

**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**  
**(A Statutory body of the Government of Andhra Pradesh)**

Syllabus under CBCS (Implemented from Academic year 2020-21)  
**PROGRAMME: FOUR YEAR B.COM (Hons)**

Subject: **COMMERCE**  
**Syllabus for Semester VII and VIII**  
*(Syllabus with Learning Outcomes, References, Co-curricular Activities)*

**Structure of Semesters – VII and VIII**  
*(To choose ONE Specialization from the Four alternates)*  
*(For each course: Hours/Week: 05, Credits: 4, Max Marks: 100)*

**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>						
<b>Year</b>	<b>Semester</b>	<b>Course Code</b>	<b>Type of Course</b>		<b>Hrs/Week</b>	<b>Credits</b>
4	<b>VII</b>	7.1 (A) 7.1 (B)	Basics of Logistics and Supply Chain Management/ Logistics Concepts and Planning	<b>Core</b>	5	5
4	<b>VII</b>	7.2 (A) 7.2 (B)	Global Business Environment / Transportation and Distribution Management	<b>Core</b>	5	5
4	<b>VII</b>	7.3 (A) 7.3 (B)	International Trade Documentation Procedures / Air Cargo Management	<b>Core</b>	5	5
4	<b>VII</b>	7.4 (A) 7.4 (B)	Procurement, Storage and Warehouse Management / Marketing Management	<b>SEC</b>	5	5
4	<b>VII</b>	7.5 (A) 7.5 (B)	Applied GIS and Spatial Data Analytics / Supply Chain Information System	<b>SEC</b>	5	5

<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>						
<b>Year</b>	<b>Semester</b>	<b>Course Code</b>	<b>Type of Course</b>		<b>Hrs/Week</b>	<b>Credits</b>
4	<b>VIII</b>	8.1 (A) 8.1 (B)	Distribution Management for Global Supply Chain / Inland Waterways Management	<b>Core</b>	5	5
4	<b>VIII</b>	8.2 (A) 8.2 (B)	Supply Chain Management for Services Marketing / International Logistics and Management	<b>Core</b>	5	5
4	<b>VIII</b>	8.3 (A) 8.3 (B)	Global Supply Chain Management / Containerization and Multimodal Transport	<b>Core</b>	5	5
4	<b>VIII</b>	8.4 (A) 8.4 (B)	Supply Chain Risk Modeling and Management / Vendor Managed Inventory	<b>SEC</b>	5	5
4	<b>VIII</b>	8.5 (A) 8.5 (B)	Supply Chain Software / Enterprise Resource Planning	<b>SEC</b>	5	5

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course Code: 7.1 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand the strategic role of logistics management.
- To study the important modes of logistics operations.
- To Know supply chain techniques in an international perspective.

**Learning Outcomes:**

1. Understand supply chain fundamentals
2. Design transportation network to enhance supply chain performance
3. Understand the role of containerization.
4. Examine the role of packaging and labeling in supply chain management.
5. Design export and import logistics.

**Syllabus:**

**Unit 1: Logistics management and Supply Chain management:**

Definition, Evolution, Importance. The concepts of logistics and Supply Chain Management, Key Drivers of Supply Chain Management and Logistics relationships.

**Unit 2: Basics of Transportation:**

Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport- Types of Ships.

**Unit 3: Containerization:**

Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR;

**Unit 4: Packing and Packaging:**

Meaning, Functions and Essentials of Packing and Packaging, Packing for Storage- Overseas Shipment- Inland-Transportation- Product content Protection, Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink

packaging –Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels.

#### **Unit 5: Special Aspects of Export logistics:**

Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents Collection- Valuing- Bonded Warehousing- Customs Formalities- Clearing ,Distribution to Units.

#### **Practical Components:**

- The students can identify the concepts of logistics and supply chain management in any selected logistics organization.
- All the students are divided into groups. Each group of students can select one transport company of their choice and study the procedures followed and submit a report
- All the students are divided into groups. Each group of student can visit one transport company like road, air, railway or shipping and gain practical knowledge.
- Assignment can be given on various functions of logistics and supply chain management.
- A group discussion can be conducted on modes of logistics.

#### **Text Books:**

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. Burt, Dobbler, Starling, World Class Supply Management, TMH.
3. Donald J Bowersox, David J Closs, Logistical Management, TMH
4. Pierre David, “International Logistics”, Biztantra.
5. Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.

#### **References:**

1. Sunil Chopra, Peter Meindl and Dharam VirKalra, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Sixth Edition, 2016.
2. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2009
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5thEdition, 2007.
4. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
5. Pierre David, International Logistics, Biztantra, 2011.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – GLOBAL BUSINESS ENVIRONMENT**

**Course Code: 7.2 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand about various factors those are having impact on the functioning of business
- To study the impact of International factors that influences the business
- To know about the important bilateral and multi-lateral economic cooperation agreements

**Learning Outcomes:**

1. Identify various factors that have an impact on the functions of the business.
2. Understand socio cultural environment and its impact on business.
3. Explore knowledge in foreign exchange markets and exchange rates.
4. Examine the important bilateral and multi-lateral economic cooperation agreements
5. Understand conceptual frame work of MNC's.

**Syllabus:**

**Unit 1: Basics of International Business:**

Modes of entry in to International Business; Frame work for analyzing international business environment; Institutional support to International Business-- UNO, IMF, World Bank; UNCTAD; WTO.

**Unit 2: Socio-Cultural environment:**

Factors affecting Socio-Cultural environment, Impact of Socio-Cultural environment on Business, Factors affecting Technological environment, Impact of Technological environment on Business, International Technology Transfers – importance and types, Foreign Technology Acquisition.

**Unit 3: Economic Environment:**

International financial system, Foreign Exchange Markets - Determining exchange rates; Fixed and flexible exchange rate system; Participants in the Foreign exchange markets; Cash and Spot exchange market; Exchange rate quotes; LERMS; Factors affecting exchange rates – spot rates, forward exchange rates, forward exchange contracts; Foreign Exchange Risk: Transaction exposure, translation exposure and economic exposure, Management of exposures.

**Unit 4: Political and Legal Environment:**

Legislature, Executive, Judiciary; Multinational Corporations - Conceptual Frame work of MNCs - MNCs and Host and Home Country relations - Foreign investment flows and barriers. Ecological issues.

**Unit 5: Regional Economic Co-operation:**

Regional Economic Co-operation and Integration between Countries - Different levels of integration between Countries; European Union, NAFTA, ASEAN, EFTA, SAARC, SAPTA, The ANDEAN community, MERCOSUR.

**Practical Components:**

- Guest Lectures can be arranged.
- Class room seminars can be conducted on Impact of Socio-Cultural environment and Technological environment on Business.
- Assignments can be given on foreign investment flows and barriers.
- Group discussions and quizzes can be conducted on global issues.

