

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme	Master of Management Studies (Logistics and Supply Chain Management)			Branch/Spec.	--				
Semester	II			Version	1.0.0.0				
Effective from <i>Academic Year</i>		2018-19		Effective for the batch Admitted in			June 2019		
Subject code	IIA01BEV		Subject Name	BUSINESS ETHICS AND VALUES					
Teaching scheme				Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	100	-	100
Hours	3	0	0	0	3	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
To familiar students with the ethics and values necessary to carry business in any part of world as to sustain business in long run it is essential to have proper ethical values in the organisation.									
Theory syllabus									
Unit	Content								Hrs
1	Ethics: Meaning, definition and scope, ethics and morals. Decision Making: moral reasoning and its application.								9
2	Management and management areas- application of ethical standards to business disciplines. Manufacturing; Consumer, the ultimate stakeholder. In the market place. On the billboard. Finance and Values.								9
3	Managers and workplaces. Managing people in the organisation. Workers and Morals. The workplace and the individual. The contemporary worker. On the job problems.								9
4	Management and Corporations- Corporate Citizens: Organisations in the world. Corporate Governance. Institutionalization of ethical governance for corporations. Corporate Social Responsibility. Corporations in the geopolitical world.								9
5	Managers and international community- Challenges of new age world. Challenges of environment, challenges of cyber age. Challenges of violence. Challenges of unsolved problems.								9
Practical content									
Text Books									
1	Albuquerque, Daniel. Business Ethics Principles and Practices. Oxford University Pres. New Delhi.								
Reference Books									
1	Francis, Ronald. Mishra, Mukti. Business Ethics an indian perspective. Tata McGraw hill publication, New Delhi.								
2	Boatright, John R., Ethics and Conduct of business. Pearson education, India.								
3	Sahani, S. K., Business ethics and corporate social responsibility. Published by foundation of peace and sustainable development.								
4	Ferrell, O.C. Fraedrich, John; Ferrell, Linda. Business Ethics- a case perspective. Cengage India Pvt. Ltd. India.								
5	Weiss, Joseph W. Business Ethics. Thomson South-western publication. India.								

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Semester		II				Version		1.0.0.0	
Effective from <i>Academic Year</i>			2018-19			Effective for the batch Admitted in			June 2019
Subject code		IIA02MMA		Subject Name		MARKETING MANAGEMENT			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	100	-	100
Hours	3	0	0	0	3	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
This course develops the student's basic analytical skills, conceptual abilities, and substantive knowledge in marketing through exercise in decision making in a variety of real-life marketing situations. It is intended to be foundation for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.									
Theory syllabus									
Unit	Content								Hrs
1	Nature and Scope of Marketing; Marketing Management, Philosophies; Marketing Environment; Consumer Behavior; Consumer Markets and Industrial Markets; Market measurement and forecasting.								8
2	Market Segmentation, Targeting and Positioning, Segmenting Markets - Bases and Process, Market Segmentation and Product Differentiation, Target Market Selection, Positioning — Nature, Importance and Process of Marketing Research.								8
3	Marketing Mix decision: Product Decisions, New Product Development; Product Mix, Branding and Packaging Decisions; Product Life Cycle; Pricing Decisions: Objectives and Determination, Methods of Setting Price and pricing strategies:								12
4	Promotion: Promotion Mix-Advertising, Sales Promotion, Personal selling; and Public Relations: Direct Marketing & Relationship Marketing; Placement: Channels of distribution: Levels and types of channels, functions and management of channel members: Channel Selection & Motivation; Management of Physical Distribution; Current trends in wholesaling and retailing; Marketing Organisation and Control.								8
5	Developing marketing strategy: differencing and positioning the market offering, developing new product, managing life-cycle strategies, designing marketing strategy for market order challengers, followers and niches, Designing and managing global marketing strategies. Emerging Trends & Issues in Marketing: Rural Marketing, CRM, Services marketing, B2B Marketing, Internet Marketing, Consumerism, Legal Issues, Broadening the marketing concept.								9
Practical content									
Text Books									
1	"Marketing Management: A South Asian Perspective", Latest Edition, Pearson Education by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha.								
Reference Books									
1	Kotler, Philip, "Marketing Management: Analysis, Planning, Implementations and Control", Pearson Education, New Delhi, Latest Edition.								

