

**DEPARTMENT OF BUSINESS ADMINISTRATION
SONARGAON UNIVERSITY (SU), DHAKA
FACULTY: BUSINESS**

PROGRAM: 2-YEAR MBA in Supply Chain Management (MSCM)

**REVISED OBE SYLLABUS BY
Departmental Syllabus Committee**

Duration (minimum): 2-Year (6 Semesters) + 12 Weeks (Thesis)

Maximum Period of Completion of 2-Year MSCM Program: 6 (Six) Years

Admission Requirements: (See also Art. 17-b)

- (i) The candidate must have at least 2nd division or minimum GPA of 2.50 out of 5.00 in both SSC and HSC or equivalent public examinations as guideline of UGC.
- (ii) The candidate must have a 3-Year or 4-Year Bachelor Degree or Master Degree in any discipline (including Bachelor or higher degree in Engineering/Agriculture/Medicine) with a minimum CGPA of 2.50 out of 4.00.
- (iii) In case of 3-Year Bachelor degree and 2-Year Bachelor degree, candidates must have minimum 1.5-Year and minimum 3-Year of job experiences respectively in executive level or equivalent.
- (iv) Candidates having 2-Year Bachelor degree must have to complete two additional non-credit courses.

Guide line for Classes and Examinations in a Semester:

Total Class in a Semester = 14 weeks

Recess before Mid-Semester and Semester Final Exams = 2 weeks

Time for Mid-Semester and Semester Final Exams. = about 4 weeks

Publication of Results + Inter-Semester Recess = 2 weeks

Minimum Requirements for the Degree:

- (i) Completion of 69.00 credits
- (ii) Passing all courses individually and maintaining a minimum CGPA of 2.50 out of 4.00.

Evaluation System:

Continuous Assessment	= 30%
Mid-Semester Exam.	= 30%
Semester Final Exam.	= 40%

Continuous Assessment = Class Tests + Assignments/Quiz + Attendance and Class Performance.

Grading System:

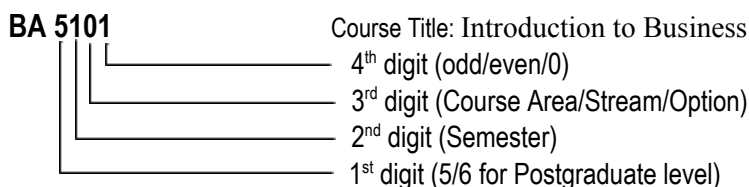
Numerical grade	Letter Grade	Grade point
80% or above	A+ (A plus)	4.00
75% to less than 80%	A	3.75
70% to less than 75%	A- (A minus)	3.50
65% to less than 70%	B+ (B plus)	3.25
60% to less than 65%	B	3.00
55% to less than 60%	B- (B minus)	2.75
50% to less than 55%	C+ (C plus)	2.50
45% to less than 50%	C	2.25
40% to less than 45 %	D	2.00
Less than 40%	F	0.00

Course Designation and Course Code Numbering Systems:

Each course is designated by a two to four letter code (e.g. BA, Math, Hum) identifying the course offering department followed by a four- digit number with the following criteria:

- (i) BA defines the departmental identification code (Business Administration).
- (ii) The first digit will correspond to the Postgraduate level, denoted by digit 5 or 6.
- (iii) The second digit will correspond to the Semester (1 for 1st semester, 2 for 2nd semester, 3 for 3rd semester, etc.) in which the course is normally taken by the students.
- (iv) The third digit will correspond the departmental course of any area/stream/option.
- (v) The fourth or last digit designates the course type (odd digit for theory, even digit for sessional and 0 for sessional course without theory course. If there are no sessional courses, then both odd and even digits are used for theory courses.
- (vi) There is a blank space between departmental code BA and first digit.

Example for a Typical Course Code No.: BA 5101



N.B.: (1) Project & Thesis (or only Thesis) course shall be designated by the departmental identification code followed by 5000 (viz. BA 5000) for the Program applicable for 12 (twelve) weeks after completing all taught courses.

(2) Teaching for the courses is reckoned in credits and the credits allotted to various courses will be determined by the ACPG (Academic Committee of Postgraduate) with the following guidelines:

Sl.	Type of Course	Contact Hour/week	Credit
(i)	Theory/Lecture (Taught)/ Seminar (Discussion)	1.0	1.00
(ii)	Tutorial/ Practice/Technical Systems	1.0	1.00
(iii)	Independent Lab/Sessional/Design/ Special Study Elective (Studio)	1.5	0.75
		2.0	1.00
(iv)	Project & Thesis/Thesis/ Dissertation	2.0	1.00
(v)	Design Studio	1.5	1.00
(vi)	Field Work/Field Survey	2 weeks of field work	1.00
(vii)	Industrial Attachment (after completion of all courses)	One to Three months	As per approved by UGC
(viii)	Internship (after completion of all courses)	As per approved by UGC	As per approved by UGC
(ix)	Internship (within study period) #	As per approved by UGC	Non-credit (For B. Arch)

N.B.: 1.0 contact hour = Lecture of 50 minutes.

Outcome-Based Curriculum

Part A

- 1. Title of the Academic Program:** Masters in Supply Chain Management (MSCM)
- 2. Name of the University:** Sonargaon University (SU)
- 3. Vision of the University:** To become a Center of Excellence comparable to the best in the world for producing professionals who shall be leaders in technology, innovation, entrepreneurship and management.

4. Mission of the University:

Mission 1: The mission of this University as a young research university is to achieve the highest standards of international excellence in research and teaching, while also fully meeting its distinctive responsibilities as the country's sole private institution of higher education.

Mission 2: The University students and staff have the opportunity to develop the skills, judgement and independence necessary to be engaged citizens and to assume active leadership roles in societal and economic life.

Mission 3: The production of knowledge, which will always remain the prime mission of a university, implies creativity enhancing conditions allowing a focus on the essentials, as it needs the freedom to experiment and to devise innovative, special and disruptive solutions.

Mission 4: It provides a unique forum for the development of the cultural, political and social dialogues that are the lifeblood of a mature democracy.

Mission 5: The University develops activities in fields that contribute to priority areas of national social and economic development, for the benefit of the competitiveness of Bangladesh.

- 5. Name of the Program Offering Entity:** Department of Business Administration, Faculty of Business

6. Vision of the Program Offering Entity:

Becoming global partner in business education through achieving excellence in teaching, research, innovation and community service to ensure sustainable growth in entrepreneurship, businesses and economy of the country

7. Mission of the Program Offering Entity:

- i. To strive constantly providing in-depth subject knowledge to the students so that they can add value to the existing treasures of business arena.

