

Cosmo Research Foundation
Vedic Foretelling Systems

Level - 1

Sem 1 (6 Months)

Sem 2 (6 Months)

Paper 1	Details
Unit I	History, Astronomy, Geography, Time Panchang Reading
Unit II	Kundali Making (Chalit Introduction) Malefic and Benefic Combinations
Unit III	Divisional Charts Making Saptakvarg Bal

Paper 3	Details
Unit I	Vimshottari Dahsa Five Fold relationship, Tara Chakra
Unit II	Astak Varga (Detail Study)
Unit III	Horoscope Matching SHADBALA Introduction

Paper 2	Details
Unit I	Introduction of Twelve houses Transit Introduction
Unit II	Introduction of Twelve Signs-Lagna Nine Planets
Unit III	Muhurta (Basics)

Paper 4	Details
Unit I	Vastu Basics
Unit II	Vastu - Residential
Unit III	Vastu – Office & Industries

Level - 2

Sem 1 (6 Months)

Sem 2 (6 Months)

Paper 1	Details
Unit I	Navamsa Theory (Detail Study)
Unit II	Nakshtra - 1 (Detail Study)
Unit III	Nakshtra - 2 (Detail Study)

Paper 3	Details
Unit I	Remedies (Parihar)
Unit II	Astrology - Educational and Career Examples
Unit III	Financial Astrology (Basic) Examples

Paper 2	Details
Unit I	Dreshkan Theory (Detail Study)
Unit II	Astrology - Marital and Progeny Examples
Unit III	Medical Astrology (Basic) Examples

Paper 4	Details
Unit I	Mundane Astrology
Unit II	Astro Vastu
Unit III	Vastu Dosha & Parihar

Syllabus for Corporate Social Responsibility

This particular course on Corporate Social Responsibility introduces student to the basic concept of CSR. It helps student to understand how corporate can meld business goals with Social expectations. It can also help society to understand how interest of business or organization and Society at large can be aligned.

Objectives of CSR Course

- (1) To examine the scope and complexity of CSR.
- (2) To demonstrate a multi stakeholder perspective in viewing CSR issues.
- (3) To explain the vision and mission of corporate to society at large.
- (4) To evaluate the level of commitment to CSR of different organizations and show its competitive advantage.
- (5) To analyses the impact of CSR on corporate culture.

Course Curriculum – Papers –

Paper 1

The meaning and importance of Corporate Social Responsibility-

- (1) Evolution of CSR
- (2) Primaries of CSR
- (3) CSR and law of e economics
- (4) CSR and social legitimacy
- (5) CSR Expectations in rich and poor societies.
 - (1) The evolving role of stakeholders
 - (2) The iron role of social responsibility
 - (3) Moral and economic arguments for CSR

Paper 2

The Role of stakeholders in CSR

- (1) Stakeholders advocacy
- (2) The role of business in society

(3) Consumers awareness and willingness to pay for socially responsible corporate behavior

(1) Globalization and CSR

(2) Different stakeholder's different perspective

(3) Success and failure with CSR initiatives

(4) Corporate response to citizen demands via CSR

(5) The five stages of organizational growth with CSR

Paper 3

(1) The strategic importance of CSR implementation-

(1) CSR a balance between organizational means and end

(2) The strategic lens, vision, mission strategy and tactics

(3) Environmental and other global forces propelling CSR

(4) Impact of globalization and communication technologies

(1) The strategic CSR model

(2) The business level CSR threshold

(3) Implementing CSR

(4) CSR as a competitive advantage

Paper 4

(1) Practical Work

(1) Case studies in organizational, Economic and Social CSR issues

Organizational issues :- action vs. intentions corporate commitment, voluntary vs. mandatory stakeholders activism

(2) Economic business issues :- Branding diversifying sustainability, Fair trade wages