2	Saxena Rajan, "Marketing Management", Tata McGraw Hill, New Delhi , Latest Edition.
3	Stanton William J., "Fundamentals of Marketing", McGraw Hill, Latest Edition.
4	Kotler, Philip and Armstrong, Graw. "Principles of Marketing", Pearson Education, New Delhi 2004.
5	Neelamegham, S., "Indian Cases in Marketing", Vikas Pub. New Delhi.
6	Bull, Victor P., "Marketing Management: A Strategic Planning Approach", McGraw Hill, New York.
7	Czinkota, M.R., "Marketing Management", Pearson Education Asia, New Delhi 2004.
8	Michael, J. E., Bruce, J. W. and Williom, J. S., "Marketing Management", Tata McGrawHill, New Delhi, 13 th Edition, 2004.
9	Louis E. Boone and David L. Kurtz, "Contemporary Marketing". Harcourt Collye Publishers, 2001.
10	Douglas, J. Darymple & Leonard J. Parsons, "Marketing Management: Text and Cases", Seventh Edition, John Wiley and Sons, 2002.
11	Pride, William, M., and O.C. Ferrell, "Marketing: Concepts and Strategies", Biztantra, New Delhi, 2005.

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Semester		II				Version		1.0.0.0		
Effective from Academic Year			2018-19			Effective for the batch Admitted in			June 2019	
Subject code		IIA03CMA		Subject Name		COST AND MANAGEMENT ACCOUNTING				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	3	0	0	0	3	Theory	100	-	100	
Hours	3	0	0	0	3	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
The objective of this course is to acquaint students with various concepts of costing and highlight the decision-making and control focus of managerial accounting. Simple to gradually difficult case situations are takes up to the students.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction: Accounting for Management, Role of Cost in decision making, Management Accounting and Cost Accounting as internal control tools, types of cost, cost concepts, full costing, overhead allocations, preparation of cost sheet.								9	
2	Marginal Costing: Cost, Volume, Profit analysis, P/V ratio, analysis and implications, Concept and uses of contribution, Breakeven point and its analysis for the various types of decision-making like single product pricing, multi product pricing, replacement, sales etc. Differential Costing and incremental costing:: concept, uses and applications, Method of calculation of these cost and its role in management decision making like sales, replacement, buying etc.								9	
3	Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.								9	
4	Responsibility Accounting: Concept and various approached to responsibility accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Transfer Pricing Multinational transfer pricing, market based transfer pricing, cost-based transfer pricing, Cost of Quality and Time.								9	
5	Neo Concepts for Decision Making: Concept, distinctive features of Activity Based Costing, Cost Drivers, Cost of Activities, Cost object such as product, service, customer. Cost Management: concept, strategies and applications. Value Chain Analysis, Target Costing, Life Cycle Costing.								9	
Practical content										
Text Books										
1	Cost Accounting, A Managerial Emphasis; 14th Edition ; by Horngren, Foster and Datar									

Reference Books	
1	Horngren et al- <i>Introduction to Management Accounting</i> (Pearson, 12 th edition), 2002
2	Khan and Jain- <i>Management Accounting</i> (Tata McGraw-Hill, 2000) 3 rd ed.
3	Pandey I M- <i>Management Accounting</i> (Vikas, 3 rd edition), 2004.
4	Bhattacharyya S K and Dearden J- <i>Accounting for Management</i> (Vikas), 1987, 8 th ed.
5	Sahaf M A- <i>Management Accounting: Principles and Practice</i> (Vikas), 2000.