- ii. To stimulate lateral thinking and a spirit of enquiry among our students so that they can look from a different perspective through a creative approach.
- iii. To provide business education in order to prepare future business leaders who will be capable of facing the present economic challenges resulted from globalization of business and playing instrumental role for accelerating the economic growth of the country.
- iv. To produce professional human capital to fulfill the market needs through sustainable innovative business education and research with the highest ethical values.

8. Objectives of the Program Offering Entity:

- i. To deliver need-based education with up-to-date business and management expertise in order to give students developed knowledge and capabilities.
- ii. To provide future business leaders with a theoretical and practical business education that includes understanding of industry collaboration and problem-solving.
- iii. To promote and investigate scientific research in business and economics to aid national economic development.
- iv. To provide students with managerial abilities to satisfy market demands.
- v. To provide students with the abilities to operate both individually and collaboratively.
- vi. To produce students who are morally upright and who have a great desire to provide accurate and honest service.

9. Name of Degree: MBA

10. Description of the Program

11. The Department of Business Administration offers 2-Year Graduate Program titled Masters in Supply Chain Management (MSCM). Graduates from any discipline can obtain their MSCM degree. With the knowledge and skills necessary to identify, frame, and resolve business issues in line with predetermined performance, cost, time, safety, and other quality goals and objectives, students will graduate from this program. Additionally, this curriculum emphasizes initiatives that are grounded in industry and research to help participants become more effective professionals in the sector of supply chain management for development as a whole.

12. Graduate Attributes

Graduate Attributes related to core knowledge:

- Business knowledge
- Job experiences
- Business analysis
- Real life problem solving
- Conduct investigations of complex problems

Graduate Attributes related to Skills:

- Modern tool usage
- Environment and sustainability
- Communication
- Project management and finance

Graduate Attributes related to behavior

- Ethics
- The business and society
- Individual and team work
- Lifelong learning

13. Program Educational Objectives (PEOs)

PEO 1: To ensure that our graduates are qualified professionals in the business world.

PEO 2: Prepare our graduates to be future leaders, business owners, and professionals in the public and the private sectors.

PEO 3: Develop the lifetime learning and advanced knowledge skills of our graduates.

PEO 4: Prepare our graduates to access into the regional and global workforce by providing them with the necessary skills.

14. Program Learning Outcomes (PLOs)

Students will be able to:

PLO-1: Improve the existing knowledge and comprehension of the essential elements of business and commerce.

PLO-2: Apply the theoretical and practical information that a graduate learned from this curriculum to concerns and issues that have to do with economic and financial environments.

PLO-3: Investigate complicated and real-world issues to produce innovative answers in circumstances requiring decision-making.

PLO-4: Utilize academic analyses and secondary sources of information to carry out independent learning and problem solving.

PLO-5: Take part in events to advanced knowledge, expertise, and abilities while staying current with advances in your field of work.

15. Mapping mission of the university with PEOs

PEOs	Mission 1	Mission 2	Mission 3	Mission 4	Mission 5
PEO 1	√		√		
PEO 2		√			
PEO 3	√			√	
PEO 4			√	√	√

16. Mapping PLOs with PEOs

PLOs	PEO1	PEO2	PEO3	PEO4
PLO1	√	√		
PLO2	√		√	
PLO3	√			
PLO4	√			√
PLO5	√	√	√	√

16. Mapping Courses with the PLOs

Course Code	Course Title	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5
BA 5101	Business Communication	√	√	√	√	√
BA 5102	Performance Measurement and Sustainability in Supply Chain Management	√	√		√	√
BA 5103	Managing Contracts and Relationships in Procurement and Supply Chain Management	√	√	√	√	√
BA 5104	Operations Management in Supply Chain Management	√	√	√	√	√
BA 5201	Introduction to Business	√	√	√	√	√
BA 5202	Principles of Management	√	√	√	√	√
BA 5203	Inventory and Logistics Operations	√	√	√	√	√
BA 5204	Program and Project Management	√	√		√	√
Hum 5301	Micro and Macroeconomics	√	√	√	√	√
BA 5302	Managing Risks in Supply Chain Management	√	√	√	√	

BA 5303	Principles of Procurement and Supply Chain Management		√	√	√	√
BA 5304	Sourcing and Operations in Procurement and Supply Chain Management	√				
CSE 5401	Computer Application in Business	√	√	√	√	√
BA 5402	Legal Environment of Business	√	√	√	√	√
BA 5403	Strategic Supply Chain Management	√	√	√	√	√
BA 5404	Managing Service for Excellence Supply Chain Management		√	√	√	√
BA 5501	Principles of Accounting	√	√	√	√	√
BA 5502	Principles of Marketing	√	√	√	√	√
BA 5503	Principles of Finance	√	√	√	√	√
BA 5504	Corporate and Business Strategy for Supply Chain Management	√	√	√	√	√
BA 5001	Comprehensive Viva-Voce	√		√	√	
BA 5000	Thesis (Report & Defense)					

Part B

17. Structure of the curriculum:

a) **Duration of the program:** Years: 2

Semester: 6

b) **Admission Requirements:**

- (i) The candidate must have at least 2nd division or minimum GPA of 2.50 out of 5.00 in both SSC and HSC or equivalent public examinations as guideline of UGC.
- (ii) The candidate must have a 3-Year or 4-Year Bachelor Degree or Master Degree in any discipline (including Bachelor or higher degree in Engineering/Agriculture/Medicine) with a minimum CGPA of 2.50 out of 4.00.
- (iii) In case of 3-Year Bachelor degree and 2-Year Bachelor degree, candidates must have minimum 1.5-Year and minimum 3-Year of job experiences respectively in executive level or equivalent.
- (iv) Candidates having 2-Year Bachelor degree must have to complete two additional non-credit courses.
- (v) **Total minimum credit requirement to complete the program: 69.00**
- (vi) **Total class weeks in a semester: 14**
- (vii) **Minimum CGPA requirements for graduation: 2.50**
- (viii) **Maximum academic years of completion: 4**
- (ix) **Category of Courses:**

Categories of Courses	Credits
Core Courses	27.00
Major Courses	33.00
Comprehensive Viva-Voce	03.00
Thesis	06.00

Total	69.00
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18. SEMESTER-WISE SUMMARY OF COURSES TO BE OFFERED

1st Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 5101	Business Communication	3.0	3.00
2	BA 5102	Performance Measurement and Sustainability in Supply Chain Management	3.0	3.00
3	BA 5103	Managing Contracts and Relationships in Procurement and Supply Chain Management	3.0	3.00
4	BA 5104	Operations Management in Supply Chain Management	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

