



Bachelor of Business Administration  
B.B.A Semester-III

Course Code	UM03IDBBA02	Title of the Course	<b>SUPPLY CHAIN MANAGEMENT</b>
Total Credits of the Course	04	Hours per Week	04

<b>Course Objectives:</b>	<ol style="list-style-type: none"><li>1. To give insight about supply chain management.</li><li>2. To outline key supply chain mgmt. concepts and its application to market.</li><li>3. To analyse and examine the implementation of supply chain mgmt. concepts and strategy to firms.</li><li>4. Attainment of organisational goals using supply chain mgmt. techniques.</li></ol>
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<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage*(%)</b>
1.	<b>Conceptual Foundation</b> <ul style="list-style-type: none"><li>• Introduction,</li><li>• Generic Types of SCM,</li><li>• Importance of SCM,</li><li>• Objective of SCM,</li><li>• SCM Skills</li></ul>	25%
2.	<b>Supply Chain Strategies</b> <ul style="list-style-type: none"><li>• Relationship Matrix,</li><li>• Competitive and Supply Chain Strategy,</li><li>• SCOR Model Structure,</li><li>• Cycle View of Supply Chain Process</li></ul>	25%
3.	<b>Managing Supply Chain</b> <ul style="list-style-type: none"><li>• Drivers of Supply Chain Performance,</li><li>• Reverse Supply Chain V/s Forward Supply Chain,</li><li>• Components of Inventory Decision</li></ul>	25%
4.	<b>Designing Supply Chain Network</b> <ul style="list-style-type: none"><li>• Components of Pricing Decisions,</li><li>• Obstacles of SCM,</li><li>• Factors Influencing Distribution Network,</li><li>• Impact of E-Business on Customer Service,</li><li>• Frame work for network Design Decision</li></ul>	25%





Teaching- Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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**Evaluation Pattern: (Reference no. E-3/2384, 6/1/2024)**

Sr. No.	Details of Evaluation	Weightage
1.	Internal / Written Examination	50%
2.	Internal Continuous Assessment in the form of practical, viva voce, Quizzes, Seminars, Assignments, Attendance	
3.	University Examination	50%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
1.	Identify the scope and significance of Supply Chain Relationships in business.
2.	Examine SCM concepts and phenomenon to current business events in the industry
3.	Coordinate the various SCM variables and interpret them for designing marketing strategy for business firms

<b>Suggested References:</b>	
Sr. No.	References
1.	Supply Chain management By Sunil Chopra, Peter Meindl and D V Kalra, Pearson Education
2.	Supply Chain Management Theories and Practices By K P Mohanty and S G Deshmukh, published by biztzntra
3.	N Kumar , “Supply Chain Management, lakshmi Narain Agrawal, Agra
4.	Donald B., “Logistic Management - The Integrated Supply Chain process”, McGraw Hill, NY.

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