tapes, Disks, Drums Information System and their Application. Program me Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	15	CO4

Suggested Readings

- Leon, Alexis. and Leon, Matthews., Data Base Management System, Leon Vikas Publishing.
- Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, Mc GrawHill, Company, Higher Education.
- Elmasri, R. and S B Navathe., (2000), Fundamentals of Database Systems, Addison Wesley

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Industrial Relations and Labour Codes	L	T	P	Credit
Course Code	NDSE48805	4	0	0	4
Course Objectives	To familiarize students with: A comprehensive understanding of India’s reformed labour law framework, including Industrial Relations, Wages, Social Security, and Occupational Safety codes, and their practical implications for employers and workers. The emerging challenges in employment relations arising from automation and Artificial Intelligence, with a focus on legal, ethical, and governance issues in the world of work.				
Course Outcomes					
CO1	Demonstrate the understanding of the concept of IR and basic provisions related to Code on Wages.				
CO2	Understand the provisions of the Industrial Relations Code, and evaluate their practical implications in industrial relations				
CO3	Understand and interpret the provisions of the Code on Social Security,				
CO4	Understand workplace safety, health, welfare, and working condition provisions under the OSH Code and the implications of AI on employment relations.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Introduction to Industrial Relations & Code on Wages Background of Industrial Relations – Definition, scope, objectives, factors affecting IR, participants of IR, importance of IR. Approaches to Industrial relations system in India. Code on Wages (2019): Need for labour law reforms, Consolidation of earlier wage laws. Definition of Wages, Components included in wages, Concept of minimum wage: National Floor Wage, Fixation & revision of minimum wages. Payment of Wages: Time and mode of wage payment, Wage period, Permissible deductions, Overtime provisions	15	CO1
2	Industrial Relations Code (2020): Objectives and Scope of the Code, Definitions: Worker, Employer, Industry, Establishment. Trade Union Registration, Rights and Liabilities of Trade Unions. Collective Bargaining: Meaning and process, Pre-requisites for effective bargaining, Industrial Disputes: Meaning and Types, Grievance Redressal Mechanism, Conciliation and Adjudication (Industrial Tribunal), Strikes and Lockouts – Notice and Legality	15	CO2
3	Code on Social Security (2020) Definitions under Social Security Code, Employee's Compensation and Benefits, The Concept of arising out of and in the course of employment. Different Benefits under the ESI Scheme, Employee's Provident Fund, and Gratuity.	15	CO3
4	Occupational Safety, Health, and Working Conditions Code (2020) Definitions, Occupational Safety and Health, Health Safety and Working Conditions, Welfare Provisions, Regulation of Working hours, Duties of Employer and Employees, Special Provisions relating to Employment of Women, Hours of Works, Annual Leave with Wages. Impact of Artificial Intelligence on Employment Relations, Automation and Job Displacement, AI-driven Workforce Restructuring & Retrenchment Issues, Legal & Ethical Implications of AI in Labour Administration.	15	CO4

Suggested Readings

- Taxmann's New Labour Codes, 1st Edition 2025, Taxmann Publications Private Ltd.
- Mamoria C.B, Industrial Relation, Himalaya Publication.
- Sinha, Industrial Relations, Trade Unions and Labour Legislation, Pearson Ed.
- Soumi Majumder and Bitan Misra, AI-Empowered Industrial Relations (Studies in Computational Intelligence Book 1254) by, 2026 (ISBN-13 978-3032145574)

Online Resources

- <https://egyankosh.ac.in/handle/123456789/6912>
- <https://egyankosh.ac.in/handle/123456789/4177>
- <https://archive.nptel.ac.in/courses/129/105/129105006/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Rural Marketing	L	T	P	Credit
Course Code	NDSE48806	4	0	0	4
Course Objectives	To familiarize students with: The role of rural sector in the development of the country's economy in recent years. The rural market, consumers and marketing strategies for the rural sector. The working of Co-operative Credit Societies and various financial schemes for rural development.				
Course Outcomes					
CO1	To understand Concepts of Artificial Intelligence (AI) in rural management, and the rural problems & their remedies.				
CO2	Identify the characteristics of rural consumers, their sources and structure of income. Understand the rural financial environment for rural development. Understanding the Credit policies, deposits schemes and various credit programmes for rural development.				
CO3	Analyzing various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products.				
CO4	Assessing the working of Co-operative Credit Societies. Illustrate. Case studies of digital and AI-enabled cooperative models in agriculture and dairy sectors.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction Definition, Scope and Importance of Rural Management, Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.	15	CO1
2	Module II: Rural Consumer and Rural Finance Consumption theory, rural consumer behaviour: meaning, characteristics, process and factors determining consumer behaviour, Village Economy sources. Rural Financial Environment: Credit Planning and Implementation of Credit Programmers for Rural Development, Rural financial institutions, saving and Deposits; Cooperative management: meaning and types	15	CO2
3	Module III : Rural Marketing Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides advanced Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.	15	CO3
4	Module IV: Rural Digitalization and role of AI Introduction to digitalisation in rural marketing, AI powered rural consumer insights and segmentations, AI in agricultural SCM, Rural marketing communication and promotion via AI, AI related challenges in Rural development.	15	CO4

