

CLASS: T.Y.B.B.A. (5th Semester)

SUBJECT: Materials Management

Faculties: Dr. Ajayraj Vyas & Dr. Rina Dave

Course Objectives

- 1) To help students in enhancing their knowledge regarding latest concepts in material management technologies.
- 2) To help the students in understanding various functions of purchase and store management.
- 3) To explain the mechanism of short listing and selecting suppliers for purchase of best quality materials.
- 4) To make students industry ready and thereby increases the profitability of industry.

Course Plan

Unit	Topic	Weightage	Sessions
Unit 1	Fundamentals of Material Management Material management: Meaning, definition, scope & importance – Integrated material management: Concept, need & advantages – Classification of material – Material planning: Concept, need & factors affecting.	25%	08
Unit 2	Industrial Purchasing Meaning, importance & ethics – Principles of right purchasing – Functions of purchase department – Centralised v/s Decentralised purchasing – Buying methods – Purchase procedure – Vendor selection (Examples of vendor performance rating)	25%	10
Unit 3	Storekeeping Meaning, objectives & importance – Functions of storekeeping – Store location and layout – Receiving and inspection – Store record	25%	06
Unit 4	Inventory control Meaning, objective, functions & importance – Procurement and carrying cost – Stock level (Maximum – minimum – reorder point – safety stock and stock out) – Examples on (a) ABC analysis & (b) Computation of different levels of stock.	25%	12

Learning Outcomes:

- 1) Students will learn in detail various aspects of Materials management.

- 2) Students will have an actual idea about the management of store as well as purchase.
- 3) Students will learn how to select suppliers using appropriate calculations.
- 4) Students would make them acquaint with increasing the profitability of manufacturing organization through scientific materials management.

COURSE PLAN FOR ACADEMIC YEAR 2014-15 (Odd Semester)

CLASS: T.Y.B.B.A. (5th Semester) **SUBJECT:** Advance Marketing Management - I

Faculties: Dr. Ajayraj Vyas & Dr. Rina Dave

Course Objectives

- 1) Help students in understanding various aspects related to marketing research.
- 2) Develop the ability of research design and hypothesis construction.
- 3) Make students aware about the application of various research analysis tools and techniques.
- 4) Help students in construction of effective questionnaire.
- 5) Provide knowledge and understanding so that students can critically evaluate the quality of research regarding marketing of goods and services.

Course Plan

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|---|--------------------------|
| I <u>Marketing Research:</u> | 25% (08 sessions) |
| Marketing Information-concept, need, MKIS-concept, elements & components; Marketing Research-nature, features, scope, uses & limitations; Marketing Research process; Research designs | |
| II <u>Data Collection & Sampling Decisions:</u> | 25% (08 sessions) |
| Primary & secondary data –sources, advantages & disadvantages; Questionnaire construction (process); Scaling & measurement; Sampling design & sample size decisions. | |
| III <u>Data Analysis, Interpretation & Presentation:</u> | 25% (15 sessions) |
| Hypothesis testing procedure; Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test: Parametric statistics –Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents. | |
| IV <u>Emerging Applications of Marketing Research:</u> | 25% (05 sessions) |
| Importance of Customer database; Relationship Marketing: Brand Equity Measurement; Customer Satisfaction & its measurement; Internet Marketing & Marketing Research; TQM. | |

Learning Outcomes

- 1) Students will be enabled for conducting market survey independently.
- 2) Students will learn how to construct questionnaire.
- 3) Students will get exact idea about the application of various parametric and non-parametric tools for testing hypothesis.
- 4) Students will have a detail understanding with regard to the various marketing research trends prevailing worldwide.

**CVM's
SEMCOM
4th BBA-ITM
Brand Management-I**

The objectives of the course are as follows: .

- To build an understanding of basic branding principles and branding application through real-life examples
- To make the students aware about the role of brands, the concept of brand equity, and the advantages of creating branding applications.
- To enhance understanding on brand personality and brand image.