**Text Books:**

1. F.Adhikary, Manab, Global Business Management, Macmillan, New Delhi
2. Black and Sundaram: International Business Environment, PHI New Delhi.
3. F. Buckley, Ardin: The Essence of International Money, PHI New Delhi

**Reference Books:**

1. Bhattacharya, B: Going International Response Strategies for Indian Sector, Wheeler
2. Gosh, Biswanath, Economic Environment of Business, South Asia Book, New Delhi
3. Letiche, John M: International Economics Policies and Theoretical Foundations, Academic Press, New York
4. Tayeb, Monis H: The Global Business Environment – An Introduction, Sage Publication, New Delhi

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – INTERNATIONAL TRADE DOCUMENTATION PROCEDURES**

**Course Code: 7.3 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives**

- To understand India's contribution in International Trade and Service
- To know the Export and Import Documents used in Global Trade
- To identify future opportunities and challenges of India's Foreign Trade

**Learning Outcomes:**

1. To identify future opportunities and challenges of India's Foreign Trade.
2. Students gain the knowledge of Export and Import Documents used in Global Trade.
3. To Explore knowledge in starting an export organization and related procedures.
4. Understand Finance and Insurance issues relating to Exports.
5. To gain knowledge in Import Procedures, Customs regulations and import clearance formalities etc.,

**Syllabus:**

**Unit 1: International Trade:**

Need and importance of International Trade – Recent Trends in World Trade – Leading players – India's Foreign Trade –Commodity composition and Destination – India's Export and Import position in World merchandise trade and services –Project Exports-Deemed Exports - India's Foreign Trade Policy – India Trade Agreements and tariff benefits

**Unit 2: Starting an Export Organization:**

Starting an export firm – Selection of an export product – Market selection –Buyer selection – Registration procedure with Sales Tax, Central Exercise and various Boards and councils – Exim code number – Elements of export contract- Global rules as UCP 600 of ICC, INCOTERMS – Terms of payment and Letter of Credit – Payment settlement of exports and Imports

**Unit 3: Export Documentation:**

Types of documents – Primary Documents –Regulatory Documents - Transport, Negotiation and Insurance documents –E- Databases and Documents

**Unit 4: Export Finance:**

Sources of Finance - Role of commercial bank, EXIM Bank, ECGC SIDBI and others – Export promotion Schemes – Insurance for Export – Types – export credit insurance – Risk Management – Types of risks – mitigation methods.

**Unit 5: Import Procedure and Documentation:**

Global sourcing – Types of global procurement – Tender – Negotiation – Contract and others – Customs regulations and import clearance formalities – Types of import licenses -Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme –Import formalities for EOUs and SEZs –CEZ - Import Risk Management.

**Practical Component:**

- The students can identify international trades and opportunities with in global marketing environments.
- Analyze the prevalent trade environment in your home country and global country.
- Examine export and import documentation procedures.
- Analyze India Trade Agreements and tariff.
- Guest lecturers can be arranged by inviting the experts in the field.
- Assignments, class room seminars and group discussions.

**Text Books:**

1. Aseem Kumar (2007) “Export and Import Management”, Excel Books Publications, New Delhi
2. David Stewart (2008)” International Supply Chain Management”, Cengage publications,
3. Ram Singh (2008) “Export Management” Indian Institute of Foreign Trade, New Delhi

**Reference Books:**

1. P.K.Khurana (2010): Export Management, Galgotia Publication, New Delhi
2. Jeevanandam C(2002) “Foreign Exchange: Practices Concepts and control” Sultan Chand Publications
3. Foreign Trade Policy (2015-2020): Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – PROCUREMENT, STORAGE AND WAREHOUSE MANAGEMENT**

**Course Code: 7.4 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- Provides know-how required to operate an efficient and cost effective warehouse as also the role of inventory in warehouse management.
- It provides guidance on using the latest technology, reducing inventory, people management, location and design and manage uncertainty risks of customer markets
- Define the right structure of the supply network and inventory control and warehouse management system

**Learning Outcomes:**

1. To understand the procedure of procurement.
2. To provide knowledge on various warehousing operations.
3. To acquire knowledge on storage of materials, recognize the principles of warehouse or stores location and layout whilst applying proper stock flow, rotation and recording.
4. To provide knowledge on warehousing technologies.
5. To explore knowledge on Warehouse safety Material handling, Packaging, Labeling, waste management and fire safety mechanism.

**Syllabus:**

**Unit 1: Procurement:**

Objectives of Procurement System, Principles of Procurement, and history of procurement function: from administrative to strategic, value added role, Procurement Cycle, Procurement Planning, Purchasing Mix: Six Rights, Selecting the right supplier, Source of information and process, Supplier appraisal / vendor capability, Bidding process.

**Unit 2: Introduction to Warehousing Concepts:**

Role of warehouse-types of warehouse- warehouse location- Need for warehousing- Supply chain trends affecting warehouse –Warehouse functions- Role of warehouse manager-Warehouse process: e-commerce warehouse- Receiving and put away- Warehouse process – pick up preparation-Receiving - Pre-receipt -In- handling - Preparation - offloading - Checking - Cross-docking -Quality control - Put-away - Pick preparation - Pick area layout – Picking strategies and equipment -order picking methods -



Warehouse processes-Replenishment to dispatch- Value adding services - Indirect activities -Security - Returns processing – Dispatch.

**Unit 3: Storage Management system:**

Storage Inventory Management –Functions of storage & Inventory - Classification of Inventory- Methods of Controlling Stock Levels- Always Better Control (ABC) Inventory system- Warehouse Management Systems (WMS) - choose a WMS-the process implementation-cloud computing- Warehouse layout-Data collection-space calculation-aisle width- finding additional space.

**Unit 4: Storage and Warehousing Information system:**

Storage Equipment: storage option - shuttle technology - very high bay warehouse -warehouse handling equipment - vertical and horizontal movement -Automated Storage/ Retrieval System (AS/RS)- specialized equipment-Technical advancements- Resourcing a warehouse- warehouse costs-Types of cost - Return on Investment (ROI) - Charging for shared-user warehouse service - Logistics charging methods Warehousing. Information System (WIS)- Performance management- outsourcing decisions.

**Unit 5: Material Handling and Warehouse safety Material handling:**

Product movement- concept- costs-product load activity—dispatch activity unload activity-control device-impact of the computer technology automatic identification-issues and trends in product transport—Packaging- Pallet - Stretch wraps - Cartons – Labeling- Health and safety- Risk assessment - Layout and design - Fire safety- Slips and trips – Manual handling - Working at height - Vehicles - Forklift trucks – Warehouse equipment legislation. Warehouse safety check list- Warehouse Environment- Energy production - Sustainable warehouse Management.

**Practical Components:**

- The students can select one warehouse and observe the method of material handling.
- Analyze the procedure of procurement of material in any selected industry and submit a report.
- Make a visit to one warehouse nearby and examine the inventory management systems.
- Observe different technologies used in warehouse management.
- Class room seminar can be conducted.
- All the students are divided into groups. Each group of students has to present a paper on each operation of warehouse.

**Text Books:**

1. Gwynne Richards (2014) Warehouse Management: A Complete Guide to Improve Efficiency and Minimizing Cost in the Modern Warehouse. The Chartered Institute of Logistics and Transport, Kegan page limited.
2. David E. Mulchy & Joachim Sidon (2008) A Supply Chain Logistics Program for Warehouse Management, Auerbachian Publications

**References**

1. Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). Supply Chain Logistics Management. (4 th ed.), McGraw Hill/Irwin.

