

**Case Studies in Indian context only.**

**(4 Hours)**

**Practical Components:**

- Group presentations on organizational buying behavior & practices in purchase of rawmaterials, capital & facilitating goods in Indian Co's& MNC's operating in India.
- Segmentation & Positioning of B2B Products.
- Forecasting Techniques for demand of Industrial Products
- Visit to Trade shows & Exhibitions
- Industry visit in 2-3 Industries
- Competitive Bidding Process
- Preparation of quotation.
- Industry survey in the context of B2B Marketing
- Case studies

**RECOMMENDED BOOKS:**

- Business Marketing – Krishna K Havaldar, Latest Edition, Tata McGraw HillPublication.
- Industrial Marketing – Robert R Reeder & Reeder; 2nd Edition; Prentice-HallInternational Publication.
- Business Marketing Management – Michael D Hutt, Thomas W Speh, Latest Edition,Cengage Learning Publication.

**REFERENCE BOOKS:**

- Business Marketing – Frank G Bingham Jr., Latest Edition; Tata McGraw HillPublication.
- Industrial Marketing – Mukherjee H S; Latest Edition; Excel BOOKS Publication.
- Industrial Marketing – PK Ghosh, Latest Edition; Oxford University Press.

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**DEAN**

Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR – 574 225

**SUPPLY CHAIN MANAGEMENT**

Subject Code : 16MBA MM306  
Number of Lecture Hours/Week : 03  
Number of Lecture Hours : 56  
Practical Component : 02 Hours/ Week

IA Marks : 20  
Exam Hours: 03  
Exam Marks: 80

**Objectives:**

- To understand the basic concepts, processes and key elements of a supply chain.
- To provide insightsfor establishing efficient, effective, and sustainable supply chains.
- To explain the role of technology in supply chain planning, visibility, and execution.

**Outcomes:**

**The student should be able to:**

- Demonstrate knowledge of the functions of logistics and supply chain management.
- To relate concepts and activities of the supply chain to actual organizations.
- Highlight the role of technologyin logistics and supply chain management.

- Evaluate cases for effective supply chain management and its implementation.

**Unit 1:** (7 Hours)

**Introduction:** Basic concepts & philosophy of SCM, essential features, decision phases – process view, supply chain framework, key issues in SCM and benefits.

**Unit 2:** (8 Hours)

**Designing the supply chain network:** Designing the distribution network, role of distribution, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions. Designing and Planning Transportation Networks, role of transportation, modes and their performance, transportation Infrastructure and policies, design options and their trade-offs, tailored transportation.

**Unit 3:** (10 Hours)

**Inventory Management:** Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis. [Simple problems only for understanding the concept]

**Unit 4:** (8 Hours)

**Purchasing and vendor management:** Centralized and decentralized purchasing, function of purchase department and purchase policies, vendor rating/ evaluation, single vendor concept, management of stores, account for materials, just in time & Kanban systems of inventory management

**Unit 5:** (10 Hours)

**Logistics Management:** Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics bullwhip effects in logistics, distribution and warehousing management. Demand Management and Customer Service: Demand Management, traditional forecasting, CPFRP, customer service, expected cost of stockouts.

**Unit 6:** (8 Hours)

**Recent issues in SCM:** Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, outsourcing – basic concepts, value addition in SCM – concept of demand chain management

**Case Studies in Indian context only.** (5 Hours)

**Practical Components:**

- Students are expected to choose any 2 Indian Organization and study their supply chain in terms of drivers of the Supply chain and submit a report
- Students can study different logistics companies and services provided by them.
- Students can identify any product/service and study the type of distribution system used and understand the reason for using that particular type.
- Students can identify the various types of IT applications employed by Indian Organizations in their Supply chain.



#### RECOMMENDED BOOKS:

- Supply chain management, Chopra Sunil and Peter Meindl - 3rd edition, Pearson, 2007.
- A Logistic approach to Supply Chain Management – Coyle, Bardi, Longley, 1st Edition, Cengage Learning.
- Supply Chain Logistics Management, Donald J Bowersox, Dand J Closs, M Bixby Coluper, 2nd Edition, TMH, 2008.
- Supply Chain Management-A Managerial Approach, Amith Sinha, Herbert, 2nd edition, TMH.

#### REFERENCE BOOKS:

- Logistics and supply chain management, G. Raghuram (I.I.M.A.), Macmillan, 2000
- Harnessing value in supply chain, Emiko Bonafield, John Wiley, Singapore, 1999
- Material Management rearview, Dr. Gopal Krishnan, Pearson New Delhi, 2002
- Supply Chain Management, B.S. Sahay, Macmillan, Pearson Education, 2004
- A Text Book of Logistics and Supply chain management, Agarwal D.K. - 1st edition, Macmillan.

*S. S. Srinivas*  
DEAN

### Semester: III Finance Specialisation

Dept. of Business Administration  
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#### PRINCIPLES AND PRACTICES OF BANKING

Subject Code : 16MBA FM301  
Number of Lecture Hours/Week: 03  
Number of Lecture Hours : 56  
Practical Component : 02 Hours/ Week

IA Marks: 20  
Exam Hours: 03  
Exam Marks: 80

#### Course Objectives:

- To discuss the Structure and System of Banking in India
- To discuss the features of Negotiable Instrument Act of 1881
- To familiarize the students with Universal Banking
- To discuss the Asset Liability Management in banks

#### Course Outcomes:

At the end of the course students are able to:

- Understand the banking system in India
- Know the nature of banker – customer relationship
- Make use of Negotiable instruments practically
- Have familiarity in using banking technologies like internet banking, Mobile banking, NEFT, ECS etc.
- Understand the concept of international banking and management of asset and liability in banks

#### Unit 1:

( 10 Hours)

**Banking system and structure in India-** Evolution of Indian Banks-Types of banks - Public Sector, Regional Banks, Performance of Public Sector banks, Private Sector Banks.

**Commercial banking: Structure, Functions -** Primary & secondary function, Role of commercial banks in socio economic development, Services rendered. Credit creation and Deployment of