

**MBA (Operations & Supply Chain Management) – IV Semester**

**PAPER - 1  
PROJECT MANAGEMENT IN SUPPLY CHAIN OPERATIONS**

**Paper Code: MBSC4001**

**Objectives**

- To understand the role of project management
- To understand the technique to manage conflict in project planning
- To appreciate the role of IT in project management

**UNIT I**

**Introduction** – Project life cycle – Project selection – Types of project selection models – Project manager – Selection of Project Manager.

**UNIT II**

**Project Organization** – types – Project planning. Sorting out the project – Work breakdown structure and Linear Responsibility charts – Conflict and Negotiation – Conflict and Project life cycle – some requirements and principles of negotiation.

**UNIT III**

**Budgeting and cost estimation** – Scheduling – Network techniques: PERT and CPM –Gantt charts – Resource allocation – Resource loading – Resource Leveling.

**UNIT IV**

**Monitoring and Information Systems** – Project Control – Types of control processes – Control as a function of Management.

**UNIT V**

**Project auditing** – Purposes of evaluation – Project Audit Life Cycle – Project termination – Termination process.

**REFERENCES**

**Jack R. Meredith & Samuel J. Mantel**, PROJECT MANAGEMENT – A MANAGERIAL APPROACH

**Prasanna Chandra**, PROJECTS PLANNING, ANALYSIS, SELECTION, IMPLEMENTATION AND REVIEW

**P. Gopalakrishnan & V.E. Ramamoorthy**, TEXTBOOK OF PROJECT MANAGEMENT

**Richard B. Chase et al**, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, *Tata McGraw Hill education Pvt. Ltd, New delhi2010*

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**PAPER - 2  
INNOVATIONS AND R&D MANAGEMENT**

**Paper Code: MBSC4002**

**Objectives**

- To understand the managerial aspects of Innovation functions
- To appreciate the Research & Development in management
- To evaluate the financial aspects of R&D projects

**UNIT I**

**Introduction & Managerial aspects of Innovation function**

Introduction, Components of Innovation, Types of Innovations, Models of Innovation Processes,

Evolution and characteristics of Innovation Management, Key drivers of Innovation, Factors influencing Innovation,

Organizing for Innovation, Factors influencing organizational design, Developing Innovation Strategy, Characteristics of creative of creative organization.

**UNIT II**

**Research and Development Management-**

Introduction, Meaning,

Objectives,

Significance, Classification of R&D according to R&D type, process phase, measurement level, purpose of measurement and measurement perspective. Technology development approaches, Performance of R&D management in Indian scenario.

**UNIT III**

**Financial Evaluation of R&D Projects**

Introduction, Cost effectiveness of R&D,

R&D financial forecasts, Project selection, Evaluating R&D ventures, Conflicting views of managers. Allocation of resources, R&D programme planning and control. Project management, Project Planning and Control Techniques.

**UNIT IV**

**Organization R&D and innovation,** HRM issues in innovation and R&D, Leadership and R&D management, Organization Design and structure of R&D, R&D Project Management, Measurement, Evaluation and assessment of R&D

**UNIT V**

**National R&D infrastructure and Institutional Framework,** Fiscal and other incentives and Promotional /Support measures, Industry, Institutions and government cooperations. Other important issues in R&D management, Commercialization of R&D.

**REFERENCES**

**White,** THE MANAGEMENT OF TECHNOLOGY AND INNOVATION-A STRATEGIC APPROACH, Cengage Publication

**S Moikal,** INNOVATION MANAGEMENT, Sage Publication

**C.K Prahalad & M.S. Krishnan,** THE NEW AGE OF INNOVATION, Tata McGraw Hill Education Pvt. Ltd. New Delhi 2008.

**MBA (Operations & Supply Chain Management) – IV Semester**

**PAPER - 3  
PROCUREMENT AND QUALITY MANAGEMENT**

**Paper Code: MBSC4003**

**Objectives**

- To understand the concepts of quality in supply chain
- To appreciate the role quality control in supply chain
- To analyze benefit and risk in outsourcing

**UNIT I**

Definition of Quality, Quality Standard, Quality Control, Aspects of Quality Control, Quality Control of Purchased Materials in a Supply Chain.