2. Arnold, J.R., Chapman, S.N. (2012). The Introduction to Materials Management. (7th ed.), Prentice-Hall. Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013). Managing Supply Chains: A Logistics Approach. (9th ed.), McGraw Hill. Edward, F.(2002).
3. World-Class Warehousing and Material Handling. (International ed.), McGraw-Hill Muller, M. (2011). Essentials of Inventory Management. (2 nd ed.), American Management Association.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII –APPLIED GIS AND SPATIAL DATA ANALAYTICS**

**Course Code: 7.5 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand trends and patterns of trade and also to manage business information effectively.
- To map manufacturing, clients, processing units, supplier locations, distribution centers, and routing of vehicles.

**Learning Outcome:**

1. The student is able to explain the underlying theory behind GIS and the challenges in its use
2. To understand the sources of data.
3. To demonstrate the effective communication of geographic information, to business stakeholders using GIS
4. To understand the processes of data analysis.
5. To provide knowledge on the features of GIS and when to apply them

**Syllabus:**

**Unit 1: GIS:**

GIS -Definition – Principles – Concepts –Components of GIS, Functions of GIS , Uses of GIS ; Important GIS Vendors – ESRI – ArcGIS, MAPINFO, GEOMEDIA - Open source GIS-QGIS

**Unit 2: Data Sources:**

Data sources (Open Source for Vector data - glcf, Google Earth, Bing Maps, Bhuvan for Raster data) Data acquisition from data sources – (Topographic, Cartographic, Remotely sensed, Census, other records and Surveys). Data input -Scanning, Registration, Digitizing, Editing.

**Unit 3: GIS Data:**

GIS data– Spatial and Attribute data. Data types- spatial, attribute, topology - Spatial data models – Raster and vector – advantages and disadvantages Data conversion. R2V, V2R. shp, dxf etc., Attribute data models – Hierarchical , relational and network. Database Management Systems – types, merits and demerits.

**Unit 4: GIS Data Analysis:**

GIS data analysis - Query (onscreen query, attribute query, spatial query) Classification, re-class, Overlay, Buffer, interpolation Advanced analysis – Network analysis, Terrain analysis, Morphometric analysis, creation of TIN and DEM and multi criteria evaluation (MCE)

**Unit 5: GIS Application:**

GIS as a Decision Support System, GIS for Business solutions, application of GIS in Land Information System and site suitability analysis, probability analysis, Location and Network analysis Application of mapping in Retail business and international trade. Tracking, Environmental Management, coastal management, Emergency Response System.

**Practical Component:**

- Invited guest lecturers from subject experts.
- Can conduct Seminars and workshops on data analysis
- Assignments can be given on application of GIS application.
- Analyze GIS for business solutions.
- Student can select one logistic organization and study the GIS systems in use.

**References:**

1. Burrough P.A. Principles of Geographic information Systems for Land Resource Assessment Oxford University Press, New York, 1986
2. Aronoff S. Geographic Information Systems: A Management Perspective, DDL Publication Ottawa, 1989.
3. Chang, & K.-T. (2008). Introduction to geographic information systems. Boston: McGraw-Hill.
4. Davis, B. E. (2001). GIS: A visual approach. Albany, NY: Delmar Thomson Learning.
5. Fraser Taylor D.R. Geographic information Systems. Pergamon Press, Oxford, 1991.
6. Maquire D.J.M.F. Goodchild and D.W. Rhind (eds.). Geographic information Systems: Principles and Application. Taylor & Francis, Washington, 1991.
7. Mark S Monmonier. Computer-assisted Cartography. Prentice-Hall, Englewood Cliff, New Jersey,1982.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN**

**Course Code: 8.1 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand the strategic role of logistics management
- To study the important modes of logistics operations
- To Know supply chain techniques in an international perspective.

**Learning Outcomes:** At the end of the course, the students will be able to

1. Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers.
2. Design activities by combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization globally.
3. Understand role of marketing channels.
4. Examine material handling in logistics.
5. Analyze Logistics Distribution Channel Structure.

**Syllabus:**

**Unit 1: Need for physical distribution:**

Functions of distribution –marketing forces affecting distribution. The distribution concept – systems perspective. Physical distribution trends.

**Unit 2: Channels of distribution:**

Role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels – factors affecting. Intermediaries: functions of intermediaries – types of intermediaries – variables in selecting channel members – motivating – training – evaluating channel members – modifying channel arrangements.

**Unit 3: Distribution control & Evaluation:**

: Distribution control – stages of control process – standards & goals– performance report -measurement – monitoring – corrective action. Organization for Distribution: Distribution Organization structure – Private & Public organizations - conflict resolution – rising costs& need for control –complexities of physical distribution.

**Unit 4: Role of Material Handling in Logistics:**

Material Handling Guidelines – Material Handling Equipment and Systems – Automated Material Handling, Benefits of Logistics Outsourcing – Third Party Logistics – Fourth Party Logistics – Value Added Services.

**Unit 5: Role of Logistics in Distribution Channel:**

Distribution Channel Structure – Logistic Requirements of Channel Members – Logistics Support to Distribution Channel.

**Practical Components:**

- Analyze the different physical distribution of goods.
- The students can identify supply chain techniques in an international perspective and prepare comparative statements.
- Analyze distribution control process in your home country and global country.
- Examine material handling techniques in Logistics.
- Assignments and class room seminars can be conducted on material handling, distribution channels etc.,

**Text Books:**

1. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice Hall of India
2. D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India
3. Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management kogan page
4. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', prentice hall off India
5. D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan publishers India

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – SUPPLY CHAIN MANAGEMENT FOR SERVICES MARKETING**

**Course Code: 8.2 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To relate the strategy in supply chain management for a seamless integration of the distribution channels.
- To explain how technology can ease the cost and efficiency of the SCM of services.
- To realize the importance of distribution in the services marketing.

**Learning Outcomes:**

At the end of the course, the students will be able to:

1. Differentiate goods and services.
2. Plan the SCM aspects with reference to non- profit organization and profit organization.
3. Explain the importance of channel members, logistical and facilitating functions of the intermediaries.
4. Create a cost effective integration of channel partners.
5. Explain the trends in service marketing.

**Syllabus:**

**Unit 1: Services Marketing and SCM:**

Services Marketing, Channels & Supply Chain Management: The Difference between Services and Goods-Services Marketing: The Difference Between Services and Goods- How Non-Profit Marketing Differs from For-Profit Marketing.

**Unit 2: Marketing Channel:**

Definition and Function in the Marketplace. Channel Intermediaries - Definition and Function in Business Channel Intermediaries, Physical distribution strategy, logistical and facilitating functions.

**Unit 3: Channel Conflict:**

Horizontal & Vertical Conflict- pricing, distribution and logistical operations. The channel members: goal- comprehensive channel partnership-Eliminate conflict-drive product efficiently consumers.

