



**NAGINDAS KHANDWALA COLLEGE OF
COMMERCE, ARTS &
MANAGEMENT STUDIES AND SHANTABEN
NAGINDAS KHANDWALA COLLEGE OF
SCIENCE (AUTONOMOUS)**

**Re-accredited by NAAC with 'A' Grade (3rd Cycle)
ISO 9001:2015 Certified**

**Bhavishya Bharat Campus, S. V. Road, Malad(West)
Mumbai-400 064**

**Bachelor of Management Studies in
E-Commerce Operations**

Programme Code: UMSECO

Three Year Programme - Six Semesters

**Under Choice Based Credit, Grading and Semester
System**

Implemented during Academic Year- 2022-23

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1. Preamble

The markets are very complex today. There is a need for professionals who can understand the complexities in the market and provide solutions for the same. Managerial positions today require individuals who understand the dynamics of the markets and are able to utilize the company resources to come out with effective solutions.

A Bachelor's Degree in Management will provide learners exposure to the principles on management and give the learners an understanding of how organizations are functioning today. It will equip with the knowledge of planning, organizing, leading and controlling. It will sharpen their skills to tackle real world problems for any organization. It further gives them an opportunity to specialize in marketing or finance.

Moreover, Apprenticeship-based BMS Degree Programme in E-Commerce Operations is offered in collaboration with Logistics Sector Skill Council from the Academic Year 2020-21. Logistics Sector Skill Council (LSC), established by the Ministry of Skill Development and Entrepreneurship (MSDE) through National Skill Development Corporation of India (NSDC), has taken up a number of initiatives with the objective of creating adequate skills for gainful employment at various levels in Logistics Industry. Students will undergo two apprenticeships in their third year. Also, this programme provides following degree at end of each year:

Year	No of Credits	Award
I	44	Diploma
II	47	Advanced Diploma
III	56	Degree

2. Objectives

The BMS Program is structured to provide graduates with practical skills required for working, managing and running organizations. The main objectives of BMS Program are:

- To provide in-depth theoretical & practical knowledge
- To provide exposure to real life situations through case-studies, role plays, discussions and presentations.
- To equip learners with skills required for management, finance, marketing and human resources.
- To equip them with the skills required to function in any organization as well as starting their entrepreneurial venture.
- To train them adopt a holistic view to real life business situations.
- To inculcate a research aptitude and problem-solving approach in learners.

3. Programme Outcome

After completion of the three years Bachelor of Management Studies (BMS) Programme, the learner will:

PO-1: Have comprehensive knowledge of Supply Chain Logistics, Inventory Management, Warehouse management, Marketing, and other areas of E-Commerce Operations.

PO-2: Be able to identify problems in business and provide solutions for the same with contemporary knowledge of technology.

PO-3: Develop managerial skills, decision-making skills, presentation skills, interpersonal skills and soft skills and use appropriate ICT tools innovatively.

PO-4: Cultivate leadership qualities, entrepreneurial skills among learners and prepare them to work with ethical and moral values while working individually as well as in teams.

PO-5: Promote research acumen in business and critical thinking to find solutions to real life business situations.

PO-6: Build a concrete foundation for advanced studies in Commerce and Management and make them ready for entrepreneurship or employment.

4. Eligibility Criteria

Candidates for admission to the apprenticeship-based BMS Degree Programme in E-Commerce Operations shall have passed 10+2 in any discipline with not less than 40% marks from a recognized Board. The student should have passed either 'Mathematics' or 'Business Statistics' or 'Business Mathematics' as one of the subjects in 10+2. If student have not passed either 'Mathematics' or 'Business Statistics' or 'Business Mathematics' then the college will provide a bridge course for same.

5. Scheme of Examination

The scheme of Examination shall be divided into parts i.e., Continuous Internal Evaluation (CIE) including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 40 marks, Semester End Examinations which will be of 60 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Under-Graduate Programme shall be of 143 Credits.

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	44
2	Year 2	47
3	Year 3	52
	Total Credits from Academics	143

The allocation of marks for the Continuous Internal Evaluation 40% and Semester End Examination 60% and Practical Examination are as shown below:

- a. Continuous Internal Assessment for each Course shall be the responsibility of the concerned Course Faculty.
- b. The valued answer papers/assignments shall be given to the students after the valuation is completed and they are asked to check and satisfy themselves about the marks they scored.

Continuous Internal Evaluation Process	Marks
Class Test	15
Presentation/ Group Discussion/ Assignment/Live Projects	10
Assignment/ Activities	10
Active Class Participation	05
Total	40

- c. Assessment of the students on their Apprenticeship is taken care of by LSC involving a Team of three experts consisting of a faculty member in CI, Industry Mentor, and an External Expert (either from industry or academia).
- d. All records in respect of Continuous Internal Assessments shall be in the safe custody of the CI for at least one year after the assessment.

Non-Accounting/Mathematical Papers

Question No.	Particulars	Marks
Q.1	Explain the following concepts any five out of seven	(5*2)
Q.2	Answer in One or Two sentences any five out of seven	(5*2)
Q.3	Explain the following any three out of five	(5*3)
Q.4	Explain in detail any two out of four	(7.5*2)
Q.5	Case Study or Application Based Question	(10)
Time duration: 2hrs	Total	60

Note: Case Study may include 2 questions of 5 marks each.

Accounting/Mathematical Papers

Question No.	Particulars	Marks
Q.1	Explain the following concepts any five out of seven	(5*2)
Q.2	Answer in one or two sentences any five out of seven	(5*2)
Q.3	Attempt the Following any two out of three	(10*2)
Q.4	Application Based Question any two out of three	(10*2)
Time duration: 2hrs	Total	60

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to IV shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below. Assessment of the students on their Apprenticeship, Semester V and VI is taken care of by LSC involving a Team of three experts consisting of a faculty member in CI, Industry Mentor, and an External Expert (either from industry or academia).

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Continuous Internal Evaluation, 40% marks in Semester End Examination (i.e. 24 Out of 60) to pass the course. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

Passing Standards

Grade	Marks (CIE + SEE)	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

Bachelor of Management Studies in E-Commerce Operations Programme

Under Choice Based Credit, Grading and Semester System

Three Year Integrated Programme -

Six Semesters

Basic Structure: Distribution of Courses

1	Ability Enhancement Compulsory Course (AECC)	2 courses * 3 credits = 6	6
2	Skill Enhancement Compulsory Course (SEC)	3 courses * 2 credits = 6	6
3	Core Course (CC)	3 courses * 3 credits = 9 5 courses * 4 credits = 20	29
4	Discipline Specific Compulsory Course (DSC)	10 courses * 3 credits = 30 5 courses * 4 credits = 20 2 courses * 22 credits = 44	94
5	Discipline Specific Elective (DSE)	4 courses * 2 credits = 8	8
		Total Credits Hrs	143

Bachelor of Management Studies in E-Commerce Operations Programme

Under Choice Based Credit, Grading and Semester System

Curriculum Framework

(Implemented during Academic year 2021-2022)

FIRST YEAR

Sr. No.	Semester I	Subject code	Credit	Sr. No.	Semester II	Subject code	Credits
1.	AECC 1: Foundation Course	2011UEOFC	3	1.	AECC 2: Environmental Studies	2022UEOES	3
2.	Core 1: Statistics for Data Analysis	2012UEOSDA	4	2.	Core 3: Organization Behavior	2021UEOOB	3
3.	Core 2: Analysing Financial Accounting Statements	2013UEOFAS	4	3.	Core 4: Quantitative Techniques	2023UEOQT	4
4.	DSC 1: Inventory Management	2014UEOIM	4	4.	DSC 3: Warehouse Management	2024UEOWM	3
5.	DSC 2: Introduction to E Commerce Logistics	2015UEOIEL	3	5.	DSC 4: Material Handling	2025UEOMH	3
6.	SEC 1: Word & Presentation Tools - Practical	2016UEOWP	2	6.	DSC 5: First Mile Operations	2026UEOFMO	4
7.	SEC 2: Communicative English - Practical	2017UEOCE	2	7.	SEC 3: Data Analysis using Spreadsheet – Practical	2027UEODAS	2
			22				22

SECOND YEAR

Sr. No.	Semester III	Subject code	Credit	Sr. No.	Semester IV	Subject code	Credits
1.	Core 5: Cost Accounting	2131UEOCA	4	1.	Core 7: Management Accounting	2141UEOMA	4
2.	Core 6: Marketing Management	2132UEOMM	3	2.	Core 8: Human Resources Management	2142UEOHRM	3
3.	DSC 6: MIS for E Commerce	2133UEOMS	4	3.	DSC 11: Hub & Line Operations	2143UEOHLO	4
4.	DSC 7: E Commerce Logistics Operations	2134UEOLO	4	4.	DSC 12: E Commerce Customer Service	2144UEOCS	3
5.	DSC 8: Transportation for E Commerce	2135UEOTEC	3	5.	DSC 13: Outsourcing in E Commerce	2145UEOOS	3
6.	DSC 9: Reverse Logistics for E Commerce	2136UEORLC	3	6.	DSC 14: Fulfilment Operations	2146UEOFO	3
7.	DSC 10: Last Mile Operations	2137UEOLMO	3	7.	DSC 15: Packaging for E Commerce	2147UEOPEC	3
			24				23

THIRD YEAR

Sr. No.	Semester V	Subject code	Credit	Sr. No.	Semester VI	Subject code	Credits
DSE 1, 2 (Any 2 out of 3)				DSE 3, 4 (Any 2 out of 3)			
1.	Revenue Management & Pricing	2251UEORMP	2	1.	Regulatory Environment of E Commerce	2261UEOREC	2
2.		2252UEOPC		2.		2262UEOIEC	
3.		2253UEODEI		3.		2263UEOMT	
	Principles of Cataloguing		2		International E Commerce		2
	Documentation for Exports & Imports				Multimodal Transportation		
4.	DSC 16: Apprenticeship I	2254UEOAPP	22	4.	DSC 17: Apprenticeship II	2264UEOAPP	22
			26				26

Note:

- CIA Mark for Apprenticeship will be provided by LSC.
- Exam on Apprenticeship comprises Report Evaluation, and Viva - conducted by Collaboration Inst.
- Appropriate QP will be embedded in Apprenticeship Training to make the graduates industry-ready

