

# Sri Sathya Sai College for Women, Bhopal

(An Autonomous College Affiliated to Barkatullah University Bhopal)

Department of Higher Education, Govt. of M.P.

Under Graduate Syllabus (Annual Pattern)

As recommended by Central Board of Studies and approved by the Governor of  
M. P.

wef 2021-2022

(Session 2023-24)

(NEP-2020)

<b>Class / कक्षा</b>	<b>B.Com. / बी. कॉम.</b>
<b>Year / वर्ष</b>	<b>Second Year</b>
<b>Course Title / पाठ्यक्रम का शीर्षक</b>	<b>Supply Chain and Retail Management / आपूर्ति श्रृंखला और खुदरा प्रबंधन</b>
<b>Course Type / पाठ्यक्रम का प्रकार</b>	Vocational / व्यवसायिक
<b>Credit Value/ क्रेडिट मान</b>	<b>2 (Theory) + 2 (Practical) = 04</b>
<b>Max. Mark/ अधिकतम अंक</b>	<b>30+70 (Minimum Marks 35)</b>
<b>Course Learning Outcome: -</b>	
<ul style="list-style-type: none"> <li>• Understand the Fundamental Concept of Supply Chain Management.</li> <li>• Understand the importance of Supply Chain Management</li> <li>• Understand the fundamental concept of Logistics System</li> <li>• Understand the Understand the fundamental concept of Warehousing</li> <li>• Understand the working procedure of Warehousing &amp; Logistics System</li> <li>• Discover the aspects of Retail Market Strategy</li> </ul>	

### Particular / विवरण

Unit 1	<b>Supply Chain Management (SCM)</b> Introduction to Supply Chain Management; Concepts, Definition, nature and scope of SCM; Components of SCM. The distribution across centers. Collaboration between retailers and vendors in SCM.
इकाई -I	आपूर्ति श्रृंखला प्रबंधन (एससीएम) आपूर्ति श्रृंखला प्रबंधन का परिचय एससीएम की अवधारणाएं, परिभाषा प्रकृति एवं क्षेत्र, एससीएम के घटक। केंद्रों के मध्य वितरण, एससीएम में खुदरा और विक्रेताओं के बीच सहयोग।
Unit II	<b>Logistics System, Warehousing, transportation Systems</b> Conceptual framework of Logistics System, Logistics system analysis and design Warehousing and distribution centers, their location; Modes and Characteristics of Transportation Systems, facilities and services, Key issues and practices involved in SCM.
इकाई -II	लॉजिस्टिक सिस्टम, वेयरहाउसिंग एवं परिवहन प्रणाली— लॉजिस्टिक सिस्टम विश्लेषण का वैचारिक ढांचा, लॉजिस्टिक प्रणाली विश्लेषण एवं डिजाइन, भंडारण और वितरण केंद्र, उनकी स्थिति परिवहन प्रणाली के तरीके और विशेषताएं, सुविधाएं एवं सेवाएं, एससीएम में शामिल प्रमुख मुद्दे और प्रथाएं।