**Unit 4: SCM Technology:**

Technology, Measurement, Relationship & Material Integration-Distribution cost-efficient integration of the distribution chain.

**Unit 5: Latest Trends:**

Latest trends in SCM for services marketing, Contemporary Techniques for Services Marketing.

**Practical Components:**

- Guest Lectures can be arranged.
- Class room seminars can be conducted on Impact of Socio-Cultural environment and Technological environment on Business.
- Assignments can be given on foreign investment flows and barriers.
- Group discussions and quizzes can be conducted on global issues.
- Students try to develop Supply Chain model for service marketing

**Text Books:**

1. Robert Monczka, Robert Handfield, Larry Giunipero, James Patterson, Purchasing and Supply Chain Management, McGraw Hill, 6th edition 2015
2. Alan Harrison and Remko Van Hoek, Logistics Management and Strategy: Competing through the Supply Chain, McGraw Hill, 5th 2015
3. David Simchi-Levi, Philip Kaminsky, Designing and Managing the Supply Chain, Edith Simchi-Levi, 2002.

**Reference Books:**

1. Sunil Chopra and Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, McGraw Hill, 7th edition 2018.
2. Martin Christopher Logistics and supply chain management 5th edition 2016.
3. F. Robert Jacobs, William Berry, D. Clay Why bark, Manufacturing Planning and Control for Supply Chain Management, Thomas Vollmann, 6th edition 2010.
4. Arjan J. Van Weele, Purchasing and Supply Chain Management: Analysis, Strategy, Planning and Practice, Nichole, 6th edition 2012
5. Shoshanah Cohen and Joseph Roussel, Strategic Supply Chain Management: The Five Core Disciplines for Top Performance, 2nd edition 2013



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**SEMESTER VIII – GLOBAL SUPPLY CHAIN MANAGEMENT**

**Course Code: 8.3 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To gain knowledge in global logistics and risk management and to do logistics management globally.
- To understand the requirements and regulations involved in doing logistics globally.

**Learning Outcomes:**

At the end of the course, the students will be able to:

- 1: State the factors influencing global market forces & identify the factors influencing technological forces.
- 2: Outline the management of global risks.
- 3: List the issues in international supply chain management; clarify the regional and cultural differences in logistics.
- 4: Elaborate the requirements of global strategy & implementation and role of human resource in global strategy.
- 5: Analyze the cultural risks during implementation.

**Syllabus:**

**Unit 1: Global Logistics:**

Introduction – Global Logistics Meaning and Definition – Global market forces – Factors Influencing Global Market Forces – Factors Influencing Technological Forces – Technological Forces – Global Cost Forces – Political and Economic Forces.

**Unit 2: Risk Management:**

Introduction – Risk Management – Meaning and Definition – Many Sources of Risks – Managing the Unknown Factors – Introduction to Global Risks-Global Risks – Managing Global Risks.

**Unit 3: International Supply Chain Management:**

Introduction to International Supply chain – Issues in International Supply Chain Management International versus Regional Product- International versus Regional Products.

**Unit 4: Performance Expectation and Evaluation:**

Regional differences in Logistics – Cultural differences in different places – Geographic information Systems- Infrastructure – Performance Expectation and Evaluation.

**Unit 5: Global Strategy Implementation:**

Requirements for Global Strategy – Global Strategy implementation – Miscellaneous Dangers Information system Availability – Human Resources – role – significance.

**Practical Components:**

- Guest Lectures can be arranged.
- Class room seminars can be conducted on Impact of Socio-Cultural environment and Technological environment on Business.
- Assignments can be given on foreign investment flows and barriers.
- Group discussions and quizzes can be conducted on global issues
- Students can be asked to develop the international supply chain model.

**Text Books:**

1. Pierre David, International Logistics: The Management of International Trade Operations Paper back – Import, 1 Dec 2013.
2. John Mangan, Chandra Lalwani, “Global Logistics and Supply Chain Management”, TimButcher John Wiley & Sons, 2nd Edition, 2011.

**Reference Books:**

1. David Simchi, Levi, Philip Kaminsky, Ravi Shankar, “Designing & Managing the Supply Chain”, Tata McGraw Hill, 14th Edition, 2010.
2. Ross.D.F, “Competing through Supply Chain Management”, Chapman & Hall, 6th Edition,2009.
3. Woods.D,A. Barone,P.Murphy, D.Wardlow, “International logistics”, Chapman & Hall,1998.

**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**  
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**DOMAIN SUBJECT: COMMERCE**  
**Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – SUPPLY CHAIN RISK MODELING AND MANAGEMENT**

**Course Code: 8.4 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand the nature of supply chain in globalized context, identifying and managing risks in supply chain.
- To enable the student to get an insight on valuable perspectives on supply chain vulnerabilities, with emphasis on data, models and modeling systems.
- To create an awareness on supply chain planning problems.

**Learning Outcomes:**

1. Explain supply chain models & supply chain decision databases.
2. Identify and analyze business models, business strategies and, corresponding competitive advantage.
3. Explain trends in supply chain management.
4. Analyze Risk and its management.

**Syllabus:**

**Unit 1: Supply Chain Management:**

Supply Chain Management - Integrated Planning and Models – Supply Chain Models & modeling Systems – Supply Chain Decision Databases – Data Aggressions, Facility Data, Transportation Network data, Supplier Data – Integrating Supply Chain & Demand Management, Price & location Sensitive Revenue Curves,

**Unit 2: Fundamentals of Optimization Models:**

Linear programming Modeling – Resource Allocation Model, Infeasible & Unbounded Models, Multi period Resource Allocation Model, Network Models., Properties of Linear Programming Models, Dual Linear Programming Model, Parametric Sensitivity Analysis., Spread sheet and Multiple Objective, unified Optimization, Stochastic Programming. Mixed Integer Programming Modeling, Distribution Centre Location Models, Supply Chain Network Optimization Models, Optimization Software.

**Unit 3: Optimization Models for Competitive Analysis:**

Scenario Planning, Decision trees & Stochastic Programming, Supply Chain Strategies for managing Product Variety. Simulation Models & Systems – Deterministic Simulation, Monte Carlo Simulation,

Simulation Software, Simulation Vs Optimization, Inventory Theory Models –Deterministic Models, Probabilistic Models, ABC Classification.

**Unit 4: Identifying Risks:**

Types of Risks, Tools for analyzing past events, Operations, Problems with Risk Identification, Measuring Risk, Consequences of Risk, Responding to Risk – Alternative responses, Defining Options, Choosing the best response, Implementation & Activation, A Network view of Risk – Shared Risks, Achieving an Integrated approach, Analyzing & responding to risks.

**Unit 5: Risk and Management:**

Risk in the Supply Chain, Features of Risk, Decisions & Risk, Structure of Decisions, and Decisions with uncertainty, Risk, ignorance, Managing Risk Structure of a Supply Chain, Increasing Risk, and Trends in Supply Chain Management. Integration of supply Chains, Cost Reduction, Agile logistics, E-Business, Globalization, Outsourcing, Changing practices in Logistics. Approaches to Risk Management.

