

Semester – IV					
Sl. No.	Course Code	Title	GC/SC	Hrs/Week	Credits
1	BVRM LMG 401	Foundation of Team Dynamics	SC	4	4
2	BVRM LMG 402	Principles of Consumer Behaviour	SC	4	3
3	BVRM LMG 403	Practical Training in Retail Outlet	SC	4	4
4	BVRM LMG 404	Departmental Retail Stores	SC	4	3
5	BVRM LMG 405	Regulatory, Insurance & Conventional Framework for Logistics	SC	4	4
6	BVRM LMG 406	Supply Chain Management	GC	4	3
7	BVRM LMG 407	Soft Skill & Personality Development	GC	4	3
8	BVRM LMG 408	Project Report & Viva Voce Based on BVRM LMG 403 & BVRM LMG 405		4	6
		Total Credits			30

BVRM LMG 401: Foundation of Team Dynamics

UNIT: I

Team Leader - Group Leader – Functions of Team Leader – Leadership traits – Importance of Team Leader.

UNIT: II

Team Design features – Task Characteristics – Task interdependence – Team Size

UNIT: III

Team Composition – Team Diversity – Team Development

UNIT: IV

Team Norms - Development of Team Norms – Conformity to Team Norms – Preventing and Changing Dysfunctional Team Norms.

UNIT: V

Team Roles – Team Cohesiveness – Influences and Consequence of Team Cohesiveness.

Text Books:

1. Organizational Behaviour: P.K. Agarwal- A Pragati Edition
2. Organizational Behaviour: Margie Parikh, Rajen Gupta
3. Organizational Behaviour: Steven L McShane, Mary Ann Von Glinow and Raadha R Sharma, Fourth Edition-The McRaw –Hill Companies

BVRM LMG 402: Principal of Consumer Behaviour

UNIT: I

Customer Value, Satisfaction and Retention – Consumer decision making Process.

UNIT: II

Consumer Motivation – Needs – Goals- Positive and Negative Motivation.

UNIT: III

Personality and Understanding Consumer diversity – Retail Store Image – Manufacturers Image.

UNIT: IV

Consumer Learning – Consumer Attitude formation and Changes – Attitude formation- Strategies of Attitude Change.

UNIT: V

Designing Persuasive Communication – Communication Strategies of Attitude Change – Designing Persuasive Communication – Communication Strategy – Target Audience – Media Strategy – Message Strategy

Text Books:

1. Consumer Behaviour – Leon G.Shiffman and Leslise Lazar Kanuk, English Edition, Pearson Education
2. Consumer Behaviour – Buying, Having and Being – Michael R. Solomon, Ninth Edition, Eastern Economy Edition
3. Consumer Behaviour – Insights from Indian Market, Ramanunj Mjumdar, Eastern Economy Edition

BVRM LMG 403: Practical Training in Retail Outlet

BVRM LMG 404: Departmental Retail Stores

UNIT: I

Merchandising – Buying – Selling – Stock Planning and Control – Promotion Planning.

UNIT: II

Publicity – Windows and Interior displays – Advertising – Planning and executing promotional events.

UNIT: III

Advertising Research – Forms of Advertising – Store and Merchandise protection –employee training and compensation.

UNIT: IV

Accounting and Control – Credit and Collections – Expense budgeting and Control.

UNIT: V

Inventory Planning and Control – Economic Order quantity – Record Keeping.

Text Books:

1. A Handbook of Retail Management: S.K. Baral, AITBS Publishers, India.
2. Retail Management: Agarwal, Bansal, Yadav, Kumar, A Pragati Edition.
3. Retail Management a Strategic Approach: Barry Berman, Joel R. Evans, Pearson.

BVRM LMG 405: Regulatory, Insurance & Conventional Framework for Logistics

UNIT – I

Integrated Logistics Management: Concept, Evolution and Development, Importance of logistics management in international business, International Logistics: functions and intermediaries. Issues involved in movement of goods. Logistics information system – positioning information in logistics, logistics information systems design, IT in logistics, strategic information linkage. Total cost approach to Logistics. Liabilities of carriers. Marine insurance for cargo.

