

IV SEMESTER

Subject Code	Title of the Paper	Hours/ week	Marks			Credits
			CIA	SE	Total Marks	
P115 MC 401	Dissertation/Project (Based on the Specialization)	-	-	-	200	8
P415 IB 401	International Logistics & Supply Chain Management	4	50	50	100	4
P415 IB 402	Security Analysis and Portfolio Management	4	50	50	100	4
P415 IB 403	SAP (CRM)	4	50	50	100	4
P115 AR 401	Business Policy and Strategic Management	3	50	50	100	3
P115 EA 401	Extension Activity	-	-	-	-	1

**P415 IB 401: INTERNATIONAL LOGISTICS AND SUPPLY CHAIN
MANAGEMENT**

Objectives:

- 1. To expose students to issues and knowledge relating to International Operations, Logistics and supply chain management*
- 2. To enable students to apply the above knowledge to the management of an International Business.*

Module 1:

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive advantages of Logistics – Functions of logistics management – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

Module 2:

Elements of Logistics and Supply chain management – Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand forecasting – Impact of forecasts on Logistics and Supply chain management – Performance measurements.

Transportation – Position of Transportation in Logistics and Supply chain management – Road, Rail, Ocean, Air Transport Multi- model transport – Containerization – CFS – ICDS – Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics.

Module 3:

General trends in shipping industry- Characteristics of shipping industry – Linear operations and tramp operations – World sea borne trade and World shipping, the conference system, freight structure and practice.

Co-ordination – Role of intermediaries – Forward and clearing agents, Freight brokers, stevedores and shipping agents.

Module 4:

Shipper – Ship owner consultation arrangements: The need, scope and machinery for consultations; types of consultation machinery – All India shippers’ council, Shippers associations and FIB and various standing committees set up for resolving shippers’ problems, UN convention on code of conduct for linear shipping conferences.

International Air Transport: International setup for air transport – Air Freight Rate – Air transport and PDM approach to export distribution problems and prospects.

BOOKS FOR REFERENCE:

1. *Supply Chain Logistics Management - Bowers ox, Closs & Cooper – McGraw-Hill, 2nd Indian Ed.*
2. *World Class Supply Management - Burt, Dobbler, Starling, TMGH, 7th Ed.*
3. *Global operations & Logistics- Philippe - Pierre Dornier, John Wiley & sons Inc.*
4. *Douglas Long International Logistics: Global Supply Chain Management Springer-Verlag New York, LLC;2004*
5. *Philippe-Pierre Dornier, Panos Kouvelis, Michel Fender Global Operations and Logistics: Text and Cases Wiley, John & Sons, Incorporated 1998*
6. *Alan Branch Global Supply Chain Management in International Logistics Routledge 2007*
7. *Kent N. Gourdin Global Logistics Management: A Competitive Advantage for the New Millennium Blackwell Publishing 2006*

P415 IB 402: SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Objectives:

1. *To Provide Students with a Conceptual & Analytical Framework of Evaluating a Security.*
2. *To Provide Students with a Conceptual & Analytical Framework of Different Financial Instruments, their Risk & Returns & Strategies in Managing Funds.*
3. *To Familiarize Students with Portfolio Management Techniques that Challenge a Financial Manager.*

Module 1:

Introduction to Securities & Investment - Concept, Investment Vs. Speculation, Arbitrage, Gambling, Investment Objective, Investment Process, Investment Constraints, Investment Strategy, Selection of Securities, Buying, Selling, & Holding Decisions & Strategies, Market Indices, Credit Rating & Agencies, Credit Rating & their Functions, work & Operations.

Module 2:

Risk & Return - Expected Return, Historical Return, Systematic & Unsystematic Risk, Beta Coefficient, CAPM, SML & CML, Factor Model & Arbitrage Pricing Theory.

Module 3:

Security Analysis - Fundamental Analysis, Economic Analysis, Economic Forecasting, Indicators, Industry Analysis, Classification Schemes, Industry Life Cycle, Company Analysis, Measuring Earnings, Forecasting Earnings, Technical Analysis, Charting, Different Tools for Technical Analysis, Efficient Market Hypothesis.

Module 4:

Financial Instruments - Corporate Bonds, Government Bonds, Special Bonds, Bond Returns & Systematic Risk, Unsystematic Risk, Bond Management Strategy, Preference Shares, Valuation Analysis, Equity Shares, Dividend Policy, Equity Valuation & Analysis, Money Market Instruments.

Module 5:

Derivatives - Financial Derivative Markets, Global Perspectives, Indian Context, Options, Types Pricing, Valuation & Analysis, Option Models, Futures, Kinds of Futures, Hedging, Speculation, Swaps, Warrants & Convertibles.