**Practical Component:**

- Analyze supply chain models & modeling systems.
- Examine various business models.
- Guest Lectures and Seminars can be organized on supply chain models.
- Class room seminars can be organized on risk management

**Text Books:**

1. Gregory L. Schlegel , Robert J. Trent Supply Chain Risk Management: An Emerging Discipline (Resource Management) Hardcover – Import, 3 Nov 2014.
2. Donald Waters – Supply Chain Risk Management, Published by the Chartered Institute of Logistics & Transport, U.K
3. Jeremy F.Shapiro, Modelling the Supply Chain, Duxbury.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – SUPPLY CHAIN SOFTWARES**

**Course Code: 8.5 (A)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To familiarize the students with ERP, ERP Module, SCM and CRM and its application in business related decisions.

**Learning Outcomes:** At the end of the course, the students will be able to:

1. Understand ERP, ERP Module, SCM and CRM and its application in business related decisions.
2. Examine Business Process Management.
3. Explain ERP systems and its implementation.
4. Analyze Data migration.
5. Understand future trends in ERP systems

**Syllabus:**

**Unit 1: Overview of enterprise systems:**

Evolution - Risks and benefits -Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP systems.

**Unit 2: Overview of ERP software solutions:**

Small medium and large enterprise vendor solutions, BPR, Business Engineering and best Business practices - Business process Management. Overview of ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc

**Unit 3: Evaluation and selection of ERP systems:**

Planning Evaluation and selection of ERP systems-Implementation life cycle – ERP implementation, Methodology and Frame work-Training.

**Unit 4: Data Migration.**

People Organization in implementation-Consultants, Vendors and Employees-Case studies. Maintenance of ERP- Organizational and Industrial impact; Success

**Unit 5: Extended ERP systems:**

Extended ERP systems and ERP bolt –on -CRM, SCM, Business analytics etc-Future trends in ERP systems-web enabled, Wireless technologies so on-Case studies.

**Practical Component:**

- Guest lectures and Seminars can be conducted by inviting subject experts.
- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies.
- Analyze data migration with the related case studies.

**Text Books:**

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008.
2. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2006.
3. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008
4. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2006.
5. Summer, ERP, Pearson Education, 2008.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII –LOGISTICS CONCEPTS AND PLANNING**

**Course Code: 7.1 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To get clear view about the concepts employed in the different logistical background
- To explain the process related the logistical industry
- To explain the different drivers of logistics.

**Learning Outcomes:** At the end of the course, the students will be able to:

- 1: Understand the scope of logistics and supply chain management in business.
- 2: Explain the core and support activities in logistics.
- 3: Examine logistical integration hierarchy & various issues in logistics integration.
- 4: Explain the logistical performance cycles, channel participants and supply chain relationships.
- 5: Analyze risks involved in logistics re-engineering.

**Syllabus:**

**Unit 1: Introduction Logistics:**

Introduction – Scope of logistics in business, Logistics and Supply Chain Management, Core and support activities of logistics; Logistical integration hierarchy; Integrated Logistics; Operating objectives; Barriers internal integration; Logistical performance cycles; Supply chain relationships– Channel participants, Channel structure, Basic functions, Risk, power and leadership.

**Unit 2: Logistics System Design:**

Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.

**Unit 3: Logistics Strategy and Planning:**

Logistics planning triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

**Unit 4: Inventory and Purchasing:**

Review – Inventory and purchasing decisions; Multi facility location problems – Exact method, Heuristic methods, other methods; Logistics planning and design – Feasibility analysis, Project planning, Assumptions and data collection, Analysis, Development of recommendation, Implementation.

**Unit 5: Location Decisions:**

Planning and design techniques – Logistics adhoc analysis, Location analysis, Inventory analysis, Transportation analysis.

**Practical Component:**

- Guest lectures and Seminars can be conducted by inviting subject experts.
- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies.
- Analyze data migration with the related case studies.

**Text Books:**

1. Pierre A. David International Logistics: the Management of International Trade Operations 5th Edition 2017.
2. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004

**Reference Books:**

1. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
2. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016.
3. Vinod V. Sople, Logistics Management, Pearson Education, 2nd edition 2009



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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – TRANSPORTATION AND DISTRIBUTION MANAGEMENT**

**Course Code: 7.2 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To explore the fundamental concepts of transportation and distribution management
- To gain knowledge in network planning, routing and scheduling and application of IT in transportation and distribution management.

**Learning Outcomes:** At the end of the course, the students will be able to:

- 1: Understand distribution techniques and different distribution networks in the supply chain.
- 2: Develop the various distribution network models
- 3: Illustrate on the various modes of transportation and the selection decisions.
- 4: Examine vehicle routing and scheduling.
- 5: Identify the issues involved in international transportation.

**Syllabus:**

**Unit 1: Distribution:**

Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages.

**Unit 2: Planning:**

Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)

**Unit 3: Transportation:**

Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling.

**Unit 4: International Transportation:**

International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.

**Unit 5: Information Technology (IT):**

Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.

**Practical Component:**

- Guest lectures and Seminars can be conducted by inviting subject experts.
- Can conduct a work shop on Overview of ERP modules.
- Can conduct class room seminars on future trends in ERP systems, web enabled, wireless technologies.
- Analyze data migration with the related case studies.

**Text Books:**

1. David Lowe, Lowe's Transport Manager's and Operator's Handbook 2019
2. Janat Shah, Supply Chain Management, Pearson Education India, 2nd edition 2016
3. Raghuram and N. Rangaraj, Logistics and Supply chain Management – Leveraging Mathematical and Analytical Models: Cases and Concepts, New Delhi: Macmillan, 2000.

**Reference Books:**

1. Sunil Chopra, Peter Meindl, Supply Chain Management: Strategy, Planning, and Operation, Pearson, 6th edition 2014.
2. Michael B Stroh, Practical Guide to Transportation and Logistics, Logistics Network, 2006.
3. Alan Rushton, John Oxley, Handbook of Logistics & Distribution Management, KoganPage Publishers, 2006.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII –AIR CARGO MANAGEMENT**

**Course Code: 7.3 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To provide the participants with a good knowledge of airfreight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.
- To create awareness about the Air Cargo management.
- To provide general information or a framework on the setup of air cargo processes, for business.

**Learning Outcomes:** At the end of the course, the students will be able to:

- 1: Understand airports and aircrafts, air transport and IATA and basic air cargo terminologies and phonetic alphabets.
- 2: Comprehend various participants in air cargo transportation.
- 3: Explain the role of a custodian in air cargo and role of freight forwarders and customs brokers
- 4: Examine the roles of GSSA and the GHA.
- 5: Explain about air mode of transportation and various aspects air cargo transport.

**Syllabus:**

**Unit 1: Air Ports and Shipment:**

Ground Handling Agencies - Air Craft - Advantage of Air shipment - Economics of Air Shipment - Sensitive Cargo by Air shipment - Do's and Don'ts in Air Cargo Business.

**Unit 2: Air Cargo:**

Air Cargo Console - Freightling of Air Cargo - Volume based Calculation of Freight - Weight based calculation of Freight - Import Documentation - Export Documentation.

