

# Integral University

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

## PROGRAMME: BBA (SCM)

### PROGRAMME SPECIFIC OUTCOMES ( PSO ):

- PSO-1: Graduates can join a professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
- PSO-2: Enable students to take up higher education such as MBA, MFC and other professional courses to become business professionals, researchers, consultants and teachers with core competencies and skills
- PSO-3: Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.
- PSO-4: Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

### PROGRAMME EDUCATIONAL OBJECTIVES ( PEO ):

- PEO-1: To provide basic infrastructure and instructional facilities to the students to imbibe in them knowledge of Commerce and Management subject's basic principles and practices.
- PEO-2: To sharpen the inbuilt skill of the students to match with Global Graduates & Post Graduates in the area of Commerce and Management along with producing corporate managers.
- PEO-3: To provide on the job training to the students to get industrial exposure and acquaintance to the real life business situations.
- PEO-4: To acquaint students with modern teaching pedagogy by teaching case studies and organizing brainstorming sessions.
- PEO-5: Organizing curricular and co-curricular activities for developing multifaceted growth and development of personality of students.
- PEO-6: To teach values and ethics of Management and Corporate Social Responsibility of business to meet the current day national and global corporate challenges.

### PROGRAMME OUTCOMES ( PO ):

- PO-1: To produce Commerce and Management graduates equipped with modern communication skills.
- PO-2: To develop philosophical, legal and ethical awareness to solve the present day problems prevalent in the society.
- PO-3: Updating Information Technology development by equipping the students with newer ICT mechanism.
- PO-4: Inculcate the habit of living in groups by forming association/councils for the individual and social causes as well as to organize different functions during the program period.
- PO-5: To impart ecological and environmental subjects for developing and understanding of health and hygiene by striking a balance between professional job culture and living conditions.
- PO-6: Apply concept of Commerce & Management subject in developing critical thinking for taking rational decision to solve day to day problems by minimizing uncertainties.

**Integral University**  
**B.B.A (Supply chain Management)**  
**Scheme of Evaluation -2019-20**

YEAR -I

SEMESTER- I

S.N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
						CA	T A	Total	ESE		
1	BM110	Principle of Business Management	3	1	0	4	40	20	60	40	100
2	BM111	Macro Economics	3	1	0	4	40	20	60	40	100
3	BM112	Introduction to Organizational Behaviour	3	1	0	4	40	20	60	40	100
4	MT104	Business Mathematics	3	1	0	4	40	20	60	40	100
5	LN104	Essential Professional Communication	3	1	0	4	40	20	60	40	100
6	BM171	Basics of Supply Chain Management	3	1	0	4	40	20	60	40	100
7	BM172	Work Shop “ Your First Step”	0	0	2	1	-	-	-	100	100
<b>TOTAL</b>			18	6	2	25	240	120	360	340	700

L = Lecture, P = Practical, T =Tutorials, C= Credit, CT = Class Test, TA=Teacher Assessment,

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

BBA (SCM) - I YEAR SEMESTER –I

Course Code : BM110                      Title of The Course : Principle of Business Management

Approved On :

Pre-Requisite : NONE    Co-Requisite : NONE

L	T	P	C
3	1	0	4

Objective : The course aims at providing fundamental knowledge and exposure to the concepts, theories and practice in the field of management.

Course Outcomes	
CO 1:	To understand key functions in management as applied in practice and also throw light on development of management thoughts.
CO 2:	To understand in more specific management related areas from planning and also the role of MBO and decision making in setting organizational objectives.
CO 3:	To understand about the principle of organization and also the role of authority and responsibility in different organizational structure.
CO 4:	To understand about the importance of staffing and also the role of leadership and motivation in an organization
CO 5:	To understand the importance of controlling in Management and how different control techniques are used for effective performance.

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Concept , nature, process and significance of management , managerial levels, skills, functions and roles, management v/s administration, coordination as essence of management , development of management thought: classical, neo-classical, behavioural , system and contingency approaches.	10
2	Planning	Nature, scope and objective of planning ; types of plans : planning process, business forecasting; MBO ; concepts , types, process and techniques of decision -making; Bounded Rationality.	10
3	Organizing	Concept, nature, process and significance ; Principle of an organization : Span of control; Departmentation types of an organization; Authority -Responsibility; Delegation and Decentralization; Formal and Informal Organization.	10
4	Staffing	Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance Concepts, nature and importance of staffing. Motivating and Leading : Nature and importance of Leadership- meaning and importance; traits of a leader; Leadership Styles - Likert's system of management Tannenbaum & Schmidt Model and Managerial Grid	8
5	Controlling	Nature and scope of control; types of control, control process, control techniques - traditional and modern; Effective control system.	7

References Books:
Stoner, Freeman and Gilbert Jr. ; Management Prentice Hall of India New Delhi, 2003
Gupta C.B.; Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003
Koontz Koontz & O'Donnell & Weirich, Essentials of Management,;Tata McGraw HillJames & Freeman Edward: Stoner Publishing Company,2011
VSP Rao, V Hari Krishna- Management Text and Cases, Excel Books, Edition, 2011.
Edition Mar 22, 2012. Rao & Harikrishna: L M Prasad.

