

M.B.A (FULLTIME) III SEM. NOV. 2016

FOR COLLEGE ONLY

M.A. M.Sc. Exam. Dec., 2016

First/Third Semester (Third sem)

Pages 01 to 11

MBA 301: SUPPLY CHAIN MANAGEMENT

UNIT I

Introduction: Basic Concept & philosophy of supply chain management; Essential features, Various flows (cash, value and information), Key issues in SCM, Benefits and case examples.

UNIT II

Logistics Management: Logistics as part of SCM; Logistics costs, Different models, Logistics sub-system, Inbound and outbound logistics, Bullwhip effect in logistics, Distribution and warehousing management. Purchasing & vendor management: Centralized and decentralized purchasing, Functions of purchase department and purchase policies, Use of mathematical model for vendor rating / evaluation, Single vendor concept, Management of stores, Accounting for materials.

UNIT III

Inventory Management: Concept, various costs associated with inventory, various EOQ models, Buffer stock (trade - off between stock out / working capital cost), Lead time reduction, Re-order point / re-order level fixation, Exercises -numerical problem solving, ABC, SDE / VED Analysis, Just-In-Time & Kanban System of inventory management.

UNIT IV

Recent Issues in SCM : Role of computer / IT in supply chain management, CRM Vs SCM, Benchmarking-concept, Features and implementation, Outsourcing-basic concept, Value addition in SCM-concept of demand chain management.

SUGGESTED READINGS

- 1 Raghuram G. (I.I.M.A.) -Logistics and Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)
- 2 Krishnan Dr. Gopal -Material Management, (Pearson, New Delhi, 5<sup>th</sup> Ed.)
- 3 Agarwal D.K.- A Text Book of Logistics and Supply chain management (Macmillan, 1<sup>st</sup> Ed.)
- 4 Sahay B.S. - Supply Chain Management (Macmillan, 1<sup>st</sup> Ed.)

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**MBA-302 PRODUCTION AND OPERATIONS MANAGEMENT****UNIT-I**

Operations management- An overview, definition of production and operations management, production cycle, classification of operations, responsibilities of operations manager, new product development, product design, plant location, layout planning.

**UNIT- II**

Forecasting as a planning tool, forecasting types and methods, exponential smoothing, measurement of errors, monitoring and controlling forecasting models, box-jenkins method, productivity and work study, method study, work measurement.

**UNIT -III**

Production planning techniques, routing decisions, line of balance, scheduling types and principles, master production schedule, inventory management-objectives, factors, process, inventory control techniques- ABC, VED, EOQ, SED, FSN, analysis.

**UNIT-IV**

Basic concepts of quality, dimensions of quality, juran's quality trilogy, deming's 14 principles, PDCA cycle, quality circles, quality improvement and cost-reduction-7QC tools, ISO 9000-2000 clauses, coverage QS 9000 clauses, coverage, six sigma, total productive maintenance (TPM), training for TQM, TQM road map, quality improvement index, benchmarking, contemporary issues in quality- benchmarking, JIT, six sigma.

**Suggested readings:**

- ❖ Main texts Gary Gessler- A framework for Human Resource Management Pearson education Education, ltd.
- ❖ K. Ashwathappa, Human Resource and Personnel Management, Tata Mc-Graw publishing.
- ❖ V.S.P. Rao, Human Resource Management, Excel Books.
- ❖ D.D. Sharma, Total Quality Management: Principles, Practice and Cases.

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**UNIT I**

Evolution and concept of entrepreneurship, Concept of entrepreneur, Manager, Intrapreneur, Individual and corporate entrepreneurs, Characteristics of successful entrepreneurs, Need of entrepreneurship development, Entrepreneurship, Innovation, Invention, Creativity, Business idea, Opportunities through change, Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur.