Note: Unit 1, 2 and 3 are taught by Dr. Rina Dave

Unit 4 is Mr. Sarvesh Soni

Course Plan 2014-15

No. of Sessions: 36

Unit no.	Title	Wt.	No. Lectures Required
1	Fundamentals of Branding Meaning and concept of Brand; Types of brand; Branding Decisions; Significance of Branding ; Branding challenges; Levels of brand	25%	8 2 3 3
2	Brand Image and Personality Concept of brand image; Provider driven, Product driven and User driven images of Brand; Brand image and celebrity; Brand image and country of origin; Concept of Brand personality; Types of brand personality	25%	12 3 2 3 2 2
3	Brand Equity and Identity Concept of Brand Equity; Sources of brand equity; Brand Elements; Brand equity management system; Concept of brand identity; Importance of brand identity; sources of brand identity; brand identity prism	25%	10 2 1 3 4
4	Brand Architecture	25%	6
	Concept; Branding Strategies (Product brand, Line brand, Range brand, Umbrella brand);		3
	Significance of brand architecture; Brand Product Matrix; Brand Product relationship		3

Outcome of the course:

At the end of this course students should be able to:

1. Differentiate a great brand from other brands.
2. Understand the brand concept
3. Explain the concepts of brand creation and brand positioning.
4. Apply the brand personality and image framework to:
 - Develop a brand.
 - Keep an existing successful brand relevant.
 - Develop long term, sustainable brand strategies.

**CVM's
SECOM
TYBBA (ITM) – SEM-V**

Principles of Marketing Management

Course Objectives

The objectives of the course are as follows:

1. To familiarize the students with marketing concepts and practices.
2. To acquaint them with the challenges of marketing environment and competition;
3. To expose them to the elements of marketing mix.

**Note: Unit 1, 2 and 3 are taught by Dr. Rina Dave
Unit 4 is Mr. Sarvesh Soni**

Course Plan 2013-14

No. of Sessions: 36

Unit no.	Title	Wt.	No. Lectures Required
1	Conceptual Foundation Nature, Scope and Core concepts of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, Marketing Environment (Micro and Macro)	25%	9 3 3 2 1
2	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	25%	9 1 3 2 3
4	Sales Promotion Concept, Sales promotion Tools,	25%	9 1 3 5

	Sale force Management (Selection ,Appraisal, Compensation)		
4	Sales Promotion	25%	8
	Concept, Sales promotion Tools		3
	Sale force Management (Selection, ,Appraisal, Compensation)		5

The course outcome:

- **The subject will equip students to understand basic concepts of marketing management.**
- **Students will learn market segmentation and consumer behavior**
- **Students will be made aware of marketing mix strategies used by the marketers.**

**CVM's
SECOM
SYBCOM- SEM-III
Materials and production Management**

Course objective

To develop understanding regarding

- The materials management need, importance and materials requirement planning.
- The industrial purchasing
- Production Process designs
- Facilities and supply chain management

Note: Unit no. 1,3 &4 are taught by Dr.Rina Dave

Unit no.2 is taught by Mr. Bhupendra Patel.

Course Plan 2014-15

No. of Sessions: 37

Unit no.	Title	Wt.	No. Lectures Required
1	Introduction to Materials Management Meaning and Definition of Materials Management Importance and Scope of Materials Management Objectives of Materials Management Materials Planning – Need and Factors affecting materials planning	25%	10
2	Purchasing: Meaning, Definition and Importance of Purchasing Objectives of Purchasing Principles of Purchasing Purchasing Procedure Centralized and Decentralized Purchasing Methods of Purchasing	25%	7
3	Introduction to Production Management • Meaning and Definition of Production Management • Scope and Importance of Production Management • Role and Responsibility of Production Managers in modern business	25%	9

	<ul style="list-style-type: none"> Types of Production process (Job, Lot, Batch and Mass Production) 		
4	Plant Location and Plant Layout <ul style="list-style-type: none"> Plant Location <ol style="list-style-type: none"> Meaning of Plant Location Factors affecting Plant Location Plant Layout <ol style="list-style-type: none"> Meaning and Definition of Plant Layout Objectives and Principles of Plant Layout Types of Plant Layout (Product Layout and Process Layout)	25%	10

The expected outcome of the course:

- The students of graduate will get an idea about the material management and importance to manufacturing organization.
- The students will be awared about industrial purchasing particularly methods of buying, purchase procedure, purchase principles etc.,
- Students will also be able to know various types of production processes and also various issues regarding plant layout and location.

**CVM's
SEMCOM
FY BBA
Management of MSMEs**

The objectives of the course:

- To enable the students to understand the meaning of entrepreneurship ,appreciate the importance of entrepreneurship and to make aware about challenges to entrepreneurs;
- To provide knowledge on various schemes implemented by ministry of MSMEs.
- To give an idea about MSMEs policies
- To make students various functions of WTO and emerging trends.