(3) Social issues, outsourcing, corruption, human right patents

Digital Marketing Course Details

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Digital Marketing Overview

- 1) What is marketing?
- 2) What is Digital Marketing?
- 3) Understanding Marketing Process?
- 4) Understanding Digital Marketing
 - A) Increasing Visibility
 - What is visibility?
 - Types of visibility
 - Examples of visibility
 - B) Visitors Engagement
 - What is engagement?
 - Why it is important?
 - Examples of engagement
 - C) Bringing Targeted Traffic
 - Inbound
 - Outbound
 - D) Converting Traffic to Leads
 - Types of Conversion
 - Understanding Conversion Process
 - E) Retention
 - Why it is Important?
 - Types of Retention
 - F) Performance Evaluation
 - Why it is Important?

Social Media Marketing

- 1) What is social media?
- 2) Understanding the existing Social Media paradigms & psychology
- 3) How social media marketing is different than others Forms of Internet marketing
- 4) Facebook Marketing
 - A) Understanding Facebook marketing
 - B) Practical session 1
 - Creating Facebook page
 - Uploading contacts for invitation
 - Exercise on fan page wall posting
 - C) Increasing fans on fan page
 - D) How to do marketing on fan page (with examples)
 - E) Fan engagement
 - F) Facebook advertising
 - G) Types of Facebook advertising
 - H) Best practices for Facebook advertising
 - I) Understanding Edgerank and art of engagement
 - J) Practical Session
 - Creating Facebook advertising campaign
 - Targeting in ad campaign
 - Payment module- CPC vs CPM vs CPA
 - Setting up conversion tracking
 - Advance Facebook advertising using tools like Qway

5) LinkedIn Marketing

- A) What is LinkedIn?
- B) Understanding LinkedIn
- C) Company profile vs Individual profiles
- D) Understanding LinkedIn groups
- E) How to do marketing on LinkedIn groups
- F) LinkedIn advertising & its best practices
- G) Increasing ROI from LinkedIn ads
- H) Company pages
- I) Adv on LinkedIn
- J) Display vs text

6) Twitter Marketing

- A) Understanding Twitter
- B) Tools to listen & measure Influence on Twitter: TweetDeck, Klout, PeerIndex
- C) Advertising on Twitter
- D) Creating campaigns
- E) Types of ads
- F) Tools for twitter marketing
- G) Twitter Cards

7) Video Marketing

- A) Understanding Video Campaign
- B) Creating 1st Video Campaign
- C) Importance of video marketing
- D) Benefits of video marketing
- E) Uploading videos on video marketing websites
- F) Using youtube for business
- G) Developing youtube video marketing Strategy
- H) Bringing visitors from youtube videos to your website
- I) Creating Video AD groups
- J) Targeting Options
- K) Understanding Bid Strategy

- 8) Instagram Marketing
 - A) Understanding Instagram
 - B) Objective of Marketing on Instagram
 - C) How to do marketing on Instagram
 - D) Advertising on Instagram
 - E) Creating campaigns
 - F) Types of ads
 - G) Tools for Instagram marketing

Email Marketing

- 1) What is Email Marketing?
- 2) How Email Works?
- 3) Challenges faced in sending Bulk Emails
- 4) How to overcome these challenges?
- 5) Types of email marketing opt-in & Bulk Emailing?
- 6) What is opt-in email marketing?
- 7) Setting up email marketing account
- 8) Best Platforms to do opt-in email marketing
- 9) Setting up lists & Web Forms
- 10) Creating a broadcast email
- 11) What are auto responders?
- 12) Setting up an auto responders
- 13) How to do bulk emailing?
- 14) Best practice to send bulk emails
- 15) Tricks to land in inbox instead of spam folder
- 16) Top Email marketing software's & glimpse of how to use them

