

## FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)

Department of Commerce and Management

## COURSE CURRICULUM

<b>PART-A: Introduction</b>			
Program: Bachelor in Business Administration (Certificate / Diploma / Degree/Honors)		Semester-VI	Session: 2024-2027
1	CourseCode	BBSE -04	
2	CourseTitle	Elective C – Marketing: Logistics & Supply Chain Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	Asper requirement	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> <li>➤ Able to know the Emerging trends in Retailing and to know about Store Planning.</li> <li>➤ Elements of Retail Store Operations</li> <li>➤ Concept of Supply Chain Management</li> <li>➤ Components of Supply Chain Management and understanding Benchmarking Process.</li> <li>➤ Understanding about Customer Relationship Management and Role of E – Commerce in Supply Chain Management.</li> </ul>	
6	Credit Value	4 Credits	Credit=15Hours-learning& Observation
7	Total Marks	Max.Marks: 100	Min Passing Marks: 40
<b>PART-B: Content of the Course</b>			
Total No. of Teaching-learning Periods(01 Hr. per period)– 60 Periods(60 Hours)			
Unit	Topics(Course contents)		No. of Period
I	<b>Logistics:</b> Introduction, Meaning of Logistics; Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Logistics Vs Supply Chain Management; <b>Supply Chain Management:</b> Significance and Challenges and Importance of a Supply Chain (SC); Key Drivers of Supply Chain Management.		15
II	<b>Supply Chain Strategies:</b> Push-based, Pull-based and Push-Pull based Supply Chain; Demand Forecasting in a Supply Chain; Managing inventory in Supply Chain Environment: Transportation in Supply Chain Environment.		15
III	<b>Components of Supply Chain Management:</b> Three Components of Supply Chain Management; Demand Management; Demand Forecasting; Supply Management; Evolution of ERP; Concept of ERP in Supply Chain Management; Understanding the Benchmarking Concept; Benchmarking Process; Benchmarking Procedure;		15
IV	<b>Customer Relation Management(CRM):</b> Introduction, Benefits of CRM, Principles, Strategies, Components, Customer Service in Retailing; Customer Relationship Management (CRM) & Role of E –Commerce in Supply Chain Management: New Developments in Supply Chain Management; Outsourcing Supply Chain Operations; The Role of E- Commerce in Supply Chain Management; Green Supply Chain Management; Distribution Resource Planning.		15
Keywords	Logistics, Supply Chain Management, Customer Relationship Management.		
<b>PART-C: Learning Resources</b>			
Text Books, Reference Books and Others			
1. Michel H Hungo (2003) Supply Chain Management: PHI 2. Chopra S. (2007) Supply Chain Management: McGraw Hill 3. Samir S. & Ballao (2003) Logistics Management: Pearson			

<b>Online Resources–</b> <a href="https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-">https://blog.shiperp.com/7-educational-resources-supply-chain-logistics-</a> <a href="https://rmit.libguides.com/logistics&amp;ved">https://rmit.libguides.com/logistics&amp;ved</a>		
<b>PART-D:AssessmentandEvaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b> <b>Maximum Marks: 100Marks</b> <b>ContinuousInternalAssessment(CIA): 30Marks</b> <b>EndSemesterExam(ESE): 70 Marks</b>		
<b>ContinuousInternal Assessment (CIA): (ByCourseTeacher)</b>	<b>InternalTest/Quiz-(2):20&amp;20</b> <b>Assignment/Seminar- 10</b> <b>TotalMarks- 30</b>	<b>Bettermarks outofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbe considered against 30 Marks</b>
<b>EndSemester Exam (ESE):</b>	<b>Twosection– A &amp;B</b> <b>SectionA:Q1.Objective–10x1=10Mark;Q2.Short answerstype-5x4=20Marks</b> <b>SectionB:Descriptiveanswerstypeqts.,1outof2fromeachunit-4x10=40Marks</b>	

**Name and Signature of Convenor & Members: (CBOS)**

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