2nd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 5201	Introduction to Business	3.0	3.00
2	BA 5202	Principles of Management	3.0	3.00
3	BA 5203	Inventory and Logistics Operations	3.0	3.00
4	BA 5204	Program and Project Management	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week
Total credits: 12.00

No. of theory courses: 4

3rd Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	Hum 5301	Micro and Macroeconomics	3.0	3.00
2	BA 5302	Managing Risks in Supply Chain Management	3.0	3.00
3	BA 5303	Principles of Procurement and Supply Chain Management	3.0	3.00

4	BA 5304	Sourcing and Operations in Procurement and Supply Chain Management	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

4th Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	CSE 5401	Computer Application in Business	3.0	3.00
2	BA 5402	Legal Environment of Business	3.0	3.00
3	BA 5403	Strategic Supply Chain Management	3.0	3.00
4	BA 5404	Managing Service for Excellence Supply Chain Management	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

5th Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 5501	Principles of Accounting	3.0	3.00
2	BA 5502	Principles of Marketing	3.0	3.00
3	BA 5503	Principles of Finance	3.0	3.00
4	BA 5504	Corporate and Business Strategy for Supply Chain Management	3.0	3.00
Total			12.0	12.00

Contact hours: 12.0 hrs./week

No. of theory courses: 4

Total credits: 12.00

6th Semester

Sl.	Course Code	Course Title	Contact hrs./week	Credits
1	BA 5001	Comprehensive Viva-Voce	--	3.00
2	BA 5000	Thesis (Report & Defense)	12.0	6.00
Total			12.0+	9.00

Contact hours: 12.0+ hrs./week

Total credits: 9.00

19. Description of all courses of the program

BA 5101: Business Communication**Credits: 3.00**
/week.**Contact hours: 3.0 hrs.**

Rationale of the Course: Business communication is goal-oriented and must be understood by all members of an organization. Business communication allows for executives to communicate rules, policies and procedures to other employees or clients in a clear and concise manner.

Course Content:

Introduction: The Role of Communication in Business, Purpose of business communication, Forms of communication in business, Communication networks in the organization, barriers to effective communication, managing barriers to improve communication, effectiveness, Communication Process.

Introduction to various forms of Communication: Intrapersonal communication, Interpersonal communication, Small group communication, organizational communication, Mass communication. The Self, physical self, the emotional self, habits, the private Vs public self, self-concept, past experiences, Reference group, Roles, ascribed role, achieved role, sex role, social role. Hierarchy of human needs, physiological, safety, love, esteem, self-actualization. The process of interpersonal communication: Internal Stimuli—External stimuli, Reception, Processing: Cognitive processing, retrieval, sorting, assimilation, Emotional Processing, Physiological processing, Transmission, Feedback: External and Internal, Interference. The study of self and various roles in communication Interpersonal Communication skills: Self disclosure, Self-assertion, sense statement, interpretive statements, feeling statements, intention statement, action statement, Context, Timing, Clarity, and Open listening. Nonverbal behavior, The effects of intra-personal communication on personality traits.

Participating in small groups: responsibilities, communicating, speaking in communication, listening and feedback, by passing. Role of structure and status. Characteristics of organization, types of organization, Communication dimension in organization, Ways that a message can be distorted: leveling, sharpening, assimilation. Network: Upward, downward, horizontal, informal communication flows. Professionalism: Employee styles, manipulator, exploiters, hustler, managers. Office politics: Cliques, alliances, personality clashes group revenge, mentoring Construction of Clear Sentences & Paragraphs: Emphasis on short sentences, Care in paragraph design. Adaptation & The Selection of Words: The basic need for adaptation, Suggestions for selecting words, Suggestions for nondiscriminatory writing, Foundation of adaptation. Principles of writing workplace document. Writing Skills: Introductory Situation, you view point's uses, Transformation of negative sense in positive form, Accent on positive language, courtesy. Introduction to Message & Writing Process: Memorandums and Business letter, the process of writing, Business Messages, writing skills for good news and neutral messages, Adjustments in the messages, Communicating bad news in a positive way, Use of direct message. Indirectness in Persuasion and Sales Messages: Determining the persuasion, getting attention in the opening, Making the request clearly & positively, Summarizing the general plan, Persuasive message, Sales message, The art of refusal of requests in modest form and adjustment of refusal. Business letters and memos. Strategies in the Job Search: Job search, targeting career, writing resumes and Cover letter, constructing resume, Writing cover message.

BA 5102: Performance Measurement and Sustainability in Supply Chain Management**Credits: 3.00****Contact hours: 3.0 hrs./week****Rationale of the Course:**

The purpose of this course is to equip learners with knowledge and skills in procurement of goods, works or services for the organization. This course will provide students with an understanding of procurement processes, terminology, supply contracts, and leasing.

Course Content:

Defining performance measurement, Scope of Performance Measurement, Types of Performance, The Performance Measurement Process, Making Outcome Information Useful: Providing Indicator Breakouts, Making Outcome Information Useful: Comparing Findings to Benchmarks; Analysis of Performance Information, Reporting Performance Information, Major Uses of Performance Information and Incentives for Using it, Results-Based Budgeting, Quality Control: Assessing the Accuracy and Usefulness of Performance Measurement Systems, Other Performance Measurement Issues, Wrap-up of Key Performance Measurement Elements; Impact of sustainability in supply chains: Critically assess the main implications of sustainability in supply chains, Critically assess the main drivers of globalization in supply chains, Critically assess the main cultural and social issues in supply chains, Explain the potential conflicts that may arise between the needs of stakeholders in supply chains. Initiatives and standards to improve sustainability: Analyze how the major labor codes can help to achieve improved sustainability in supply chains, analyze how the leading standards on environmental purchasing can help to achieve sustainability in supply chains, analyze how leading standards can achieve improved fair trade, critically assess the main principles that will help achieve responsible procurement to help promote sustainability. sustainability into the sourcing process: Critically assess how sustainability can be incorporated into contract specifications, critically assess how sustainability can be incorporated into contract terms, evaluate how sustainability can be incorporated into supplier selection, evaluate how sustainability can be incorporated into supplier performance measurement.

BA 5103: Managing Contracts and Relationships in Procurement and Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This unit concentrates on approaches to contract and supplier relationship management involving stakeholders in these processes. Personnel involved in creating contracts and relationships with external organizations need to ensure outcomes that achieve organizational requirements including costs, quality, risk management and timing.

