CHANDIGARH UNIVERSITY
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Program Schemes for Bachelor of Business Administration – Logistics and Supply Chain Management

Cluster: **Management** Institute: **Apex Institute of Management** Department: **BBA APEX**
Type of Program: **UG**

First Year				Second Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester-1	Principles of Micro Economics	Major Core	3	**Semester-3**	Fundamentals of Financial Management	Major Core	3
	Business Fundamentals	Major Core	3		Sourcing & Procurement Management	Major Core	3
	Principles of Marketing	Major Core	3		Transportation & Operations Management	Minor Core	3
	Principles of logistics & SCM	Minor Core	3		Principles of Data Visualization	Major Core	1
	Essentials of IT	Major Core	1		Social Internship	Internship	2
	Quantitative Techniques	Major Core	3		Open Elective-II	Open Elective	3
	Fundamentals of Human Resource	Major Core	3		Environmental Science and Management	Value Education	2
	Communication Skills	Skill Enhancement	1		Entrepreneurship Mindset	Ability Enhancement	1
					Critical Enquiry and Research Methodology	Ability Enhancement	1
Semester -2	Principles of Macro Economics	Major Core	3	**Semester-4**	Business Research Methods	Major Core	3
	Accounting for Managers	Major Core	3		Supply chain ERP systems	Major Core	3
	Autonomous Supply Chain system	Minor Core	3		Inventory & Material management	Major Core	3
	Supply chain Analytics using Excel	Major Core	2		Minor Elective I	Minor Elective	3
	Business Statistics	Major Core	3		Open Elective-III	Open Elective	3
	Introduction to Python	Major Core	2		Introduction to Artificial Intelligence & Its application	Ability Enhancement	2
	Problem Solving & AI Applications	Ability Enhancement	2		Universal Human Values, Ethics and Life Skills-II (HUV-II)	Value Education	2
	Universal Human Values, Ethics and Life Skills (UHV-1)	Value Education	1		Mid-Grade project -I	Projects	1
	Design Thinking and Creativity for Innovation	Skill Enhancement	1		Soft Skills-I	Skill Enhancement	1

	Communication Skills-2	Skill Enhancement	1		Aptitude-I	Ability Enhancement	1
	Open Elective-I	Open Elective	3		**OR**		
					Quantitative Aptitude and Reasoning	Skill Enhancement	1
					Professional Development	Ability Enhancement	1

Third Year				Fourth Year			
	Course Name	**Course Category**	**Credits**		**Course Name**	**Course Category**	**Credits**
Semester -5	Distribution & Warehouse management	Major Core	3	**Semester-7**	Block Chain in Supply chain	Major Core	3
	Fundamentals of Consumer Behaviour	Major Core	3		Sustainability in Logistics and Supply Chain	Major Core	3
	Management Paradigms from Bhagvad Gita	Major Core	2		Legal Aspects of Logistics and Supply Chain Management	Major Core	3
	Summer Internship	Internship	1		EXIM procedure & documentation	Major Core	3
	Minor Elective II	Minor Elective	3		Fundamentals of Supply chain Analytics	Major Core	2
	Minor Elective III	Minor Elective	3		E- Sourcing	Major Core	3
	Gender Equality and Empowerment	Value Education	1		Project 1/ Dissertation-1	Project	3
	Aptitude-2	Ability Enhancement	1		Project Gap Course	Major Core	1
	Soft Skills-2	Skill Enhancement	1		Introduction To SDG	Value Education	1
	OR				Advanced Research Methodology	Major Core	2
	Marketing & Management Essentials	Ability Enhancement	1		Industry Internship	Internship	1
	Business Strategies & Operations	Ability Enhancement	1				
	OR						
	Academic Writing	Ability Enhancement	1				
	Statistical Data Analysis	Ability Enhancement	1				
Semester-6	Global Trade & forwarding	Minor core	3	**Semester-8**	Project 2/Dissertation-2	Project	1
	Fundamentals of Strategic Management	Major Core	3		Minor Elective V	Minor Elective	3
	Minor Elective IV	Minor Elective	3		Minor Elective VI	Minor Elective	3
	Cyber Laws and Business Ethics	Major Core	3				
	E-commerce management	Minor Core	3				

	Operation Research	Major Core	2	
	Mid-Grade Project-2	Project	1	
	AI & Data Analytics for Supply chain	Skill Enhancement	2	
	Supply chain compliance management	Skill Enhancement	2	