PPC & Google Ad Words

- 1) Google Ad Words Overview
 - A) Understanding inorganic search results
 - B) Introduction to Google Ad Words & PPC advertising
 - C) Understanding adwords account structure
 - Campaigns, Ad groups, Ads, Keywords, etc
 - Types of Advertising campaigns- Search, Display, Shopping & videos
 - Difference between search & display campaign
- 2) Understanding Ad Words Algorithm
 - A) How does Ad Words rank ads?
 - B) Understanding Ad Words algorithm (adrank) in detail with examples
 - C) What is quality score
 - D) Why quality score is important?
 - E) What is CTR?
 - F) Why CTR is important?
 - G) Understanding bid
- 3) Creating Search Campaign
 - A) Types of Search Campaigns - Standard,
 - B) All features, dynamic search & product listing
 - C) Google merchant center.
 - D) Creating our 1st search campaign
 - E) Doing campaign level settings
 - F) Understanding location targeting
 - G) Different types of location targeting
 - H) What is bidding strategy?
 - I) Understanding different types of bid strategy
 - Manual
 - Auto
 - J) Advanced level bid strategies
 - Enhanced CPC
 - CPA

- K) What are flexible bidding strategies?
- M) Pros & Cons of different bid strategies
- N) Understanding ad-extensions
- O) Types of ad-extensions
- P) Adding ad-extensions in our campaign
- Q) Creating ad groups
- R) Finding relevant ad groups options using tools
- S) Creating ad groups using tool
- T) Understanding keywords
 - Finding relevant keywords
 - Adding keywords in ad-group
 - Using keyword planner tool
 - Understanding types of keywords Board, Phrase, exact, synonym & negative
 - Examples of types of keywords
 - Pros and cons of diff. types of keywords
- U) Creating ads
 - Understanding ad metrics
 - Display & destination URL
 - How to write a compelling ad copy
 - Best & worst examples of ads Creating ads
- 4) Tracking Performance / Conversion
 - A) What is conversion tracking?
 - B) Why is it important?
 - C) How to set up conversion tracking?
 - D) Adding tracking code in your website
 - E) Checking conversion stats
- 5) Optimizing Search Campaign
 - A) How to optimize campaigns at the time of creation?
 - B) Optimizing campaign via Ad groups
 - C) Importance of CTR in optimization
 - D) How to increase CTR
 - E) Importance of quality score in optimization

- F) How to increase quality score
 - G) Importance of negative keywords in optimization
 - H) Evaluating campaign stats
 - I) Optimizing with conversion report
 - J) Optimizing with keywords
 - K) Optimizing performing keywords
 - L) Optimizing non performing keywords
 - M) How to decrease CPC
- 6) Creating Display Campaign
- A) Types of display campaigns All features, Mobile app, Remarketing, Engagement
 - B) Creating 1st display campaign
 - C) Difference in search & display campaign settings
 - D) Doing campaign level settings
 - E) Understanding CPM bid strategy
 - F) Advance settings
 - G) Ad-scheduling
 - H) Ad-delivery
 - I) Understanding ads placement
 - J) Creating diff. adgroups
 - K) Using display planner tool
 - L) Finding relevant websites for ads placement
 - M) Creating text ads
 - N) Creating banner ads using tools
 - O) Uploading banner ads
- 7) Optimizing Display Campaign
- 8) Remarketing
- A) What is remarketing?
 - B) Setting up remarketing campaign
 - C) Creating Remarketing lists
 - D) Advanced Level list creation
 - E) Custom audience

Google Analytics

- 1) Introduction to Google analytics
- 2) How Google analytics works
- 3) Understanding Google analytics account structure
- 4) Understanding Google analytics insights
- 5) Understanding cookie tracking
- 6) Types of cookie tracking used by Google analytics
- 7) Starting with Google analytics
- 8) How to set up analytics account
- 9) How to add analytics code in website
- 10) Understanding goals and conversions
- 11) How to setup goals
- 12) Understanding different types of goals
- 13) Understanding bounce & bounce rate
- 14) Difference between exit rate & bounce rate
- 15) How to reduce bounce rate
- 16) How to set up funnels in goals
- 17) Importance of funnels
- 18) How to integrate ad words and analytics account
- 19) Benefits of integrating ad words & analytics
- 20) Measuring performance of marketing campaigns via Google analytics
- 21) What is link tagging
- 22) How to set up link tagging
- 23) Understanding filters & segments
- 24) How to set up filters & segments
- 25) How to view customized reports
- 26) Monitoring traffic sources
- 27) Monitoring traffic behaviour
- 28) Taking corrective actions if required