Course Content:

Dynamics of relationships in supply chains: Classify types of commercial relationships in supply chains, apply portfolio analysis techniques to assess relationships in supply chains, Classify the competitive forces that impact on relationships in supply chains, Analyze the sources of added value that can be achieved through supply chain relationships. legal aspects relating to the performance of contracts: Evaluate the elements of a legally binding agreement, compare implied and express terms that affect performance issues, Explain the recourses for non-performances in contract, Explain the main approaches to conflict resolution in commercial contracts. approaches to achieve the management of contracts: Assess the main types of contractual risk, interpret financial, technical and performance data relating to the performance of contracts, Assess the responsibilities for contract management, Explain the main responsibilities of a contract manager. Understand the main techniques for the management of contracts and suppliers: Compare contract management and supplier relationship management, 4th Semester 18 Explain the main techniques for supplier relationship management, Explain the main techniques for supplier development, Explain techniques for relationship improvement.

BA 5104: Operations Management in Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course designed to provide students with knowledge and understanding of the nature and characteristics of operating systems in both the manufacturing and service sectors.

Course Content:

Concept and scope of operations management in supply chain organizations: Analyze the role and activities of operations management in organizations, critically assess the objectives and strategies of operations management, evaluate main operations processes, Analyze the application of operations management across different supply chains in the main sectors. Design of operations management in supply chain organizations: Analyze the main techniques for process design and technology, Analyze the main techniques for product or service design, Analyze the main techniques for supply network design, critically compare layout and flow designs in operations management. capacity planning and control in operations management in supply chain organizations: Analyze the main techniques that can be applied to planning and control in operations management, Explain the main techniques that can be applied to capacity management , Analyze the use of Materials Requirements Planning (MRP) and Manufacturing Resource, Planning (MRPII) systems technology for planning and control in operations management, Analyze the use of Enterprise Resource Planning (ERP) systems technology for planning and control in operations management. improvement methodologies for operations management: Analyze the main tools for improving performance in operations management, Explain the main techniques in failure prevention and recovery that can be applied in operations management, Evaluate the role of total quality management in operations management, Analyze the main techniques for quality improvement that can be applied in operations management.

BA 5201: Introduction to Business

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course is designed to provide fundamental concepts of business operation and practices.

Course content:

Introduction: Foundation of Business and Economics, Importance of business, Objectives of business, Method of doing business, Economic system, Sole proprietorships, advantages and disadvantages of Sole proprietorship, Partnerships, types, advantages and disadvantages of partnership, Corporation, forms, types, advantages and disadvantages of corporation, Co-operatives, advantages and disadvantages of co-operatives. Entrepreneurship, Franchising and Small Business: The entrepreneur, the enterprise, Growth-oriented entrepreneur, Risk of entrepreneurship, Franchising, Advantages, disadvantages of owning a franchise, Small Business, characteristics, advantages, disadvantages & opportunities. Social Responsibility and Business Ethics: Social responsibility, Responsibilities of business to stakeholders, Business ethics, Factors influencing ethical behavior. International Business: Nature, Importance, Reasons of going overseas, Barriers to international business, Approaches to international business and adaptation to foreign markets. Fundamentals of Management: Definition, Objectives, Functions, Core of management skills, Human resources management, Planning, recruitment, selection, training and development of human resource. Organizing the Business: Organizing decisions, organizing principles, Process of organizing business. Business Law and Government: Laws affecting business, Govt. regulations & deregulation of business, and Government taxation. Marketing Strategy: An

overview of Marketing, The Marketing Concepts, developing marketing strategy, Target market, Marketing mix, Understanding buying behavior.

BA 5202: Principles of Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This is a core course of Management designed to let the students learn about the fundamental concepts of Management from a managerial point of view.

Course Content:

Introduction: The concept of management, Importance of management, Management process, Environmental context of management, Social responsibility of management, Evolution of management, Scientific management school, Classical management theory, Planning: Overview of planning, Importance, Types and Steps of planning, Planning strategy, Decision making, Time and human relationships in decision-making, Problem and opportunity finding, the nature of managerial decision-making, the rational model of decision-making. Organizing: Definition of organization, Organization structure, Types of organization structure, Functional organization, Product/market organization, Matrix organization, Power & the distribution of authority, Types of authority, Definition and sources of power, Line and staff authority, Delegation of authority, Decentralization and centralization, Job design, grouping of activities, Departmentation. Human Resource Management: Span of supervision, Optimum span of supervision and factors influencing optimum span, Recruitment, Selection, Training & development, Performance appraisal & compensation, Transfer, promotion, demotion, separations and evaluation of Human resources, Organizational change. Motivation: Concept of motivation, Basic assumptions about motivation, Motivation process, Importance of motivation in organizations, Motivational theories, Maslow's need hierarchy, REG and two-factor theory, Motivation techniques, Job satisfaction. Leadership: Defining leadership, The trait approach to leadership, Leadership styles, Managerial grid. Communication: Importance, Communication Process, Communication in Organization, Barriers to communication.

Controlling: Meaning, importance, steps and characteristics in control process, Conditions for control, Control techniques.

BA 5203: Inventory and Logistics Operations

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The aim of this subject is to provide students with analytical skills that are necessary for the understanding of inventory and logistics management knowledge and principles. This subject emphasizes the importance of the roles and functions of inventory and warehousing operations in logistics management.

Course Content:

Implications of purchasing and supplying inventory: Classify the main types of inventory, Assess the costs involved in holding inventory, Explain the main techniques for the monitoring and control of inventory, Analyze the main techniques for calculating the future demand of inventory. Methods for the storage and movement of inventory: principles of stores and warehouse design, describe the use of product coding in inventory operations, describe the use of warehousing equipment. Principles of transportation in logistics: Explain the main modes of

transportation in logistics, explain documentation that relates to transport in logistics, assess common types of incoterms in international logistics, Develop a plan for the transport of freight.

BA 5204: Program and Project Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course provides an introduction to the principles and practices of Program and Project Management. The course is designed to equip participants with the required tools to evaluate critical aspects of the development, financing, implementation and delivery of major programs and projects.

Course Content:

Concepts of major programs and projects: Explain the main aspects of major programs and projects, Evaluate the impact on supply chain relationships of undertaking major programs and projects, Analyze the main resources for major programs and projects, Analyze the project life cycles of major programs and projects. contracting issues for major programs and projects: Analyze contract forms for major programs and projects, Evaluate the use of the main pricing mechanisms for major programs and projects, critically compare different contracting options for major programs and projects, recommend appropriate methods of investment appraisal techniques applied to developing contracts for major programs and projects. Understand the main approaches to the planning of major programs and projects: Critically assess the main aspects of structures for corporate governance, critically appraise the common objectives for major programs and projects, Analyze the main approaches to the management of risks for major programs and projects, critically compare the main methodologies for the planning of major programs and projects. control of major programs and projects: Explain the main approaches to strategic cost management for major programs and projects, Analyze the use of financial and management information on the performance of major programs and projects, Analyze the impact on the supply chain that performance issues can have on major programs and projects, Assess the implications on the supply chain of the closure of major programs and projects.