Suggested Readings

- Kashyap ,Pradeep., Raut, Siddhartha. And Biztantra ., Rural Marketing.
- GopalSwamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e
- Barkar, J.W., Agricultural Marketing, Oxford University Press, New York.
- Mathur., Rural Marketing,Excel Books.
- Rural Marketing: Text and Cases – C. S. G. Krishnamacharyulu & Lalitha Ramakrishnan
- Cooperation and Rural Development – S. K. Singh

Online Resources

- eGyanKosh: Rural Development- Planning and Management online available at <https://egyankosh.ac.in/handle/123456789/32074>
- eGyanKosh: Rural Management Overview online available at <https://egyankosh.ac.in/handle/123456789/10126>
- <https://egyankosh.ac.in/handle/123456789/10126>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Marketing of Services	L	T	P	Credit
Course Code	NDSE48807	4	0	0	4
Course Objectives	To familiarize students with: The understanding of the foundations of service marketing, bank marketing, and its marketing mix. A comprehensive description of hotel and tourism industry, its marketing and marketing of some selected services.				
Course Outcomes					
CO1	Understand the basic concept of services marketing				
CO2	Illustrate the marketing mix for services and impact of technology				
CO3	Analyse banking and tourism marketing services				
CO4	Evaluate and formulate AI based Service Marketing				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I : Introduction Basics of Service Marketing, Nature and Types of Services, Difference between Service and Goods, Unique Characteristics of Services, Importance of Service Quality and Service Components, Framework for Marketing of Service, Improving Services, Relationship Marketing. Environment for Service Marketing: Macro and Micro Environment, Understanding Service Customer, model of Service, Consumer Behaviour. Market Segmentation and Selection: Service Marketing Segmentation, targeting and Positioning.	15	CO1
2	Module II: Service Marketing Mix and International MOS Service Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer, Pricing, Promotion & Distribution of Services, Management of People, Process and Physical Evidence, Matching Demand and Supply of Services, Service Marketing Triangle. International Marketing of Services and GATT. The Service Based Business Plan. The Future of Marketing of Services. Technological Changes and The Services.	15	CO2
3	Module III: Marketing of Selected Services Bank Marketing: Structure of Bank Product, The Marketing Mix of Banking Services, Tourism Marketing: Tourism Product, Formulation of Marketing Mix for Tourism Industry. Hospital Marketing: Marketing Mix for Hospital Services, Hotel Marketing: The Concept and Its Topology, , Formulation of Marketing Mix of Hotel Industry. International Services, Education, Consultancy Services, Transportation Services and Communication Services. , Personal Care Service.	15	CO3
4	Module IV : AI-Based Service Marketing Introduction to Artificial Intelligence in Service Marketing, Role of AI in Understanding Service Customers, AI-Driven Customer Experience Management, Chat bots and Virtual Assistants in Service Delivery, AI in Service Personalization and Recommendation Systems, AI in Pricing and Revenue Management, AI-Enabled CRM Systems, Ethical Issues and Challenges in AI-Based Services, Future Scope of AI in Service Marketing	15	CO4

Suggested Readings

- Donald, Cowell. Marketing of Service, Heinemann, London.
- Lovelock, C.H., Services Marketing, Prentice Hall, London.
- Duhan, S. & Bansal, S. (2022), *Artificial Intelligence for Business*, McGraw Hill India

