JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: B.COM /INTEGRATED B.COM M.COM
MARKETING - ELECTIVE
LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Course Code : 24IVLS04A

Semester IV
No. of Credits: 4   **No. of Hours: 60**

COURSE OBJECTIVES

- To understand the fundamentals of Logistics and Supply Chain Management
- To comprehend the relationship between competitive strategies and supply chain strategies
- To analyse the latest trends and challenges in the field of Logistics and Supply chain management

LEARNING OUTCOMES
- To understand the fundamentals of supply chain management and its role in enhancing business efficiency.
- To develop students understand the elements and operations of the supply chain, as well as the role in logistics.
- To formulate a fundamental understanding of logistics and supply chain management principles and its application in company.

Unit 1: Introduction to Logistics Management   **12 Hours**
Meaning of logistics and Logistics Management, Difference between Logistics management and Supply Chain management, Types of Logistics; Functions/ Activities in Logistics; seven R's of Logistics; Key Players in Logistics; Benefits of effective Logistics; Role of logistics in Supply Chain; Role of Government in Logistics, Sustainable logistics.

Unit 2: Introduction to Supply Chain Management   **14 Hours**
Concept of Supply Chain and Supply Chain Management, Importance of SCM, Focus areas in Supply Chain Management, Functions of SCM, Decision phases in Supply chain Management, Process view of Supply Chain- Cycle view and push-pull view, Drivers of SCM, Enablers in Supply Chain Management, Concepts of Integrated supply chains, Autonomous Supply Chain. Supply chain model and Value chain model; Supply Chain trends and challenges in India.

Unit 3: Customer Focus in Supply Chain Management   **12 Hours**
Meaning and importance of Customer service in SCM - Customer service dimension from a supply chain perspective (Order delivery lead time, responsiveness, delivery reliability and product variety); Customer service capability- availability, operational performance and service reliability.

Unit 4: Supply Chain Strategies and Strategic Fit   **12 Hours**
Competitive Strategies- Supply chain Strategies- Strategic Fit between competitive strategy and supply chain strategy, Steps in achieving strategic fit, Obstacles to achieving Strategic Fit.

Unit 5: Demand Management in Supply Chain   10 Hours

Concept of demand in SCM, Types of demand, Role of demand forecasting in supply chain, Forecasting methods, Basic approach to Demand Forecasting; Collaborative planning, forecasting and replenishment (CPFR), Aggregate Planning in a Supply Chain, CODP(Customer order decoupling point) – Concepts only

Skill Developments Activities:
- Draw a flow chart showing the basic supply chain and extended supply chain for a FMCG Company
- Draw the structure of any logistical network.
- List out the latest supply chain trends impacting Business performance.
- Write a note on the risks involved in management of the supply chains.
- Case Studies (Class discussion only)- The case of AMUL's supply chain to understand Supply chain process

Books for References:

1. Sunil Chopra & Peter Meindl, Supply Chain Management- Strategy, Planning and Operation, PHI
2. R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
3. Dr. R.P. Mohanty & Dr. S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
4. D. K. Agarwal, Supply Chain Management - Strategy, Cases and Best Practices, Cengage
5. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
6. Janat Shah, Supply Chain Management Text and Cases, Pearson Education
7. Rahul V Altekar, Supply Chain Management –Concepts and Cases, PHI
8. Sridhara Bhat, Supply Chain Management, HPH
9. Milind M Oka, Supply Chain Management, Everest Publishing House
10. Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill

Note: Latest edition of text books maybe used

JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: B.COM/INTEGRATED B.COM M.COM
HUMAN RESOURCE –ELECTIVE
EMPLOYEE WELFARE AND SOCIAL SECURITY
Course Code : 24IVEW04B

Semester IV

No. of Credits: 4   **No. of Hours: 60**

COURSE OBJECTIVES:

- To enable students to understand concept and importance of employee welfare and social security.
- To give them an insight into the labour laws and welfare measures applicable to employees in India.
- To understand workplace safety, employee health and wellness programs.

LEARNING OUTCOMES:

- To learn various labour welfare policies and practices in India
- To understand the importance and role of negotiation in conflict resolution.
- To understand the importance of cross-cultural and gender dimensions of negotiation.

UNIT 1: CONCEPT OF EMPLOYEE WELFARE AND SOCIAL SECURITY   14 HRS

Introduction, Meaning of Employee Welfare and Social Security, Origin of Employee Welfare & Social Security, Merits and Demerits of Employee Welfare and Social Security in the Indian Context. Types of Welfare Activities-Statutory Employee Welfare and Non-Statutory Employee Welfare in India. Growth of Employee Welfare and Social Security in India post-independence. Employee Welfare and Social Security during any crisis.

UNIT 2: EMPLOYEE WELFARE POLICY IN INDIA   12 HRS

Employee Welfare Activities Undertaken by the Employer, Legislative Provisions regarding Labour welfare in India - Minimum Wages Act 1948, , ESI Act 1948, Employees' Compensation Act 1923, Provident Fund Act 1952, Maternity Benefit Act 1961, Payment of Gratuity Act 1972, The unorganized Workers' Social Security Act 2008, Code of Social Security 2020.(Objectives and Features only); Recent amendments to Labour Laws.

