

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA(General)**  
**Semester: III**  
**Syllabus with effect from : JUNE 2019**

<b>Paper Code:</b> UM03DBBA23	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Supply Chain Management	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Conceptual foundation</b> Introduction, Generic Types of SCM, Importance of SCM, Objective of SCM, SCM Skills	<b>25 %</b>
<b>2</b>	<b>Supply chain strategies</b> Relationship Matrix, Competitive and Supply Chain Strategy, SCOR Model Structure, Cycle View of Supply Chain Process	<b>25 %</b>
<b>3</b>	<b>Managing Supply Chain</b> Drivers of Supply Chain Performance, Reverse Supply Chain V/s Forward Supply Chain, Components of Inventory Decision	<b>25 %</b>
<b>4</b>	<b>Designing Supply Chain Network</b> Components of Pricing Decisions, Obstacles of SCM, Factors Influencing Distribution Network, Impact of E-Business on Customer Service, Frame work for network Design Decision	<b>25 %</b>

**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.