Search Engine Optimization (SEO)

- 1) What is SEO?
- 2) Introduction to SERP
- 3) What are search engines?
- 4) How search engines work
- 5) Major functions of a search engine
- 6) What are keywords?
- 7) Different types of keywords
- 8) Google keyword planner tool
- 9) Keywords research process
- 10) Understanding keywords mix
- 11) Google Operator : So that you can find anything on the web
- 12) On page optimization
 - A) What are primary keywords, secondary keyword and tertiary keywords?
 - B) Keywords optimization
 - C) Content optimization & planning
 - D) Understanding Your audience for content planning
 - E) What is the difference between keywords stuffing & keyword placement
 - F) Using Google webmasters tool & website verification
 - G) Sitemap creation & submission in website & webmasters
 - H) How to write an optimized content
 - I) How to write a content for article, blog and press release
- 13) Off Page Optimization
 - A) What is domain authority?
 - B) How to increase Domain authority
 - C) What are back links?
 - D) Types of back links
 - E) What is link building?
 - F) Types of link building Do's and Dont's of link

building

G) Link building strategies for your business

- 14) Top tools for SEO
- 15) Monitoring SEO process
- 16) Preparing SEO reports
- 17) How to create SEO Strategy for your business
- 18) What is link juice?
- 19) Importance of domain and page authority
- 20) How to optimize exact keywords for your business

Online Display Advertisement

- 1) What is online advertising?
- 2) Types of Online Advertising
- 3) Display Advertising
 - Banner ads
 - Rich Media ads
 - Pop ups and Pop under ads
- 4) Contextual advertising
 - In Text ads
 - In Image ads
 - In video ads
 - In page ads
- 5) What are Payment Modules?
- 6) Companies that provide online advertising Solution
- 7) Tracking & Measuring ROI of online adv.
- 8) Assignment on allocating funds to various different Online advertising platforms
- 9) Creating Banner Ads Using Tools

Website Planning & Creation

- 1) Understanding Internet
- 2) Difference between Internet and Web
- 3) Understanding Website
- 4) Understanding Domain Names & Domain Extensions
- 5) What is Web Server & Web Hosting
- 6) Different Types of Web Servers
- 7) Different Types of Websites
 - Based on Functionality
 - Based on Purpose
- 8) Planning & Conceptualizing Website
 - Booking a domain Name and webhosting
 - Adding Domain Name to web server
 - Adding Webpages & Content
 - Adding Plugins
- 9) Building Website using CMS in Class
 - Identifying objective of website
 - Deciding on number of pages required
 - Planning for Engagement options
 - Creating Blueprint of every webpage
 - Best & Worst Examples

Mobile Web Marketing

- 1) Understanding Mobile Devices
- 2) Mobile Marketing and Social Media
- 3) Fundamentals of mobile marketing
- 4) Key industry terminology
- 5) Creating mobile website through wordpress
- 6) Using tools to create mobile websites
- 7) Using tools to create mobile app Advertising on mobile (App & Web)
 - A) Targeting ads on Apps
 - B) Targeting ads via location
 - C) Targeting ads on search engine
- 8) Content Marketing on mobile
- 9) Mobile strategy-segmentations option targeting and differentiation
- 10) Mobile marketing mix
- 11) SMS marketing
- 12) Creating mobile application
- 13) mobile app in Android and iOS

