



BANGALORE UNIVERSITY
Jnanabharathi, Bengaluru- 560056

(According to NEP - 2020 Regulations)
Syllabus of 1st Semester
Bachelor of Commerce (Logistics & Supply Chain Management)
2021-22 Onwards

DEPARTMENT OF COMMERCE
Jnanabharathi Campus, Bangalore University, Bengaluru- 560056
www.bangaloreuniversity.ac.in

B. Com (Logistics & Supply Chain Management) Programme Structure

SEMESTER I

Sl No.	Course Code	Title of the Course	Category of courses	Teaching hours per week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language – I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
3	B.Com. (LSCM) 1.1	Basics of Logistics & Supply Chain Management	DSC	4+0+0	60	40	100	4
4	B.Com. (LSCM) 1.2	Fundamentals of Accountancy	DSC	3+0+2	60	40	100	4
5	B.Com. (LSCM) 1.3	Marketing of Services	DSC	4+0+0	60	40	100	4
6	B.Com. (LSCM) 1.4	Procurement, Storage & Warehouse Management	OEC	3+0+0	60	40	100	3
7	B.Com. (LSCM) 1.5.1	Digital Fluency	SEC-SB	1+0+2	30	20	50	2
8	B.Com. (LSCM) 1.5.2	Physical Education - Yoga	SEC-VB	0+0+2	-	25	25	1
9	B.Com. (LSCM) 1.5.3	Health and Wellness	SEC-VB	0+0+2	-	25	25	1
Sub - Total (A)					390	310	700	25

Notes:

- One Hour of Lecture is equal to 1 Credit.
- One Hour of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Practical is equal to 1 Credit

Acronyms Expanded

AECC

: Ability Enhancement Compulsory Course

DSC ©	: Discipline Specific Core (Course)
SEC-SB/VB	: Skill Enhancement Course-Skill Based/Value Based
OEC	: Open Elective Course
DSE	: Discipline Specific Elective
SEE	: Semester End Examination
Ø CIE	: Continuous Internal Evaluation
Ø L+T+P	: Lecture+Tutorial+Practical(s)

Note: Practical Classes may be conducted in the Business Lab or in Computer Lab or in Class room depending on the requirement. One batch of students should not exceed half (i.e., 50 or less than 50 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 50 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching

Name of the Programme: Bachelor of Commerce (Logistics & Supply Chain Management)

Course Code: B.Com (LSCM) 1.1 (DSC)

Name of the Course: Basics of Logistics & Supply Chain Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies, Field work etc.,		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ul style="list-style-type: none"> ● Understand the conceptual Framework of Supply Chain Management ● Study the Important modes of logistics operations ● Understand tools of Supply Chain Performance Measurement ● To Know the Functions of Warehouse ● To Gain Knowledge of Special aspects of Export Logistics 		
Syllabus:		Hou rs
Module No. 1: SUPPLY CHAIN MANAGEMENT		10
Supply Chain Concepts: Objectives of a Supply Chain, Stages of Supply chain, Value Chain Process, Cycle view of Supply Chain Process, Key issues in SCM, logistics & SCM, Supply Chain Drivers and obstacles, Supply chain strategies, strategic fit, Best practices in SCM, Obstacles of streamlined SCM.		
Module No. 2: LOGISTICS		12
Logistics: Evolution, Objectives, Components and Functions of Logistics Management, Distribution related Issues and Challenges; Gaining competitive advantage through Logistics Management, Transportation- Functions, Costs, and Mode; Network and Decision, Containerization, Cross docking.		
Module No. 3: SUPPLY CHAIN PERFORMANCE		14
Supply Chain Performance: Bullwhip effect and reduction, Performance measurement: Dimension, Tools of performance measurement, SCOR Model. Demand chain management, Global Supply chain- Challenges in establishing Global Supply Chain, Factors that influences designing Global Supply Chain Network.		
Module No. 4: WAREHOUSING & SUPPLY CHAIN CRM		14
Warehousing: Concept and types, Warehousing strategy, Warehouse facility location & network design, Reverse logistics, Outsourcing- Nature and concept, Strategic decision to Outsourcing, Third party logistics(3PL), Fourth party logistics(4PL). Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability		
Module No. 5:EXPORT LOGISTICS		06

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

Skill Developments Activities:

- List out Best Practices in Supply Chain Management
- Prepare Proforma of Commercial Invoice, Dock Receipt, Bill of Lading with Imaginary details.
- List out Documents used in Warehousing.
- List out Major 3PL service Providers in India.
- List out Major Warehousing Companies in India.

Reference Books:

- Chopra, Sunil, Meindl, Peter and Kalra, D. V.; Supply Chain Management: Strategy, Planning and Operation; Pearson Education
- Altekhar, Rahul V.; Supply Chain Management
- Ballou, Ronald H.; Supply Chain Management; Pearson Education
- Sahay, B.S.; Supply Chain Management; Macmillan
- Ballou, R.H. Business Logistics Management. Prentice-Hall Inc.
- Bowersox D.J., Closs D.J. , Logistical Management, McGraw-Hill, 1996

Name of the Programme: Bachelor of Commerce (Logistics & Supply Chain Management)

Course Code: B.Com (LSCM) 1.2 (DSC)

Name of the Course: Fundamentals of Accountancy

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

Course Outcomes: On successful completion of the course, the students will be able to

- Understand the basic concepts of Accountancy.
- Pass Journal Entries and Prepare Ledger Accounts.
- Prepare Subsidiary Books.
- Prepare Trial Balance and Final Accounts of Proprietary concern.
- Use Accounting Concepts in Spreadsheet.