Hum 5301: Micro and Macroeconomics

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course offers an introduction to the workings of market systems. This course deals with the economic behavior of consumers and firms, covering the analysis of demand and supply of goods, services, and resources within an economy. The framework developed is used to examine and evaluate the operation of the market mechanism for various market structures and government policies.

Course Content:

Introduction: Nature and scope of economics, Early definitions, Definitions given by Marshal and Robbins, Modern definition of microeconomics, Importance and limitations of micro economics, need for integrating micro and macroeconomics, Methods of economics, Value of economic analysis, Major economic problems. Law of Diminishing Marginal Utility: Statement of the law, Law of diminishing marginal utility and its limitations, Marginal utility and supply, Marginal utilities of related goods, Law of equity, marginal utility, Consumer's equilibrium, Consumer's surplus, Shortcomings of the utility analysis. Demand: Meaning of demand, Types of the demand, Demand curve, Law of demand, Limitations of the law, Derivation of the demand curve, Causes of changes in demand.

Indifference Curve: Scale of preferences, Indifference curves, Marginal rate of substitution, Principle of diminishing marginal rate of substitution, Properties of indifference curves, Consumer's equilibrium or maximizing satisfaction, Conditions of equilibrium, Income effect, Substitution effect, Price effect, Exceptional cases of consumer's equilibrium. Elasticity of Demand: Meaning of elasticity, Elastic and inelastic demand, Relation of elasticity with the law of diminishing utility, Types of elasticity, Price elasticity, Income elasticity, Cross elasticity, Substitution elasticity, Factors determining price, Elasticity of demand, Measurement of elasticity, Practical applications of elasticity of demand.

Theory of Production: Factors of production, Meaning and importance of land, meaning of labor, Factors determining efficiency of labor, Division of labor, Meaning & importance of capital, Capital formation, Mobilization of savings, Scale of production, Laws of return, Law of diminishing returns, Law of increasing returns, Law of constant returns, Returns to scale.

Cost and Cost Curves: Concept of cost, Short-run and long-run cost curves. Market: Market structure, Revenue and revenue curves, Equilibrium of the firm and industry, Equilibrium of the firm and industry under perfect competition, monopoly, monopolistic competition and oligopoly.

Factor Pricing: General theory of factor pricing, Wages, Rent, Interest, Profit, Price Mechanism.

Introduction: Defining macroeconomics, Importance of macroeconomics, Limitations, Function and utility of micro and macroeconomics, need for integrating micro and macroeconomics, major economic problems. National Income Accounting: Definition and calculation of Gross National Product (GNP), Gross Domestic Product (GDP), Net National Product (NNP), National Income (NI), Personal Income (PI), Disposable Income (DI). Growth and Accumulation: Macroeconomic models, Components of demand (consumption, investment, government, net export), Some important identities, Growth accounting, Accounting for per capita output growth, Empirical estimates of growth, Factors of output other than capital and labor, Growth theory, The neoclassical model, Growth process, Increase in the saving rate, Population growth. Growth Policy: Endogenous growth, The deeper economics of endogenous growth, Convergence of economies, Growth traps and two sector models, Growth policy, Lessons from the Asian tigers, Reforms and growth in eastern Europe and in the poor countries, Natural resources and limits to growth. Aggregate Demand: Aggregate supply and demand model, Behavior of the supply and demand curve, Keynesian aggregate supply curve, Fiscal and monetary policy under alternative supply assumptions, Impact of short and long run fiscal policy, Classical monetary policy, Ongoing money growth and inflation, Supply-side economics. Aggregate Supply, Wage, Price and Unemployment: Limitation of the short run growth model, Aggregate supply curve and the price adjustment mechanism, Wages, prices and output, Phillips curve, Effects of a monetary expansion on unemployment and inflation, Inflation and price, Price index, GDP deflator, Producer price indexes, Neutrality of money, Supply shocks, Adverse supply shock, Stagflation, Expected inflation, Inflation-expectations. Monetary and Fiscal Policy: Monetary Policy, Transition mechanism, Liquidity trap, Fiscal policy Fiscal policy and crowding out, Composition of output and policy mix.

BA 5302: Managing Risks in Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The ability to effectively manage risk in a supply chain is an absolute must in the skill set of any current supply chain professional. This course will equip and develop Procurement and Supply Chain professionals to be able to operate diligently and effectively with their supply base, mitigating any risks and maximizing all opportunities to gain competitive advantage in their market place.

Course Content:

Nature of risk affecting supply chains: Analyze the main risks that can impact on supply chains, Analyze the main methods for eliminating corruption and fraud in supply chains, Analyze the main operational risks in supply chains, Evaluate the main risks in supply chains that can impact on organizational corporate social responsibility and sustainability standards. Understand how effective project management can mitigate risks in supply chains: Analyze the main risks in supply chain projects that are addressed by effective project management, compare project life cycle models that can mitigate risks in supply chains, Evaluate the contribution that project planning can make to managing risks in supply chains, evaluate how the organization, implementation, monitoring and control of projects mitigate risks in supply chains. managing risk in supply chains: Analyze the use of contractual remedies for managing risks in supply chains, Analyze the use of outsourced third parties in risk management in supply chains, Evaluate the use of insurances for protection against risks in supply chains, Analyze the use of contingency plans to overcome risks in supply chains. Risk management strategies to mitigate risks in supply chains: Analyze the use of probability and impact assessments to manage risks in supply chains, develop a risk assessment and a risk register to mitigate risks in a supply chain, Explain the development of a risk management culture and strategy to improve supply chains, develop a strategy to mitigate risks in supply chains.

BA 5303: Principles of Procurement and Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The purpose of this course is to equip learners with knowledge and skills in procurement of goods, works or services for the organization. This course will provide students with an understanding of procurement processes, terminology, supply contracts, and leasing.