**UNIT II**

General Problems of Vendor Quality, Suppliers Quality Survey, Model for evaluation of Suppliers Quality.

**UNIT III**

Management Action for Quality Assurance, Activities under Quality Assurance, Evaluating Product Quality, Control Chart – Mean & Range.

**UNIT IV**

Element of Quality Management, Benefits, Six Sigma Quality Control, Principles, Benefits, Steps of Six Sigma.

**UNIT V**

Benefits and Risk of Outsourcing, What is E-Procurement, Framework of E-Procurement.

**REFERENCES**

**David Simchi-Levi, Philip Kamiusky, Edith Simchi Levi**, DESIGNING & MANAGING THE SUPPLY CHAIN, *Tata Mc Graw Hill*

**Dr. R.P. Mohanty & Dr. S.G. Deshmukh**, ESSENTIALS OF SUPPLY CHAIN MANAGEMENT, *Jaico Publishing House*

**L.C. Jhamb**, PRODUCTION MANAGEMENT, *EPH*.

**Richard B. Chase et al**, OPERATIONS AND SUPPLY CHAIN MANAGEMENT, *Tata McGraw Hill education Pvt. Ltd, New delhi2010*

**MBA (Operations & Supply Chain Management) – IV Semester**

**PAPER-4  
CUSTOMER RELATIONSHIP MANAGEMENT**

**Paper Code: MBSC4004**

**Objectives**

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

**UNIT I**

**CRM concepts** - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

**UNIT II**

**CRM in Marketing** - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

**UNIT III**

**Sales Force Automation** - Sales Process, Activity, Contact- Lead and Knowledge Management -Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

**UNIT IV**

**Analytical CRM** - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

**UNIT V**

**CRM Implementation** - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, resetting the CRM strategy. Selling CRM .internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

**REFERENCES**

- Alok Kumar Rai**, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, *Prentice Hall of India Private Limited, New Delhi, 2011*
- S. Shanmugasundaram**, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*
- Kaushik Mukherjee**, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*
- Jagdish Seth, et al**, CUSTOMER RELATIONSHIP MANAGEMENT
- V. Kumar & Werner J.**, CUSTOMER RELATIONSHIP MANAGEMENT, *Willey India, 2008*

**MBA (Operations & Supply Chain Management) IV Semester**

**PAPER - 5  
GLOBAL SUPPLY CHAIN MANAGEMENT**

**Paper Code: MBSC4005**

**Objectives**

- To understand the global market force in supply chain
- To analyze risks and advantages in supply chain
- To appreciate green supply chain indicators

**UNIT I**

**Introduction, Forces of Global Supply Chain-** Global market force, Technology force, Global cost force, Political force. Stages of International Development.

**UNIT II**

**Risk of Global Supply Chain-** Speculative Strategies, Hedge Strategies, Flexible Strategies Requirements for Global Strategy implementation, Advantages of Global Supply Chain. Supply Chain security.

**UNIT III**

**Issues in international Supply Chain Management** –International Versus Regional Product, Local autonomy versus control logistics –Importing & Exporting, Main forces, Barriers

**UNIT IV**

**The Global Supply Chain-**Performance Cycle length, operations, system integration, Alliances, Views of Global Logistics –Importing & Exporting, Main force.

**UNIT V**

**Green Supply Chain** –Strategies. Green Supply Chain indicators, Strategic, tactical, Operational. Wastivity in Supply Chain.

**REFERENCES**

**Sunil Chopra & Peter Meindl**, SUPPLY CHAIN MANAGEMENT , *PHI*

**Donald J. Bowersox David J. Closs**, LOGISTICAL MANAGEMENT , *TATA MC GRAWHILL*

**Dr. R.P. Mohanty & Dr. S.G. Deshmukh** ESSENTIALS OF SUPPLY CHAIN MANAGEMENT, *Jaico Student Edition*