Syllabus

Module No. 1: INTRODUCTION TO ACCOUNTANCY (10 Hrs)

Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting– Users of Accounting Information – Limitations of Accounting – Accounting Cycle - Accounting Principles – Accounting Concepts and Accounting Conventions. Accounting Standards– objectives- significance of accounting standards. List of Indian Accounting Standards.

Module No. 2: ACCOUNTING PROCESS (12 Hrs)

Process of Accounting - Double entry system – Kinds of Accounts – Rules - Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance

Module No. 3: SUBSIDIARY BOOKS (14 Hrs)

Meaning – Significance – Types of Subsidiary Books – Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book).

Module No. 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN (14 Hrs)

Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like Depreciation, Outstanding and Prepaid Expenses, Outstanding and Received In Advance of Incomes, Provision for Doubtful Debts, Drawings and Interest on Capital.

Module No. 5: EXPERIENTIAL LEARNING (06 Hrs)

Creation of Subsidiary Books in Spreadsheet: Purchases Book, Sales Book (With Tax Rate), Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book. Preparation of Statement of P/L, Balance Sheet in Spreadsheet.

Skill Developments Activities:

- List out the accounting concepts and conventions.
- Prepare E Content of Invoice, Debit Note and Credit Note
- Collect the Financial Statement of a Proprietary Concern and Record it.
- Prepare a Financial Statement of an Imaginary company Using Spreadsheet

- | |
|---|
| <ul style="list-style-type: none">● Any other activities, which are relevant to the course. |
|---|

Reference Books:

- Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
- Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
- S.Anil Kumar, V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.
- Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
- S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
- Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
- M.C. Shukla and Goyel, Advanced Accounting , S Chand.

Note: Latest edition of textbooks and reference Books may be used

Name of the Programme: Bachelor of Commerce (Logistics & Supply Chain Management)

Course Code: B.Com (LSCM) 1.3 (DSC)

Name of the Course: Marketing of Services

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies, Field work etc.,		
<p>Course Outcomes: On successful completion of the course, the Students will be able to</p> <ul style="list-style-type: none"> ● Understand the Conceptual Framework of Service Marketing ● Understands the Consumer Behavior towards Services ● Understand the Service Delivery Process & Customer Retention Strategies. ● To know the different strategic issues in service marketing ● To Know the Challenges of Service marketing & Relationship Marketing 		
Syllabus:		Hou rs
Module No. 1: INTRODUCTION TO SERVICE MARKETING		10
Meaning, Definition, Basic concept of services - Broad categories of services - Distinctions between services and goods - Services Marketing Mix – 7 PS Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.		
Module No. 2: SERVICE CONSUMER BEHAVIOUR		14
<p>Customer Behaviour in Service Encounter: Pre-purchase Stage - Service-Encounter Stage - Post-Encounter Stage - Customer Expectations and Perceptions of Services – Zone of Tolerance - Customer driven services marketing - Segmenting Service markets- Principles of positioning services</p> <p>Understanding the Service Customer as a Decision Maker, Customer purchase is Associated with Risk, How Service Customers Evaluate the Service, The Service Consumer Decision Process, and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction, Service Quality Dimensions.</p>		
Module No. 3: SERVICE DELIVERY PROCESS		12
Service Process – Meaning, Characteristics, Steps, Elements, Important Decisions to be taken by a service Provider in Planning a service Process, Major Challenges in Designing the service Process, Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery, Process of Service Recovery, Customer Retention Management, Strategies and Benefits		
Module No. 4: STRATEGIC ISSUES IN SERVICE MARKETING		12

Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.

Module No. 5: CHALLENGES OF SERVICE MARKETING & RELATIONSHIP MARKETING

08

Marketing Planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services. The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.

Skill Developments Activities:

- Collect Information on Consumer Behavior at Pre purchase and Post Purchase stage
- Visit any organization and collect the information towards pricing of the products.
- Draw a Chart showing Market Segmentation categories.
- List out Customer Retention Strategies.
- Identify the recent developments in the field of Service marketing.
- Any other activities, which are relevant to the course.

Reference Books:

- Philip Kotler - Marketing Management
- J.C. Gandhi - Marketing Management
- Stanton W.J. et al Michael & Walker, Fundamentals of Management.
- P N Reddy & Appanniah, Essentials of Marketing Management.
- Sontakki, Marketing Management.
- Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition 2001.
- Cengiz Haksever et al – ‘Service Management and Operations’; Pearson Education.
- Ramesh and Jayanthi Prasad : Marketing Management I.K. International Publishers
- Usha Devi, Bhargavi, Jyothi-Service Management.
- 10.K. Karunakaran; Marketing Management.
- 11. Jayachandran ; Marketing Management.