UNIT 3: SAFETY AND HEALTH IN ORGANIZATIONS   10 HRS

Factories Act 1948- Industrial Health and Safety in the Indian context; Industrial Accidents-causes and prevention; Meaning of safety, Need for safety and measures to ensure safety in Industries, Legal Provisions for safety and health in India.
Employee Health - Employee Health and Occupational Hazards; Job stress - Causes and measures to tackle stress; Alcoholism and Drug abuse among workers - causes and remedies; Legal Provisions for health in India.

UNIT 4: EMPLOYEE COUNSELLING AND WELLNESS SERVICES   14 HRS

Employee Counselling - Meaning, Need for counselling in Industries. Types of counselling, Conditions for counselling, Techniques and skills for effective counselling, Problems in counselling, Role of H.R. Managers in Counselling; Employee Assistance Programs (EAPs)
Employee Wellness Services- Importance, Health promotion programs.

UNIT 5: QUALITY OF WORK LIFE   10 HRS

Quality of Work life (QWL):- Meaning, Emergence and Growth of QWL, Components of QWL, Specific issues in QWL, QWL and Productivity, Barriers in QWL, Strategies for improvement of QWL.

Skill Development Activities:
- List out the criteria for Quality of Work life
- List any 5 types of Employee Counselling
- List any 5 Health Measures provided by Organizations
- List any 5 Government Schemes to ensure Employee Welfare

Books for Reference:
1. Sarma A.M., Aspects of Labour Welfare and Social Security, Himalaya Publishing Hous, Mumbai, 2016
2. Subba Rao P, Labour Welfare And Social Security, Himalaya Publishing House, Mumbai, 2009
3. Parry Jonatha, Breman, Kapadia, The Worlds of Industrial Labour, Sage Publications, New Delhi, 1999
4. Board Robert, Counselling People at Work, Gower Publishing , England, 1983
5. Rawat, B.D., Labour Welfarism in India-Problems and Prospects, EBSA Publishers, Jaipur, 1988
6. Dhyani, S.N., International Labour Organisation and India, National Publishing House, New Delhi, 1977
7. Hallen, G.C., Dynamics of Social Security, Rastogi Publication, Delhi, 1984
8. Introduction to Social Security, ILO Office, Geneva, 1984
9. R.C.Sharma, Nipun Sharma, Human Resource Management- Theory and Practice, , SAGE, 2019
10. Amitabha Sengupta, Human Resource Management, concepts, practices and new paradigms, SAGE, 2019
11. Piyali Ghosh, Shefali Nandan, Industrial Relations and Labour Laws, McGraw Hill, New Delhi, 2015
12. 12.Sparrow Paul, Cooper Cary, The Employment Relationship, Key challenges for HR, Butterworth-Heinemann, -Elsevier, New Delhi, 2008

Note: Latest edition of text books maybe used

JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: B.Com / Integrated B.Com M.Com
INFORMATION TECHNOLOGY IN COMMERCE - ELECTIVE
BUSINESS INTELLIGENCE & AI
Course Code : 24IVBI04C

Semester: IV

No. of Credits: 4   **No. of Hours: 60**

COURSE OBJECTIVES:

- To understand the fundamental concepts of AI and its relevance in business.
- To explain the role of AI in various business functions.
- To discuss the ethical considerations and challenges of AI in business.

LEARNING OUTCOMES:

- Identify basic AI techniques used in decision-making and automation.
- Recognize future opportunities and challenges posed by AI in business
- To have a basic idea of Data Visualization.

UNIT 1: Introduction to Business Intelligence   8 Hours

Definition and Meaning of AI, History and Evolution of AI, Basic Concepts: Data, Algorithms, and Machine Learning, Types of AI: Narrow AI vs. General AI, Benefits and Challenges of AI in Business.

UNIT 2: AI in Business Applications   10 Hours

Role of AI in Commerce and Management; AI in Customer Relationship Management (CRM); AI in Marketing; Chatbots; Personalized Recommendations; AI in Finance; Basic Concepts in Fraud Detection and Risk Management; AI in Human Resources- Resume Screening, Employee Engagement.

UNIT 3: AI and Decision-Making in Business   14 Hours

AI in Business Analytics: Overview of Predictive and Descriptive Analytics; Basics of Automation and Process Optimization; Introduction to AI in Supply Chain and Logistics; AI in Retail - Inventory Management and Demand Forecasting.

UNIT 4: Ethical and Legal Aspects of AI in Business   12 Hours

Ethical Issues in AI: Bias, Privacy and Transparency; Social and Economic Impact of AI; Overview of AI Regulations and Compliance; Cyber security and Data Protection; Ethical Practices in ManMachine relationships. Legal implications in AI.