LIST OF ELECTIVES

Analytics			
Semester	**Course Name**	**Course Category**	**Credits**
4	Relational Database Management System	Minor Elective	3
4	Quantitative Methods for Business Decision-Making	Minor Elective	3
4	Financial Analytics	Minor Elective	3
5	HR Analytics	Minor Elective	3
5	Data Analytics for Digital Retail	Minor Elective	3
5	Deep Learning Fundamentals	Minor Elective	3
6	AI & Data Analytics for Retail	Minor Elective	3
6	Big Data Primer	Minor Elective	3
6	Digital Transformation of Business	Minor Elective	3
8	Sports and Healthcare Analytics	Minor Elective	3
8	Geospatial & Location Based Analytics	Minor Elective	3
8	Supply Chain and Operations Analytics	Minor Elective	3
Marketing			
Semester	**Course Name**	**Course Category**	**Credits**
4	Video Editing for SMM	Minor Elective	3
4	Introduction to Video Editing	Minor Elective	3
4	Visual Storytelling and Composition	Minor Elective	3
5	Digital Retail Strategies	Minor Elective	3
5	Online Marketing Strategy and Execution	Minor Elective	3
5	Digital Marketing Strategy and Planning	Minor Elective	3
6	Introduction to Neuromarketing	Minor Elective	3
6	Neuroscience in Digital Marketing Strategy	Minor Elective	3
6	Consumer Psychology for Digital Marketing	Minor Elective	3
8	Online Reputation Management	Minor Elective	3
8	Mobile Marketing & Analytics	Minor Elective	3
8	Digital PR	Minor Elective	3
Finance			
Semester	**Course Name**	**Course Category**	**Credits**
4	Introduction to Risk Management	Minor Elective	3
4	Introduction to Sustainable finance	Minor Elective	3
4	Introduction to Open Banking System	Minor Elective	3
5	Portfolio Management	Minor Elective	3

5	Machine Learning in Finance	Minor Elective	3
5	Digital Wealth Management	Minor Elective	3
6	International Finance	Minor Elective	3
6	Introduction to Direct Tax	Minor Elective	3
6	Digital Marketing for financial Products	Minor Elective	3
8	Fundamental of Robo advisory	Minor Elective	3
8	Introduction to investement management	Minor Elective	3
8	Indian Taxation	Minor Elective	3
Supply Chain			
Semester	**Course Name**	**Course Category**	**Credits**
4	Order Fulfilment Strategy	Minor Elective	3
4	Network Design optimization	Minor Elective	3
4	Freight & Shipping management	Minor Elective	3
5	Terminal management	Minor Elective	3
5	Supply chain Finance	Minor Elective	3
5	Contract management in SCM	Minor Elective	3
6	3PL logistics service management	Minor Elective	3
6	Circular Supply chain management	Minor Elective	3
6	Information System in SCM	Minor Elective	3
8	Commercial Geography & Trade Routes	Minor Elective	3
8	Quick Commerce business	Minor Elective	3
8	Port & Airport management for logistics Management	Minor Elective	3
HR			
Semester	**Course Name**	**Course Category**	**Credits**
4	Employee Benefits and Wellness Programs	Minor Elective	3
4	HR Strategies for Employee Retention and Satisfaction	Minor Elective	3
4	Talent Management and Employee Experience	Minor Elective	3
5	Talent Development and Learning Strategies	Minor Elective	3
5	Organizational Learning and Employee Growth	Minor Elective	3
5	Competency-Based Learning in HR	Minor Elective	3
6	Compliance Management in Employment	Minor Elective	3
6	HR Compliance and Legal Frameworks	Minor Elective	3
6	Workplace Compliance and Regulations	Minor Elective	3
8	Strategic HR Practices for a Global Workforce	Minor Elective	3
8	International HR Practices and Workforce Management	Minor Elective	3
8	Cross-Cultural HR Practices and Global Workforce Management	Minor Elective	3

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4th Year Curriculum Design Framework [For Hons. / Hons. with Research Tracks of Four Year Undergraduate Programs (FYUP)]

Extending Expertise	Course Category	Credits	Contextualizing Learning	Course Category	Credits	Experiential Learning	Course Category	Credits
Sustainability in Logistics and Supply Chain	Major Core	3	Block Chain in Supply chain	Major Core	3	Industry Project-1/Dissertation-1	Research project	3
Fundamentals of Supply chain Analytics	Major Core	3	Legal Aspects of Logistics and Supply Chain Management	Major Core	3	Industry Project-2/Dissertation-2	Research project	9