BBA (SCM) - I YEAR SEMESTER –I

Course Code : BM111

Title of The Course : MACROECONOMICS

Approved On :

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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 economy on the basis of which policy decision can be analyzed and business decision scan be made.

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

Unit No	Title of The Unit	Content of Unit	Contact Hrs
1	Introduction	Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure. National income Accounting; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets. Keynesian theory of income determinants, determinants of Macro equilibrium with aggregate demand and aggregate supply, Functions under employment equilibrium, IS-LM framework.	10
2	Theory of Consumption	Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, Relative income hypothesis, Permanent income hypothesis, life cycle hypothesis.	8
3	Theory of Investment	Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, Neoclassical and Keynesian theories.	7
4	Theory of Multiplier	Income generation in a static and dynamic setting, tax multiplier, Foreign trade multiplier, Balanced budget multiplier, Leakages from multiplier, Relevance of Multiplier to developing countries, Balance of Payments and Exchange rate determination.	10
5	Inflation and Theory of Money	Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies. Money its function and role: Quantity theory of money, Fisher and Cambridge Equations, Keynes views about money and prices.	10

References Books:

DeLong, J.B., Macroeconomics, Burr Ridge: McGraw-Hill Higher Education, 2015.

Dwivedi, D.N., (2010). Macroeconomics: Theory and Policy, 3<sup>rd</sup> Edition, Mc Graw-Hill.

Dornbusch, R., Fischer, S. and Startz, R., Macroeconomics, 9th edn, New York: McGraw- Hill, 2004.

Mankiw, N.G., Macroeconomics, 5th edn, New York: Worth, 2003.

Ackley, G., Macroeconomic Theory, New York: Collier-Macmillan, 1966

BBA (SCM) - I YEAR SEMESTER –I

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

Approved On :

L	T	P	C
3	1	0	4

Pre-Requisite : NONE Co-Requisite : NONE

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 ego states.

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, ego states, types of transactions, life positions	10

References Books:

DeLong, J.B., Organizational Behaviour, Burr Ridge: McGraw-Hill Higher Education, 2015.

Prasad, L.M.; Organizational Behaviour, Sultan Chand & Sons, 2003..

Stephen P., Robbins; Organizational Behaviour; "Prentice Hall of India Pvt. Ltd.", New Delhi, 2003

Luthans, Fred; Organizational Behaviour, Tata McGraw Hill, New Delhi 2008

Dwivedi, D.N., (2010). Organizational Behaviour Theory and Policy, 3<sup>rd</sup> Edition, Mc Graw-Hill

BBA (SCM) - I YEAR SEMESTER –I

Course Code : MT104 Title of The Course :BUSINESS MATHEMATICS

Approved On :

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:

Sancheti and Kapoor, Business Mathematics, (Reprint 2007), Sultan Chand and Sons, New Delhi

Raghavachari.M, Mathematics for Management, (New Edition), Tata Mcgraw Hill, New Delhi,2007

Aggarwal, R. S, Arithmetics (Subjective and Objective) for Competitive Examination, (2008), Sultan Chand and Sons, New Delhi.

VSP Rao, V Hari Krishna- Mathematics, Excel Books, Edition, 2011.

Dr. Shagun Prasad, V .Rama Rao- Mathematics, HP Publication 2nd, Edition, 2011.

BBA (SCM) - I YEAR SEMESTER – I

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

Approved On :

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 od 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:l by Bertrand Russell. —The ims of Science and Humanitiesl by Moody E. Prior Short Stories —The Meeting Pooll by Ruskin Bond —The Potrait of a Ladyl 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, Om p & Majumdar, Aarati.Business Communication : Techniques and Methods, Orient Black swan-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 Manl by Bertrand Russell & -The Aims of Science and Humanitiesl by Moody E. Prior.
Mukherjee, Meenakshi. Let's Go Home and Other Stories, Orient Black Swan-2009 ( For the prescribed short stories -the Meeting Pooll by Ruskin Bond, -The Portrait of a ladyl by Khushwant Singh.

**BBA (SCM) - I YEAR SEMESTER –I**

Course Code : BM171 Title of The Course :BASICS OF SUPPLY CHAIN MANAGEMENT

Approved On :

Pre-Requisite :NONE Co-Requisite : NONE

L	T	P	C
3	1	0	4

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.

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:
Kotler, Philip., Marketing Management, Pearson Education Pvt. Ltd., New Delhi.Edition-14th
Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.
Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmilan India, New Delhi.Edition-4th
Datta, Debraj and Datta, Mahua, A Text on Marketing Management,Vrinda Publications (P) Ltd. Edition-1st.
Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.



BBA (SCM)- I YEAR SEMESTER – I

Course Code : Title of The Course :

Approved On :

Pre-Requisite : NONE Co-Requisite : NONE

L	T	P	C
0	0	4	2

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.