E-Commerce Marketing

- 1) What is ecommerce?
- 2) Top ecommerce websites around the world & it's scenario in India
- 3) Difference between E-Commerce software and Shopping Cart software
- 4) Payment Gateways, Merchant Accounts & Logistics for physical goods.
- 5) Integrating Woo-commerce and setting up an ecommerce store on WordPress.
- 6) Affiliate Marketing by promoting products which looks like an ecommerce store.
- 7) Case studies on ecommerce websites.
- 8) How to do Google Product Listing Ads (PLA) for ecommerce websites.
- 9) How to do SEO for an ecommerce website

Lead Generation for Business

- 1) Understanding lead generation for business
- 2) Why lead generation is important?
- 3) Understanding landing pages
- 4) Understanding thank-you page
- 5) Landing page vs website
- 6) Best practices to create a landing page
- 7) Best practices to create a thank-you page
- 8) Types of landing pages
- 9) What is A/B testing?
- 10) How to do A/B testing
- 11) Selecting landing pages after A/B testing
- 12) Converting leads into sales

Content Marketing

- 1) What is Content marketing?
- 2) Introduction to content marketing
- 3) Objective of content marketing
- 4) Content marketing 7 step strategy building process
- 5) How to write great compelling content
- 6) Keyword research for content ideas
- 7) Optimizing content for search engines
- 8) How to market your content?
- 9) Debate- Doesn't great content just spread by itself
- 10) Understanding second customer
- 11) Importance of second customer
- 12) How to increase second customer
- 13) Understanding online influencers
- 14) 10 ways to connect with online influencers
- 15) 35 unique ways to write magnetic headlines

Online Reputation Management

- 1) What is online reputation management?
- 2) Why online reputation management is need of hour
- 3) Understanding ORM scenario
- 4) How to deal with criticism online
- 5) 10 Online reputation management Commandments
- 6) 15 ways to create positive brand image online
- 7) Understanding tools for monitoring online reputation
- 8) Step by Step guide to overcome negative online reputation
- 9) Best examples of online reputation management

Affiliate Marketing

- 1) What is affiliate marketing?
- 2) 3 A's of affiliate marketing
- 3) How people make millions of dollar in affiliate marketing?
- 4) Affiliate marketing history
- 5) Changes in affiliate marketing industry over the year
- 6) Affiliate marketing scenario in India
- 7) How to be a super affiliate?
- 8) Different ways to do affiliate marketing

Ad sense & Blogging

- 1) What is Ad sense?
- 2) How to get approved for Ad sense?
- 3) Cool trick to get Ad sense approval by Google
- 4) Using your Ad sense account interface
- 5) Placing ads on your blog
- 6) Creating blogs with our FREE theme
- 7) Then we will share 1 secret method Through which you will make money with Ad sense

DIPLOMA IN SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Module 1: SUPPLY CHAIN MANAGEMENT AND RELATED DISCIPLINES

OBJECTIVE:

The participants will acquire essential know-how for working in the field of Supply Chain Management. This know-how is based on the basic concepts of supply chain management.

COURSE CONTENTS:-

S. No	Topic	Sub - Topic
1	Introduction to Supply Chain Management	<ul style="list-style-type: none">• History, Definition, importance, objective, types of SCM.• Current issues in supply chain management• Supply chain challenges for future• Exercises for students- create examples of supply chain management systems by taking any company or industry of your choice.
2	Purchasing and SCM	<ul style="list-style-type: none">• Introduction, importance, objectives, process.• Types of purchase, supplier selection.• Sourcing decision in Supply chain Management
3	Material , spare part management and SCM	<ul style="list-style-type: none">• Introduction of Material management• Effective management of spare parts. MATERIAL HANDLING <ul style="list-style-type: none">• Objective• Principles• Equipments• Problems and issues related to material handling• Advantages of having systematic material handing system
4	Vendor Management and Partnerships	<ul style="list-style-type: none">• Importance, supplier collaboration.• Supplier Management and types- traditional supplier management, emerging supplier management, leading supplier management, world class supplier management.• Supplier Management Process.• Supplier Relationship management, supplier development.• Key supplier account management.