**Unit 3: Airway Bills:**

Airway Bills - FIATA - IATA - History of IATA - Mission of IATA - Price setting by IATA -Licensing of Agencies - Sub Leasing of Agencies - freight carriers by scheduled freight tonne - kilometers flown.

**Unit 4: Cargo Village:**

History of Dubai Cargo Village - Location of DCV - Equipment and Handling at DCV – Operations- Advantage of Sea Air Cargo - Why Sea Air Cargo is Cheaper - Why Air freight from Dubai is Cheaper.

**Unit 5: DG Cargo:**

DG Cargo by Air - Classification and labeling - Types of Labels according Cargo - Samples of Labels - Packing and Transportation of DG Goods by Air.

**Practical Components:**

- Guest Lectures can be arranged.
- Class room seminars can be conducted on Air Cargo Management.
- Assignments can be given on Air cargo ports and shipments.
- Group discussions and quizzes can be conducted on global issues
- Students can be asked to visit nearby air cargo and submit report.
- Comparative statements on cargo fares can be prepared to find freights different countries.

**Text Books:**

1. Yoon Seok Chang, Air Cargo Management, CRC Press, 2015.
2. Michael Sales Air Cargo Management: Air Freight and the Global Supply Chain Dec 2016
3. Ruwantissa Abeyratne Competition and Investment in Air Transport Springer Nature; 1<sup>st</sup>ed. 2016 edition
4. Xie Chun Xun Zhu, Air Cargo Management Introduction - Aviation Logistics, Management Series (Chinese Edition), Southeast University Press, 2006.

**Reference Books:**

1. Paul, Air cargo distributions: a management analysis of its economic and marketing benefits, Jackson and William Brackenridge (Gower Press), 1988.
2. Peter S. Smith, Air freight: operations, marketing and economics, Chu (Boston: Kluwer Academic Publishers), 2004.
3. John Walter wood, Airports; some elements of designs and future development, Chu (Boston: Kluwer Academic Publishers), 1981.

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – MARKETING MANAGEMENT**

**Course Code: 7.4 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To understand the basic concepts of Marketing
- To gain the knowledge of marketing management in the international perspective
- To develop marketing strategies for the dynamic international markets.

**Learning Outcomes:** At the end of the course, the students will be able to

- 1: Understand marketing management for successfully doing the business in the International arena.
- 3: Examine the aspects of marketing from a global perspective to respond in a better way to international opportunities, environments, and competitive situations.
- 4: Design the global oriented marketing strategies which include total product concept, pricing, place and promotion.
- 5: List the principles of promotion and improve the distribution channel in selecting foreign country market intermediaries and physical distribution of goods

**Syllabus:**

**Unit 1: The Concept of marketing:**

Evolution of marketing: From transaction based to relationship marketing- Marketing research and Decision support systems, Market Segmentation, Targeting and Positioning.

**Unit 2: Product Mix:**

Product management decisions, Branding and Packaging, Product Life Cycle strategies - New Product Development – Pricing considerations and approaches, Base Methods of setting Price, pricing strategies and Policies.

**Unit 3: Distribution channels and physical distribution.**

Marketing communication and Promotion mix Strategies. Nature of international marketing: meaning, Framework for International Marketing- Barriers for International Marketing

**Unit 4: International Marketing Decisions:**

Product Planning, Designing and Development for international markets- Pricing Decisions: Pricing Strategies and Price setting For International Markets.

**Unit 5: Distribution:**

Channel Management and Physical distribution Management in International Marketing. Promotion: International Advertising Programs, Sales Management and Sales Promotion for Foreign Markets.

**Practical Component:**

- The students can identify international trade opportunities within global marketing environments.
- Analyze the prevalent marketing environment in your home country and global country. .
- Analyze International Product Life Cycle of few Products like consumer durables (Ex., Electronic goods, Computers, etc.).
- Analyze the different principles of promotion and develop the distribution channel in selecting foreign country market intermediaries and physical distribution of goods.
- A group of students has to analyze international Advertising Programs, Sales Management and Sales Promotion for Foreign Markets.
- All the students are divided into groups. Each group of students has to develop marketing mix components for various international brands.

**Text Books:**

1. Philip Kotler, Marketing Management- The South Asian Perspective, Pearson Education
2. Warren J. Kegan: Global Marketing Management' Pearson Education

**Reference Books:**

1. Svend Hollensen : Global Marketing: A Decision-Oriented Approach- , Pearson Education.
2. Ramasamy, Namakumari: Marketing Management, McMillan Publishers
3. Saxena: Marketing Management (Tata McGraw-Hill)

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VII – SUPPLY CHAIN INFORMATION SYSTEM**

**Course Code: 7.5 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To explain the various technological aspects that are described in the different logistical background
- To explain the real time description updated technologies in the logistics sector and supply chain industry.

**Learning Outcomes:** At the end of the course, the students will be able to:

- 1: Understand e-SCM, benefits and communication networks.
- 2: Explain about data security in communication networks.
- 3: Explain about the various enterprise information systems and their benefits.
- 4: Examine various information systems development methodologies & enterprise architectures
- 5: Explain the various information system deployment methods.

**Syllabus:**

**Unit 1: Electronic SCM, Communication networks:**

Introduction e-SCM –e-SCM framework - Key success factors for e-SCM - Benefits of e-SCM  
Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks –EDI - Data security in supply chain networks - Overview of internet able models.

**Unit 2: Enterprise Information Systems:**

Overview of enterprise information systems - Information functionality and principles -Introduction enterprise information systems -Classification of enterprise information systems -Information architecture - Framework for managing supply chain information - Describe **ion on** popular enterprise application packages -Benefits of enterprise information systems.

**Unit 3: SCM Systems Development:**

Stakeholders in supply chain information systems - Stakeholders in SCM - Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies- Adopting relevant systems development model.

**Unit 4: Deployment and Management:**

Information systems deployment - IT Operations and infrastructure management - Portfolio, programme and project management - Management of risk - Management of value.

**Unit 5: Information Integration:**

Enterprise application integration and supply chain visibility - Enterprise application integration -Supply chain visibility - Supply chain event management -Supply chain performance -Planning and design methodology - Problem definition and planning - Data collection and analysis -Recommendations and implementation -Decision support systems.

**Practical Component:**

- The students can identify Electronic SCM and communication networks.
- Information collected and analyze for decision support system.
- A group of students has to analyze Management of risks and value..
- All the students are divided into groups. Each group of students has to develop Supply Chain Management System.
- Guest Lectures can be arranged and Assignments given.

**Text Books:**

1. Donald Bowersox, David Closs ,& Bixby cooper Supply chain Logistical Management
2. R.H. Ballou, and Samir Business Logistics Management, 5th Edition 2014.

**Reference Books:**

1. Strauss, Alexa & Frost E-Marketing, Routledge; 8th New edition 2018
2. Statistics for Managers Using MS Excel, 8th Edition Levine & David Pearson Education 2017
3. David B. Grant & Chee Yew Wong Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management Kogan Page; 2<sup>nd</sup> edition April 3, 2017



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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – INLAND WATERWAYS MANAGEMENT**

**Course Code: 8.1 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To discuss about the inland transportation and the logistic avenues in inland transportation management at sea.
- To explain in safety aspects in the inland transportation management, Cost benefit analysis on using inland waterways & latest trends
- To explain about the use of technology to support inland waterways for transportation.