PO & CO Mapping Table 2022-2023

Semester	Subj	Course Code	PO1	PO2	PO3	PO4	PO5	PO6
Sem 1	FC	2011UEOFC	*	*	*	*		
	DA	2012UEOSDA	*	*	*		*	
	FAS	2013UEOFAS	*	*			*	*
	IM	2014UEOIM	*			*	*	*
	IEL	2015UEOIEL	*	*	*		*	
	WP	2016UEOWP	*	*	*			
	CE	2017UEOCE	*	*	*	*		*
Sem 2	OB	2021UEOOB	*	*		*	*	
	ES	2022UEOES	*	*				
	QT	2023UEOQT	*	*			*	
	WM	2024UEOWM	*		*	*	*	*
	MH	2025UEOMH	*	*		*	*	*
	FMO	2026UEOFMO	*	*			*	*
	DAS	2027UEODAS	*	*	*		*	*
Sem 3	CA	2131UEOCA	*	*			*	
	MM	2132UEOMM	*		*	*		*
	MS	2133UEOMS	*		*		*	*
	LO	2134UEOLO	*		*		*	*
	TEC	2135UEOTEC	*	*			*	*
	RLC	2136UEORLC	*			*	*	*
	LMO	2137UEOLMO	*	*			*	*
Sem 4	MA	2141UEOMA	*	*		*	*	
	HRM	2142UEOHRM	*	*	*	*		*
	HLO	2143UEOHLO	*	*		*		*
	CS	2144UEOCS	*	*		*	*	*
	OS	2145UEOOS	*				*	*
	FO	2146UEOFO	*				*	
	PEC	2147UEOPEC	*	*		*		*
Sem 5	RMP	2251UEORMP	*	*		*		*
	PC	2252UEOPC	*	*		*		*
	DEI	2253UEODEI	*	*		*		*
	APP	2254UEOAPP	*	*	*	*	*	*
	REC	2261UEOREC	*	*		*		*

Sem 6	IEC	2262UEOIEC	*	*		*		*
	MT	2263UEOMT	*	*		*		*
	APP	2264UEOAPP	*	*	*	*	*	*

Nagindas Khandwala College (Autonomous)

**Syllabus and Question Paper Pattern
of Courses of**

Bachelor of Management Studies

(Ecommerce Operations)

First Year

Semester I and II

Under Choice Based Credit, Grading and Semester System

(Implemented during Academic Year 2022-2023)

Sr. No.	Semester I	Subject code	Credit	Sr. No.	Semester II	Subject code	Credits
1.	Foundation Course	2011UEOFC	3	1.	Organization Behavior	2021UEOOB	3
2.	Statistics for Data Analysis	2012UEOSDA	4	2.	Environmental Studies	2022UEOES	3
3.	Analysing Financial Accounting Statements	2013UEOFAS	4	3.	Quantitative Techniques	2023UEOQT	4
4.	Inventory Management	2014UEOIM	4	4.	Warehouse Management	2024UEOWM	3
5.	Introduction to E Commerce Logistics	2015UEOIEL	3	5.	Material Handling	2025UEOMH	3
6.	Word & Presentation Tools - Practical	2016UEOWP	2	6.	First Mile Operations	2026UEOFMO	4
7.	Communicative English - Practical	2017UEOCE	2	7.	Data Analysis using Spreadsheet - Practical	2027UEODAS	2
			22				22

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme at***

***Semester I
(Implemented during Academic Year 2022-2023)***

**1. Foundation Course
Modules at a Glance**

Sr. No.	Modules	No. of lectures
1	Globalization and Indian Society	9
2	Human Rights	9
3	Ecology	9
4	Understanding Stress and Conflict	9
5	Managing Stress and Conflict in Contemporary Society	9
	Total	45

Objectives:

1. To create right understanding of human values and soft skills to actualize these in their personality and behavior of students leading to peace and harmony for sustainable success in career and happiness.
2. In order enable manpower to achieve success in profession and happiness in life, they need to possess universal human values and Soft Skills essential for fulfilling need of keeping harmony within self, family, job, society and world.
3. To acquaint students with UDHR and Fundamental Rights in Indian Constitution.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Describe the historical growth of the idea of human rights. (Level: Understand)

CO2: Describe core concept and methods from ecological and physical sciences and their application in environment problem solving. (Level: Understand)

CO3: Understand how Stress and Conflicts are caused. (Level: Understand)

CO4: Demonstrate the awareness of human rights. (Level: Apply)

CO5: Implement different methods of responding in stress and conflicts. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Globalization and Indian Society</p> <p>Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.</p>	9
2	<p>Human Rights</p> <p>Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.</p>	9
3	<p>Ecology</p> <p>Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment</p>	9
4	<p>Understanding Stress and Conflict</p> <p>Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict.</p>	9

5	Managing Stress and Conflict in Contemporary Society Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualization; different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	9
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Reference Books

1. A decade of economic reforms in India (The past, the present, the future)-Edited by Raj Kapila and Uma Kapila, Academic Foundation (2002)
2. Impact of the policies of WTO on Indian agriculture - S. Nehru, Serial Pub. (2012)
3. Privatisation of public enterprises – Emerging dimensions – Edited by G.S. Batra, NarinderKaur ,Anmol Pub. (1995)
4. Economics of development – Dwight Perkins, Steven Radelet, David Lindauer, Norton company (2006)
5. Industrial Policy and economic development in India (1947 -2012) – AnupChatterjeeNew Century Pub. (2012)
6. Globalisation and development of backward areas – Edited by G. Satyanarayana New Century Pub. (2007)
7. Contemporary issues in globalisation – An introduction to theory and policy in India SoumyenSikder , Oxford University Press (2002)
8. Environmental Studies – Dr. Vijay Kumar Tiwari , Himalayan Pub. (2010)
9. Ecology and environment – Benu Singh, Vista International Pub. (2006)
10. Universal Human Rights : In theory and practice, Jack Donnelly, (2014)
11. Stress Management – Dr. N. Tejmani Singh ,Maxford books (2011)
12. Stress blasters – Brian Chchester, Perry Garfinkel and others , Rodale Press (1997)

2. Statistics for Data Analysis

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Data Collection	12
2	Measures of Central Tendency	12
3	Correlation Analysis	12
4	Index Number	12
5	Probability and Sampling	12
	Total	60

Objectives:

1. This course aims at aiding the students in reaching a level of increased competence in business statistics and expands understanding of the applications of statistical concepts in business.
2. Emphasis is placed upon learning statistical concepts through common business problems.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Gain conceptual and working knowledge of Business Statistics. (Level: Understand)

CO2: Demonstrate the knowledge in the applications of business. (Level: Apply)

CO3: Practice the methods of solving problems on basic concepts and analytical business statistical model. (Level: Apply)

CO4: Use introductory level of Transportation and queuing theory. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Data Collection: Collection and Presentation of Data - Statistical data – Primary and Secondary; Methods of collection of Primary data; Presentation of Data – Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive); Frequency distribution.	12
2	Measures of Central Tendency <u>Measures of Central Tendency</u> – Mean (A.M., G.M., H.M.), Median, Mode – different properties; Partition values – Quartiles, Deciles, Percentiles; Partion values from Ogives <u>Measures of Dispersion</u> – Range, Q.D., M.D., S.D. – their coefficients; Comparing consistency; Different properties. Moments, Skewness and Kurtosis – Moments about an arbitrary number; Central Moments; Relation between central and non-central moments up to 4th order and coefficients.	12
3	Correlation Analysis: Methods of Studying Correlation for Grouped and Ungrouped Frequency Conceptual Distribution. Regression Analysis: Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.	12
4	Index Number: Index Number– Construction, Price and Quantity index numbers, Laspeyres’, Paasche’s, Edgeworth- Analytical Marshall’s, Fisher’s method, Relative methods, Tests of index number formulae: Time and Factor reversal tests General index number, Chain base index number, cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.	12
5	Probability and Sampling: Probability theory – concept and approaches; Probability rules – addition Analytical and multiplication theorem, Binomial, Poisson and Normal Distribution and their applications Sampling – Purpose and Methods of Sampling, Merits and limitations of Sampling	12

Reference Books

1. Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. Statistics for Business Economics. (Vikas: New Delhi)
3. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making

3. Analysing Financial Accounting Statements

Modules at a Glance

Sr. no.	Topics	No. of hours
1	Introduction	15
2	Study of common financial statements	15
3	Analysis of balance sheet	15
4	An in-depth analysis of financial statements	15
	Total	60

Objectives:

1. To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements.
2. To make students understand the process of analyzing the balance sheets
3. To inculcate the knowledge of in-depth analysis of financial statements

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand fundamental accounting concepts, principles and conventions (Level: Understand)

CO2: Examine the balance sheet (Level: Analyse)

CO3: Examine depth analysis with respect to financial analysis, balance sheet and financial statements. (Level: Analyse)

Detailed Syllabus

Sr. No.	Topics	No. of hours
1.	Introduction Meaning of financial statements, periodicity, objectives, utility Limitations, Presentation of Balance sheet and Income statement in vertical format, meaning of different items appearing in the balance sheet and their valuation, especially in relation to corporate finance	15
2.	Analysis of financial analysis by preparing comparative statements, common size statements and trend analysis including practical problems	15
3.	Analysis of balance sheet and income statement by preparing cash flow statements, time value of money concept e.g., PV and IRR, Ratio analysis, Including practical problems	15
4.	An in-depth analysis of financial statements using financial ratios their usefulness interpretation, limitations and evaluation of financial performance by interfirm comparison including practical problems.	15

Reference Books

1. Robert N Anthony, David Hawkins, Kenneth A. Merchant, Accounting: Text and Cases. McGraw-Hill Education, 13-th Ed. 2013.
2. M.C. Shukla, T.S. Grewal and S.C. Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
3. S.N. Maheshwari, and. S. K. Maheshwari. Financial Accounting. Vikas Publishing House, New Delhi.
4. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.
5. Bhushan Kumar Goyal and HN Tiwari, Financial Accounting, International Book House Goldwin, Alderman and Sanyal, Financial Accounting, Cengage Learning.
6. Tulsian, P.C. Financial Accounting, Pearson Education.
7. M. Haniff & A. Mukherjee, Financial Accounting 2nd Edition
8. Basu & Das, Financial Accounting, Rabindra Library
9. SP Jain & K. L Narang, Financial Accounting, Kalyani Publishers

4. Inventory Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Inventory Management	12
2	Basic Inventory Management Techniques and Relevance to E-Commerce Logistics	12
3	Key Inventory Management Metrics	12
4	Inventory Management Software	12
5	Latest Trends in Inventory Management	12
	Total	60

Objectives:

1. To understand the concepts of inventory management
2. To understand the different techniques of inventory management and its relevance to E-Commerce Logistics
3. To understand the key metrics for Inventory Management
4. To understand the working of different Inventory management software and latest trends.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand basics of inventory management in warehousing. (Level: Understand)

CO2: Describe the requirement for inventory management systems. (Level: Understand)

CO3: Describe the different Inventory Management Metrics. (Level: Understand)

CO4: Demonstrate the importance of inventory management. (Level: Apply)

CO5: Compare various inventory management techniques. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction to Inventory Management: What is inventory management-Why is inventory management important-Role in inventory management in e-commerce supply chain -Inventory management terms-Types of inventories in e-commerce supply chain - Management of inventory in e-commerce supply chain.	12
2	Basic Inventory Management Techniques and Relevance to E-Commerce Logistics: Economic order quantity-Minimum order quantity -ABC analysis-Just-in-time inventory management. –Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management-Six Sigma and Lean Six Sigma-Demand Forecasting-Cross-docking-Bulk shipments	12
3	Key Inventory Management Metrics: Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory	12
4	Inventory Management Software: What is inventory management software? - Features of good quality software. -Choosing the correct warehousing management system.	12
5	Latest Trends in Inventory Management: Predictive picking using artificial Features of good quality software Choosing the correct warehousing management system -Omnichannel inventory management solutions-Streamlined management of returned inventory- Streaming Analytics-Advanced sales forecasting-New inventory management skills.	12

Reference Books

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017- 978-81-8054-854-3 (TC-532)
4. 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,6thEdition, 1993.