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Semester		II				Version		1.0.0.0		
Effective from <i>Academic Year</i>			2018-19			Effective for the batch Admitted in			June 2019	
Subject code		IIA04OSI		Subject Name		OPERATIONAL, STRATEGIC AND IMPLEMENTATION ISSUES IN SUPPLY CHAIN MANAGEMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	3	0	0	0	3	Theory	100	-	100	
Hours	3	0	0	0	3	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
Theory syllabus										
Unit	Content								Hrs	
1									7	
2									7	
3									7	
4									8	
5									8	
6									8	
Practical content										
Text Books										
1.	Concept of Enterprise Resource Planning, Fourth Edition, Monk & Wagner									
Reference Books/Websites										

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Semester		II				Version		1.0.0.0		
Effective from <i>Academic Year</i>			2018-19			Effective for the batch Admitted in			June 2019	
Subject code		IIA05WMA		Subject Name		WAREHOUSE MANAGEMENT				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	3	0	0	0	3	Theory	100	-	100	
Hours	3	0	0	0	3	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
The basic objective of this Subject is to get familiar with warehousing its functions.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction: Introduction to Warehousing, Evolution of Warehousing, Strategic Warehousing; Types of Warehouses & Storage Policy; Elements & Principle of Warehouse Design; Significance of Warehouse in SCM								22	
2	Functions & Operations: Functions of Warehouse, Warehouse Operations; Centralized and Decentralized, Storage Systems; MHEs Safety & Security, Warehouse Management Systems								23	
Practical content										
Text Books										
1.	Safeducate Content									
Reference Books/Websites										

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

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Semester	II	Version	1.0.0.0						
Effective from <i>Academic Year</i>	2018-19	Effective for the batch Admitted in	June 2019						
Subject code	IIA06POE	Subject Name	PRINCIPLES OF ERP						
Teaching scheme			Examination scheme (Marks)						
(Per week)	Lecture(DT)	Practical(Lab.)	Total		CE	SEE	Total		
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	100	-	100
Hours	3	0	0	0	3	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
<ul style="list-style-type: none"> ○ The course is designed to provide basic knowledge & understanding of typical ERP systems, and the advantages and limitations of implementing such systems; ○ It further aims to develop students' skills in ERP systems: the principles of ERP systems, their major components, and the relationships among these components; ○ the basic concepts of ERP systems for manufacturing or service companies. 									
Theory syllabus									
Unit	Content							Hrs	
1	Development of ERP systems: Functional area information systems; Evolution of information systems; ERP software emerges: SAP and R/3; ERP for mid-sized and smaller companies; Choosing consultants and vendors; Significance and benefits of ERP software and systems							7	
2	Marketing Information Systems and Sales Order Process: Sales and Distribution in ERP; Standard order in SAP ERP; Customer Relationship Management (CRM)							7	
3	Production and SCM Information systems: Production Planning Process: SAP ERP Approach to Production Planning; MATERIALS REQUIREMENTS PLANNING (MRP); ERP and Suppliers: Accounting in ERP: Accounting Activities, Operational Decision-making Problem: Credit Management; Product Profitability Analysis, Management Reporting with ERP systems							7	
4	HR Process with ERP: Human Resources with ERP software; Advanced SAP ERP Human Resources features, Additional Features							8	
5	Process modelling, process improvement, and ERP Implementation: Process Modeling, Process Improvement, ERP work flow tools, Implementing ERP systems; Implementation and Change Management							8	
6	RFID, Business intelligence, Mobile computing, Cloud: Radio Frequency Identification (Rfid) Technology; Business Intelligence/Business Analytics; In-Memory Computing, Mobile Computing; From Internet-Enabled To Cloud Computing							8	
Practical content									

Text Books	
1.	Concept of Enterprise Resource Planning, Fourth Edition, Monk & Wagner
Reference Books/Websites	