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	System Analysis and Design	L	T	P	Credit
Course Code	NDSE48808	4	0	0	4
Course Objectives	To familiarize students with: System analysis and design skill in information management. To provide the students with the skills to identify business problems which may be solved by technology -based solutions and develop design which form the basis for implementing systems as well as a strong foundation in systems analysis and design concepts, methodologies, techniques and tools. This also include waterfall model (system development life cycle), system analysis and Design Technique (Process Modelling (DFDs), Logical Modelling (decision tree, decision table, structured English).				
Course Outcomes					
CO1	Understanding the different phases of systems development life cycle.				
CO2	Applying the different fact-finding techniques in system analysis and design.				
CO3	Examine the system design and form designing.				
CO4	Assessing the system testing and quality assurance. Manage implementation and maintenance of hardware and software.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I Overview of Systems Concepts Introduction to System Concept: Characteristics of the system, Elements of a System, Types of Systems, Physical and Abstract System, Open and Closed System, Formal and Informal System; Types of Information System, Needs of Information Systems, Qualities of Information System; Software Development Life Cycle (SDLC); Role and Attributes of System Analyst.	15	CO1
2	Module II System Analysis Fact Finding Technique (Information gathering tools): Review of Literature, On-Site observation, Interviews and Questionnaires; The Tools of Structured Analysis: Data Flow Diagram, Components of a DFD, Zero Level DFD, DFD Transformation and Decomposition, Context Diagram, Leveling a DFD; Data Dictionary, Structured English, Decision Tree, Decision Table, Feasibility Study: Economic Feasibility (Cost & Benefit Analysis), Organizational Feasibility, Technical Feasibility, Behavioral Feasibility study, Steps in Feasibility study.	15	CO2
3	Module III System Design Process of Design: Logical and Physical Design, Structured Design, Functional Decomposition. Form Design, Classification of Forms, Integration of Form, Requirement of Form Design, Input Design, Output Design.	15	CO3
4	Module IV System Testing And Quality Assurance System Testing, Types of System Tests, System stability, audit version, Quality Assurance, Quality factors specifications, Levels of Quality Assurance. Audit Trail; Software Maintenance. Hardware and Software Selection Procedure.	15	CO4

Suggested Readings

- System Analysis and Design Methods, Whitten, Bentley and Barlow, Galgotia Publication.
- System Analysis and Design Elias M. Award, Galgotia Publication
- Modern System Analysis and Design, Jeffrey A. Hofer Joey F. George Joseph S. Valacich Addison Wesley.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Financial Institutions	L	T	P	Credit
Course Code	NGE48813	4	0	0	4
Course Objectives	The primary function of the financial system is the mobilization of savings, their distribution for industrial investment and stimulating capital formation to accelerate the process of economic growth.				
Course Outcomes					
CO1	Remembering about the financial institutions.				
CO2	Understanding about the financial services and its components.				
CO3	Applying basic theories of Mutual Funds and its example in the minds of learners.				
CO4	Analyzing various theories of Mergers and Acquisitions.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Commercial Banking: Classification of Banks – Functions – Creation of Credit – Balance Sheet – Investment Policies – Banking Structure – Clearing Houses -Reserve Bank of India - Asset Liability Management and Non-Performing Assets.	15	CO1
2	Module II: Financial Services: Financial services in India, types, and importance, online trading, dematerialization and re-materialization. Mutual Funds and AMCs - mutual funds, various types of mutual funds schemes, advantages and disadvantages of investing in mutual funds, legal structure and the regulation of mutual funds in India	15	CO2
3	Module III: Mergers and Acquisitions: Introduction of mergers and acquisitions, benefits of mergers, the procedure and theories of mergers and the legal aspects governing mergers, acquisitions and takeovers in India.	15	CO3
4	Module IV E-banking: Payment system in India – Paper based, e-payments – Electronic banking advantages – Plastic money, E-money – Forecasting of cash demand at ATMs – Security threats in e- banking.	15	CO4

Suggested Readings

- Bhole, L.M, Financial Markets and Institutions, Tata McGraw-Hill Publishing Company, New Delhi, 2005.
- Khan, M.Y., Indian Financial System: Theory and practice, Vikas Publishing House, New Delhi, 2005.
- R Keshavanathan, Banking and Insurance Management, Academic Excellence Publications, 2009.
- DK Murthy, and Venugopal, Indian Financial System, I K International Publishing House -2006.