5. Introduction to E-Commerce Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Basics of E-Commerce Logistics	9
2	Roadmap of e-commerce in India	9
3	Types of E-Commerce Logistics in India	9
4	Impact of Technology on E-Commerce Logistics	9
5	Future of E-Commerce in India	9
	Total	45

Objectives:

1. To understand the basic functioning of E-Commerce Logistics.
2. To understand the roadmap of E-Commerce Logistics
3. To understand the different types of E-Commerce Logistics in India
4. To understand and analyse the impact of technology and future of E-Commerce Logistics

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand basics of e-commerce logistics. (Level: Understand)

CO2: Understand the roadmap of e-commerce in India. (Level: Understand)

CO3: Interpret types of e-commerce logistics in India. (Level: Apply)

CO4: Predict future of e-commerce logistics in India. (Level: Apply)

CO5: Examine impact of technology on e-commerce logistics. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Basics of E-Commerce Logistics: What is ‘e-commerce logistics’? - Changing dynamics of e-commerce logistics. Challenges in e-commerce logistics: Regulatory, technical and economic challenges. Impact and contribution of e-commerce logistics on the world and global trade. -E-commerce logistics management.	9
2	Roadmap of e-commerce in India: Roadmap of e-commerce in India. -E-commerce business models-Regulatory policies and impact on e-commerce logistics. -Disruption in e-commerce logistics	9
3	Types of E-Commerce Logistics in India: Business to Consumer (B2C) - Business model and challenges. -Business to Business (B2B) - Business model and challenges. -Consumer to Consumer (C2C) - Business model and challenges. -Other E-Commerce Models: Govt to Consumer (G2C), Govt to Business (G2B) and Govt to Govt (G2G)-Major Indian players in e-commerce logistics.	9
4	Impact of Technology on E-Commerce Logistics: Role and advantages of technology in e-commerce logistics. -Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics	9
5	Future of E-Commerce in India: Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics-Global research on e-commerce logistics. Technologies under development for e-commerce logistics: GPS tracking, Drone delivery, Electric vehicle delivery systems	9

Reference Books

1. Course Material Prepared by LSC
2. E-Commerce an Indian Perspective P.T. Joseph, S. J. - PHI publication
3. IT Encyclopedia.Com: Volume 8: Parag Diwan & Sunil Sharma: E-commerce - Pentagon Press.
4. E-Commerce Strategies: Charles Trepper – PHI
5. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur.
6. Essential Cybersecurity Science, Josiah Dykstra, 2017 – O’Reilly

6. Word & Presentation Tools - Practical

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Windows 2000- working with windows	06
2	Word Basics	06
3	Power Point basics	06
4	MS-Word-Practical	06
5	MS Power Point-Practical	06
	Total	30

Objectives:

1. To introduce the student to the Word & Presentation tools and its applications and thereby empowering him to utilize e-sources for upgrading their knowledge base.
2. To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyse data for decision making using data of different kinds

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Explain different terminologies like data, information. (Level: Understand)

CO2: Understand the basic components of Windows. (Level: Understand)

CO3: Apply the knowledge of MS Word tools in real-life application. (Level: Apply)

CO4: Discover their ability and professional skills in the Computer Application in MS-Word & Presentation. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Windows 2000- working with windows– moving formation within windows arranging Icons Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text giving instructions - Using tool bars Menu commands- Key boards shortcuts- Saving files Opening documents – Manipulating Windows – simple Editing- Printing Files	06
2	Word Basics – Using Auto text – Using Auto Correct Word editing technique finding and replacing text – Checking spelling – using templates- formatting – Formatting with styles creating tables.	06
3	Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs-adding organization Charts.	06
4	MS-Word-Practical Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre. -Prepare a job application letter enclosing your Bio-Data-Perform Mail Merger Operation and Preparing labels. -Prepare the document in newspaper column layout	06
5	MS Power Point-Practical Prepare a PowerPoint presentation with at least three slides for department Inaugural Function-Draw an organization chart with minimum three hierarchical levels -Design an advertisement campaign with minimum three slides-Insert an excel chart into a power point slide.	06

Reference Books

1. Office 2000 Complete Reference by Stepher L. Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd

7. Communicative English - Practical

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Business Communication	06
2	Academic Vocabulary and English for Business	06
3	Business letters	06
4	Communication in Business Environment	06
5	Reports and Presentations	06
	Total	30

Objectives:

1. To develop written and verbal communication skills for effective business communication.
2. To identify various communication skills involved in the business organization.
3. To develop business communication skills among the students.
4. To improve language skills – reading, writing and listening

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Demonstrates an understanding of the methods and modes of communication.

(Level: Understand)

CO2: Illustrate ability in writing business and personal letters. (Level: Apply)

CO3: Analyse different modes of communication. (Level: Analyse)

CO4: Prepare reports and paragraphs on a given situation. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction to Business Communication Characteristics of Effective Organizational Communication Basic Forms of Communication-Process of Communication- Principles of Effective Business Communication-7 C's	06
2	Academic Vocabulary and English for Business Creative Writing Critical Thinking: Introduction to critical thinking– Benefits - Barriers – Reasoning —Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.	06
3	Business letters layout of Business letters - types - Business enquiries and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquiries- Email Writing-The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E-Mail – The T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off- Teleconferencing, video conferencing	06
4	Communication in Business Environment: Business Meetings, Notice, Agenda, Minutes- Press Releases - Corporate Communication: Internal and External, Group Discussion, Seminars, Presentations. - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release -Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.	06
5	Reports and Presentations - Business reports and Proposals, Format, visual aids and contents, Oral Business presentations -Job Application and Resume Writing.	06

Reference Books

1. R.C. Bhatia. Business Communication.
2. R.K. Madhukar. Business Communication.
3. Shraf Ravi. Effective Technical Communication.
4. Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking,
5. Lesikar R.V & Flately M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009. 2.
6. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme at
Semester II
(Implemented during Academic Year 2022-2023)***

**1. Organisational Behaviour
Modules at a Glance**

Sr. No.	Modules	No. of lectures
1	Organizational Behaviour	9
2	Perception-nature, Importance, meaning, learning & perception	9
3	Conflicts	9
4	Organization Change and Development	9
5	Leaderships	9
	Total	45

Objectives:

1. Understand individual behavior in organizations, including diversity, attitudes, job satisfaction, emotions, moods, personality, values, perception, decision making, and motivational theories.
2. Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Discuss perception and group behaviour. (Level: Understand)

CO2: Describe motivation, creativity and stress at the workplace. (Level: Understand)

CO3: Illustrate an understanding for organizational process and culture. (Level: Apply)

CO4: Analyse individual behaviour and different personalities. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Organisational Behaviour –</p> <p>What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviourists framework, social learning framework. Basic understanding of Individual behaviours personality meaning, development, Freudian stage, Neo Freudian stage</p>	9
2	<p>Perception - nature, Importance, meaning, learning & perception.</p> <p>Attitudes & satisfaction: - nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics: - Nature of Groups, types- committee organization its nature & functions. Informal Organization structure, Informal communication system.</p>	9
3	<p>Conflicts –</p> <p>Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control: - Nature and meaning of decision making, phases of decision-making process, Meaning of Control, elements of control process.</p>	9
4	<p>Organization Change and Development:</p> <p>Definition and meaning, need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions.</p>	9
5	<p>Leaderships-</p> <p>Types—theories of leadership (Trait theory, Michigan studies and Fiedler’s contingency model) modern approach to leadership theories—leadership styles.</p>	9

Reference Books

1. Business Organization and Management by Bhushan Y.K.
2. Business Organization by Gupta C.B
3. Organizational Behavior by L.M. Prasa

2. Environmental Studies

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Ecology	9
2	Pollution	9
3	Solid Waste Management	9
4	Non-Conventional energy sources	9
5	Social Issues and EIA	9
	Total	45

Objectives:

1. It is concerned with the exploration, investigation and development of an understanding of the natural, human and social dimensions of local and wider environments.
2. It provides opportunities to engage in active learning, to use a wide range of skills, and to acquire open, critical and responsible attitudes

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Describe basic components of environment and causes of depletion. (Level: Understand)

CO2: Describe the different types of pollutions and its causes. (Level: Understand)

CO3: Explain the different types of energy and its sources. (Level: Understand)

CO4: Explain Social Issues and EIA. (Level: Understand)

CO5: Demonstrate various strategies for Solid Waste Management (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Ecology: Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity	9
2	Pollution: Water Pollution– Sources of water, water quality standards, type of pollutants – its sources and effects. Air Pollution – composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Greenhouse effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.	9
3	Solid Waste Management: Municipal waste– Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste– Generation, collection and disposal.	9
4	Non-Conventional energy sources: Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.	9
5	Social Issues and EIA: Sustainable Development-Rainwater harvesting. Public awareness and environmental education. Environmental Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.	9

Reference Books

1. Agarwal Shikha, Suresh Sahu, Environmental Engineering and Disaster Management, Dhanpat Rai & Co., 2010
2. Brunner R.C., Hazardous Waste Incineration, McGraw Hill Inc. 1989.
3. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
4. Cunningham, W.P, Cooper, T.H. Gorhani, E & Hepworth, M.T., Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2001.