Course Content:

Scope and influence of procurement: Definition of procurement, Strategic roles of procurement, Procurement as organizational buying, Evolution of purchasing through to procurement, Procurement and change, World-class procurement, The status of procurement and supply management (PSM), Reflections on procurement positioning in business. Strategic procurement: Definition of strategy, Strategy development, Levels of organizational strategy, Corporate strategy, Growth strategies, Business-level strategy, Strategic management, Strategic analysis, Important environmental factors, Internal scrutiny, Strategy formulation, Strategy implementation, Post-implementation evaluation, control and review, Strategic procurement and supply chain process models. Logistics and supply chains: Definition of Logistics, Materials, logistics and distribution management, Reverse logistics, Supply chains, Supply chain management (SCM), Supply chain vulnerability, SCM and logistics, Value chains, Value chain analysis, Supply chain optimization, Supply chains and procurement. Organizational and supply chain structures: Organizational structures, New type organizations, Networks, Factors in configurations, Lean organizations, Agile organizations and production, Supply and value chain mapping, Types of change, Centralized procurement, Decentralized procurement, Cross-functional procurement. Procurement policies, procedure and support tools: Exemplar Procurement Policy, Procurement procedures, Analyzing a procurement process, E-commerce, e-business, e-SCM and e-procurement, The evolution of e-procurement models, Electronic data interchange (EDI), E-hubs, exchanges, portals and marketplaces, E-catalogues, E-auctions, Reverse auctions, E-payment, Low-value purchases, Procurement manuals, Supplier manuals. Supplier relationships and partnering: Relationship procurement and procurement relationships, Transactional and relationship procurement, Collaborative business relationships, Models of supplier, Practical considerations of supplier relationship management, Termination of relationships, Relationship breakdown on an IT project, Further aspects of relationships. Legal and contractual management: Procurement specialist and Contract Law, Offer and acceptance, Contracts for the Sale of Goods, Contract for

the Supply of Services, Consideration, Capacity to Contract, Drafting the detail of contract clauses, Right to terminate a contract, Standard Forms of Contract.

BA 5304: Sourcing and Operations in Procurement and Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

The course provides a special emphasis on the development and management of strategic sourcing relationships and promotes an understanding of the strategic role of supply management in effective supply/demand/value chain operations. Purchasing and supply management play an essential role in the ability of the firm to operate efficiently and be competitive in the contemporary global business environment. Included in these processes are activities involved in identifying potential suppliers, creating relationships with selected suppliers, obtaining the needed materials in the most efficient quantities at the highest quality levels, and developing strategies designed to ensure an uninterrupted flow of goods and materials. The objective of this course is to make students aware of the demands placed upon purchasing professionals, and to understand the impact of purchasing on the competitive success and profitability of the firm. They must also have an understanding of legal and ethical considerations which affect purchasing decision-making.

Course Content:

Options for sourcing of requirements from suppliers: Explain the sourcing process in relation to procurement, Compare the main approaches to the sourcing of requirements from suppliers, develop selection and award criteria that can be commonly applied when sourcing requirements from external suppliers, Explain the main consequences on supply chains when sourcing requirements from suppliers. plan for sourcing goods or services from external suppliers: Choose appropriate selection criteria to inform the identification of appropriate external suppliers in the sourcing plan, choose a balance of commercial and technical award criteria in the sourcing plan, Produce a plan for the sourcing of goods or services from external suppliers. Assess the financial stability of potential suppliers. sourcing of requirements from external Understand compliance issues when sourcing from suppliers: Analyze the main legislative, regulatory and organizational requirements when sourcing in the not for profit, private and public sectors, Analyze the main legislative, regulatory and organizational requirements when sourcing from international suppliers. Understand the workflow involved when making agreements with suppliers : Explain the details that should typically be created in a purchase requisition, Explain the process for receiving quotations for the supply of goods or services, Assess the implications of contractual provisions that may be included in quotations for the supply of goods or services, Develop a standard purchase order for goods or services : Analyze the details that should typically be created in a purchase order, Complete a purchase order for goods or services, Workflow involved in procurement and supply : Calculate future demand from relevant data used within procurement and supply, Use data that relates to the pricing of goods or services for procurement and supply, Use financial data supplied in sets of accounts to gauge the financial standing of organizations in procurement and supply, Draw conclusions from the operation of financial budgets for procurement and supply.

CSE 5401: Computer Application in Business

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The course is designed to provide an overall knowledge about how computer works, the range of works that can be covered by computer and the use of computer in business. In this introductory course, students will become

familiar with the basic characteristics of a personal computer including the internal hardware, the operating system, and software applications.

Course Content:

Introduction: Computer and computer system, Computer generation (e.g. 1st generation, 2nd generation, etc.), Classification of computers based on size and capacity, Nature of computers, speed, reliability and storage capability, Uses of computers in academic and organizational purposes. Computer Hardware: Central processing unit, the control unit, Temporary storage area, Memory, Microprocessors, RAM & ROM 2, Input and output, Keyboard, Scanner, Voice input, Digital camera and video, Printer, Voice output, Combining input and output. Computer Software and OS: Software classification, Operating system concepts, Types of Operating systems and functionality, Windows 95, windows 98, windows 2000 professional and windows XP, Mac OS, Unix, Linux, Software categories, custom software, documentation, public domain software, business software. Introduction to Language: High-Level Language, Low-Level Language. Networking Computer: Networking, Topologies, Data transmission, Communication media, Operating systems for networks. Microsoft Office: MS word, MS Excel, MS Power Point. Data Base Management, MS Access Database. Mail Merge and Internet Applications. Practical sessions.

BA 5402: Legal Environment of Business

Credits: 3.00

Contact hours: 3.0 hrs./week

Rationale of the Course:

This is a core course of Business designed to let the students learn about the fundamental concepts of Business environment & understanding from legal perspectives. This course covers the main objectives of contract law, the law relating to the sales of goods act, the concept of the environment of business.

Course Content:

Legal Environment of Business: Definition of law, Functions of law, Litigation process and alternative dispute resolution. Law of Contract: The Essential Elements of Contract, Offer and Acceptance, Free consent Consideration, Void and Voidable Agreements, Capacity of the Parties, Remedies for breach of contract. Laws Relating to Sale of Goods: Essential elements of Sale of Goods Act, Conditions and warranties and implied conditions, Transfer of ownership. Laws Relating to Negotiable Instruments: Definition and nature of negotiable instrument, Types of negotiable instrument, Features of negotiable instruments, Rights and liabilities of different parties, Dishonor of negotiable instrument. Laws relating to Carriage of Goods: Carriage of goods by sea, Carriage of goods by road, Carriage of goods by rail, Carriage of goods by air. The Law of Insolvency: Insolvent and its nature, discharge of liabilities. Company Law: Definition of company, Feature and classification of companies, Formation of company, Memorandum, Articles of association, Commencement of business, Management and winding up of company. The Law of Partnership: Definition of partnership, Essential elements of partnership, Relations, power, rights and liabilities of partners, Dissolution of partnership and its consequences. Industrial Law: The Factories Act, Trade Union Act, Payment of wage act, Employer's liability act. Laws Relating to Shop and Establishments, Trade Marks, Patent and Copyrights.

