

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G.
COURSES (A)
(Affiliated To Andhra University)

BBA Honours – Logistics Management
2024-25



Accredited by NAAC with B++ Grade.
Gayatri Valley, Rushikonda,
Visakhapatnam 530045

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE & P.G. COURSES (A)
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Visakhapatnam.

BBA Honours – Logistics Management

SYLLABUS

(Majors, Skill Development and Multi-Disciplinary Courses)

2024-25

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA Honours – Logistics Management

Semester	CC 4 Cr			LANGUAGES 3 Cr			SEC 2Cr			VAC 2Cr			MDC 2Cr			Total		
	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr	C	H	Cr
Sem 1	3	12	12	2	8	6	2	4	4	1	2	2	1	2	2	9	28	26
Sem 2	3	12	12	2	8	6	2	4	4	1	2	2	-	-	-	8	26	28

Semester I

No.	Type	Course	Total Marks	Mid Sem	Sem End	Teaching Hr	Credits
1	CC	Fundamentals of Logistics	100	40	60	4	4
2	CC	Materials Management	100	40	60	4	4
3	CC	Warehousing & Distribution Centre Operations	100	40	60	4	4
4	First Lang	General English	100	40	60	4	3
5	Second Lang	Hindi/Sanskrit/Telugu	100	40	60	4	3
6	MDC	1. Introduction to Social Work or 2. Indian Knowledge System	50	-	50	2	2
7	SEC	Business Communication I	50	-	50	2	2
8	SEC	Managerial Skill Development	50	-	50	2	2
9	VAC	Environmental Science and Sustainability	50	-	50	2	2
		<i>Total</i>	700	200	500	28	26

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

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Bachelor of Business Administration (BBA) – Semester 1

Fundamentals of Logistics

WEF 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

FUNDAMENTALS OF LOGISTICS

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become logistics professionals
- To orient students in the field of Logistics
- To help Students to understand Fundamentals of Logistics

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Logistics in the real-life situation
- This subject will enable them to enhance their ability and professional skills in Logistics

Unit	Topics
I	Introduction to Logistics: History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics
II	Logistics and Customer Service - Definition of Customer Service Elements of Customer Service-Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing
III	Global Logistics - Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centres in Integrated Logistics. Role of 3PL&4PL.
IV	a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c) Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping. d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.
V	a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment. b) Supply chain. c) Cold chain. d) Liquid Logistics. e) Rail Logistics.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.
4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 2009.

5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.
6. Logistics Management, Ismail Reji, Excel Book, First Edition, 2008.

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

Accredited by NAAC with B++ Grade

Bachelor of Business Administration (BBA) – Semester 1

Materials Management

WEF 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

MATERIALS MANAGEMENT

COURSE OBJECTIVES:

- To help Students to understand basic Principles and concept of material Management
- To orient students on contemporary development in the field of material management
- To develop competencies and knowledge of students to become effective professionals

LEARNING OUTCOMES:

- To apply the knowledge about material management in the real-life business situation
- Understand the contemporary practices followed in the field of Materials Management
- To enhance their managerial ability and professional skills

Unit	Topics
I	Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. -Supply Chain Management -Objectives- Components, Trade off Customer Service & Cost. Supply Chain Analytics.
II	Purchasing: purchasing and procurement activities under Materials management- Purchasing Methods- Purchasing and quality Assurance- Purchase Cycle – governmental purchasing practices and procedures - Negotiation & Bargaining – Vendor relations
III	Inventory - Need of Inventory -Types of Inventory - Basic EOQ Model - EOQ with discounts – Different types of Analysis. Forecasting –methods of forecasting-Material Requirement Planning (MRP) -Input and output of MRP system -BOM Explosion -MRP II.
IV	Quality control of material: Incoming material quality control- statistical quality control(Various control charts)- Inventory control & Cost Reduction techniques. Value Analysis & Value Engineering. Standardization – need and importance. Codification - concept, benefits.
V	Stores - Functions- Stores layout-documentation- Materials handling and storage systems, - Principles of Materials Handling system – Safety issues

Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Purchasing and Materials Management - K S Menon
6. Handbook of Materials Management – Gopalakrishnan

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

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**Bachelor of Business Administration (BBA) – Semester 1
WAREHOUSING & DISTRIBUTION CENTRE OPERATION
WEF 2024-25)**

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

WAREHOUSING & DISTRIBUTION CENTRE OPERATION

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Warehouse professionals
- To help Students to understand Warehousing and distribution centre operations
- To orient students about contemporary practices followed in Warehousing & Logistics

LEARNING OUTCOMES:

- To apply the Basic knowledge of Warehousing and distribution centre operations in the real-life situation
- To enhance their ability and professional skills
- To Understand the contemporary Practices in the Industry