3. Quantitative Techniques

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Quantitative techniques	12
2	Statistical inference	12
3	Analysis of Time Series	12
4	Transportation and Assignment Problems	12
5	Statistical Quality Control	12
	Total	60

Objectives:

1. To familiarize the student with the use of quantitative techniques in managerial decision making.
2. To understand the processing of analyzing time series
3. To solve the transportation and work assignment problems with help of statistics
4. To implement the statistical quality control.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand various quantitative & statistical methods (Level: Understand)

CO2: Understand data and draw inference from data. (Level: Understand)

CO3: Calculate and interpret statistical values by using statistical tool (correlation & regression) (Level: Analyse)

CO4: Demonstrate an ability to apply various statistical tool to solve business problem. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Quantitative techniques Introduction, meaning and definition, classification of QT, QT and other disciplines, application of QT in business, limitations.	12
2	Statistical inference Testing of hypothesis, procedure, error in testing, two tail test and one tail test, nonparametric tests, Chi-Square test, Wilcoxon test. Parametric tests, Z test, test of significance of large samples, test for two sample means, small sample mean tests, Student t test, Analysis of variance, F test, one-way ANOVA and two-way ANOVA tests	12
3	Analysis of Time Series Components of a time series, Adjustment in time series, Measurement of trend by moving average and least squares methods (linear and quadratic trends), Measurement of seasonal variation by simple average method, Forecasting, De-seasonalization.	12
4	Transportation and Assignment Problems Nature and scope of transportation and allocation Analytical models, different methods for finding initial solution- N-W Corner Rule, Least Cost Method and VAM. Unbalanced TP, Test for optimality – MODI method, AP a variant of Transportation model, Hungarian method, Restricted Assignment problems. Queuing Theory – Models – Simple Problem – Introduction to simulation	12
5	Statistical Quality Control Introduction; Sources of Variations; Statistical Process Control Methods; Control Charts; Acceptance Sampling; Advantages of Statistical Quality Control.	12

Reference Books

1. David M. Levine: Business statistics
2. S.P. Gupta; Statistical methods

4. Warehouse Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Warehouse (Storage and Packaging) Background	9
2	Receiving and Dispatch of Goods in warehouse	9
3	Warehouse Activities	9
4	Warehouse Management	9
5	Warehouse Safety Rules and Procedures	9
	Total	45

Objectives:

1. To develop competencies and knowledge of students to become Warehouse professionals
2. To orient students in the field of Logistics
3. To help Students to understand Warehousing and distribution centre operations

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basic of Warehousing (Level: Understand)

CO2: Apply the Basic knowledge of Warehousing and distribution centre operations in the real-life situation. (Level: Apply)

CO3: Analyse their ability and professional skills in domain of warehousing. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction to Warehouse (Storage and Packaging) Background</p> <p>Need for Warehouse – Importance of warehouse - Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses - Warehouse Organization Structure - Benefits of Warehousing.</p>	9
2	<p>Receiving and Dispatch of Goods in warehouse</p> <p>Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded - Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches</p>	9
3	<p>Warehouse Activities</p> <p>Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method - Situations suited for application of cross docking - Information required for coordinating cross docking- Importance of proper packing-Packing materials -Packing machines -Reading labels</p>	9
4	<p>Warehouse Management</p> <p>Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels</p>	9
5	<p>Warehouse Safety Rules and Procedures</p>	9

	<p>The safety rules and procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.</p>	
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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 Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India.

5. Material Handling

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	9
2	Types of Material Handling Equipment	9
3	Material Requirement Planning (MRP)	9
4	Quality control of material	9
5	Health and Safety	9
	Total	45

Objectives:

1. To develop competencies and knowledge of students to become effective professionals
2. To orient students on recent changes and development in the field of material management
3. To help Students to understand basic Principles and concept of material Management

Learning Outcome:

After the successful completion of course, learner will be able to:

CO1: Understand the scope and importance for handling materials. (Level: Understand)

CO2: Describe the different types of Material Handling Equipment (Level: Understand)

CO3: Apply the knowledge about material management in the real-life business situation (Level: Apply)

CO4: Enhance their managerial ability and professional skills (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction:</p> <p>Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL -Supply Chain Management Objectives, Components, Significance, Trade off Customer Service & Cost.</p>	9
2	<p>Types of Material Handling Equipment</p> <p>Storage and Handling Equipment: -Racks, Bins and Drawers., Stacking Frames, Shelves, Mezzanines. Transport Equipment: Conveyors, Cranes, Lifts and elevators. Engineered Systems: Automated Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Conveyor Systems, Robotic Delivery System. Bulk Material Handling Equipment, Stackers and Reclaimers., Hoppers and Silos.</p>	9
3	<p>Material Requirement Planning (MRP)</p> <p>Material Requirement Planning (MRP) - Advantages over conventional planning (Order Point Method) – Input and output of MRP system - Forecasting - Overview of quantitative and qualitative methods of forecasting - Master Production Schedule - Bill of Materials - BOM Explosion - Material flow in MRP. MRP II. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements). Design of Material Handling Systems. The Unit Load Concept-In-Process Handling-Distribution.</p>	9
4	<p>Quality control of material</p> <p>Quality control of material: Incoming material quality control- statistical quality control- governmental purchasing practices and procedures -Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis – concept and process.</p>	9
5	<p>Health and Safety</p> <p>Materials handling and storage systems, Physical distribution logistics- transportation, Traffic and claims management- operations research and related techniques- Principles of Materials Handling system - Materials Handling Equipment – Safety issues.</p>	9

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. Materials & Logistics Management - L.C. Jhamb

6. First Mile Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Role of First Mile in E-Commerce Logistics	12
2	Shipment Pickup Operations	12
3	Shipment Processing Operations	12
4	Layout of A Processing Centre Inbound operations	12
5	First Mile Analytics and Metrics	12
	Total	60

Objectives:

1. To understand the First Mile operational processes in e-commerce logistics.
2. To understand the shipment operations and processing operations.
3. To understand and create a processing center inbound operation.
4. To understand the analytics and metrics of first mile.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand basics of First Mile operations. (Level: Understand)

CO2: Explain shipment pickup operations. (Level: Understand)

CO3: Explain different types of shipment processing operations at Processing Centres. (Level: Understand)

CO4: Evaluate key challenges in First Mile operations and First Mile metrics. (Level: Evaluate)

CO5: Create a layout of a Processing Centre. (Level: Create)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview-Why is First Mile operations important in e-commerce logistics-First Mile process flow.	12
2	Shipment Pickup Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. -Safety and security of shipments during pickup-Pickup documentation.	12
3	Shipment Processing Operations Primary and secondary processing. -Bagging operations. -Manual processing operations-Automated processing operations	12
4	Layout of A Processing Centre Inbound operations- Processing Operations-Outbound Operations-Safety and security-Processing Centre staff - roles and responsibilities	12
5	First Mile Analytics and Metrics Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard. Tools and Applications Pickup tools and applications-Processing tools and applications-Exceptions in First Mile and impact on operations Tools and communication to resolve exceptions.	12

Reference Books

1. Course Material Prepared by LSC

7. Data Analysis Using Spreadsheet - Practical

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Excel	06
2	Working with Excel	06
3	Formulas	06
4	Charts and Data Validation	06
5	Pivot Tables	06
	Total	30

Objectives:

This course is designed with the view of making the student skilful at

1. Performing data analysis using spreadsheet (MS Excel)
2. To understand different formula's structure available in MS Excel
3. To visualize the data using graphs and charts.
4. Creating pivot tables from a range with rows and columns in Excel

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Practice the E communication effectively with help of Spread Sheet (Level: Apply)

CO2: Summarize data with data analysis, PivotTables, and Pivot Charts. (Level: Evaluate)

CO3: Design charts and the drawing tools. (Level: Create)

CO4: Design the pivot tables and Macros (Level: Create)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction to Excel: About Excel & Microsoft, Uses of Excel, Excel software, Spreadsheet windowpane, Title Bar, Menu Bar, Standard Toolbar, Formatting Toolbar, the Ribbon, File Tab and Backstage View, Formula Bar, Workbook Window, Status Bar, Task Pane, Workbook & sheets Columns & Rows	06
2	Working with Excel: Selecting Columns & Rows, Changing Column Width & Row Height, Auto fitting Columns & Rows, Hiding / Unhiding Columns & Rows, Inserting & Deleting Columns & Rows, Cell, Address of a cell, Components of a cell – Format, value, formula, use of paste and paste special Functionality Using Ranges. Using Ranges, Selecting Ranges, Entering Information into a Range, Using AutoFill	06
3	Formulas: Creating Formulas, Using Formulas, Formula Functions– Sum, Average, if, Count, max, min, Proper, Upper, Lower, Using AutoSum, Advance Formulas Concatenate, Lookup, Lookup, Match, Count if, Text, moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding, Protecting worksheets	06
4	Charts and Data Validation: Creating Charts, Different types of chart, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table Data Analysis Sorting, Filter, Text to Column, Data Validation	06
5	Pivot Tables: Creating Pivot Tables, manipulating a PivotTable, Using the PivotTable Toolbar, Changing Data Field, Properties, displaying a PivotChart, Setting PivotTable Options, Adding Subtotals to PivotTables Spreadsheet Tools, Making Macros, Recording Macros, Running Macros, Deleting Macros	06

Reference Books

1. Microsoft Excel 2016: Comprehensive, Freund, Starks, and Schmieder, Cengage Learning, 2017, ISBN: 9781305870727

Nagindas Khandwala College (Autonomous)

Syllabus and Question Paper Pattern

of Courses of

Bachelor of Management Studies

(Ecommerce Operations)

Second Year

Semester III and IV

Under Choice Based Credit, Grading and Semester System

Sr. No.	Semester III	Subject code	Credit	Sr. No.	Semester IV	Subject code	Credits
1.	Cost Accounting	2131UEOCA	4	1.	Management Accounting	2141UEOMA	4
2.	Marketing Management	2132UEOMM	3	2.	Human Resources Management	2142UEOHRM	3
3.	MIS for E Commerce	2133UEOMS	4	3.	Hub & Line Operations	2143UEOHLO	4
4.	E Commerce Logistics Operations	2134UEOLO	4	4.	E Commerce Customer Service	2144UEOCS	3
5.	Transportation for E Commerce	2135UEOTEC	3	5.	Outsourcing in E Commerce	2145UEOOS	3
6.	Reverse Logistics for E Commerce	2136UEORLC	3	6.	Fulfilment Operations	2146UEOFO	3
7.	Last Mile Operations	2137UEOLMO	3	7.	Packaging for E Commerce	2147UEOPEC	3
			24				23

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme
at
Semester III***

1. Cost Accounting

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Costing Methods	12
2	Contract and process costing	12
3	Standard Costing and Variance Analysis	12
4	Activity based costing (ABC)	12
5	Marginal Costing and Cost-Volume-Profit (CVP) analysis	12
	Total	60

Objectives:

1. To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services
2. To understand activity-based costing
3. To perform Marginal Costing and Cost-Volume-Profit analysis

Learning Outcome:

After successful completion of course, learners will be able to:

CO1: Explain and use the basic concepts of costing and costing systems in their professional life. (Level: Understand, Apply)

CO2: Apply costing techniques in business decisions. (Level: Apply)

CO3: Apply costing techniques in different types of industries. (Level: Apply)

CO4: Analyse cost accounting with financial accounting for management decision making. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction to Costing Methods</p> <p>Meaning, Importance and Categories, Cost accounting Standards- Generally Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.</p>	12
2	<p>Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's Accounts, Escalation clause.</p> <p>Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.</p>	12
3	<p>Standard Costing and Variance Analysis:</p> <p>Meaning of Standard Cost- Relevance of Standard Cost for Variance Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour and Overhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting- Responsibility Accounting – Meaning and Objects – types of Responsibility Centers- Management Reporting.</p>	12
4	<p>Activity based costing (ABC)</p> <p>Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing</p>	12
5	<p>Marginal Costing and Cost-Volume-Profit (CVP) analysis:</p> <p>Meaning, concept - assumptions and practical applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor – export decision - plant merger - shut down of a product line- Du Pont Analysis</p>	12

Reference Books

- Cost Accounting: N.K. Prasad
- Practical Costing: Khanna, Pandey & Ahuja
- Cost Accounting: M.L. Agarwal
- Cost Accounting: Jain & Narang

2. Marketing Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Marketing	9
2	Consumer Behaviour & Market Segmentation	9
3	Product Planning & Development and Pricing	9
4	Distribution Channel and Promotion	9
5	Promotion & Marketing and Society	9
	Total	45

Objectives:

1. To emphasize the importance of the marketing function in an organization.
2. To understand the core concepts right from deciding the segment till customer satisfaction
3. To impart knowledge with respect to latest trends in Marketing, Marketing Mix, Social responsibility, and ethical issues in Marketing Global Marketing approach.