Online Resources

- <https://egyankosh.ac.in/handle/123456789/23400>
- <https://archive.nptel.ac.in/courses/110/105/110105121/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VII	
Course Name	Creativity and Design Thinking	L	T	P	Credit
Course Code	NGE48814	4	0	0	4
Course Objectives	To familiarize students with: How to transform creative thinking into design thinking in every stage of your problem How to apply design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				
Course Outcomes					
CO1	Gain in depth knowledge about creative thinking and design thinking in every stage of problem				
CO2	Analyze the concept of Design thinking				
CO3	Applying design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				
CO4	Understand and implement design thinking to your real-life problems / situations in order to evolve an innovative and workable solutions				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Innovation & Creativity: Meaning of Innovation and creativity. Difference between innovation and creativity, and its role in Industry and organizations, Creativity and Innovation as strategy.	15	CO1
2	Module II: Innovation & Creativity: Dynamics of creative thinking, Role of AI in creativity and Innovation. Ideation Technique, Process of Design Thinking, implementing the process in driving innovation, Case Study	15	CO2
3	Module III: An exercise in design thinking & implementing design thinking through a workshop & exercise case studies in design thinking, design thinking principles that refine businesses. Case Study	15	CO3
4	Module IV: Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions, Design thinking for startups.	15	CO4

Suggested Readings

- Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY)
- The Design Thinking by Patrick , Michael Lewrick, Larry Leifer (WILEY)
- The Art of Creative Thinking by Rod Judkins

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	Logistics Information System	L	T	P	Credit
Course Code	NBBAS4801	4	0	0	4
Course Objectives	To familiarize students with: The logistics information systems and information technologies that help in taking right decisions regarding logistics activities of the organization. The application of AI in solving the logistics issues.				
Course Outcomes					
CO1	Understand the role of information system in logistics activities of an organization.				
CO2	Design the physical and informationsystems according to organizational logistical requirement.				
CO3	Understand the concept data communication and networking requirements of LIS.				
CO4	Identify the role of AI in the IT & logistics.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module -I: Introduction to Logistics information system Information System: Concept of Information System, Elements of Information System, Structure of Information System, Logistics Information-Meaning & Need; Forms: LIS-Definition-Information functionality.	15	CO1
2	Module -II: LIS Architecture LIS Architecture: Principles of designing or evaluating LIS applications Components, activities; Intelligent Decision Support Systems, Planning & co-ordination flows and Integration of AI in LIS Architecture	15	CO2
3	Module -III: Data Communication and Networking Data Communication: Fundamental communication concepts, Hardware and Software requirements, Simplex, Duplex, Half-Duplex. Communication Medium: Wired and Wireless, Intelligent Routing, AI applications in IoT-enabled Logistics Communication.	15	CO3
4	Module -IV: Information Technology & AI in Logistics IT usage in Logistics: Emerging trends , Electronic Data Interchange, Artificial Intelligence, AI Techniques (Machine Learning, Expert Systems, Neural Networks), Role of AI in Logistics and Supply Chain	15	CO4

Suggested Readings

- 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
- Martin Christopher, Logistics and Supply Chain Management, Prentice-Hall, 1998
- Javadekar, W.S.(2003), Management Information System, Tata MacGraw Hill Publication.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	People Management	L	T	P	Credit
Course Code	NDSE48809	4	0	0	4
Course Objectives	To familiarize students with: An overview of what it means to be an effective people manager and the role of AI in modern day organizations. the leadership and communication skills and effective management of people in an organization.				
Course Outcomes					
CO1	Understand the concept of people management and its relevance in organizations. Understand the use of AI in managing people				
CO2	Analyze the applicability of people first strategy in an organization. Understand AI-Driven Employee Engagement and Motivation Strategies				
CO3	Apply team building skills and leadership qualities in work settings.				
CO4	Evaluate leadership approaches, conflict resolution strategies, and the ethical implications of AI in fostering a high-performance and people-centric organizational culture.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Managing and Evaluating Oneself Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making – steps, managing your Manager, Evaluating and building a personal development plan for oneself. Using AI for Personal Productivity and Time Management, and Smart Decision-Making in Management, Balancing AI Use and Mental Well-being.	15	CO1
2	Managing and Motivating Others Basics of People Management and its significance, Difference between People Management and Human Resource Management; impact of individual and organizational factors on people management, Motivating Others – Employee First Strategy: Employee First Customer Second. Developing Intrinsic Motivation amongst People – People First Strategy: Emerging cases. Role of AI in Modern People Management, AI-Driven Employee Engagement and Motivation Strategies, AI vs Human, AI-Powered Performance Monitoring Systems	15	CO2
3	Building Team and Peer Networks Team Building Process, Managing Diversity in Teams, Competency mapping, Team Roles, Team Identity, Team Charter, Team Performance, Managing Behavior of people in groups, 360 Degree Feedback as a Development tool. Group Dynamics, Challenges of getting work done; Significance of prioritization and assigning work to team members, Importance of peer networks in an Organization. AI-Powered Collaboration Tools for Virtual Teams, Building High-Performance Teams Using AI Insights.	15	CO3
4	Leading People & Resolving Conflicts Leading people to achieve the vision and mission of the Organization. Leadership for high performance culture, Leadership styles for creating conducive or generational climate and culture of excellence. Managing different types of conflicts in an Organization, Problem solving and quality improvement process. AI and Ethical Leadership: Balancing Automation with Human Values, Using AI for Workplace Conflict Detection and Resolution.	15	CO4