Faculty Name: Rina Dave

Course Plan 2014-15

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	MSMES in India Concept of Entrepreneur & Entrepreneurship Quality & Characteristics of Entrepreneurs Overview & History of Entrepreneurship Definition Overview History of SMEs in India Performance(Role/Economic Indicators) Production Employment & Export Opportunities in MSMEs Steps involved in setting up MSMEs	25%	10
2	Programmes,Schemes& Services Schemes Implemented by the ministry/through DC (MSME) Scheme Scheme under XI Plan Micro & Small Enterprise Cluster Development Program Credit Linked Capital Subsidy Scheme for Technology Up gradation Credit Guarantee Scheme Assistance to Entrepreneurship Development Institutes Scheme to Support 5 Selected University/Colleges to run 1200 Entrepreneurship clubs per annum,Programs and schemes of ministry of MSME	25%	10

	Special Schemes for Backward area (State & UT to be considered backward & industrially backward Districts) Scheme on trade related entrepreneurship assistance and development (TREAD) for women Promotional Schemes for Women, Schemes Of NSIC,KVIC,COIR Board		
4	Emerging Trends & Institutions Supporting MSME Overview of WTO,IPR,INSME (International SME Network)-Bar Coding	25%	10

Name of Faculty: Pratik Shah

Class: B.Com. Program

Subject: MSME

Lectures allotted- 6

Semester 1

No	Chapter	Weight	Lectures required
(1)	MSME Policies <ul style="list-style-type: none"> ▪ Central Government Policies ▪ SME & Export Promotion Policy ▪ The MSME Development Act,2006 	25%	6 2 4

- Students shall be able to learn the relevance of entrepreneurship as a means of management practice.
- It includes identification and development of opportunities for an entrepreneur in an uncertain and inflexible environment with special reference to Micro small and medium scale enterprises.
- Students will be made aware about various schemes being implemented by the government under various heads for the growth of entrepreneurship in rural and urban area for men and women.

- Students will also get an idea about policies for entrepreneurial growth and development.
- Students will also learn bar coding, WTO functions and also about INSME .

**CVM's
SEMCOM
SYBCOM
Retail Management**

This course is designed:

- To make students understand the impact of retailing on the economy.
- To understand retail marketing environment.
- See how retailing fits within the broader disciplines of business and marketing.
- To learn retail formats and location selection of retailing

Faculty Name: Rina Dave

Course Plan 2014-15

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	Retailing Introduction Introduction to Retailing - Definition of Retailing - Retailing Formats [Modern Retail Formats, Traditional Retail Formats] - Growth of Retailing - Drivers of retailing - Trends of Retailing in India - Organized V/s Unorganized Retail.	25%	10
2	Effective Retail Strategies Store Location - Factors affecting the Store Location - Retail Marketing segmentation - Strategic Planning in Retail - Inventory Management – Retail Pricing Objectives	25%	10
3	Managing Retail Business Developing an Effective Integrated Marketing Communication Mix, Customers Service in Retailing, the Retail Environment: A Situation and Competitive Analysis.	25%	10

The expected outcome:

- This course provides students with a comprehensive understanding of retailing,
- Students will analysis of the retail environment
- Students will be learning various issues related to retail location decision.
- Students will get exposure to issues and developments in the retail industry.

**CVM's
SEMCOM
SYBBA – SEM-III
Supply Chain Management**

Objectives of the course:

- To develop an understanding of Supply Chain Management and the importance of effective supply chain management; and
- To develop an appreciation of the use of Supply Chain Management for competitive advantage.
- To familiarize students use of information technology in supply chain management

Course Plan 2014-15

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	Conceptual foundation Introduction, Generic Types of SCM, Importance of SCM, Objective of SCM, SCM Skills	25%	10 3 2 2 1 2
2	Supply chain strategies Relationship Matrix, Competitive and Supply Chain Strategy, SCOR Model Structure, Cycle View of Supply Chain Process	25%	10 3 3 4
3	Managing Supply Chain Drivers of Supply Chain Performance, Reverse Supply Chain V/s Forward Supply Chain, Components of Inventory Decision	25%	10 4 3 3

Faculty Name: Dr. Jaimin Trivedi

UNIT NO.	Topic	Sessions Planned
IV	Designing Supply Chain Network	06
	Components of Pricing Decisions	01
	Obstacles of SCM	02
	Factors Influencing Distribution Network	01
	Impact of E-Business on Customer Service	01

	Frame work for network Design Decision	01
	Total:	

The outcome of the course :

- The students will get an idea about supply chain management with regarding to concept and its importance and objectives.
- The students will learn drivers of supply chain management and also to formulate competitive strategies of supply chain management.
- The student of graduates will learn use of information technology in SCM.