Learning Outcome:

After successful completion of course, learners will be able to:

CO1: Discuss the importance of macro and microenvironment in the company's marketing function. (Level: Understand)

CO2: Differentiate the consumer and institutional buyer behavior. (Level: Understand)

CO3: Explain the target segments for the product. (Level: Understand)

CO4: Understand the importance of Channel of distribution. (Level: Understand)

CO5: Justify the importance of products, branding, and new product development. (Level: Evaluate)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Marketing</p> <p>Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.</p>	9
2	<p>Consumer Behaviour & Market Segmentation</p> <p>1. Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences.</p> <p>2. Market segmentation – criteria - Bases of segmentation – benefits. Marketing research process: Defining research problem, research objective research techniques</p>	9
3	<p>Product Planning & Development and Pricing</p> <p>1. Product Planning & Development -Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.-Product Planning– Genesis and Importance of Product Planning in Marketing. –Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products.</p> <p>2. Pricing- Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.</p>	9
4	<p>Distribution Channel and Promotion</p> <p>1. Distribution Channel- meaning, Types of Distribution channel-Direct & Indirect. Role of intermediaries and distribution channel management. Channel Management Decisions, Returns Management and Reverse Logistics.</p> <p>2. Promotion – elements of promotion mix- Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.</p>	9
5	<p>Promotion & Marketing and Society</p> <p>1. An overview. Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing-the new marketing model.</p>	9

	2. Marketing and Society-Social responsibility and ethical issues in marketing. Global marketing program. The old and new economies. Demand side marketing. Legal issues in marketing. marketing skills, Brand marketing skills, CRM. Marketing in Indian Context. Marketing in 21st Century	
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Reference Books

- N. Rajan Nair, Marketing Management, Sultan Chand & Sons.
- Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
- Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd.,
- S. Jayachandran, Marketing Management, Excel Books.
- Rajan Saxena, Marketing Management, TMH.

3. MIS for E Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Management Information Systems	12
2	Global E-business and Collaboration	12
3	Electronic Commerce and the Digital Organization	12
4	Enhancing Decision Making	12
5	Redesigning the Organization with Information Systems	12
	Total	60

Objectives:

1. To understand the concepts of Managing information systems
2. To understand the business processes and how MIS helps the organization.
3. To understand the concepts of networking in organization
4. To enhance decision making
5. To redesign the organization with presence of information system.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics of management information systems (Level: Understand)

CO2: Understand various global E-business processes. (Level: Understand)

CO3: Explain the concept of electronic commerce. (Level: Understand)

CO4: Analyse and improve the decision-making process for organization. (Level: Analyse)

CO5: Planning the creation of organizations with Information Systems (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Management Information Systems</p> <p>1.1 Information Systems</p> <p>1.2 History of MIS</p> <p>1.3 Changing Business Environment</p> <p>1.4 Management Information System and Its Tasks</p> <p>1.5 Information and Knowledge-Economy</p> <p>1.6 Contemporary Approach to Information Systems</p>	12
2	<p>Global E-business and Collaboration</p> <p>2.1 Business Processes and Information Systems</p> <p>2.2 Types of Information Systems</p> <p>2.3 Systems for Collaboration and Social Business</p> <p>2.4 The Information Systems Function in Business</p>	12
3	<p>Electronic Commerce and the Digital Organization</p> <p>3.1 Electronic Commerce</p> <p>3.2 Digital Organization</p> <p>3.3 Electronic Data Interchange (EDI)</p> <p>3.4 Role of Intranets</p>	12
4	<p>Enhancing Decision Making</p> <p>4.1 Decision Making and Information Systems</p> <p>4.2 Business Intelligence in the Enterprise</p> <p>4.3 Business Intelligence Constituencies</p> <p>4.4 Building Information Systems</p> <p>4.5 Managing Projects</p> <p>4.6 Managing Global Systems</p>	12
5	<p>Redesigning the Organization with Information Systems</p> <p>5.1 Systems as Planned Organizational Change</p>	12

	5.2 Business Process	
	5.3 Process Improvement	
	5.4 System Analysis	
	5.5 Systems Design	

Reference Books

- Course Material Prepared by LSC

4. E-Commerce Logistics Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Logistics and System Concept, Objectives and Role of Logistics	12
2	Capacity management in logistics	12
3	Strategic level logistics	12
4	Systems used in Ecommerce Logistics	12
5	Integrating logistics into operations	12
	Total	60

Objectives:

1. To understand the logistics operations in E-Commerce Operations
2. To understand the process of Capacity management in Logistics
3. To understand the strategic level and systems used in Ecommerce Logistics
4. To plan, execute and terminate the logistics operations

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics concept of logistics in E-Commerce (Level: Understand)

CO2: Understand the process of capacity management. (Level: Understand)

CO3: Explain the strategies used in logistics planning & execution. (Level: Understand)

CO4: Explain the Systems used in E-Commerce logistics and how logistics and operations are interlinked. (Level: Understand)

CO5: Interpret and identify the plans, executions and termination process of logistics operations (Level: Apply and Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Logistics and System Concept, Objectives and Role of Logistics 1.1 Introduction 1.2 Logistics Functions and Management 1.3 Role of Logistics in the Supply Chain 1.4 Catalysts for Outsourcing Trends 1.5 Benefits of Logistics Outsourcing 1.6 Third- and Fourth-Party Logistics 1.7 Career & Growth in Logistics and Supply Chain	12
2	Capacity management in logistics 2.1 Logistics goals and types 2.2 General capacity theory in logistics 2.3 Inbound and outbound operations 2.4 Terms and definitions in inbound and outbound logistics 2.5 Capacity management in inbound and outbound logistics 2.6 Capacity planning and management of Reverse logistics	12
3	Strategic level logistics 3.1 Strategic and Joint Interfaces 3.2 10 Logistics Requirements 3.3 Logistics Related Unified Action Partners 3.4 Joint Interdependence between facilities and departments 3.5 Multinational Logistics Operations 3.6 Logistics Support to Power Projection	12
4	Systems used in Ecommerce Logistics 4.1 Integration with stock & order processing systems, 4.2 Systems used in Inbound and outbound operations 4.3 Returns processing systems 4.3 Systems used for Value-added delivery options (premium / express / scheduled / location mapping)	12

	4.5 Customer and Support Relationships	
5	Integrating logistics into operations 5.1 Integrating Logistics into the Operations Process 5.2 Assessment for Logistics Operations 5.3 Planning Logistics Operations 5.4 Preparing for Logistics Operations 5.5 Executing Logistics Operations 5.6 Terminating partner Operations	12

Reference Books

- Course Material Prepared by LSC

5. Transportation for E-Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	5
2	Transportation Management	10
3	Transportation Management System	20
4	Socio Economic trends effecting Transportation	5
5	Future of transportation	5
	Total	45

Objectives:

1. To understand the role of transportation in E-Commerce
2. To understand the process of transportation management
3. To analyse the socio-economic trends effecting transportation
4. To understand future of transportation

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics concept of transportation in E-Commerce. (Level: Understand)

CO2: Understand the strategies used in planning transportation. (Level: Understand)

CO3: Explain the systems used in transportation management. (Level: Understand)

CO4: Analyse the socio-economic factors that affect transportation. (Level: Analyse)

CO5: Identify the future of transportation and its upcoming tools. (Level: Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction</p> <p>1.1 What is Transportation Supply Chain?</p> <p>1.2 Importance and functions of Transportation</p> <p>1.3 Types of transportation, Transportation in India</p> <p>1.4 Factors influencing transportation decision, Trade Compliance for suppliers.</p> <p>1.5 Role of Transportation in Supply Chain</p> <p>1.6 Inbound, Outbound and shipment preparation in transportation</p>	5
2	<p>Transportation Management</p> <p>2.1 What is Transportation Management</p> <p>2.2 Techniques used in managing transportation, Transport Modalities</p> <p>2.3 Types of & Strategies in Transport management (supplier relationship management, Market intelligence and research on suppliers, carrier selection and review, network optimization and review process.</p> <p>2.4 Benefits and Risks analysis of various types of Transportation.</p> <p>2.5 Equipment's used in transportation</p>	10
3	<p>Transportation Management System</p> <p>3.1 What is Transportation Management System?</p> <p>3.2 Why It's Important to Have a Transportation Management System and its benefits to shippers.</p> <p>3.3 Quality management systems used in Transportation.</p> <p>3.4 Systems used in Transportation management:</p> <ul style="list-style-type: none"> • Master Data Management, Complete Transportation Order, Document Verification, Order and Capacity Planning, Order Consolidation, Carrier Selection, Non-Standard Order Management, Supply Chain Visibility, Proactive Shipment Monitoring, • Customer Service, FPA, Tendering Process Standardization • Reporting, Performance Reviews, Sustainability • Managed Transportation Services , EDI and Interfacing • TMS and MTS Providers 	20

4	Socio Economic trends effecting Transportation 4.1 Technology & Regulations Impact on the transport Industry 4.2 Trade Barriers and International diplomacy for global transportation 4.3 Increasing supply chain complexity due to demographics 4.4 Omni channel business models (Full truck load, Less than truck load)	5
5	Future of transportation 5.1 Future and Growth of Transportation Market by 2020 5.2 Developing competitive advantage 5.3 Upcoming tools and techniques in transportation	5