**Learning Outcomes:** At the end of the course, the students will be able to

At the end of the course, the students will be able to:

- 1: Identify the various inland water ways.
- 2: Describe the implementation of inland waterways, Bridges & Tunnel system for logistics in India
- 3: Examine the National regulations for logistics in India.
- 4: Explain on the latest trends and technologies support inland waterways for logistics.
- 5: Evaluate the Cost benefit analysis using inland waterways.

**Syllabus:**

**Unit 1: Modes of Transports:**

Sea trade-Role of ocean transport-various modes of transports and its merits and demerits-Introduction inland waterways in India-development of coastal shipping-nature and scope –inland waterways - Importance in India- waterways for logistics and supply chain management-vessel safely on the Inland Waterways.

**Unit 2: Bridge and Tunnel:**

Bridges & Tunnels-Bridge operations and Use of tunnels -The Rules of the Road-By-laws and local Traffic regulations - National regulations.

**Unit 3: Safety:**

Boat safety-Use of fire extinguishers-Watertight integrity -Fire hazards, particularly gas and petrol - Refloating after grounding - Personal Safety-Risks involved in the water, including cold shock avoidance of personal injury, including crush injuries and threats in water and precaution strategies.

**Unit 4: Risk:**

Special risks children-Checks be undertaken periodically -Undertake checks be carried out before and whilst running-Common boating terms --Loading and weight distribution-Inter-action and canal effect

**Unit 5: Environment:**

Care of the Environment-Avoiding damage banks, boats, flora and fauna-Pollution avoidance-Consideration for water users –Cost benefit analysis on using inland waterways - latest trends and use of technology support inland waterways for transportation.

**Practical Component:**

- Analyze the prevalent modes of transports prevailing..
- The students can identify Recent Trends in inland waterways management.
- Examine personal safety and risks involved in the waterways.
- Assignments can be given on latest trends and use of technology support inland waterways for transportation.
- Class room seminars can be conducted on inland waterways management.

**Text Books:**

1. Charles W. Howe, Joseph, Inland Waterway Transportation: Studies in Public and Private Management, 2016.
2. Derek Lundy, The way of a ship Penguin Random House UK, 2004.

**Reference Books:**

1. Walter Havighurst, Voices on the river, Castle Books, 2009
2. Robin Knox and Johnston, The Conway History of Seafaring in the Twentieth Century, Potomac Books Inc.,2000
3. Richard Woodman, The history of the ship, Richard Woodman, Lyons Pr, 1998

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**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – INTERNATIONAL LOGISTICS AND MANAGEMENT**

**Course Code: 8.2 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- Marketing logistics concept, objective, scope and its elements.
- Interface between international marketing and logistics & supply chain management.
- Role of transport in logistics.

**Learning Outcomes:** At the end of the course, the students will be able to

1. Identify logistical organizations in terms of functional aggregation and the shift in emphasis from function to process.
2. Understand the logistics concepts and basic activities.
3. Examine recent trends in world trade and international logistics.
4. Analyze various modes of international marketing channels.
5. Understand inventory management and packaging.

**Syllabus:**

**Unit 1: International Trade:**

Need and Importance – Recent Trends in World Trade – Leading players – India's Foreign Trade – Commodity Composition and Destination - Overview of International Logistics- Components, Importance, Objectives; Logistic Subsystem;- Integrated Logistics; - Barrier to Internal Integration – Logistics Documents for International Trade.

**Unit 2: Marketing and Logistics Customer Focused Marketing; International Marketing Logistics:**

International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost Characteristics

**Unit 3: Basics of Transportation:**

Transportation - Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice

**Unit 4: Containerization and Chartering Containerization:**

Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD;CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.

**Unit 5: Inventory Management and Packaging Inventory Management:**

Introduction, Characteristics, Functionality, Components, Planning; Packaging and Packing: Labels, Functions of Packaging, Designs, Kinds of Packaging; Packing for Transportation and Marking: Types of Boxes, Container, Procedure, Cost, Types of Marking, Features of Marking -Dynamic Component for Continuous Internal Assessment only: Contemporary Developments Related to the Course during the Semester concerned.

**Practical Component:**

- Analyze the prevalent logistics in your home country and global country.
- The students can identify Recent Trends in World Trade.
- Examine Containerization.
- Make a comparative analysis on Multimodal Transport.
- Class room seminars can be conducted on inventory management.

**References:**

1. International Marketing by SakOnkvisit & John J. Shaw, Publisher: Prentice Hall of India
2. International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
3. Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
4. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India

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**DOMAIN SUBJECT: COMMERCE**  
**Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – CONTAINERISATION AND MULTIMODAL TRANSPORT**

**Course Code: 8.3 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To deliver theoretical and practical knowledge in handling methods, transportation modes and various conventions pertaining to carriage of cargo.
- Containerization is taught in the perspective of growing importance of transportation in world trade.

**Learning Outcomes:** At the end of the course, the students will be able to

1. To make the student understand the role of Containerization in Logistics.
2. To make the students understand the importance of transportation in domestic and international business.
3. To make the student understand types of cargo and Container handling equipment - Types of Packing.
4. To provide knowledge on multi model trade routes.
5. To make the students understand the role of all the parties involved in managing international trade including business partners.
6. To make the students aware of legal frameworks governing multimodal transportation and different regulations, convention and practices.

**Syllabus:**

**Unit 1: Basic concepts of Containerization:**

Meaning - Major Container Trades - Container Operators - Container Ships - Terminal- Consideration of Container Terminal Planning - Container Distribution – Container types - ISO Container Dimension by types - Non- Containerisable cargo - Features of Containerization - Equipment for non-containerisable cargo.

**Unit 2: Cargos:**

International Trade Distribution - Stowage: Meaning - Stowage of cargo – Factor Consideration - Types of cargo - Characteristics - Cargo and Container handling equipment - Types of Packing- Marking of cargo - Dangerous Cargo - IMDG Code –Classes.

**Unit 3: Multi modalism:**

Multi-modal Trade Routes - Evolution – Basic Intermodal System - Modal Interface Factors outline why shipper favour Multi-modalism - Factors in Development Features -Multi-Modalism Strategy - Components.

**Unit 4: Physical multi modal operations:**

Liners - Tramps - Specialized Vessels - Terms - Road transport vehicle – Road Transport Weight and Measurement - Rail Transport Vehicle and Equipment – Air Transport - Ports - LCL - FCL - NVOCC - Freight forwarders - Consolidator – ICD CFS- Free Trade Area - SEZ - Factors affecting mode and route choice.

**Unit 5: Conventions relating to multimodal transport:**

Cargo Liability Convention: International Conventions relating to Bill of Lading (The Hague and Hague/Visby Rules (Appendix 8) - Hamburg Rule - Convention relating to Through Transport operation by Land, Rail, Air - Conventions relation to Dangerous Cargo - Carriage of Perishable Goods – International Convention for safe containers1972 (CSC).