Module 6:

Portfolio Analysis & Management - Risk & Return, Markowitz Model, and Risk Return Optimization, Sharpe Portfolio Optimization, Portfolio Investment Process, Investment Timing & Evaluation, Portfolio Revision, Mutual Funds, And Managed Portfolio & Performance.

BOOKS FOR REFERENCE:

1. *Avadhani. V. A.: Security Analysis & Portfolio Management, Himalaya Publishing House.*
2. *Bhalla. V. K.: Investment Management, S. Chand*
3. *Fischer & Jordan: Security Analysis & Portfolio Management, Prentice Hall.*

4. *Prasanna Chandra: Investment Analysis & Portfolio Management, Tata McGraw Hill.*

P415 IB 403: SAP (CRM)

Objectives:

Module 1:

SAP CRM is a marketing solution which can provide a complete understanding of the marketing concepts that can show case the needs of the customers across different segments of the industry.

Module 2:

Introduction - Introduction to SAP, Overview of ERP and SAP, Login Process, Customization of screens, user creation, sending messages, technical and functional, logout process, SAP Services, Cooperative business scenarios, CRM Architecture, Component Integration.

Module 3:

Master Data and functions - Organizational Management, Business Partner, and Product catalogues, Warranty Management, Solution Database, Territory Management transactions, Data Management, Text Management, Pricing, Credit management, Multi-level categorization, Funds management and Claims management.

Module 4:

CRM Sales and Service- Account Planning, Activity Management, Opportunity Management, Quotation and Order Management, Taxes and Rebate processing, Contract Management, Product Service letters, Web requests.

Module 5:

Marketing Channelization and Scenarios: Web channel through B2B and B2C – ICSS Service- Internet Customer Self Service, Campaign Management, Segmentation, Lead to cash, Email worklist, Template designer, Survey tool.

Module 6:

CRM Analytics-Embedded Competitor Analysis in Opportunity Management, Dash board on Home page, Applications and Case Studies regarding analytics.

P115 AR 401: BUSINESS POLICY AND STRATEGIC MANAGEMENT

Objective:

To enable the students to develop an understanding of the basic inputs in making and implementing corporate strategic decisions. To familiarize the students with the issues and practices involved in corporate decisions.

Module 1:

Nature and Scope of Strategic Management-: Characteristics, Dimensions – Approaches to Strategic Decision Making, Strategic Management Process – Components of Strategic Management Model, -Policy & Strategic Management, Strategic role of Board of Directors and Top Management, Strategic Implications of Social and Ethical Issues.

Module 2:

Strategy Formulation and Strategic Analysis- Company's Goals, Mission and Social Responsibility, Vision – Objectives Analysis of Board Environment – External Environment Factors: Economic, Social, Political, Ecological, International, Industrial – Competitive Forces and Strategy, Industry Analysis (Michael Porter's Model) Analysis of Strategic advantage, -Resource Audit, Value Chain Analysis, Core Competencies, SWOT Analysis, Analysis of Stakeholders Expectations.

Module 3:

Strategic Choices/Options- The five generic competitive strategies; Tailoring strategies to **fit** specific industry and company situations; External Growth Strategies – Mergers, Acquisition, Joint Ventures and Strategic Alliance; Competing in foreign markets; Evaluation of Strategic Alternatives, -Product Port Folio Models,

Module 4:

Strategy Implementation- Implementation Issues, Planning and Allocating Resources, – Financing Planning, Manpower Planning, Organizational Structures, -Factors affecting choice of structure, Degree of Flexibility and Autonomy.

Module 5:

Functional Strategy- i) Marketing Strategy – Nature, Significance, Formulating Marketing Strategy, ii) Production Strategy – Need, Formulation of Production of Strategy for an organization. iii) Research and Development (R&D) Strategy –Need, Formulating R and D Strategy iv) Human Resource (HR) Strategy – Acquisition of Human Resources, motivation

and maintenance of HR v) Financial Strategy – Need, Financial Objectives, Making Strategic Financial Decisions vi) Logistics Strategy

Module 6:

Strategic Review- Evaluating the Strategic Performance – Criteria and Problems –Concepts of Corporate Restructuring, Business Process Reengineering, Benchmarking, TQM, Six Sigma

BOOKS FOR REFERENCE:

1. *Crafting and Executing Strategy* by Thompson, Strickland, Gamble and Jain – 14th Edition Tata McGraw Hill
2. *Strategic Management -Formulation, Implementation and Control* By John A Pearce II, Richard B. Robinson Jr. 9th Edition (The McGraw Hill Companies)
3. *Management Policy and Strategic Management (Concepts, Skills and Practices)* By R. M. Srivastava, Himalaya Publishing House
4. *Essence of Strategic Management –By Bowman, Cliff, Prentice Hall N. J.*