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Semester		II				Version		1.0.0.0			
Effective from <i>Academic Year</i>			2018-19			Effective for the batch Admitted in			June 2019		
Subject code		IIA07CGE		Subject Name		COMMERCIAL GEOGRAPHY					
Teaching scheme					Examination scheme (Marks)						
(Per week)		Lecture(DT)		Practical(Lab.)		Total		CE		SEE	Total
		L	TU	P	TW						
Credit		3	0	0	0	3		Theory	100	-	100
Hours		3	0	0	0	3		Practical	-	-	-
Pre-requisites:											
Learning Outcome:											
The objective of the course is to familiarize students about Global Trade routes used in International Trading and Business. Although this subject is core for Logistics and Supply Chain professionals, but, is equally important from the point of view of General awareness for other industry professionals as well. This will not only enable them to understand the geographical restrictions of trade, but also help them in analyzing the best trade route for business transactions between various players.											
Theory syllabus											
Unit	Content										Hrs
1	Transportation and world overview: Modes of transportation and their advantages and disadvantages- water transport and its significance; continents and countries, seas and oceans, location of different ports and canals; Physical geographical features-climate ,winds, tides, currents and seasons of bad weather and their influence on shipping- Time Zones										10
2	Loadline & Major Trade Routes: Concept of Daylight saving time; Major ocean routes- features and patterns of Trade-; major waterways and canals and their influence on shipping ; Load line zones and their importance										12
3	Ports and major trading commodities: ports & their hinterland- functions of ports- types of ports- major ports of the world and their principal trades; Commodities transported by sea- raw materials and minerals, agricultural commodities, crude oil and oil products, finished goods and other cargoes-sources and destinations of such cargoes										12
4	Trade Blocs: Trade blocs- EU, EFTA, OAU, NAFTA, OECD, ASEAN, LAFTA, SAARC, CIS, APTA, GCC, OPEC										11
Practical content											
Text Books											
1	Safeducate Content										
2.	Commercial Geography- S.D.Paranjpe										
3.	The Geography of Transport systems- Jean Paul Rodrigue, Claude Comtois & Brian Slack- Routledge, New York, ISBN: 978-0-415-48324-7										
Reference Books/Websites											
1	http://ports.com/sea-route/port-of-shanghai,china/port-of-los-angeles,united-states/										
2	www.ipa.nic.in										
3	Porttoport.in										

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Semester	I				Version	1.0.0.0			
Effective from <i>Academic Year</i>			2018-19		Effective for the batch Admitted in			June 2019	
Subject code	IIA08WIT		Subject Name		WORKSHOP – III ON INDIRECT TAX AND DOCUMENTATION				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	100	-	100
Hours	3	0	0	0	3	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
Through this workshop students should be able to: Understand the operations related documents and their purpose, common documents, and documentation management as an integral part of operations. Also, to get thorough information about the tax system in country.									
Theory syllabus									
Unit	Content***								Hrs
1	Operations related documents; Invoice, Purchase Order, Waybill, Delivery loading/un-loading Tally, delivery vehicle trip sheet, Vehicle Arrival Report								22
2	Type of document: Bill of lading, receiving report location report, over short & damaged freight (OS & D), Non-negotiable warehouse receipt, Pick ticket, Electronic (RF) Pick Document/ Ticket. Special Documents: Defence goods related documents, Exhibition goods related documents, Accident Breakdown								
3	Introduction of Indirect tax in India, Indirect tax during pre reforms, Indirect taxes in post reform (Reforms as per GST)								
4	Introduction to GST Structure: IGST, CGST, SGST Compensation to UT/State Law, Cess Rules, SEZ export rules, Composition Levy, Input tax credit composition scheme, GST on Sectors: E- commerce, MSME, Exports, IT, ITES.								23
Practical content									
Tutorial: Activity, Discussion, Videos, Case lets, Case studies, Projects									
Practical: Projects, Field Visits, Assignments, Presentations, Simulation Games, Group activities									
Text Books									
1	Safeducate Content								

**More units to be added in next updation

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