UNIT – II

The General Structure of Shipping Industry: Cargo types, vessels and vessel characteristics, liner operations and tramp operations, chartering of bulk ocean carriers, the ocean liner conference system, freight structure and practices, coordination, role of intermediaries – forwarding and clearing agents, freight brokers, stevedores and shippers agents.

UNIT – III

Warehousing and Containerization: Warehousing, repacking and other value added service provided by logistics service providers. 3 PL and 4 PL logistics service. Performance measurement of logistic systems. Containerization: types of containers and ICDs. Layout and working of container terminals. Port system and sub systems, port organization and management. Responsibilities of port trusts, growth and status of ports in India, Inland water transport, issues in sea transport. Regulatory authorities for sea transport and their roles.

UNIT – IV

Introduction to Road Transport System: Classification of vehicles, road network in India, types of roads, road transport companies and their operation in full truckload business and in less than truckload business. Road parcel service business. Fleet management systems. Integrated logistics provided by road transport companies. Documents and permits required in road transport system. Problems in road transport, regulatory authorities involved with road transport system.

UNIT – V

Rail Transport Systems: Types of railway wagons, rakes, marshalling operations and yards, Railway goods freight structure, Railway Parcel service operations. Railway goods service operations. Procedure for availing railway parcel or goods service and the documentations involved. Operations at a railway goods yard/siding. Operations and control in the railways. Organization of Indian railways.

Books for Reference:

1. James F. Robbison & William C. Capaciono (editors), The Logistics Handbook
2. Donald F. Wood et.al., International Logistics
3. Douglas Lambert and James R. Stock, Strategic Logistics Management.

BVRM LMG 406: SUPPLY CHAIN MANAGEMENT

UNIT – I

Supply Chain Management and Logistics: An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Difference – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices in the light of Globalized Economy – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains and examples – Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.

UNIT – II

Key Supply Chain Business Processes: Planning – Sourcing – Producing – Distributing and Paying – Managing material flow and distribution – Distribution and Planning Strategy – Warehousing and Operations Management – Transportation Management – Inventory Management.

UNIT – III

Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

UNIT – IV

Forecasting Systems Design: Customer Service Management and Measurements – CRM – Manufacturing Logistics – Pricing Strategies – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities.

UNIT – V

Supply Chain Coordination and Integration: Role of IT, Impact of Internet and E-Business – IT enabled SCM, Future of SCM.

Books for Reference:

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management
4. N. Chandrasekharan, Supply Chain Management

BVRM LMG 407: SOFTSKILLS AND PERSONALITY DEVELOPMENT

UNIT – I

Personal Skills: Knowing oneself- confidence building- defining strengths- thinking creatively- personal values-time and stress management.

UNIT – II

Social Skills: Appropriate and contextual use of language- non-verbal communication- interpersonal skills- problem solving.

UNIT – III

Personality Development: Personal grooming and business etiquettes, corporate etiquette, social etiquette and telephone etiquette, role play and body language.

UNIT – IV

Presentation skills: Group discussion- mock Group Discussion using video recording - public speaking.

UNIT – V

Professional skills: Organizational skills- team work- business and technical correspondence- job oriented skills-professional etiquettes.

Books for Reference:

1. Matila Treece: Successful communication: Allyun and Bacon Pubharkat.
2. Jon Lisa Interatid skills in Tourist Travel Industry Longman Group Ltd.
3. Robert T. Reilly – Effective communication in tourist travel Industry Dilnas Publication.
4. Boves. Thill Business Communication Today Mcycans Hills Publication.
5. Dark Studying International Communication Sage Publication.
6. Murphy Hidderandt Thomas Effective Business Communication Mc Graw Hill.

BVRM LMG 408: Project Report & Viva Voce Based on BVRM LMG 403 & BVRM LMG 405