Name of the Programme: Bachelor of Commerce (Logistics & Supply Chain Management)

Course Code: B.Com (LSCM) 1.4 (SEC-SB)

Name of the Course: Spreadsheet for Business (**Only For the Academic Year 2021-22**)

Course Credits	No. of Hours per week	Total No. of Teaching Hours
2 Credits	3 Hrs	28 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies, Field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none">● Understand the basic concepts of Spreadsheet● Summarize data using Functions● Apply Conditions using formulas and Functions● Implement Basic financial Concepts in Spreadsheet		
Syllabus		
Module No. 1: Introduction (08 Hrs) Introduction to spreadsheets - Office Suite overview - Basic text and cell formatting - Basic arithmetic calculation - Special paste - Freeze pane - Auto completion of series - Sort and filter - Charts.		
Module No. 2: Summarize data using functions (12 Hrs) Perform calculations by using the SUM function- Perform calculations by using MIN and MAX functions - Perform calculations by using the COUNT function - Perform calculations by using the AVERAGE function - Perform logical operations by using the IF function - Perform logical operations by using the SUMIF function - Perform logical operations by using the AVERAGEIF function - Perform statistical operations by using the COUNTIF function.		
Module No. 3: Text Functions (08 Hrs) Data validation - Text Functions : LEN, TRIM, PROPER, UPPER, LOWER, CONCATENATE.		
Skill Developments Activities: <ul style="list-style-type: none">● Enter class data into rows and columns● Create Draft Marks Card in Spreadsheet● Create Draft profit and Loss and Balance Sheet in Spreadsheet● Create GST Invoice in Spreadsheet with Tax Rate Any other activities, which are relevant to the course.		

Reference Books:

- Learning MS-Word and MS-Excel, by Rohit Khurana
- Excel Formulas and Functions 2020: The Step by Step Excel Guide with Examples on How to Create Powerful Formulas: 1 by Adam Ramirez
- Excel 2013 in Simple Steps by Kogent Learning Solutions Inc.
- Excel Formulas and Functions: The Step by Step Excel Guide on how to Create Powerful Formulas by Harjit Suman

Note: Latest edition of textbooks and reference Books may be used

Name of the Programme: Bachelor of Commerce (Logistics & Supply Chain Management)

Course Code: B.Com (LSCM) 1.4 Open Elective Course (OEC)

Name of the Course: Procurement, Storage & Warehouse Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies, Field work etc.,		
Course Outcomes: On successful completion of the course, the Students will be able to <ul style="list-style-type: none"> ● Understand of Procurement Process ● Understand of Storage and Warehouse management ● Understand critical thinking for optimum utilizations of storage system ● Familiar with laws and safety regulations in warehouse management 		
Syllabus:		Hou rs
Module No. 1: PROCUREMENT SYSTEM		10
Introduction - Objectives of Procurement System, Principles of Procurement, 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		
Module No 2: STORAGE MANAGEMENT SYSTEM		12
Storage Management system – Storage Inventory Management – Functions of storage & Inventory - Classification of Inventory- Methods of Controlling Stock Levels- Always Better Control (ABC) Inventory system- Storage: storage policies - dedicated storage, randomized storage & class-based storage; Storage Methods-assembling & seasonal storage; stockpiling and rapid storage. Centralized and Decentralized Storage Systems		
Module No. 3: WAREHOUSING		10
Introduction to Warehousing: Evolution of warehousing from store to warehouse, warehouse operations, process of receiving and put away, principle of storing goods & various storing methods, process of order picking and order creation, significance of packaging, documents required for issuing goods		
Module No. 4: WAREHOUSING OPERATIONS		10
Warehousing Operations: - Inbound process, Outbound processes, Functions of Warehouse-Break-Bulk, Cross Docking, Order Mixing. MHEs in warehouse, Legal requirements for ensuring a safe workplace; and Warehouse Management Systems.		

Skill Developments Activities:

- Draw a Chart Showing Process of Procurement System.
- List out Various Inventory Management Techniques.
- Visit to Nearest Warehouse and List out Functions of Warehouse
- Prepare a Brief report on warehouse Registration Process.
- Prepare a Proforma of Consignment Note, Bill of Lading, Airway Bill, Dock warrant, Warehouse keeper's Receipt with Imaginary details.

Reference Books:

- 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, Keganpage limited.
- DAVID E. MULCHY & JOACHIM SIDON (2008) A Supply Chain Logistics Program for Warehouse Management. Auerbachian Publications References
- Bowersox, D.J., Closs, D.J., Cooper, M.B., & Bowersox, J.C. (2013). Supply Chain Logistics Management. (4 th ed.), McGraw Hill/Irwin.
- 4. Arnold, J.R., Chapman, S.N. (2012). The Introduction to Materials Management. (7 th ed.) Prentice-Hall.
- 5. Coyle, J.J., Jr. Langley, C.J., Novack, R.A, & Gibson, B.J. (2013). Managing Supply Chains: A Logistics Approach. (9 th ed.), McGrawHill