BA 5403: Strategic Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

Logistics and supply chain management as a source of competitive advantages. There is a realization that company can do better by its logistics system. This becomes more important as product life cycles are shrinking

and competition is intense. Logistics and supply chain management today represent great challenges as well as tremendous opportunities for most firms. The design of a logistics system is critically linked to the objectives of the supply chain. The main goal in this course is to understand how logistical and cross functional drivers of supply chain can have an impact on the performance of the firm. The key will be to understand the link between supply chain structures and strategic decisions which will be taken based on Supply chain drivers.

Course Content:

How strategic supply chain management can support and influence corporate and business levels of strategy : Critically assess the relationship between functional, business and corporate levels of strategy, Evaluate the contribution of strategic supply chain management to corporate and business strategy, Evaluate the impact of market change on strategic supply chain management to support and influence corporate and business levels of strategy, Critically compare the main approaches to the development and implementation of strategic relationship management in supply chains; Understand how different aspects of supply chain design can influence the supply chain strategy: Critically compare the main approaches to segmentation in designing supply chains, Analyze the main approaches to developing networked supply chains, Analyze the role of distribution systems in supply chain management, Evaluate the main ways of achieving lean and agile supply chains. Techniques to achieve effective strategic supply chain management : Review approaches to developing and implementing industry level collaboration to achieve effective strategic supply chain management, Evaluate the main approaches for the change management of stakeholders to achieve effective strategic supply chain management, Analyze the main approaches to measuring supply chain performance, Analyze how the development of knowledge and skills can help achieve effective strategic supply chain management. create a plan to achieve effective strategic supply chain management: Critically analyze the range of techniques that can be used to optimize the effectiveness of the supply chain, Develop/design a strategic supply chain plan.

BA 5403: Strategic Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

Logistics and supply chain management as a source of competitive advantage. There is a realization that company can do better by its logistics system. This becomes more important as product life cycles are shrinking and competition is intense. Logistics and supply chain management today represent great challenges as well as tremendous opportunities for most firms. The design of a logistics system is critically linked to the objectives of the supply chain. The main goal in this course is to understand how logistical and cross functional drivers of supply chain can have the impact on the performance of the firm. The key will be to understand the link between supply chain structures and strategic decision which will be taken based on Supply chain drivers.

Course Content:

How strategic supply chain management can support and influence corporate and business levels of strategy : Critically assess the relationship between functional, business and corporate levels of strategy, Evaluate the contribution of strategic supply chain management to corporate and business strategy, Evaluate the impact of market change on strategic supply chain management to support and influence corporate and business levels of strategy, Critically compare the main approaches to the development and implementation of strategic relationship management in supply chains; Understand how different aspects of supply chain design can influence the supply chain strategy: Critically compare the main approaches to segmentation in designing supply chains, Analyze the main approaches to developing networked supply chains, Analyze the role of distribution systems in supply chain management, Evaluate the main ways of achieving lean and agile supply chains. Techniques to achieve effective strategic supply chain management : Review approaches to developing and implementing industry level collaboration to achieve effective strategic supply chain management, Evaluate the main approaches for the change management of stakeholders to achieve effective strategic supply chain management, Analyze the main approaches to measuring supply chain performance, Analyze how the

development of knowledge and skills can help achieve effective strategic supply chain management. create a plan to achieve effective strategic supply chain management: Critically analyze the range of techniques that can be used to optimize the effectiveness of the supply chain, Develop/design a strategic supply chain plan.

BA 5404: Managing Service for Excellence in Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The material gains of a society are achieved by adding value to natural resources. In advanced societies, there are many organizations that extract raw materials, add value through processing them, and transform intermediate materials and components into finished products. There are, however, other organizations that facilitate the production and distribution of goods, and organizations that add value to lives through a variety of intangibles they provide. Outputs of this latter group are called services.

The course focuses on the basic concepts, issues, and techniques for efficient and effective Service Management of Supply chain management. Special emphasis is placed on process improvement of service products of supply chain management.

Course Content:

Definition and Classification of Services; The services marketing mix; Service environment and services from the customers' perspective; The role of the "Servicescape", and its impact on behavior is explored. Service Perceptions - Four primary factors influencing customer perceptions of service are examined and how these perceptions influence service quality, customer satisfaction and value. Strategies for managing customer perceptions are discussed; Measuring Service Quality, Classical measures of service quality, their strengths and limitations; 19 Managing the service delivery process, Internal customers and internal suppliers are examined and the concept of internal customer orientation is introduced; Business process re-engineering and total quality management are then synthesized with an internal customer orientation into a tool for the design of services, identifying relationships between internal customers and external customers and service delivery employees ; Managing service delivery employees; The role of customers in service delivery (Virtual employees), The role of customers receiving the service and others in the service environment is explored. Strategies for increasing customer participation in the service delivery process are examined. Reducing the dependency of service companies on people; Managing Relationships and Building Loyalty; Complaint Handling and Service Recovery; Improving Service Quality and Productivity; Organizing for Change Management and Service Leadership. Understand how to deliver effective customer service to improve workflow in procurement and supply: Review how customer service improves workflow in procurement and supply, explain how to clarify requirements when communicating with stakeholders, Explain how technology impacts on communications in procurement and supply.

BA 5501: Principles of Accounting

Credits: 3.00

Contact hours: 3.0 hrs.

/week.

Rationale of the Course:

This course provides an introduction to the objectives, principles, assumptions and concepts of financial accounting. It focuses on procedures and practices from the accounting cycle through financial statement presentation with an emphasis on recognizing, valuing, reporting, and disclosing assets, liabilities, and equity. This course presumes no previous accounting knowledge.