*Dr. B. Mathew*

*Meera*

*Govind*

*Renu*  
29/23

*S. Jyoti*  
9/21/23

*Dr.*

*20/6/23*

Unit III	Retail Market Strategy: Concept, Sustainable Competitive Advantage Building through Customer Loyalty, Location, Human Resource Management, Distribution and Information System, Vendor Relations. Study of Growth Strategies like. Market Penetration, Market Expansion , Retail Format Development, Diversification & integration.
इकाई III	<b>खुदरा बाजार रणनीति :-</b> खुदरा बाजार रणनीति, अवधारणा ग्राहक के माध्यम से सतत् प्रतिस्पर्धात्मक लाभ निर्माण, स्थिति, मानव संसाधन प्रबंधन, वितरण और सूचना प्रणाली, विक्रेता संबंध, बाजार में प्रवेश, बाजार विस्तार, खुदरा प्रारूप विकास, विविधीकरण और एकीकरण जैसी विकास रणनीतियों का अध्ययन
Practical	<ol style="list-style-type: none"> <li>1. Order Processing</li> <li>2. Warehouse Management</li> <li>3. Supplier Management</li> <li>4. Demand Forecasting</li> <li>5. Analytics and Reports</li> <li>6. Transportation and Logistics tools</li> <li>7. Compliance and Auditing</li> <li>8. Transaction Cost Analysis</li> <li>9. Case Studies</li> </ol>
प्रायोगिक	<ol style="list-style-type: none"> <li>1. आदेश प्रसंस्करण</li> <li>2. गोदाम प्रबंधन</li> <li>3. सप्लायर प्रबंधन</li> <li>4. मांग पूर्वानुमान</li> <li>5. विश्लेषिकी और रिपोर्ट</li> <li>6. परिवहन और रसद उपकरण</li> <li>7. अनुपालन और लेखा अंकेक्षण</li> <li>8. लेनदेन लागत विश्लेषण</li> <li>9. केस स्टडी</li> </ol>
Project /Field Trip:-	
Text Books, Reference Books, other resources	
<ol style="list-style-type: none"> <li>1. B.S.Sahay.Supply Chain Management.New Delhi (Latest Edition)</li> <li>2. Christopher, M.Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Services, London : Pitsman.(Latest Edition)</li> <li>3. Suja Nair.Retail Management,Mumbai:Himalaya Publishing House (Latest Edition)</li> <li>4. M.V.Kulkarni.Retail Marketing Management. Everest publishing house</li> <li>5. James C.J.and Wood,Donald F.Contemporary Logostics.New York: Macmillan.(Latest Edition)</li> </ol> <p>Suggested online platforms: e-reading:</p> <ol style="list-style-type: none"> <li>1.nptel,</li> <li>2.swayam</li> <li>3.<a href="http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf">http://sim.edu.in/wp-content/uploads/2018/02/RETAIL-MANAGEMENT-Notes.pdf</a></li> <li>4.<a href="https://ebooks.lpude.in/management/mba/term 3/DMGT550 RETALL-MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term 3/DMGT550 RETALL-MANAGEMENT.pdf</a></li> <li>5.<a href="https://backup.pondiuni.edu.in/sites/default/files/Retail%20Marketing200813.pdf">https://backup.pondiuni.edu.in/sites/default/files/Retail%20Marketing200813.pdf</a></li> <li>6.<a href="https://www.imit.ac.in/note/18MBA401Arm.pdf">https://www.imit.ac.in/note/18MBA401Arm.pdf</a></li> <li>7.<a href="https://www.academia.edu/14982326/RETAIL SUPPLY CHAIN MANAGEMENT">https://www.academia.edu/14982326/RETAIL SUPPLY CHAIN MANAGEMENT</a></li> <li>8.<a href="https://ebooks.lpude.in/management/mba/term 4/DMGT523 LOGISTICS AND Supply CHAIN MANAGEMENT.pdf">https://ebooks.lpude.in/management/mba/term 4/DMGT523 LOGISTICS AND Supply CHAIN MANAGEMENT.pdf</a></li> </ol>	

*Dr. S. Mathew*

*Meem*  
*Soni*

*Dr*

*Renu S. Topkar*  
*2-9-23*  
*29/23*

*Dr. S.*  
*02/09/23*

**Suggested Continuous Evaluation Methods:**

<b>Maximum Marks: 100</b>		
<b>Continuous Comprehensive Evaluation 30 marks (CCE): Term End Exam Theory 70 marks</b>		
<b>Internal Assessment :</b> Continuous Comprehensive Evaluation (CCE): <b>30 Marks</b>	There shall be 4 class tests of 10 marks each, out of which the 3 best scores are to be taken into account.	<b>10+10+10= 30</b>
<b>External Assessment:</b> <b>Term End Exam (Theory) 70</b> <b>Time : 03:00 Hrs.</b>	<p><b>Section (A) 10 Marks</b></p> <p>(a) Objective questions – 5 (b) Very Short Answer type question – 5 (word limit 50 words)</p> <p><b>Section (B) 24 Marks:</b> Short Answers Type Questions 1 question from each unit (word limit – 250 words) 4 to be attempted out of 7 given questions</p> <p><b>Section (C) 36 Marks:</b> Long answer type questions (word limit 500 words) 4 to be attempted out of 7 given questions</p>	<p><b>10 question 01 marks each - 10</b></p> <p><b>4 question 06 marks each - 24</b></p> <p><b>4 questions 09 marks each - 36</b></p>
		<b>Total 70</b>

Course (Credit)	CourseType	Credits Allocated			Distribution of Theory marks		Distribution of Practical marks		Tutorial marks
		Theory	Practical	Tutorial	Internal CCE	External (Year End Exam)	Internal	External (Year End Practical Exam)	
DSE/SEC (Vocational Course)(4)	Type 1	4	0	NA	30	70	NA	NA	NA

*Dr. B. Mathew*

*Meen*

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*Ravi 29.23*

*S. Topath*

*21/9/23*

*21/09/23*