**Practical Components:**

- Students can be grouped into batches and ask them to choose one logistic organization, visit it frequently, observe the procedures and submit the record.
- Conduct Guest lectures and seminars by inviting eminent resource persons.
- Assignments can be given on various transportation modes.
- Class room seminars and Group Discussions can be conducted.

**Text Books:**

- 1 Alan E Branch & Michael Robarts (2014) Branch's Elements of Shipping. 9th Edition, Routledge Publication.
2. Claus, Hyldager (2013) Logistics and Multi-modal Transport. 2013 Edition, Institute of Chartered Shipbrokers.

**Reference Books**

1. Hariharan, K. V. (2002) A Text Book on Containerization and Multimodal Transport. Shroff Publishers and Distributors: New Delhi.
2. Hariharan, K. V. (2002) Containerization, Multimodal Transport and Infrastructure Development in India. 5th edition, Shroff Publishers and Distributors Pvt. Ltd.

**ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**  
(A Statutory body of the Government of Andhra Pradesh)

**PROGRAMME: FOUR-YEAR B Com. (Hons)**  
**DOMAIN SUBJECT: COMMERCE**  
**Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – PORT AND AIRPORT MANAGEMENT FOR LOGISTICS**

**Course Code: 8.4 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To learn Port structure, functions and operations.
- To understand the Airport management for logistics.

**Learning Outcomes:**

1. Students gain the knowledge of Port and Airport Management for Logistics.
2. To make the student understand the Port Operations.
3. To make the student understand types of cargo and Container handling equipment - Types of Packing.
4. To provide knowledge on Port Development, Administration and Management.
5. To make the students aware of Air transport and cargo handling at airport.

**Syllabus:**

**Unit 1: Port Structure and Functions:**

Definition - Types and Layout of the Ports –Organizational structure-Fundamental observations. Main functions and features of ports: Infrastructure and connectivity Administrative functions - Operational functions. Main services: Services and facilities for ships - administrative formalities - Cargo transfer - Services and facilities for cargo - Additional “added value” service- Ports and their stakeholders like PHO, Immigration, Ship agents, Stevedores, CHA.

**Unit2: Port Operations:**

Berths and Terminals - Berth Facilities and Equipment - Ship Operation –Preshipment planning, the stowage plan and on-board stowage - cargo positioning and stowage on the terminal – Developments in cargo/container handling and terminal operation - Safety of cargo operations - Cargo security: Measuring and evaluating performance and productivity.

**Unit 3: Port Development:**

Phases of port development - Growth in world trade - Changes in growth Development in terminal operation. Shipping technology and port: Ship knowledge Ship development and port development - Port time and ship speed - Other technical development affecting port.

#### **Unit 4: Port Administration Ownership and Management:**

Port ownership structure- Types of port ownership and administration – Organizations concerning ports - Boards governing the ports - Port management development Rise and fall of Ports - information technology in ports. Port ownership in Indian context: Acts governing the Ports in India – Port ownership structure in India. Port reform: Framework for port reform - Evolution of ports in a competitive world Alternative Port Management Structure and Ownership Models.

#### **Practical Components:**

- Students can be grouped into batches and ask them to choose one port or airport logistic organization.
- Visit it frequently, observe the procedures and submit the record.
- Conduct Guest lectures and seminars by inviting eminent resource persons.
- Assignments can be given on various Port and Airport Logistics Management.
- Class room seminars and Group Discussions can be conducted.

#### **Unit 5; Air Transport:**

Introduction to Air Transport – Air Freight – IATA – Cargo Handling at Goods at Air Port – Information Management of Air Cargo – System and Modules – Distribution of Goods.

#### **Text Books:**

1. Patrick M.Alderton. 2008, Port Management and Operations. Information Law Category, U.K.

#### **Reference Books**

1. World Bank. 2007, Port Reform Tool Kit. World Bank, Washington.
2. Maria G.Burns. 2014., Port Management and Operations. CRS Press, U.K.
3. Alan E.Branch. 2008, Elements of Shipping. Chapman and Hall, Fairplay Publications, U.K.
4. De Monie. 1989., Measuring and Evaluating Port Performance and Productivity. UNCTAD, New York.



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**Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)**

**GROUP C: LOGISTICS AND SUPPLY CHAIN MANAGEMENT**  
**SEMESTER VIII – ENTERPRISE RESOURCE PLANNING**

**Course Code: 8.5 (B)**

**Credits: 05**

**Max marks 100**

**Course objectives:**

- To make student able to build an understanding of the fundamental concepts of ERP systems, their architecture, and working of different modules in ERP. Students will also be develop and design the modules used in ERP systems, and can customize the existing modules of ERP systems.
- To understand and able to build an understanding of the fundamental concepts of ERP system.
- To learn ERP architecture, and working of different modules in ERP.
- To comprehend to create and plan the modules utilized in ERP frame works, and can redo the current modules of ERP frameworks.

**Learning Outcomes:**

At the end of the course, the students will be able to:

- 1: Describe how an integrated information system can support effective.
- 2: Comprehend the technical aspects of ERP systems ERP life cycle
- 3: Describe the module in distinguishing the characteristics of ERP software.
- 4: Explain the concepts of reengineering and how they relate to ERP system.
- 5: Evaluate the ERP implementation packages.

**Syllabus:**

**Unit 1: Introduction:**

Introduction to ERP, Evolution of ERP, Reasons for the growth of ERP, Scenario and Justification of ERP in India, Evaluation of ERP, Various Modules of ERP, Advantage of ERP.

**Unit 2: Overview of Enterprise:**

An overview of Enterprise, Integrated modules, Business Process Mapping for ERP Module Design, Organizational Environment and its selection for ERP Implementation.

**Unit 3: ERP and Related Technologies:**

ERP and Related Technologies, Business Process Reengineering (BPR), Management Information System (MIS), Executive Information System (EIS), Decision support System (DSS), Supply Chain Management (SCM).

**Unit 4: ERP Modules:**

ERP Modules, Introduction, Finance, Plant Maintenance, Quality Management, Materials Management, ERP Market. A Comparative Assessment and Selection of ERP Packages and Modules – Case Study

**Unit 5: ERP Implementation:**

ERP implementation lifecycle, issues in implementing ERP packages, pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation, team training, testing, going live, end-user training, post implementation(Maintenance mode).

**Practical Components**

- Identify the relevance and evolution of modern Enterprise applications.
- Examine the basic concepts of Process Mapping and Business Process Reengineering in an ERP context.
- Identify the ERP Lifecycle challenges and success factors.
- Apply the latest trends in Enterprise Applications.
- Build and configure business process in open source ERP.
- E-Labs (Application of E-CRM)
- Building Relationships through E-CRM practices
- Fortnight tests and Subject based MCQs

**Text Books:**

1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2007.
2. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008.

**Reference Books:**

1. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill, 2008. 3.
2. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India, 2009.
3. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India, 2<sup>nd</sup> edition, 2006.
4. Summer, ERP, Pearson Education, 2008.