

Integral University, Lucknow
Department of Commerce & Business Management
Study and Evaluation Scheme
Choice Based Credit System
BBA(Supply Chain Management)
W.e.f. Session 2020-21

YEAR-I

SEMESTER-I

S.N.	Course Category	Course Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
				L	T	P		Sessional(CA)			Exam ESE	Subject Total
							UE	TA	Total			
1	Core	BM110	Principle of Business Management	3	1	0	4	40	20	60	40	100
2	Core	BM111	Applied Macro Economics	3	1	0	4	40	20	60	40	100
3	Core	BM112	Introduction to Organizational Behaviour	3	1	0	4	40	20	60	40	100
4	Core	MT104	Business Mathematics	3	1	0	4	40	20	60	40	100
5	Core	LN104	Essential Professional Communication	3	1	0	4	40	20	60	40	100
6	Core	BM171	Basics of Supply Chain Management	3	1	0	4	40	20	60	40	100
7	Core	BM172	Work Shop “ Your First Step”	0	0	2	1	40	20	60	40	100
TOTAL				18	6	2	25	280	140	420	280	700

L=Lecture, P=Practical, T=Tutorials, C=Credit, UE=Unit Exam, TA=Teacher Assessment, ESE=End Semester Examination

Sessional Total(CA)=UE+TA

Subject Total=Sessional Total(CA)+End Semester Exam (ESE)

BBA(SCM) YEAR-I SEMESTER –I

Course Code: **BM110**

Title of The Course: **Principle of Business Management**

Pre-Requisite: NONE

Co-Requisite :NONE

L	T	P	C
3	1	0	4

Objective: To enable the students to understand the principles of management thought and applying the same in practice.

Course Outcomes	
CO 1	To demonstrate management which combines the features of both science and art.
CO 2	To enable the students to learn various function of management.
CO 3	To explain the various which laid the foundation of management.
CO 4	To examine the importance of the planning process
CO 5	To recognize the leadership meaning and styles and discuss the importance & different theories of motivation.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction to Management	Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George, Management as an Art, Science and Profession, Distinction between Administration and Management, Importance & Functions of Management.	10
2	Evolution of Management	Evolution of Management- Thought, Pre Scientific Management era, Scientific Management & Contribution of F. W. Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthorne experiments, Contributions of Behavioral scientists- Abraham Maslow, Peter Drukker, Douglas Mc. Gregor	10
3	Planning and Decision Making	Nature & Definition of Planning- Koontz o'Donnell, Hart, Alfred & Beaty, Importance and limitations Planning process, Types of Plans- on the basis of use, functions, time (meaning only), Meaning of Decision making, Steps in decision making, Types of decisions-Programmed-Non-programmed; Strategic-tactical, Individual-Group, Policy-Operation, Organizational-Personal	10
4	Organizing & Departmentation	Meaning & Definition- Koontz O'Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees, Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)	8
5	Elements of Directing, Coordination and Control	Meaning & Importance of Directing, Leadership: Meaning & Styles, Motivation: importance & Theories (Maslow, Herzberg, McGregor), Communication Meaning, Objectives & Types of communication, Meaning, Principles and techniques of Co-ordination, Meaning, Need & steps in Controlling	7

References Books:

Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, Latest edition .

Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, Latest edition

Koontz Koontz & O'Donnell & Weirich, Essentials of Management,;Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company, Latest edition

VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, Latest edition.

Edition Mar 22, 2012. Rao & HariKrishna: L M Prasad. Latest edition

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	1	1	1	-	1	1	-	1	1	1	-
CO2	2	2	-	1	-	1	1	1	-	-	1
CO3	1	1	1	2	1	-	-	1	1	-	1
CO4	2	2	1	-	1	-	1	1	-	-	-
CO5	1	1	-	1	1	-	1	1	1	-	1

BBA(SCM) YEAR-I SEMESTER –I

Course Code: **BM111**
Pre-Requisite: NONE

Title of the Course: **APPLIED MACRO ECONOMICS**
Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective: The objective of this course is to make the students aware of crucial macro-economic variables like the level of income, employment, prices, investment, consumption, money supply and trade. It also aims to equip the students with a fundamental knowledge of the macro economics on the basis of which policy decision can be analyzed and business decisions can be made.