Reference Books

- Course Material Prepared by LSC

6. Reverse Logistics for E-Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	9
2	Reverse Processes	9
3	Prospects of Reverse Logistics	9
4	Creating value through reverse logistics	9
5	Technology and Reverse Logistics	9
	Total	45

Objectives:

1. To understand the role of Reverse Logistics in E-Commerce
2. To understand the prospects of reverse logistics
3. To create a value through reverse logistics
4. To understand the role of technology in reverse logistics

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics concepts of reverse logistics in E-Commerce. (Level: Understand)

CO2: Understand the process involved in reverse logistics. (Level: Understand)

CO3: Explain the prospects and systems used in reverse logistics (Level: Understand)

CO4: To analyse and define the value using reverse logistics. (Level: Apply and Analyse)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction 1.1 What is Reverse Logistics & its importance in Ecommerce? 1.2 Reverse Logistics challenges for ecommerce 1.3 Trends in Reverse Logistics 1.4 Implementing the right reverse logistics strategy? 1.5 Types of returns in reverse logistics	9
2	Reverse Processes 2.1 Forward vs. Reverse Logistic 2.2 Stages in Reverse logistics: Gatekeeping, Collection, Sorting stage, Processing stage. 2.3 Challenges and barriers in Reverse Process 2.4 Tools and applications in Reverse logistic operations	9
3	Prospects of Reverse Logistics 3.1 Shipping or redistribution system 3.2 Information system 3.3 Performance management 3.4 Innovations in Reverse Logistics 3.5 Reverse Logistic Market Prospects	9
4	Creating value through reverse logistics 4.1 Network design and management integrating reverse logistics, General strategic decisions, target markets, networks, products, Processes 4.2 Strategic, tactical, and operational decisions specific to Reverse logistics 4.3 Monitoring and controlling the value of reverse logistics 4.4 Maintaining partnerships using reverse logistics.	9
5	Technology and Reverse Logistics 5.1 New Technology Trends in Reverse Logistics 5.2 Digital Transformation in Reverse Logistics	9

	5.3 AI for Reverse Logistics	
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Reference Books

- Course Material Prepared by LSC

7. Last Mile Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	9
2	Last Mile Processes	9
3	Metrics	9
4	Customer service	9
5	Prospects of Last Mile Logistics	9
	Total	45

Objectives:

1. To understand Last Mile Operations in E-Commerce
2. To understand the different processes of Last Mile
3. To understand the customer services
4. To understand the prospects of future of last mile logistics.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics concept of Last mile logistics in E-Commerce. (Level: Understand)

CO2: Understand the processes involved in Last mile logistics. (Level: Understand)

CO3: Understand various metrics and customer services processes to be followed in last mile logistics. (Level: Understand)

CO4: Explain the prospects of last mile logistics. (Level: Understand)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction 1.1 What is Last Mile in Ecommerce? 1.2 Importance of Last Mile in the supply chain 1.3 Last Mile Delivery challenges for ecommerce 1.4 Trends in Last Mile delivery 1.5 Route optimization in Last Mile operations	9
2	Last Mile Processes 2.1 Delivery Process & its challenges 2.2 Reverse pickup process in Last mile operations 2.3 Challenges in Reverse Pickup process 2.4 Tools and applications in Last Mile operations 2.5 Considerations for effective last mile logistics strategy	9
3	Metrics 3.1 Metrics to measure in last file 3.2 Automation and technology driving metrics.	9
4	Customer service 4.1 Customer service and its importance 4.2 Good and bad customer service (Dos and Don'ts of customer service) 4.3 Relationship between metrics and customer service.	9
5	Prospects of Last Mile Logistics 5.1 Innovations in Last Mile Logistics 5.2 Technology Trends in Last Mile Delivery 5.3 Last Mile Delivery Market Future Prospects	9

Reference Books

- Course Material Prepared by LSC

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme at
Semester IV***

1. Management Accounting
Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Management Accounting	12
2	Analysis and Interpretation of financial Statement	12
3	Fund Flow Statements and Cash Flow Statement	12
4	Budget and Budgetary Control	12
5	Cost flow statement	12
	Total	60

Objectives:

1. To enable the students to understand the concept and relevance of management Accounting
2. To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking
3. To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the importance of management accounting as a key input for managerial/ financial decision making. (Level: Understand)

CO2: Apply the Basic knowledge of Management and cost accounting in the real-life situation. (Level: Apply)

CO3: Enhance their ability and professional skills in managing budget. (Level: Apply)

CO4: Plan financial decisions using tools of management accounting. (Level: Create)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Management Accounting</p> <p>Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting.</p>	12
2	<p>Analysis and Interpretation of financial Statement</p> <p>Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements (a general discussion only). Ratio Analysis: - Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover, Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios –Judgment of financial stability through ratios</p>	12
3	<p>Fund Flow Statements: Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance</p> <p>Cash Flow Statement: Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.</p>	12
4	<p>Budget and Budgetary Control</p> <p>Meaning, - establishing a system of Budgetary Control – Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)-Performance budgeting</p>	12
5	<p>Cost flow statement:</p> <p>Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement (AS-7): Direct method and Indirect Method.</p>	12

Reference Books

- Dr. S.N. Maheswari: Management Accounting
- Made Gowda: Management Accounting
- Dr. S.N. Goyal and Manmohan: Management Accounting
- B.S. Raman: Management Accounting
- R.S.N. Pillai and Bagavathi: Management Accounting
- Foster: Financial Statement Analysis, Pearson Education.
- PN Reddy & Appanaiah: Essentials of Management Accounting.

2. Human Resources Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to HRM	9
2	Human Resource Planning	9
3	Promotion, Transfer, Career Planning & Performance Appraisal	9
4	Employee Training and Development	9
5	Occupational Safety and Health	9
	Total	45

Objectives:

1. To develop competencies and knowledge of students to become Human resource management professionals
2. To help Students to understand Human resource management
3. To understand the importance of employee training and development
4. To understand career planning and performance appraisal

Learning Outcome:

After the successful completion of course, learner will be able to:

CO1: Understand the financial impact of HRM activities on organizations. (Level: Understand)

CO2: Understand the implications of increasing diversity and globalization for HRM processes. (Level: Understand)

CO3: Understand the occupational safety and health. (Level: Understand)

CO4: Apply the Basic knowledge of Human resource management in the real-life situation. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction to HRM</p> <p>Functions of HR Management - Qualities of HR Manager-Role of HR Executives International Human Resource Management - Concepts of IHRM Approaches to IHRM-Features of IHRM - Importance of IHRM - Factors affecting IHRM</p>	9
2	<p>Human Resource Planning</p> <p>Objectives of HR Planning-HR Planning at different Planning Levels- Conceptual Process of HR Planning Job Analysis and Design: Job Analysis Information - Uses of Job Analysis - Process of Job Analysis-Methods of collecting Job Analysis Data-Job Description. Recruitment and Selection-Recruitment Policy Objectives of Recruitment- Selection Procedure-Essentials of Selection Procedure-Steps in Selection Procedure</p>	9
3	<p>Promotion, Transfer, Job Rotation & Career Planning, Career Development-Need for Career Planning, Career Development-Suggestions for Effective Career Development.</p> <p>Performance Appraisal- Evaluation Process-Performance Appraisal Methods-Management by Objectives- Behaviorally Anchored Rating Scale-Pitfalls in Performance Appraisal-Use of Performance Appraisal.</p>	9
4	<p>Employee Training and Development</p> <p>Steps in Training Programmes - Training Evaluation- Areas of Training-Importance of Learning-Employee Training Methods-Evaluating Management Development Program Compensation Management-Process of Job Evaluation-Techniques of Job Evaluation-Advantages of Job Evaluation-Types of Incentive Plans-Employee Benefits-Objectives of Employee Benefits.</p>	9
5	<p>Occupational Safety and Health</p> <p>Causes of Safety and Health problems at the workplace- Provisions to prevent Accidents in the workplace-Stress and Consequences on Employee Performance. Grievance Handling-Concept of Grievance-Causes of Grievance-Effective Grievance Redressal – Steps in Grievance Redressal Procedures. Discipline Action-Aims and Objectives of Discipline-Forms and</p> <p>Types of Discipline-Principles of Maintaining Discipline-Disciplinary Procedure-Types of Disciplinary Actions-Dismissal.</p>	9

Reference Books

- VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi - 2000.
- Dr. R. Venkatapathy & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
- Robert L. Gibson and Marianne H. Mitchell, Introduction to Counseling and Guidance, VI edition, PHI.

3. Hub & Line Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	12
2	Inbound Logistics	12
3	Outbound Logistics	12
4	Machines & Equipment	12
5	Prospects of Line haul Logistics	12
	Total	60

Objectives:

1. To understand the concepts of Hub & Line Operations.
2. To understand the inbound and outbound logistics
3. To understand the machines used, types of sorters available.
4. To understand the role of technology in Line Haul Logistics

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand the basics of Hub and line operations in Ecommerce. (Level: Understand)

CO2: Understand inbound and outbound logistics. (Level: Understand)

CO3: Explain in detail all the machines and equipment used in hub operations. (Level: Understand)

CO4: Explain the prospects of line haul logistics (Level: Understand)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Introduction</p> <p>1.1 What is Hub and line Logistics in Ecommerce?</p> <p>1.2 Importance of line haul Logistics in Ecommerce</p> <p>1.3 Line haul challenges for ecommerce</p> <p>1.4 Trends in Line haul Logistics</p> <p>1.5 How to optimize a Line Haul or Line Haul Network?</p> <p>1.6 What are the results of optimizing a Line Haul or Line Haul Network?</p>	12
2	<p>Inbound Logistics</p> <p>2.1 What is Inbound Logistics?</p> <p>2.2 Objectives of Inbound Logistics</p> <p>2.3 Steps in Inbound Process</p> <p>2.4 Role of Inbound Supply chain Management in ecommerce logistics</p>	12
3	<p>Outbound Logistics</p> <p>3.1 What is Outbound Logistics?</p> <p>3.2 Objectives of Outbound Logistics</p> <p>3.3 Steps in Outbound process</p> <p>3.4 What are the Differences Between Inbound and Outbound Logistics?</p> <p>3.5 Tools Utilized by Both Inbound and Outbound Logistics</p>	12
4	<p>Machines & Equipment</p> <p>4.1 Introduction to the machines & equipment used</p> <p>4.2 Types of sorters</p> <p>4.3 Types of equipment to handle</p> <p>4.4 Equipment and machine handling Compliances</p>	12
5	<p>Prospects of Line haul Logistics</p> <p>4.1 Innovations in Line Haul Logistics</p> <p>4.2 New Technology Trends in Line Haul Logistics</p>	12

	4.3 Future Automated Line Haul Processes	
	4.4 Line Haul Market Prospects	

Reference Books

- Course Material Prepared by LSC

4. E-Commerce Customer Service

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Creating the Customer-Centric Organization	9
2	Communicating Effectively with Customers	9
3	Customer Service Strategies	9
4	Managing the Customer Encounter	9
5	Customer Service Tools	9
	Total	45