**Unit II**

**Theories of Entrepreneurship:-** Innovation Theory by Schumpeter & Imitating, Theory of High Achievement by McClelland, X-Efficiency Theory by Leibenstein, Theory of Profit by Knight, Theory of Social change by Everett Hagen, Entrepreneurial traits, External influences on entrepreneurship development: Socio-cultural, Political, Economical, Personal, Entrepreneurial success and failure: Reasons and remedies, Scope of small business activities; Place in national economy; Institutional support programmes; Role and functions of major support institutions such as SIB, CSIO, SSDO, SISIs, etc; Entrepreneurship development programmes and management education for entrepreneurs **Women Entrepreneurs:** Challenges to woman entrepreneurs, Achievements of woman entrepreneurs, Role models of woman entrepreneurs.

**UNIT III**

Different aspects of entrepreneurial organisations. Entrepreneurship and Management, Training and development programme; Evaluation of entrepreneurship development; Development of support system, Need of license, Capital issues and legal environment of business. Entrepreneurial planning and monitoring, Entrepreneurship development during planned economy

Creating entrepreneurial venture -Entrepreneurship development cycle. The business plan as an entrepreneurial tool. Elements of Business Plan, Objectives, Market analysis, Development of product / idea, Marketing, Finance, Organization & Management. Ownership, Critical risk contingencies of the proposal, Scheduling and milestones. Project management-Technical, Financial, Marketing personnel and management feasibility reports, Financial schemes offered by various financial institutions like -Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture capital funding, Angle capitalist

**UNIT IV**

Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants etc. – with special reference to 'Export oriented unites'

**Role of the following agencies in the entrepreneurship development**

1. DIC – District Industrial Center, 2. SISI – Small Industries Services Institute, 3. EDII – Entrepreneurship Development Institute of India, 4. NIESBUD – National Institute of Entrepreneurship and Small Business Development 5. NEDB National Entrepreneurship Development Board

**Suggested Readings**

- 1 Dynamics of Entrepreneurship Development – Vasant Desai,
- 2 Entrepreneurship: New Venture Creation – David H. Holt,
- 3 Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta,
- 4 Project management – K. Nagarajan,
- 5 Entrepreneurship: Strategies and Resources – Marc J. Dollinger,

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**UNIT I**

**Introduction to Consumer Behavior:** -Nature and Importance of CB, Application of CB in Marketing

**Consumer Research Process:** ,Various Methods and techniques of consumer research, Consumer Research Process, New developments in the field of consumer research.

**UNIT II**

**Individual Determinants of CB:**-Perception: Elements of Perception, Dynamics of Perception, Consumer Imagery ,Learning: principles, theories, Personality: Theories, ~~Personality and~~ understanding Consumer Diversity, Brand Personality, self and Self Image, Attitude: Structural model of attitude, attitude formation & change, Motivation: needs/motives & goals, dynamic

**Group Determinants of CB:**-Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept., Family: functions of family, family decision making, family life cycle(FLC),Opinion Leadership and Personal influence, Diffusion of Innovation: Adoption process. Diffusion process

**UNIT-III**

**Communication and Persuasion:**-Components of Communication, The Communication Process, Designing Persuasive Communication

**Consumer Decision making Process:**-Problem recognition, Information Search and Evaluation, Outlet Selection and Purchase Post purchase behavior, Customer Satisfaction and Customer Commitment

**UNIT-IV**

**Models of CB:** -Traditional Models of Consumer Behavior: Economic, Social and Psychological Contemporary Models of Consumer Behavior: Nicosia, Howard & Sheth, Engel-Kollat Blackwell, Input Process Output Model

**Industrial Market& and Consumer Behavior:**-Meaning, scope and characteristics of industrial markets Factors affecting industrial buying, Participants in Industrial Buying, Industrial buying process

**Suggested Readings:**

1. Loudon D.L. and Bitta Della - Consumer Behaviour (Tata Mc Graw Hill, 4th Ed.)
2. Schiffman Leon G. and Kanuk Leslie Lazar - Consumer Behaviour (Pearson/ Prentice Hall, 9th Ed.)
3. Hawkins, Best and Coney - Consumer Behaviour (Tata Mc Graw Hill, 9th Ed.)

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