Course Outcomes	
CO 1	To demonstrate the understanding and application of the concept of macroeconomics, evaluate and analyze national income and macro equilibrium.
CO 2	To demonstrate the understanding, application and analysis of consumption and its theories.
CO 3	To demonstrate the understanding, application and analysis of investment and its determinants.
CO 4	To demonstrate the understanding, application and analysis of multipliers, BOP and exchange rate determinants.
CO 5	To demonstrate the understanding, application, analysis and evaluation of inflation and its stabilization policies and money and its theories.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Approaches to Economic Theory	Classical Vs. Modern Economic approach, Micro and Macro Meaning, Circular flow of Income- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY, National Income at factor cost and Market price, Estimation of National income- Product-Income- Expenditure Met, Difficulties of Estimation, National income and economic welfare	9
2	Public Finance	Public Finance: Budget – Types, Public revenue - Tax and Non-tax, Public Expenditure- Heads of expenditure, Public Debt: Classification, Deficit financing - Taxable capacity - factors influencing taxable capacity	9
3	Macro Economic Environment	Meaning of Inflation - causes and effect, Cost push and demand pull inflation, Deflation – Meaning and causes, Phillips curve- stagflation- M1 and M3, Measures to control inflation - Role of Monetary policy, Fiscal policy Instruments	9
4	Balance of Payments and Business Cycles	Meaning- Difference- Types, Component of BOP- Current and Capital Account, Unfavourable BOP- causes, Monetary and Non- Monetary Measures, Business cycle: Meaning- definition- features, Stages of Business Cycle, Effects and Measures to control cyclical fluctuation	9
5	Foreign Trade & Development	Role of External Trade in Economic Development, Terms of Trade: NBTOT – GBTOT, Exchange rate- spot and forward exchange rate, Foreign capital – Role of foreign aid – types	9

References Books:

- DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, Latest edition.
 Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, Latest edition, Mc Graw-Hill.
 Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, Latest edition, New York: McGraw- Hill, 2004.
 Mankiw, N.G., Macroeconomics, Latest edition., New York: Worth, 2003.
 Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO											
CO1	3	2	1	1	1	2	-	3	2	1	2
CO2	2	1	1	3	1	-	1	1	1	2	1
CO3	1	2	1	1	2	3	-	1	2	2	3
CO4	3	2	1	2	1	1	-	1	2	1	2
CO5	3	1	2	1	2	1	1	2	1	2	1

BBA(SCM) YEAR-I SEMESTER -I

Course Code: **BM112** Title of The Course : **INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**

Pre-Requisite: NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : To familiarize and acquaint the student with basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

Course Outcomes	
CO 1	To understand the various issues related to organizational behavior, would be able to know perceptual effects.
CO 2	To understand understanding of cognitive , affective and psychomotor components, would be able to establish link between different components of attitude.
CO 3	To understand a description of motivational theories, would be able to explore alternate description and implementation using various theories.
CO 4	To understand all the aspects affecting the organization, would be able to know the real cause and analyze the reasons for the nonperformance in the organization.
CO 5	To understand an overall view of the functioning of the organization, would be able to investigate the reasons of the egostates.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Introduction: meaning of organizational behavior, nature of organizational Behavior theories of organizational behavior, organizational setting, individual behavior in organization: understanding self, perception.	10
2	Learning	Learning and its theories attitudes, personality: meaning, self concept, self- esteem, major determinants of personality organizational development: concept of OD, phases of OD and OD interventions, limitations of OD interventions ,concept of morale and job satisfaction .	7
3	Organizational Culture	Concept, functions, socialization; creating and sustaining culture, importance of psychological process of motivation, salient motivation tools, motivation; types of motivation, theories of work motivation, managing Conflict-sources, types, process and resolution of conflict, managing across cultures; empowerment and participation.	8
4	Group behavior in organization	Group dynamics, types of groups, stages of group development, theories of group formation; building and managing effective teams, dynamics of managerial leadership: leadership styles,.	10
5	Organizational Development Process:	Management of change, organizational development Process, team building, inter-personal behavior in organization: johari window, transactional analysis, types of transactions, life positions, ego states.	10

References Books:

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education -Latest edition.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons -Latest edition.