Objectives:

1. To understand the concept of customer service in E-Commerce.
2. To understand, how to communicate effectively with customers
3. To understand and implement different strategies for customer services
4. To implement different customer service tools

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Understand how to create customer centric organization. (Level: Understand)

CO2: Understand how to communicate effectively with customers. (Level: Understand)

CO3: Apply the strategies used in servicing customers. (Level: Apply)

CO4: Analyse and Apply tools used in customer service. (Level: Analyse and Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	<p>Creating the Customer-Centric Organization</p> <p>1.1 Championing Customer Service</p> <p>1.2 In-Focused or Customer-Focused: Where Do You Stand?</p> <p>1.3 Building a Winning Service Strategy</p> <p>1.4 Better Service through Surveys: Questionnaires, Focus Groups, and Interviews</p>	9
2	<p>Communicating Effectively with Customers</p> <p>2.1 Developing Active Listening Skills</p> <p>2.2 Speaking in the Positive: Words and Tone of Voice</p> <p>2.3 Body Language: Yours and Theirs</p> <p>2.4 Sending a Message Through Physical Surroundings</p> <p>2.5 Improving Verbal communication</p> <p>2.6 Understanding Your Customer's Communication Style</p>	9
3	<p>Customer Service Strategies</p> <p>3.1 Anticipating Needs - The Key to Your Customer's Heart</p> <p>3.2 Ten Principles to Keep Your Clients Happy and Loyal!</p> <p>3.3 Exceeding Your Clients' Expectations</p> <p>3.4 The Value of Customer Service Training for Your Staff</p> <p>3.5 7 Ways to Make Your Customers Feel Important</p> <p>3.6 Recovering from Customer Service Blunders</p> <p>3.7 Five Customer Service Commandments</p> <p>3.8 When It is Time to Fire a Customer</p>	9
4	<p>Managing the Customer Encounter</p> <p>4.1 Showing Customers That You Value Their Business</p> <p>4.2 Understanding Customer Behaviour and Creating Positive Outcomes</p> <p>4.3 Asking the Right Questions</p> <p>4.4 Dealing Effectively with Customer Hand-Offs</p>	9

	4.5 Making the Customer’s Problem Your Problem 4.6 Telling the Customer “No” 4.7 Closing the Customer Encounter 4.8 Following Through with the Customer	
5	Customer Service Tools 5.1 The Client Needs Analysis (CNA) 5.2 The Customer Service Survey & Analysis	9

Reference Books

- Course Material Prepared by LSC

5. Outsourcing in E-Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	9
2	Ecommerce Outsourcing	9
3	Outsourcing Strategic Assessment	9
4	Outsourcing Risk Management	9
5	Future of E-Commerce Outsourcing	9
	Total	45

Objectives:

1. To understand the role of Outsourcing in E-Commerce.
2. To understand and apply strategic assessment of outsourcing
3. To understand and apply Risk management in outsourcing
4. To understand the future of e-commerce outsourcing

Learning Outcome:

After the successful completion of course, learner will be able to:

CO1: Understand how outsourcing works in E-Commerce. (Level: Understand)

CO2: Describe Future of E-Commerce Outsourcing. (Level: Understand)

CO3: Analyse managing the risk in outsourcing. (Level: Analyse)

CO4: Explain and apply outsource strategic assessments. (Level: Understand and Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction-- 1.1 What is Outsourcing? 1.2 Why do companies outsource? 1.3 When to Outsource? 1.4 How to implement outsourcing? 1.5 Problems with outsourcing	9
2	Ecommerce Outsourcing 2.1 What is Ecommerce Outsourcing? 2.2 How do Ecommerce Outsourcing help Business? 2.3 The Big Benefits of Outsourcing Your eCommerce 2.4 Best countries for Ecommerce Outsourcing and why?	9
3	Outsourcing Strategic Assessment 3.1 Business Value Assessment 3.2 Operational Assessment 3.3 Financial Assessment 3.4 Risk Assessment 3.5 Integrating the four risk elements	9
4	Outsourcing Risk Management 4.1 Hidden Cost of Outsourcing 4.2 Models of Outsourcing 4.3 What risk are there with outsourcing? 4.4 Techniques and tools to assess risk	9
5	Future 5.1 Will outsourcing continue to grow in the years to come? 5.2 Future outsourcing trends 5.3 Future of outsourcing in India	9

Reference Books

- Course Material Prepared by LSC

6. Fulfilment Operations

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to fulfilment operations	9
2	Fulfilment Models	9
3	Logistics and Fulfilment Services	9
4	Technology in fulfilment	9
5	Prospectus in Fulfilment	9
	Total	45

Objectives:

1. To understand the role of Fulfilment operations in E-Commerce.
2. To gain the knowledge about different fulfilment models
3. To understand the role of technology in fulfilment
4. To understand the fulfilment of Bundled Orders using technology

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Describe the basics concepts of fulfilment operations in E-Commerce. (Level: Understand)

CO2: Describe the implementation of fulfilments offered by various operational models. (Level: Understand)

CO3: Summarize the relationship between logistics and fulfilment services. (Level: Understand)

CO4: Explain the importance of technology in fulfilment. (Level: Understand)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction to fulfilment operations 1.1 What is Fulfilment? 1.2 Understanding ECommerce Fulfilment 1.3 Logistics Organization Forms in E-Commerce 1.4 Characteristics of Fulfilment Service	9
2	Fulfilment Models 2.1 Fulfilment offered as a key service 2.2 Fulfilment offered by sales platforms 2.3 Fulfilment offered by logistics service providers 2.4 Fulfilment offered by other market players	9
3	Logistics and Fulfilment Services 3.1 Key Drivers 3.2 Warehousing Aspects 3.3 Freight Transit 3.4 Packaging	9
4	Technology in fulfilment 4.1 Fulfilment Processes & platforms 4.2 E-Fulfilment and Customer retention strategies	9
5	Prospectus in Fulfilment 5.1 Fulfilment of Bundled Orders using technology 5.2 Mini Fulfilment via tech	9

Reference Books

- Course Material Prepared by LSC

7. Packaging for E-Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to packaging	9
2	Types and Functions of Packaging	9
3	Understanding the Brand	9
4	The Concept of Brand Equity	9
5	The Packaging Journey in E-Commerce	9
	Total	45

Objectives:

1. To understand the concept of packaging E-Commerce
2. To understand in detail the process of packaging
3. To understand what is brand and brand equity
4. To understand the pre and post operations of packaging

Learning Outcome:

After the successful completion of course, learner will be able to:

CO1: Define the concept of packaging in E-Commerce. (Level: Understand)

CO2: Describe the types and functions of packaging. (Level: Understand)

CO3: Explain the concept of brand equity. (Level: Understand)

CO4: Implement the packaging processes. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction to packaging 1.1 Brief Introduction 1.2 Definition of Key Terms 1.3 What is Packaging 1.4 The origins of packaging 1.5 Packaging and the Modern Industrial Society 1.6 The Modern Packaging Industry	9
2	Types and Functions of Packaging 2.1 Types of Packaging 2.2 Packaging Materials 2.3 The Functions of Packaging	9
3	Understanding the Brand 3.1 What is a Brand? 3.2 Elements that make up a Brand 3.3 Is there a difference between a Brand, a Product and a company? 3.4 Brand History 3.5 The marketing matrix 3.6 The basic brand development process 3.7 Guidelines for good brand management	9
4	The Concept of Brand Equity 4.1 Motivations for Brand Equity 4.2 Rationale for Studying Brand Equity 4.3 Customer-based brand equity 4.4 Brand Knowledge 4.5 Guidelines for Managing Customer-Based Equity 4.6 Complementary Approaches to Measuring Customer-Based Equity 4.7 Asset Dimensions of Brand Equity	9

	4.8 A five assets model of brand equity (Benefits of customer-based brand equity)	
5	The Packaging Journey in E-Commerce 5.1 The journey 5.2 Consumer research 5.3 Order 5.4 Inbound logistics 5.5 Preparation of orders 5.6 Picking 5.7 Sorting 5.8 Packing 5.9 Shipment preparations 5.10 Outbound logistics 5.11 Order delivery and receipt 5.12 Returns	9

Reference Books

1. Course Material Prepared by LSC

Nagindas Khandwala College (Autonomous)

**Syllabus and Question Paper Pattern
of Courses of
Bachelor of Management Studies
(Ecommerce Operations)**

Third Year
Semester V and VI

Under Choice Based Credit, Grading and Semester System

THIRD YEAR

Sr. No.	Semester V	Subject code	Credit	Sr. No.	Semester VI	Subject code	Credits
DSE (Any 2 out of 3)				DSE (Any 2 out of 3)			
1.	Revenue Management & Pricing	2251UEORMP	2	1.	Regulatory Environment of E Commerce	2261UEOREC	2
2.		2252UEOPC		2.		2262UEOIEC	
3.		2253UEODEI		3.		2263UEOMT	
	Principles of Cataloguing		2		International E Commerce		2
	Documentation for Exports & Imports				Multimodal Transportation		
4.	Apprenticeship I	2254UEOAPP	22	4.	Apprenticeship II	2264UEOAPP	22
			26				26

Note:

- CIA Mark for Apprenticeship will be provided by LSC.
- Exam on Apprenticeship comprises Report Evaluation, and Viva - conducted by Collaboration Inst.
- Appropriate QP will be embedded in Apprenticeship Training to make the graduates industry-ready

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme at
Semester V***

DSE Courses (Any TWO of THREE must be opted by Student)

1. Revenue Management & Pricing
Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	06
2	Revenue Management Techniques	06
3	Pricing	06
4	Pricing and Revenue Management in Supply chain	06
5	Emerging Issues in Revenue Management	06
	Total	30

Objectives:

1. To understand the concepts of Revenue management and pricing.
2. To apply various techniques of Revenue Management.
3. To understand the different types of pricing available
4. To understand the implementation of revenue management in supply chain.
5. To study the impacts and future of revenue management.