Course Content:

Introduction: Accounting concept, Branches of accounting, Purpose and nature of accounting information, Uses and users of accounting information. Conceptual Framework for Financial Accounting: Basic objectives, Characteristics of accounting information, Relevance (Predictive value and feedback value), Reliability (verifiability, representational faithfulness, and neutrality), Comparability and consistency, Basic elements of financial statements, Financial statements, Operational guide lines GAAP, Basic assumptions, Basic principles and constraints. The Accounting Process: Double-Entry system of recording, accounting equation, Effects of transactions on the accounting equation. The Accounting Cycle: Steps of the accounting cycle, Identification and recording of transactions and other events, Journalizing, Posting to the ledger, Preparation of trial balance, Finalization of accounts. Accounting System and Special journals: Control accounts and subsidiary ledgers, Special journals, Advantages of special journals, Cash receipts journal, Sales journal, Purchases journal, Cash payments journal, General journal. Preparation of Worksheet: Unadjusted trial balance, Adjustments, Prepaid expenses, Unearned revenue, accrued liabilities or expenses, Accrued assets or revenues, estimated items (uncollectible and depreciation), Inventory and related accounts, Closing entries, Post-closing trial balance, reversing entries, using a worksheet to prepare financial statements. Financial Statements for Merchandise Operations: Income statement, Importance and limitations of income statements, Preparation of income statement, Single, step and multiple-step balance sheet, Usefulness and limitations of the balance sheet, Preparation of balance sheet. Acquisition and Disposal of Plant assets and other Intangible assets: Acquisition and valuation of plant assets, the nature of depreciation in accounting, Cost allocation versus valuation, Depreciation and Cash flows, Extension of plant assets and its effects on depreciation, Depreciation methods, Recording of depreciation, Disposal of plant assets, Depletion of resources, Amortization of intangibles, IAS # 16, Accounting for property, plant and equipment. Bank Reconciliation Statement: Meaning & Need, Different Methods, Preparation of reconciliation statement. Adjusting the Accounts: Timing issue, The Basics of adjusting entries, Adjusting entries for prepayments and accruals, Nature and purpose of an adjusted trial balance.

BA 5502: Principles of Marketing**Credits: 3.00****Contact hours: 3.0 hrs. /week.****Rationale of the Course:**

This is a core course of Marketing designed to let the students learn about the fundamental concepts of Marketing from a managerial point of view.

Course Content:

Marketing: Definition, social responsibility of Marketing, scope & importance, Approaches to study (Eras) of Marketing; Role of marketing, Marketing environment and Marketing process, Marketing Mix, Customer value. Marketing Myopia. Marketing Environment: Micro & Macro environment; organization's internal environment, External environment. Marketing Functions: Exchange functions, buying & selling; Physical distribution functions, transportation & warehousing; Ancillary functions, finance, risk, standardization, & Grading. Market: Classification of market, Market segmentation, Targeting and positioning; Analyzing market completion. Buyer's Behavior: Types of buyers; Buying process, types, decisions & stages; Influencing factors on buyer's behavior; Consumer value and Satisfaction. Marketing planning and forecasting: Marketing planning process, SWOT, Marketing strategies, BCG matrix, Marketing Information System, Market research process, Introduction to product /service strategy: goods, industrial goods, services and their Marketing characteristics. Marketing plan, Steps in marketing plan. Pricing: Importance & objectives of pricing; Influencing factors for price determination, alternative pricing strategies, pricing policies. Physical distribution: Components of physical distribution, Economic Order quantity, selecting distribution channels. Promotion: the communication process,

AIDCA concept, promotional mix, promotional strategy. Product Development: Product life cycle, Product lines, New product development, product mix decision; Product Simplification and diversification; branding.

BA 5503: Principles of Finance

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

This course will facilitate to recommend relevant options for financing a business, recognize and manage financial risk and make appropriate investment decisions.

Course Content:

Introduction: Definition of finance, Functions of finance, Goal of a firm, Profit Maximization vs. Value creation, Management vs. Shareholders. Financial Environments: Sole proprietorship, Partnership, Corporation, Income tax, Corporate tax, Capital gain tax, Sales tax, VAT, Import duties, Purpose of financial market, Money and capital market, Primary and secondary market, Financial intermediaries and brokers. Time Value of Money: Simple and compound interest, Future value (FV) and present value (PV0), Discount rate, Annuities, Ordinary Annuity and Annuity Due, Compounding more than once a year. Valuation of Long Term Securities: Book Value vs. Market Value, Bond, Face value, coupon rate, bond with finite maturity, Semiannual compounding of interest, Preferred stock, and common stock valuation, Constant growth, yield to maturity (YTM) on bonds. Risk and Return: Defining risk and return, Probability distribution to measure risk, Attributes towards risk, Diversification, Capital, asset pricing model (CAPM), Efficient financial market. Capital Budgeting: Capital budgeting and its process, generating investment, Project proposals, estimating project after tax incremental operating cash flow, sunk cost and opportunity cost, Alternative methods for evaluation and selection of project, Payback period (PBP), Internal Rate of Return (IRR) under interpolation, Net present value (NPV), Profitability Index (PI). Cost of Capital: Value creation, Cost of debt, Preferred stock and equity, CAPM approach, Beta, Risk free rate & Market Return, WACC. Short Term Financing: COD, CBD, Credit with or without Discount, Seasonal dating under spontaneous source, Trade acceptance, Commercial paper, Factoring, Bank loan under negotiated source. Long Term Financing: Project financing, Debenture, Bond, Equipment trust certificate, Income bond under borrowed funds and their features, Features and rights of common & preferred stock under equity funds. Mid Term Financing: Term loan and its major sources, Chattel mortgage, conditional sale, Lease and its different ways of classifications, Traditional lease, Sale and lease back system, Leveraged lease.

BA 5504: Corporate and Business Strategy for Supply Chain Management

Credits: 3.00

Contact hours: 3.0 hrs. /week.

Rationale of the Course:

The overall aim of the course is to give participants comprehensive knowledge on the strategic management of Corporate and Business operations in supply chains in different types of organizations. This unit focuses on the development; configuration and implementation of strategy to help supply chain personnel achieve competitive advantage.

Course Content:

Concept of strategy: Evaluate the main characteristics of strategic decisions in organizations in supply chains, differentiate between corporate, business and functional levels of strategy in organizations in supply chains, Evaluate the main models for the development of strategy in organizations in supply chains, Evaluate the relationship between the supply chain function and the achievement of corporate objectives. strategy

formulation and implementation of supply chains: Critically compare the main sources of competitive advantage for organizations in supply Chains, critically assess the main approaches to conducting analysis of the strategic position for organizations in supply chains, evaluate how corporate and business strategic decisions impact on supply chains, evaluate how a designed strategy can be implemented by organizations in supply chains. implementation of strategies in supply chains : Analyze the relationship between strategy and corporate, business and functional structures in organizations in supply chains, Analyze how to manage resources to support the development and implementation of strategy in organizations in supply chains, Assess methods of achieving the commitment to strategic change by achieving cultural acceptance of strategies in organizations in supply chains, Evaluate how to use change management processes to address resistance to change and the causes of strategic drift in organizations in supply chains. Develop a plan for the development of the supply chain functional strategy: Review the organization's corporate and business strategies to inform the development of the supply chain functional strategy, Develop a plan for the supply chain function.