Suggested Readings

- Randall, J., & Sim, A. J. (2013). Managing People at Work. Abingdon: Routledge.
- Thomas, M. (2007). Mastering People Management. London: Thorogood Publishing.
- Thomson, R., & Thomson, A. (2012). Managing People. Abingdon: Routledge.
- Wellington, P. (2011). Effective People Management: Improve Performance Delegate More Effectively. London: Kogan Page Publishers.

Online Resources

- https://www.wict.org/chicago-chapter/wp-content/uploads/sites/5/2020/05/Harvard_Business_Review.pdf

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	International Financial Management	L	T	P	Credit
Course Code	NDSE48810	4	0	0	4
Course Objectives	To familiarize students with: International financial management and international trade. Foreign exchange rate fluctuations and political risk that have a basic bearing on management of global investment and financing decisions. Institutions of international financial markets, instruments, trade modalities. Impacts and responses of governments markets and firms to various international situations				
Course Outcomes					
CO1	Understand the globalized and integrated economic environment of international trade.				
CO2	To examine the foreign exchange market and exchange rate determination and risk management in country.				
CO3	To analyze the concept of International Working Capital Management and Export Import Financing.				
CO4	To assess Project Appraisal in international context, multinational capital finance and International Capital Budgeting.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: International Financial Environment International economic environment: Issue and dimensions. International financial flow: Comparative Cost Advantage Theory and Balance Of payment framework. Indian Experiences in International Capital Market. Instruments of Sources of Finance in International Financial Market: ADR, GDR, EURO BOND etc.	15	CO1
2	Module II: Foreign Exchange Risk Management Foreign Exchange Markets and instruments. Exchange rate determination and Factors forecasting: Foreign exchange risk, Management of Risk, Currency Risk Management, Country Risk Management	15	CO2
3	Module III: International Working Capital Management and Export & Import Financing International Working Capital Management: Concept and financing foreign trade. International financing systems and institutions. International Cash Management, International Receivables and Inventory Management. Export Financing and Import Financing, Modes of Payment: DA/DP, L/C, and consignment basis.	15	CO3
4	Module IV: Multinational Business Financing Project Appraisal: An International Context. Multinational business finance: trends towards international operations, changing Organization and structure of multinational business. Reason for foreign investment: benefits and risks. Risk assessment using big data (political risk, currency volatility, compliance), Accounting treatment of foreign subsidiaries. International capital budgeting: evolution, NPV, IRR, and scenario based capital budgeting, investment opportunities, financing the project, Real-time simulations of financing options, strategic tie- up mergers and takeovers.	15	CO4

Suggested Readings

- Apte P.G., International Financial Management, Tata McGraw Hill.

- Somnath V.G., International Financial Management, I. K. International Pvt. Ltd.
- Jain P .K., International Financial Management, Macmillan India Limited, 1stEdition.
- Cheol S.Eunand Bruce G. Resnick, International Financial Management, Tata Mc Graw Hill.