5	Introduction to Logistics Management	<ul style="list-style-type: none"> • History and Evolution • Definition, Role, Framework, elements. • Third Party and Fourth Party Logistics
6	Performance Management and SCM	<ul style="list-style-type: none"> • Advantages and benefits of PM. • Measuring SCM • Supplier PM • Parameters for choosing which suppliers to measure • SCOR Model • Balance score card approach
7	Operations Management for SCM	<ul style="list-style-type: none"> • Introduction, Overview. • Materials Requirements planning, Optimized production Technology, JIT. • Aggregate planning. • Production scheduling, shop floor control.
9	IT and Supply Chain Management	<ul style="list-style-type: none"> • how the Internet has changed traditional supply chain flows • Define a framework for major business benefits from Internet-enabled supply chains • Review examples of how companies have used the Internet in their supply chain operations • Decision Support System • Warehouse Management System • Supply chain configuration for E-business

MODULE 2: SUPPLY CHAIN MANAGEMENT AND INVENTORY MANAGEMENT

Objective:

The participants will acquire essential know-how for working in the field of Supply Chain Management. This know-how is based on the basic concepts of supply chain management.

Course Contents:-

S.No	Topic	Sub - Topic
1	Inventory Management in supply chain	<ul style="list-style-type: none"> • Introduction • Types of Inventories • Use of Inventory • Necessity to maintaining inventory • Causes of poor inventory control • Independent Vs Dependent Demand • Role of other functional departments • Costs associated with inventories • Inventory Management Systems

2	Inventory Classification and Strategies	<ul style="list-style-type: none"> • Advantages of Classification of Inventory • Regular Inventory Item • In-Process Inventories • Finished Goods Inventories • Strategic consideration in the control of finished goods inventory
3	Inventory Control in supply chain	<ul style="list-style-type: none"> • Inventory control and supply chain management • Inventory control problems • Objective of Inventory control • Functions of Inventory control • Factors affecting Inventory control policy • Inventory control models • Elements of Inventory control model • Dynamic nature of the inventory control model • Material Requirement Planning (MRP) • Just-in time production
4	Inventory Control Techniques	<ul style="list-style-type: none"> • Introduction • Best Order Quantity – EOQ • Determining Economic Order Quantity • Calculate EOQ examples • A-B-C Analysis • Codification • Standardization
5	Valuation of Inventory	<ul style="list-style-type: none"> • Importance of Valuation of Inventory • Valuation of Material Issues • Factors considered in selection of method of valuation of inventory
6	Capacity Planning	<ul style="list-style-type: none"> • Definition • measuring capacity, over and under capacity • Efficiency and utilization • Determinants of effective capacity • Capacity Planning: Long term strategy and short term planning • Calculation of capacity planning

MODULE 3: TRANSPORTATION MANAGEMENT.

Objective:

To learn about different modes of transportation and the different policies and procedures applicable for each mode

Course Contents:-

S. No	Topic	Sub – Topic
1	Transportation Management	<ul style="list-style-type: none">• Definition.• Price, transit time, security of the goods, government regulations, safety.• Carrier characteristics and selection.• Third party versus in house transportation.• Terminal operations.• Transportation manager activities.• Documentation.• Types of Transportation
2	Road	<ul style="list-style-type: none">• Pricing sourcing Freight/sourcing of Vehicle• Cargo Size, Types of Cargo• Lead- Time• Tracking goods in Transit• Transport agency selection and terms of Contract• Fixing of freight and freight sourcing• Factors affecting Road Freight• Vehicle records and selection of Vehicle• Types of vehicle available• Commercial Rules introduction• Bill processing - payment• Forwarding Note• On line Bidding / Method of Freight Selection• Reserve Auction for freight selection• Documents with Cargo & Formalities at check point• Statistical data
3	Rail Transportation	<ul style="list-style-type: none">• Indian Railways and its Role in Transportation• Advantages and Disadvantages of Rail Transportation• Railway network in India• Railway Traffic and its contribution in country economics• Railway Organization• Working of Commercial Department of Railways• Procedure to book cargo with Railways• Operation to rake loading and rake Clearing• Details of Wharf age and Demurrage• Freight Calculation Method and commercial goods Tariff• Introduction and use with Railway Route• Cost of components of multimode Road + Rail Transport