Unit	Topics
I	Introduction to Warehouse (Storage and Packaging) Background - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Equipment requirement in warehouse -Strategic Aspects of Warehouse.
II	Receiving of Goods- Advanced shipment notice (ASN)-Goods Receipt note-(GRN)-Stages involved receipt of goods- Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Procedure for Arranging of goods on dock -Put away of Goods- its activity -Put away list and its need -Put away of goods into storage locations - storage location codes and its application
III	Procedure to prepare warehouse dispatches-Preparing Packaging List/Dispatch Note-Packaging-its importance of packing-Packaging Materials-reading Labels-quality parameters in packing significance-Cross Docking Method-and its application- Automation: Pick / Put to Light - A Frame - Automated Order Selection – Pick-N- Go - Outbound Sorters - Automatic Truck Loading.
IV	Distribution – Definition – Need for physical distribution –concept–system perspective - functions of distribution –marketing forces affecting distribution. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels
V	Warehouse Safety Rules and Procedures: Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Familiarization with the industry. Health, Safety & Environment - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Definitive Guide to Warehousing, The: Managing the Storage and Handling of Materials and Products in the Supply Chain (Council of Supply Chain Management Professionals) 1st Edition
3. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse- III Edition-Gwynne Richards

<p align="center">GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)</p> <p align="center">Accredited by NAAC with B++ Grade</p> <p align="center">Bachelor of Business Administration (BBA) – Semester 1</p> <p align="center">Managerial Skill Development</p> <p align="center">WEF 2024-25)</p>		
Max.Marks:50	External: 50 Marks	Internal: 0 Marks

Course Objectives

- To outline the fundamental activities of managers
- To explain the basic concepts, principles and theories of management
- To examine the broad functions of management
- To propose initiatives to address the contemporary issues and challenges in the field of management
- To understand various controlling techniques practised at organisations.

Unit-I:

Definition – Nature, process and significance of management –Role of managers — Schools of Management Thought - Functions of Management.

Unit-II:

Planning - Nature and Importance of Planning- Types of Plans - Steps in planning - Objectives and Management By Objective (MBO) - Decision Making: - Types of decisions – Decision Making Process- Organizing - Nature and purpose - Principles of Organization - Types of Organization -

Unit-III:

Staffing - Nature and Purpose of staffing — Directing – Nature of Directing - Controlling – Concept and Importance – Controlling- , Nature, Techniques – Qualitative and Quantitative

Reference Books:

1. Koontz, H., & Weihrich, H. Essentials of Management, McGraw Hill Publishers.
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers.
3. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House
4. Rao, P.S. (2009). Principles of Management, Himalaya Publishing House.

Semester II

No.	Type	Course	Total Marks	Mid Sem	Sem End	Teaching Hr	Credits
1	CC	Freight Forwarding (Ocean & Air Cargo)	100	40	60	4	4
2	CC	Forecasting and Inventory Management	100	40	60	4	4
3	CC	Surface Transportation	100	40	60	4	4
4	First Lang	General English	100	40	60	4	3
5	Second Lang	Hindi/Sanskrit/Telugu	100	40	60	4	3
6	SEC	Marketing Skill Development	50	-	50	2	2
7	SEC	Business Communication II	50	-	50	2	2
8	VAC	Indian Constitution	50	-	50	2	2
		Two Months Community Service Project	100	-	100		4
		Total	750	200	550	26	28

GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)

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Bachelor of Business Administration (BBA) – Semester 1

FREIGHT FORWARDING (OCEAN & AIR CARGO

WEF 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

FREIGHT FORWARDING (OCEAN & AIR CARGO)

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become freight forwarding professionals
- To develop competencies on documentation procedures
- To help Students to understand freight forwarding.

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of freight forwarding including ocean and air cargo in the real-life situation
- Students will be able to demonstrate their skill on documentation in their profession.
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding — process of freight forwarding.
II	Operation Procedures of Freight Forwarding - The procedures for Pre-Operating Checks and Operational checks to be performed for every shipment / consignment
III	List of basic handling of errors and the Operational errors that occur in common - Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight vs volume.
IV	Cargo handling, INCO terms and terminologies used in Cargoes - Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification number received from the Directorate General of Foreign Trade - Different type of Cargo, their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo
V	Documentation of Freight Forwarding process as per customer timelines and requirements - Carting, unloading, Stacking, Loading; and Stuffing - Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletization; Fumigation- Letters of Credit and payment Terms. Etc. computer and its application in internal systems of documentation.

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompe, Thorsten Schmidt, Springer verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.

