

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBA07	Total Credit: 3
Title Of Paper: Supply Chain Management	

Unit	Description in detail	Weighting (%)
1	Conceptual foundation Introduction, Generic Types of SCM, Importance of SCM, Objective of SCM, SCM Skills	25 %
2	Supply chain strategies Relationship Matrix, Competitive and Supply Chain Strategy, SCOR Model Structure, Cycle View of Supply Chain Process	25 %
3	Managing Supply Chain Drivers of Supply Chain Performance, Reverse Supply Chain V/s Forward Supply Chain, Components of Inventory Decision	25 %
4	Designing Supply Chain Network 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 %

Basic Text & Reference Books

- Supply Chain management By Sunil Chopra, Peter Meindl and D V Kalra, Pearson Education
- Supply Chain Management Theories and Practices By K P Mohanty and S G Deshmukh, published by biztzntra
- N Kumar , “Supply Chain Management, lakshmiNarainAgrawal, Agra
- Donald B., “Logistic Management - The Integrated Supply Chain process”, McGraw Hill,NY.