Online Resources

- eGyanKosh: International Financial Managementonline available at
<https://www.egyankosh.ac.in/handle/123456789/4057>
- NPTEL: International Financial Managementonline available at
<https://archive.nptel.ac.in/courses/110/105/110105057/>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	Goods and Services Tax	L	T	P	Credit
Course Code	NDSE48811	4	0	0	4
Course Objectives	To familiarize students with: - To provide understanding about salient features of GST law and implications of its various provisions for different classes of suppliers. It also aims to provide an understanding of compliances and procedures laid down in GST law and to provide the understanding about significant provisions of the customs law. Artificial Intelligence (AI) is rapidly being integrated into the Goods and Services Tax (GST) landscape, changing it from a manual, compliance-heavy process to an automated, data-driven system. Key areas where AI is used, which are increasingly appearing in updated GST syllabi				
Course Outcomes					
CO1	To understand the need, and utility of indirect taxes and analyse the constitutional aspects of GST.				
CO2	To apply the provisions relating to levy of GST;				
CO3	To analyze the procedure and exemptions for different types of goods and services. Examine the various provisions of input tax credit. Analyze the use of AI in GST in India.				
CO4	To Evaluate the provisions of the customs law.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Concept and features of Indirect Taxes, Difference between Direct and Indirect Taxes, Need of GST, Advantages of GST. Structure of GST in India: Dual Concept– CGST – SGST – UTGST - IGST. Subsuming of Taxes-GST Rate Structure in India Constitutional aspects of GST. GST Council: Constitution, Structure and functioning.	15	CO1
2	Module II: Concept of supply and Levy of GST Concept of supply including composite and mixed supply, Place, Time and Value of taxable supply, Significance of consideration. Basis of Charge of GST, Inter-State Supply, Intra- state supply, GST rates notified for supply of various goods and services, Reverse charge mechanism, Composition levy, Exemptions from GST, Power to grant exemptions, Exempted goods under exemption notifications, Exempted services under exemption notification.	15	CO2
3	Module III: Procedures under GST (Including AI Enabled Compliance and Automation) Registration under GST law, Compulsory Registration - Deemed Registration- Procedure for Registration - GSTIN - Amendment of Registration - Cancellation of Registration - Revocation of cancellation. AI in GST: Role, Benefits, ITC Management, Current Scenario and Future of GST Management in India. Input Tax Credit & Payment of GST: Input service distribution - Computation - Recovery of Credit - Reversal of credit - Utilization of Input tax credit. Tax invoice credit and debit notes, Different GST returns, Electronic liability Ledger, Electronic credit Ledger, Electronic cash ledger, Different assessment under GST, Interest applicable under GST (Period)	15	CO3
4	Module IV: Special Provisions in GST:	15	CO4

	Various provisions regarding e-way bill in GST, Mechanism of Tax Deducted at Source (TDS) and tax collected at source (TCS) & Refunds, Audit under GST. Penalty under GST		
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Suggested Readings

- Singhania, V.K., & Singhania, M. (2020). Student's Guide to Income Tax Including GST . New Delhi: Taxmann Publication.
- Singhania, V.K., & Singhania, K. (2020). Direct Taxes: Law & Practice. New Delhi: Taxmann Publication.
- Ahuja, G., & Gupta, R. (2020). Direct Taxes Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited.
- The ICAI Study Material for Final Course Group-II, Paper-8: Indirect Tax Laws [Module 1, 2, 3 and 4]

Taxation AI Tools (India Specific)

- Perplexity :- Pro Advanced legal research and summarization of complex case laws.
- LexLegis AI:- Specializes in Income Tax and GST case laws, judgments, and summarized insights.
- Vidur Tax AI:- Facilitates drafting replies, supports arguments, and extracts relevant case law precedents.
- ChatGPT (File Tools) :- Analyzes 2A/2B, ITR JSON, AIS, and other critical IT/GST PDFs for insights.

Online Resources

- <https://egyankosh.ac.in/bitstream/123456789/82430/1/Unit-9.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/60510/3/Unit-10.pdf>

