



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Business Administration (General)

Semester – III

Course Code	UM03IDBBA02	Title of the Course	Supply Chain Management
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none"> 1) To give insight about supply chain management. 2) To outline key supply chain mgmt. concepts and its application to market. 3) To analyse and examine the implementation of supply chain mgmt. concepts and strategy to firms. 4) Attainment of organisational goals using supply chain mgmt. techniques
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Course Content		
Unit No.	Description	Weightage (%)
1	Conceptual Foundation: <ul style="list-style-type: none"> • Introduction, • Generic Types of SCM, • Importance of SCM, • Objective of SCM, • SCM Skills 	25%
2	Supply Chain Strategies: <ul style="list-style-type: none"> • Relationship Matrix, • Competitive and Supply Chain Strategy, • SCOR Model Structure, • Cycle View of Supply Chain Process 	25%
3	Managing Supply Chain: <ul style="list-style-type: none"> • Drivers of Supply Chain Performance, • Reverse Supply Chain V/s Forward Supply Chain, • Components of Inventory Decision 	25%



4	Designing Supply Chain Network: <ul style="list-style-type: none"> • Components of Pricing Decisions, • Obstacles of SCM, • Factors Influencing Distribution Network, • Impact of E-Business on Customer Service, • Frame work for network Design Decision 	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
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
Sr. No.	Suggested 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 biztntra
3)	N Kumar, "Supply Chain Management, lakshmi Narain Agrawal, Agra
4)	Donald B., "Logistic Management - The Integrated Supply Chain process", McGraw Hill, NY.

On-Line Resources available that can be used as Reference Material