		<ul style="list-style-type: none"> • Claims of Railway and its settlement • Division of rake en-route • Short Distance delivery
4	Various Incentives Schemes of Railways	<ul style="list-style-type: none"> • Station to station Rates; its policy • Volume discounts • Own your Wagon Scheme • Own siding setting up and maintenance • Leasing of Railway premises, Leasing of Railway SLR in passenger Trains. • Container Corporation of India • Introduction • Its Organization • I.C.D. Function and Services and its role • MAJOR depots and their locations. • Services offered by CONCOR • Detailed Statistics of Cargo model of I.C.D. • Various Freights – Structure of I.C.D. • Calculation of Freight of Domestic Container movement
5	Pipe lines	<ul style="list-style-type: none"> • GAS • OIL (present and its operations) • Cold supply chain management (Its role and importance) • Types of cold storage • Practical operations • Vehicle 7 storage Facility available • Government incentive & Potential • Liquid/Gas Cargo Movement • Hazardous Cargo Movement • Over Dimension and heavy Cargo Transportation • Documents and procedure for Export Cargo, Customs Clearing Formalities • Documents and Custom Clearing for Import Cargo • Air- Cargo booking / CHA Functions and job
7	Transportation and Environment	<ul style="list-style-type: none"> • Importance of environment consideration in transportation management • Environment issues related to transportation management

MODULE 4: WAREHOUSING AND DISTRIBUTION MANAGEMENT

Objective:

This course attempts to give an understanding of processes included in distribution and warehousing and the application of information systems.

Course Contents:-

Sr.No.	Topic	Sub-topic
1	Warehouse Organization	<ul style="list-style-type: none">• Introduction• Types / classification of Warehouses• Role / Functionality of warehouses• Difference between warehouse and distribution center• Position of Warehouse / store division in the organization• Activities in a warehouse/store• Organization Structure of Store Division• Organizational Matters for Efficient Working of Stores Division
2	Warehouse Location, layout and Facility Planning	<ul style="list-style-type: none">• Introduction• Factors for warehouse location selection• Layout planning of warehouse• Physical facility planning
3	Warehouse Operations	<ul style="list-style-type: none">• Introduction of various warehouse operations
4	ISO Standards and Warehouse Activities	<ul style="list-style-type: none">• Introduction• ISO Standards• Need for ISO standards• Registration for ISO certification• Warehouse Activities and Quality Assurance• Stores division activities in conformance to ISO 9001
5	Performance Evaluation of Stores activities	<ul style="list-style-type: none">• Introduction• Criticism of stores division• Performance Evaluation• Performance Indicator• How is performance Evaluation carried out• When to evaluate performance
6	Computerization of Warehouse Activities	<ul style="list-style-type: none">• Introduction• Tasks for Computerization in warehouse activities• Benefits of Computerization• Appropriate software for store keeping and Inventory control• Creating a database for Transactional Tasks

		<ul style="list-style-type: none"> • Setting up user's own inventory control database system • Internal communication • Leading store – keeping and inventory control packages
7	Warehouse Security, Safety and Maintenance	<ul style="list-style-type: none"> • Introduction • Security • Safety • Maintenance
8	Distribution	<ul style="list-style-type: none"> • Basic concepts of distribution system • Types of Distribution systems • Retailing activities in the distribution systems management
9	Designing the distribution network in supply chain	<ul style="list-style-type: none"> • Various Distribution models • Distribution network in Practice