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	Investment Management	L	T	P	Credit
Course Code	NDSE48812	4	0	0	4
Course Objectives	To familiarize students with: - To familiarize learners with different aspects of investment management and risks, introduce them to the framework of their analysis and valuation and highlight the process of portfolio management.				
Course Outcomes					
CO1	To understand the basics of investment management and different investment avenues available.				
CO2	To examine the components of risk and to measure the same.				
CO3	To analyze the value of bonds and the role of credit rating agencies.				
CO4	To assess how to invest in mutual funds.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction Investment management- concept and need; Investment Process; Avenues for investment- features and classes; Security and Portfolio- concept and features; Difference between investment, speculation, and gambling; Meaning of Security Analysis; Primary and Secondary Market. International investment concept, challenges, and opportunities. Challenges and opportunities in the financial landscape	15	CO1
2	Module II: Risks and Equity Valuation Models Risk- concept, elements, types (systematic and unsystematic); Measurement of risk; Risk and Return Analysis- individual security and portfolio; Security Pricing; Factors influencing valuation of securities; Security Pricing Models- Capital Asset Pricing Model, Constant growth model, Dividend capitalization Model, Earning Capitalization Model, P/E Ratio Model and Whitbeck-Kishor Model. Drivers of Fintech, Trends driving fintech adoption, AI Governance, Risk and ethics	15	CO2
3	Module III: Debt Instruments and Valuation Bonds & Debentures- meaning, types and features; Public Deposits, Public Sector Bonds, Risk in bond market; Calculation of Return on Bond and debentures- Yields on bonds, yield to maturity; Bond Valuation Theories; Sovereign Debt; Credit Rating. Regulatory arbitrage vs. Regulatory risk	15	CO3
4	Module IV: Portfolio Management, Mutual Fund and Derivatives Portfolio Management- Concept, Need, Dimensions, and Theories; Condition of Certainty; Opportunity Set with Uncertainty; Measurement of Portfolio Risk; Ways to Minimize Risk; Diversification-Markowitz Theory; Return on Portfolio Risk and Return; Regression Equation- Alpha, Beta, and Rho. Mutual Fund- concept and types; Offshore Fund, Performance Evaluation; Blockchain applications, wealth management, limitations of blockchain	15	CO4

Suggested Readings

- Avadhani, V. A. (2019). Security Analysis & Portfolio Management. Mumbai: Himalaya Publishing House.
- Bhalla, V. K. (2008). Investment Management, Security Analysis and Portfolio Management. New Delhi: S.

Chand Publishing.

- Chandra, P. (2008). Investment Analysis & Portfolio Management. New Delhi: Tata McGraw Hill Education.
- Khatri, D. K. (2012). Investment Management and Security Analysis. New Delhi: Trinity Press Pvt. Ltd.
- Kevin, S. (2015). Security Analysis and Portfolio Management. New Delhi: PHI Learning.
- Ranganatham M., & Madhumathi R. (2nd Edition) Security Analysis and Portfolio Management. Noida: Pearson (India) Education.
- Pandian, P. (2012). Security Analysis and Portfolio Management. New Delhi: Vikas Publishing House.

Online Resources

- eGyanKosh: Investment Management online available at <https://egyankosh.ac.in/handle/123456789/4056>
- NPTEL: Investment Management online available at https://onlinecourses.nptel.ac.in/noc23_mg62/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	Sales & Distribution Management	L	T	P	Credit
Course Code	NGE48815	4	0	0	4
Course Objectives	The Sales and Distribution function is vital to marketing, involving the study of selling situations, processes, communication, and negotiation styles. It focuses on understanding logistics, supply chain management, and the role of information technology in supply chain operations.				
Course Outcomes					
CO1	Understand various buying situations in terms of consumer and business buying situations and design strategies to influence them				
CO2	To understand sell products and services and increase sales volumes, market share or profit of the organization				
CO3	To understand the integration and sales and distribution functions with analysing the effectiveness of various marketing channels.				
CO4	To evaluate the role of AI in Logistics and supply chain management.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module I: Introduction to Sales & Distribution Management: Nature and scope of sales management, personal selling objectives, Characteristics of good sales person. Types of sales management positions, Theories of personal selling. Personal selling strategies and AI application in developing sales Strategies. Sales forecasting and budgeting decisions. Ethics in selling and legal aspects. Emerging trends in selling, role of AI in selling.	15	CO1
2	Module II: Personal Selling and Sales Force Management Personal Selling Process, Sales Territories & Quotas, relationship selling, Designing Sales Territories, sales quotas and sales organization structures, Sales Force Management: Recruitment, selection, training, motivating, compensating and controlling the sales force. Sales force reporting mechanism and automation.	15	CO2
3	Module III: Distribution Management: Need and scope of distribution management, Types of marketing channels. Channel Design and selection. Marketing channels strategy, levels of channels, Partners for channels and their roles. Channel partner selection, motivation and appraisal. Channel management: Managing vertical and horizontal marketing systems. Channel Power, Channel conflicts and their resolution.	15	CO3
4	Module IV: Market logistics and AI Application: Definition & scope of logistics and supply chain management. Components of logistics, inventory & warehouse management, order processing, transportation, channel information systems mgmt. Role of Omnichannel distribution. Emerging trends: green logistics, AI in logistics management. Reverse logistics, role of ERP in SCM. Business Analytics in supply chain/ Distribution.	15	CO4

- Havaladar, K. K., Cavale, V. M., & Nandi, S. K. (2025). Sales and distribution management: Leveraging emerging technologies (4th Ed.). McGraw Hill Education.
- Still, R. R., Cundiff, E. W., Govoni, N. A. P., & Puri, S. (2017). Sales management: Decisions, strategies, and cases (6th ed.). Pearson Education.
- Panda, T. K., & Sahadev, S. (2019). Sales and distribution management (13th Ed.). Oxford University Press.