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Describe the basics of Revenue and Risk management in Ecommerce. (Level: Understand)

CO2: Explain different types pricing. (Level: Understand)

CO3: Apply different revenue management techniques. (Level: Apply)

CO4: Implement revenue management in supply chain (Level: Apply)

CO5: Predict the emerging issues and future in revenue and price management. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction 1.1 What is Revenue Management 1.2 What is Pricing? 1.3 Difference between Revenue Management and Pricing 1.4 Role of Revenue Management in the Supply Chain	06
2	Revenue Management Techniques 2.1 Sale or Promotional Pricing 2.2 Price Matching 2.3 Markdowns 2.4 Unlimited use pricing 2.5 Overbooking 2.6 Bundling and unbundling 2.7 Free as a price 2.8 Customer Reward Programs	06
3	Pricing 3.1 Overview 3.2 Types of Pricing a. Cost based pricing b. Market based pricing c. Value based pricing d. Customer based pricing e. Location based pricing f. Auction based pricing 3.3 Pricing Strategies	06
4	Pricing and Revenue Management in Supply chain 4.1 Conditions under which Revenue Management has the greatest effect 4.2 Revenue Management for multiple customer segments	06

	4.3 Revenue Management for perishable assets 4.4 Revenue Management for Seasonal Demand 4.5 Revenue Management for bulk and spot customers	
5	Emerging Issues in Revenue Management 5.1 The impact of Financial Reporting on Revenue Management 5.2 The Future of Revenue Management 5.3 Trends and Directions	06

Reference Books

- Course Material Prepared by LSC

2. Principles of Cataloguing

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Principles of Cataloguing	06
2	Rules and Authorities	06
3	Information Technology Infrastructure	06
4	MIS in Cataloguing	06
5	Compliances in Cataloguing	06
	Total	30

Objectives:

1. To understand the concept of Cataloguing in E-Commerce
2. To understand the rules, regulations and responsibilities of Cataloguing Authority.
3. To understand the requirement of hardware and software for cataloguing
4. To perform data management

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Describe the principles of Cataloguing. (Level: Understand)

CO2: Describe and implement the rules, regulations and responsibilities of authorities in Cataloguing. (Level: Understand and Apply)

CO3: Explain the technology infrastructure required for Cataloguing. (Level: Understand)

CO4: Perform Data Management in Cataloguing. (Level: Analyse and Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Principles of Cataloguing 1.1 Different principles used in cataloguing 1.2 International Cataloguing Principles 1.3 Skills used in cataloguing 1.4 Building a Catalog Team 1.5 Strategies used in cataloguing	06
2	Rules and Authorities 2.1 Rules and Authorities 2.1 Regulatory authority and guidelines for cataloguing 2.2 Responsibilities of cataloguing authority 2.3 Rules for product cataloguing 2.4 Rules for Price Cataloguing 2.5 Interdepartmental Communication regarding cataloguing	06
3	Information Technology Infrastructure 3.1 Role of information analysis 3.2 Hardware and Software 3.3 Information Technology Security	06
4	MIS in Cataloguing 4.1 Databases and Storage 4.2 Shelf life of product data 4.3 Expiry of data	06
5	Compliances in Cataloguing 5.1 Digital Repository 5.2 Cataloguing digital content as per job roles 5.3 Cataloguing digital content as per business verticals 5.4 Content Management system	06

Reference Books

Course Material Prepared by LSC

3. EXPORT AND IMPORT DOCUMENTATION

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction to Export and Import 12 Hrs Basics of Exports	9
2	Documentation Framework and Contracts 15 Hrs Aligned Documentation System	9
3	Payments and Finance 15 Hrs Factors	9
4	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control	9
5	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo	9
Total		30

Objectives:

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

Course Outcomes:

After successful completion of course, learner will be able to:

CO1: Recognize the impact of information and communication technologies, especially of the internet in business operations. (Level: Analyse and Apply)

CO2: Recognize the fundamental principles of eBusiness and eCommerce. (Level: Analyse and Apply)

CO3: Explain the security protocols and the issues in internet security. (Level: Understand)

Detailed Syllabus

Module	Topic	No of Lectures
1	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.	9
2	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.	9
3	Payments and Finance 15 Hrs Factors - Methods of receiving Payment - Instruments of Payments-Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back	9
4	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo	9
5	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.	9

Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.

5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

Websites:

1. www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2. www.epckeny.org/(Export Promotion Council)
3. commerce.nic.in/MOC/index.asp (Ministry of Commerce and Industry)
4. www.dgft.gov.in/ (Directorate General of Foreign Trade)

Apprenticeship I

Course Outcome:

After successful completion of Apprenticeship, learners will be able to:

CO1- Apply knowledge of Ecommerce Operations to real life work situations. (Level: Apply)

CO2- Evaluate the supply chain options of Ecommerce Operators. (Level: Evaluate)

CO3- Compare the functioning of different Ecommerce Operators. (Level: Evaluate)

CO4-Apply managerial skills for effective functioning of Ecommerce Operations. (Level: Apply)

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is **6 months**. During Apprenticeship Training students would be assigned in live processes by companies.

Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

***Syllabus of Courses of
Bachelor of Management Studies (E-Commerce Operations)
Programme at***

Semester VI

DSE Courses (Any TWO of THREE must be opted by Student)

1. Regulatory Environment of E Commerce
Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	06
2	Legal Issues and challenges faced by Ecommerce Businesses	06
3	Investment and regulations in the Ecommerce space in India	06
4	Payment Mechanism for Ecommerce	06
5	Taxation of Ecommerce Transaction	06
	Total	30

Objectives:

1. To understand the need of Regulatory Environment in E-Commerce
2. To understand Legal Issues and challenges faced by Ecommerce Businesses
3. To understand the investment and regulation in ecommerce space
4. To understand and implement the payment mechanism for ecommerce
5. To understand and implement the taxation system of ECommerce

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Explain the regulatory environment in E-Commerce. (Level: Understand)

CO2: Describe legal issues and challenges in E-Commerce. (Level: Understand)

CO3: Explain the investment and regulations in E-Commerce. (Level: Understand)

CO4: Explain and implement payment mechanism for E-Commerce. (Level: Apply)

CO5: Explain and implement taxation mechanism for E-Commerce. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction: 1.1 Introduction 1.2 Business Models facilitated by e-commerce 1.3 Need for regulation of e-commerce in India 1.4 Legal validity of Ecommerce Transaction in India 1.5 Legislation on Ecommerce in India	06
2	Legal Issues and challenges faced by Ecommerce Businesses 2.1 Privacy 2.2 Intellectual Property 2.3 Free Speech 2.4 Taxation 2.5 Computer Crimes 2.6 Consumer Protection 2.7 Other legal Issues	06
3	Investment and regulations in the Ecommerce space in India 3.1 What constitute Ecommerce under the FDI Policy 3.2 Guidelines for FDI on Ecommerce 3.3 Recent Developments	06
4	Payment Mechanism for Ecommerce 4.1 What is Ecommerce payment systems? 4.2 Advantages of ecommerce system 4.3 Types of Payment Methods in ecommerce	06
5	Taxation of Ecommerce Transaction 5.1 Development in India and subsequent taxation of Ecommerce 5.2 Issues and Problems in Taxing Ecommerce Transactions 5.3 Current and Future trends in Ecommerce	06

Reference Books

1. Course Material Prepared by LSC

2. International E-Commerce

Modules at a Glance

Sr. No.	Modules	No. of lectures
1	Introduction	06
2	Cross Border Ecommerce	06
3	Export and Import in India	06
4	Cross-border markets and common governance	06
5	Future of Cross Border Ecommerce	06
	Total	30

Objectives:

1. To understand the aspects of International E Commerce
2. To understand the process of Import and Export of E-Commerce of India
3. To understand the criteria to sell products abroad
4. To understand the governance system
5. To understand Future of Cross Border Ecommerce

Learning Outcome:

After successful completion of course, learner will be able to:

CO1: Explain the Importance of international E-Commerce. (Level: Understand)

CO2: Describe and Illustrate the conditions required to sell products abroad. (Level: Understand and Apply)

CO3: Understand the cross-border markets, regulations. (Level: Understand)

CO4: Understand the future of cross-border In India. (Level: Understand)

CO5: Implement the import and export procedures in India. (Level: Apply)

Detailed Syllabus:

Sr. No.	Modules / Units	No of Lectures
1	Introduction: 1.1 What is International Ecommerce? 1.2 Importance of International Ecommerce 1.3 Advantages of International Ecommerce 1.4 Challenges of International Ecommerce 1.5 What are the risks of International Ecommerce?	06
2	Cross Border Ecommerce 2.1 Why Online Sellers Should Expand Internationally? 2.2 When is a company ready to sell abroad? 2.3 How should a company determine market entry strategy? 2.4 How to identify market opportunities and create a sell forecast?	06
3	Export and Import in India 3.1 Export and Import procedure <ul style="list-style-type: none"> ➤ Commercial Invoice ➤ Air Waybills ➤ Bill of Lading ➤ Bill of Exchange ➤ Certificate of Origin ➤ Packing List ➤ Letter of Credit 3.2 Steps Involved in the Processing of an Export Order 3.3 Import taxes and duties	06
4	Cross-border markets and common governance 4.1 Benefits of cross border markets 4.2 International legislation in Ecommerce 4.3 International Ecommerce strategy 4.4 Impact of Ecommerce on international trade	06

5	Future of Cross Border Ecommerce 5.1 Emerging Trends in Cross Border E-commerce that Define the Future of Retail 5.2 Why Is Cross-Border E-Commerce the Future Of E-Commerce Industry? 5.3 Why Cross-Border E-Commerce Will Be Crucial to the Future of Manufacturing	06
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Reference Books

1. Course Material Prepared by LSC

3. MULTI-MODAL TRANSPORTATION

Modules at a Glance

Sr No	Topic	No. of Lectures
1	Transportation Systems & Multi modal Transport	9
2	How to organise Multi modal transport-Role of Containerisation in MMT	9
3	Multi modal Transportation Act & Procedures-MMTG Act of 1993	9
4	MMT and Indian Railways	9
5	Multi modal transport & Practice Today	9
	Total	45

Objective:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

Course Outcomes:

After successful completion of course, learner will be able to:

CO1: The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo

CO2: Types of multi-modal movement and the role of containerisation for security and speed

CO3: The provisions and procedures for Exim trade and INCOTERMS

CO4: Indian Government's policies and vision R for development of seamless multi-modal transport.

Detailed Syllabus

Module	Topic	No of lectures
1	Transportation Systems & Multi modal Transport –Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multi modal transport.	9
2	How to organise Multi modal transport-Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance	9
3	Multi modal Transportation Act & Procedures-MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types	9
4	MMT and Indian Railways-PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks	9
5	Multi modal transport & Practice Today-India’s growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study	9

TEXT BOOKS

- Course Material Prepared by LSC

Apprenticeship II

Course Outcome:

After successful completion of Apprenticeship, learners will be able to:

CO1- Apply knowledge of Ecommerce Operations to real life work situations. (Level: Apply)

CO2- Evaluate the supply chain options of Ecommerce Operators. (Level: Evaluate)

CO3- Compare the functioning of different Ecommerce Operators. (Level: Evaluate)

CO4-Apply managerial skills for effective functioning of Ecommerce Operations. (Level: Apply)

The students would be onboarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is **6 months**. During Apprenticeship Training students would be assigned in live processes by companies.

Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.