UNIT5: Future Trends in AI and Business   **16 Hours**

The Future of AI in Business: Opportunities and Risks; AI in Small and Medium Enterprises (SMEs); Introduction to Emerging Technologies; Internet of Things (IoT) and AI; Role of AI in Sustainable Business Practices,AI & Blockchain in Accounting, Data Visualisation with Practicals.

SKILL DEVELOPMENT ACTIVITIES:

- List out the AI applications in the field of Marketing, Banking, Finance, Insurance and HR
- Analyse the ethical dilemma related to AI in business and suggest solutions.
- Write about different types of AI and their impact on decision-making in business.
- Compare traditional business decision-making with AI-driven decision-making.

BOOKS FOR REFERENCE:

1. Doug Rose, "Artificial Intelligence for Business," Pearson, 1st Edition.
2. Martin Ford, "AI for Everyone: A Business Guide," Basic Books, 1st Edition.
3. Tom Taulli, "Artificial Intelligence Basics: A Non-Technical Introduction," Apress, 1st Edition.
4. Roger Bootle, "The AI Economy: Work, Wealth and Welfare in the Robot Age," Nicholas Brealey Publishing, 1st Edition.
5. Nicholas Carr, "Understanding AI: A Guide for Beginners," MIT Press, 1st Edition

Note: Latest edition of text books maybe used

JYOTI NIVAS COLLEGE AUTONOMOUS
Programme: B.Com / Integrated B.Com M.Com
ENTERPRENEURSHIP DEVELOPMENT - ELECTIVE
STRATEGIC BUSINESS DECISIONS FOR ENTREPRENEURSHIP
Course Code : 24IVSB04D

Semester: IV

No. of Credits: 4   **No. of Hours: 60**

COURSE OBJECTIVES:

- To understand the difference between entrepreneur, manager and intrapreneur.
- To know about various entrepreneurial metrics for business decisions.
- To realize the various financial sources available for business enterprises.
- To understand the role of innovation and creativity in entrepreneurial growth.

LEARNING OUTCOMES:

- To understand the fundamentals of entrepreneurial economics and distinguish between entrepreneurs, managers, and intrapreneurs.
- To apply concepts of market structures and pricing strategies to entrepreneurial decision-making scenarios.
- To analyse the business environment and associated risks affecting entrepreneurial ventures.
- To evaluate entrepreneurial finance options and budgeting methods to make informed investment decisions.
- To assess the impact of innovation and government policies on economic development and start up growth.

UNIT 1: Entrepreneurial Paradigms   10 HRS
Introduction to Entrepreneurial Paradigms; Distinction between Entrepreneur, Manager, and Intrapreneur; Meaning of Women Entrepreneur; Problems faced by women Entrepreneurs; Role of Entrepreneurship in Socio- Economic Development

UNIT 2: Strategic Business Principles   12 HRS

Strategic Demand and Supply in Entrepreneurial Decision-Making; Applied Elasticity of Demand and Supply and its Business Implications; Market Behaviour and Competition-Perfect Competition; Applications of Market Behaviour in Realistic Business World; Cost and Revenue Behaviour and its Implications- Types and Behaviours.

UNIT 3: Entrepreneurial Metrics for Business Decisions   12 HRS

Business Metrics- Inflation, Interest Rates, Exchange Rates, GST Rates, Fiscal Policy and their impact on Business Decisions; Business Cycle and its impact on Entrepreneurship; Legal and Institutional Environment for Entrepreneurship; Role of Government and Policy Incentives for promoting Entrepreneurship, Schemes for New Age Women Entrepreneurs; Risk Management in New Ventures.

UNIT 4: Entrepreneurial Finance and Resource Mobilization   **12 HRS**

Sources of Entrepreneurial Finance-Short term and Long term sources of Finance; Cost of Capital and ROI; Budgeting and Forecasting for Start-ups; Public and Private Funding Options (Angel Investors, VCs, Hybrid Finance etc.); Metrics of Investment Decisions for Capital Budgeting and Working Capital Management.

UNIT 5: Innovation and National Development   **14 HRS**

Innovation and Creativity: Meaning of Innovations and creativity in Entrepreneurship, Importance of Tech-based Start-ups for National Development. Schumpeterian entrepreneurship and creative destruction; Innovation, R&D, and economic growth; American, European and Indian Entrepreneurial Infrastructure and Inventions- Comparative Study Role of start-ups in technological change; Government policy and innovation ecosystem

SKILL DEVELOPMENT ACTIVITIES:
- Prepare a comparative table showing differences among entrepreneur, manager, and Intrapreneur with examples.
- Prepare a brief business report on sources of funding for a hypothetical start up.
- Identify a recent Indian start up and explain how innovation played a role in its success.
- Draft a simple cash flow and ROI projection for a business of your choice.
- Write a short note on risk mitigation strategies used in new ventures.

BOOKS FOR REFERENCE:

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston. Pearson Publications
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A., Entrepreneurship, Tata McGraw Hill.
3. Shukla, M.B., Entrepreneurship and Small Business Management. Kitab Mahal Publishers

Note: Latest edition of text books maybe used