- Coughlan, A. T., Anderson, E., Stern, L. W., El- Ansary, A. I., & Natarajan, R. C. (2011). Marketing channels (7th ed.). Pearson Education.
- Matthews, J. (2025). AI in distribution management: Harnessing artificial intelligence to optimize distribution, enhance logistics, and revolutionize supply chain operations.

Online Resources

- <https://nptel.ac.in/courses/110/105/110105122/>
- https://onlinecourses.nptel.ac.in/noc20_mg13/preview
- <https://www.coursera.org/specializations/sales-management-bridging-gap-strategy-sales>,
- <https://www.classcentral.com/course/swayam-sales-and-distribution-management-12987>,
- https://onlinecourses.nptel.ac.in/noc20_mg13/preview

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														

Program	Bachelor of Business Administration- Logistics and Supply Chain Management				
Year	IV	Semester		VIII	
Course Name	Sustainable Development	L	T	P	Credit
Course Code	NGE48816	4	0	0	4
Course Objectives	To provide the learners an understanding of the key challenges and pathways to sustainable development i.e. also socially inclusive and environmentally sustainable				
Course Outcomes					
CO1	Explain key initiatives required to enhance the contribution of an organization towards Sustainable Development;				
CO2	Analyze the significance of various steps taken by UNDP to ensure Sustainable Development;				
CO3	Evaluate the results of Smart Cities Mission Initiative of Government of India;				
CO4	Analyze the key achievements of National Programmed /Initiatives aligned with SDGs.				

Module	Course Contents	Contact Hrs.	Mapped CO
1	Module 1 : Introduction Sustainable Development: Meaning, Principles, History of Sustainable Development. Components of sustainability, Goal Based Development, Feasibility of Sustainable Development; Sustainable Development and International Contribution: International Summits, Conventions, Agreements. Triple Bottom Line approach. Environmental, social and governance (ESG) factors. Role of ICT in Sustainable Development. Community Engagement. Policy framework on Sustainable Development in India	15	CO1
2	Module 2: Sustainable Development Goals (SDGs)-I Sustainable Development Goals (SDGs): Meaning, Background, Transition from Millennium Development Goals (MDGs) to SDGs. Role of UNDP; SDG Integration. SDGs (1-6): No Poverty, Zero Hunger, Good Health and Well-Being, Quality Education, Gender Equality, Clean Water and Sanitation. SDGs (1-6) in India: Key indicators of performance.	15	CO2
3	Module 3: Sustainable Development Goals (SDGs)-II SDGs (7-17): Affordable and Clean Energy, Decent Work and Economic Growth, Industry, Innovation and Infrastructure, Reduced Inequalities, Sustainable Cities and Communities, Climate Action, Life Below Water, Life on Land. Peace, Justice and Strong Institutions, Partnerships for the Goals. SDGs (7-17) in India: Key indicators of performance.	15	CO3
4	Module 4: Responsible Investment Responsible Investment: concept, rationale, implications, challenges, and opportunities. Socially Responsible Investment: Green Bonds, Carbon Credits. Socially Responsible Mutual Funds. Global Reporting Initiatives.	15	CO4

Suggested Readings

- Edwards, A. R., & Orr, D. W. (2005). The Sustainability Revolution: Portrait of a Paradigm Shift. British Columbia: New Society Publishers.
- Reid, D. (1995). Sustainable Development: An Introductory Guide. London: Earth scan Publications Ltd.
- Rogers, P. P., Jalal, K. F., & Boyd, J. A. (2012). An Introduction to Sustainable Development. Abingdon: Routledge.

- Stokke, O. (2018). Sustainable Development. Abingdon: Routledge.

Course Articulation Matrix														
PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
CO1														
CO2														
CO3														
CO4														
Avg														