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi- Latest edition.

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi- Latest edition.

Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy-Latest edition, Mc Graw-Hill

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	3	1	2	-	1	1	2	2	2	1	2
CO2	2	2	3	1	-	3	1	2	-	-	1
CO3	1	-	2	3	1	1	-	1	2	1	2
CO4	2	3	1	2	2	-	2	1	-	2	3
CO5	-	1	-	3	2	2	1	-	1	1	-

BBA(SCM) YEAR-I SEMESTER –ICourse Code: **MT104** Title of The Course: **BUSINESS MATHEMATICS****Pre-Requisite:**NONE **Co-Requisite:**NONE

L	T	P	C
3	1	0	4

Objective:The objective of the course is to teach the learner basic mathematical concepts with emphasis on business applications.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	General Concepts	Number system:classification;Set Theory:concept,types,operations,applications,Venn diagram	8
2	Algebra Concepts	Equations:linear,quadratic,cubic;Permutations and combinations;Series:Arithmetic,Geometric and harmonic,General idea of infinite series.	10
3	Calculus Concepts	Calculus:basic differentiation & integration(excluding trigonometric,inverse trigonometric logarithmic and exponential); maxima and minima; Functions and its types; General idea of limits and continuity (basic).	9
4	Matrices Concepts	Matrices:types,addition,subtraction,multiplication and its applications to business,Determinants and its properties	10
5	Arithmetic Concepts	Simple and compound interest; Ratio and proportions; Profit and loss; Percentage and discount.	8

References Books:

SanchetiandKapoor,BusinessMathematics,(Reprint 2007),SultanChandandSons,NewDelhi

Raghavachari.M,MathematicsforManagement,(NewEdition),TataMcgrawHill,NewDelhi,2007

Aggarwal,R.S,Arithmetics(SubjectiveandObjective)forCompetitiveExamination,(2008),SultanChandandSons,NewDelhi.

VSPRao,VHari Krishna-Mathematics, ExcelBooks,Edition,2011.

Dr.ShagunPrasad,V.RamaRao-Mathematics,HP Publication2nd,Edition,2011.

BBA(SCM) YEAR-I SEMESTER –I

Course Code: **LN104** Title of The Course: **ESSENTIAL PROFESSIONAL COMMUNICATION**

Pre-Requisite: NONE **Co-Requisite:** NONE

L	T	P	C
3	1	0	4

Objective : At the end of this course, students will be able to familiarize with business communication, types of communication, Business Correspondence, and Business Report Writing.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Professional Communication	Professional Communication: It's meaning and importance, Essential of Effective Communication, Barriers of Effective Communication, The Cross cultural Dimensions of Professional Communication	8
2	Language through Literature	Essays The Effect of the Scientific Temper on Man: by Bertrand Russell.—Theims of Science and Humanities by Moody E.Prior Short Stories —The Meeting Pool by Ruskin Bond —The Potrait of a Lady by Khushwant Singh	8
3	Basic Vocabulary	Euphemism, One word Substitution, Synonyms, Antonyms, Homophones, Idioms and Phrases, Common mistakes, Confusable words and expressions, Portmanteau words, Foreign words and expressions.	8
4	Basic Grammar	Articles, Prepositions, Tenses, Concord (Subject-Verb agreement), Modal Auxiliaries, Verbs: It's kind and Uses, Degree of Comparison, Punctuation.	8
5	Basic Composition	Report writing: What is a report? Kinds and objectives of reports, writing reports. Business Letter writing: Introduction to business letters, types of business letters, Layout of business letters, Letter of inquiry/Complaint.	8