5. Swapna Pillai, Export Import Procedures & Documentation, Sahitya Bhawan Publication, 2020.

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Bachelor of Business Administration (BBA) – Semester 1

FORECASTING AND INVENTORY MANAGEMENT

WEF 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

FORECASTING AND INVENTORY MANAGEMENT

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Forecasting and inventory management professionals
- To orient students in the field of Forecasting and inventory management
- To help Students to understand forecasting and inventory management

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of forecasting and inventory management in the real life situation
- It will enable them to enhance their ability and professional skills in inventory management

Unit	Topics
I	Forecasting: Meaning –Need -Types of forecasts –Demand Forecasting- Types of Demand Forecasting- -Importance - Demand planning v/s Forecasting-Sources of demand-Supply chain dynamics
II	Sales and Operations Planning- Goals and objectives of S&OP -Collaborative Planning-Types -Collaborative planning, forecasting and replenishment- Cyclic decomposition techniques. Short- term forecasting techniques- Technology Forecasting and Methodologies: Role of Technology Information Forecasting and Assessment Council (TIFAC).
III	Inventory: Purpose of Inventory- -Types of Goods -General Management of Inventory- Multi-Echelon Inventory Systems -Use of Computers in Inventory Management- Evaluation of Performance of Materials Function–Latest trends in Inventory Management
IV	Codification – Classification – Methodology–Requirement of codes – Coding Structure and Design –Advantages - International Codification – Right Quantity – Economic Ordering Quantity -Costs associated with Inventories- Models in logistics
V	Influence of production policy on inventory levels – inventories and customer service level – steps to improve inventory management – optimum inventory –Inventory management uncertainty (fixed order quantity model) - Calculation of safety stocks

Text & Reference Books:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Chaman L Jain, “Fundamentals of Demand Planning & Forecasting”, Graceway Publishing Company 3rd edition.
4. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
5. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source 5. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 2007. 6. David

E Mulcahy, "Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

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Bachelor of Business Administration (BBA) – Semester 1

SURFACE TRANSPORTATION

WEF 2024-25)

Max.Marks:100

External: 60 Marks

Internal: 40 Marks

SURFACE TRANSPORTATION

COURSE OBJECTIVES:

- To help Students to understand basics of surface transportation including road and rail transport
- To develop competencies and knowledge of students to become transportation professionals

LEARNING OUTCOMES:

- Students will be able to apply the knowledge of surface transportation in the real-life situation
- Enhancement of professional skills with regard to the field.

Unit	Topics
I	Introduction to surface transportation -Need - functions of transportations in logistics -Types of transportations metrics -various land transport carriers and their Load capacities - types of temperature-controlled carriers- inter modal transport -verification of carriers and drivers -transit rules
II	Transportation Optimisation -Documentation for transportation – GST – E Waybill Filing - Importance of consignment number -Transportation Telematics -Vehicle tracking system - GPS systems -Procedure for downloading and reading tracking data from devices -Probable reasons for delay or any issues during transit -Solutions - re-routing
III	Organisation structure in a Transport organization- Incident management systems & Processes - hazmat goods rules -Importance of safety data sheet and labels -Procedure for Consolidation of consignments for optimal loads -Reporting discrepancies such as pilferages, loss or damage of goods in transit -Checking insurance and claims -steps to close deliveries.
IV	Benefits of efficient transportation systems-emerging trends in transportation sector-pricing in transportation sector-govt regulations on transportation in India. Safety procedures during transit and emergency response steps - List of good practices in driving.
V	Customer Management-Vendor coordination for return truck loads-DG Handling – features and facilities offered by railways – innovative schemes-facilities to popularize rail logistics in India

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First

Edition, 2003.

3. A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution - Jerry Rudd-KoganPage publications
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL ofIndia

**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG
COURSES (A)**

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Bachelor of Business Administration (BBA) – Semester 1

Marketing Skill Development

WEF 2024-25)

Max.Marks:50

External: 50 Marks

Internal: 0 Marks

Course Objective:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

Unit-I: Introduction to Marketing Management:

Definition, Importance and Scope of Marketing; Core Concepts of Marketing; Company Orientations towards Marketing; Marketing Process; Selling Vs Marketing; Elements of Marketing Mix.

Unit-II: Segmentation, Targeting and Positioning (STP):

Basis for Segmentation, STP process, Levels of Segmentation, Patterns of Targeting and positioning strategies. Segmentation, targeting and positioning for competitive advantage – Branding - Packaging – Labeling

Unit-3: Distribution:

Distribution: Importance – Various kinds of marketing channels – Factors influencing selection of channel members – channel conflicts .

Course Outcomes:

1. Formulate a marketing plan that will meet the needs or goals of a business or organization and Conduct market research to provide information needed to make marketing decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

References

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management -A South Asian Perspective*, Pearson Education.
2. Agarwal, P.K., *Marketing Management – An Indian perspective*, PragatiPrakasham
3. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
4. Philip Kotler and Armstrong.G., *MARKETING*, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback – 1 January 2015 by Les Giblin (Author)

6. Ramaswamy V.S. & NamaKumari, S., *Marketing Management – Planning and Control*,
Macmillan.