References Books:
Lata, Pushp & Kumar, Sanjay. Communication Skills, Oxford University Press-2012.
Quintanilla, Kelly M. & Wahl, Shawn T. Business and Professional Communication, Sage Publications India Pvt Ltd.-2011
Juneja, Omp & Majumdar, Aarati. Business Communication: Techniques and Methods, Orient Blackswan-2010
Arora V.N. & Chandra, Laxmi. Improve your writing from Comprehensive to effective writing, Oxford University Press-2010 (For prescribed essays- —The effect of the Scientific Temper on Man by Bertrand Russell & -The Aims of Science and Humanities by Moody E.Prior.
Mukherjee, Meenakshi. Let's Go Home and Other Stories, Orient Black Swan-2009 (For the prescribed short stories-the Meeting Pool by Ruskin Bond, -The Portrait of a lady by Khushwant Singh.

BBA(SCM) YEAR-I SEMESTER –I

Course Code: **BM171** Title of The Course :**Basics of Supply Chain Management**

Pre-Requisite:NONE Co-Requisite:NONE

L	T	P	C
2	1	0	3

Objective:The basic objective of this Subject is to get familiar with Supply chain and its functions & how Supply chain management plays an important part in today’s business world.

Course Outcomes	
CO 1	To understand the concept of Supply chain.
CO 2	To understand flows and importance of supply chain management.
CO 3	To understand the different types of supply chain and traditional & modern supply chain differences.
CO 4	To understand the determinant involve in supply chain management.
CO 5	To understand the strategies involved in supply chain management.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Overview of Supply Chain	Evolution of Supply Chain, Development Chain, Uncertainty & Risk, Key Issues in Supply chain management, Objectives of Supply Chain, Decision Phases in Supply Chain, Process view of Supply Chain.	8
2	Flows in Supply Chain	Flow of Product Across Supply Chain, The Flow of Information Across Supply Chain, Importance of Ownership Flow in Supply Chain, Significance of Finance Flow Across Supply Chain.	8
3	Types of Supply Chain	Made-To-Stock Supply Chain Strategy, Built-To-Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order.	8
4	Decisions of Supply Chain	Competitive Supply Chain Strategy, Achieving Strategic Fit, Challenges in Achieving & Maintaining Fit, Make or Buy Decision, Framework For Strategic Alliance, Retailer Supplier Partnership, Distributor Integration, Supply Chain Network.	8
5	Strategies	Distribution Strategy, Centralized v/s Decentralized Control, Push v/s Pull System, Drivers of Supply Chain Performance.	8

References Books:
Adam Jr Everetl E. R J – Warehouse Management (Prentice-Hall, 2018, 5th Edition)
Haleem A- Supply Chain Management (Galgotia books, 2019)
Bedi Kanishka -Marketing Management (Oxford University Press, 2nd Edition)
Adam Jr Everetl E. R J – P Warehouse and Distribution Management (Prentice-Hall, 2020, 5th Edition)
R.V.Badi& N.V. Badi - Warehouse and Distribution Management (Vrinda Publications 1rd Edition)

PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	2	1	1	1	2	1	2	1	2
CO2	2	1	1	1	1	-	1	1	2	1
CO1	1	2	1	1	2	1	1	2	2	1
CO4	1	2	1	2	1	1	1	2	1	2
CO5	1	1	2	1	2	1	2	1	2	1

BBA(SCM) YEAR-I SEMESTER –I

Course Code: **BM172** Title of The Course : **Work Shop “ Your First Step”**

Pre-Requisite:NONE Co-Requisite:NONE

L	T	P	C
0	0	2	1

Objective: The objective of the of the workshop is to indulge student into a practical session while make them aware about the real world work .

The Workshop will be conducted at the safeducate warehouse this workshop will be conducted and arranged by safeducate resource in which student will be getting the practical session at the Warehouse and attendance and their marks will be allotted on the basis of their practical examination.