Gyanmanjari Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-6 (BBA)

Subject: Logistics and Supply Chain Management– BBAXX16325

Type of course: Major (Core)

Prerequisite:
Students should have Basic knowledge of management, operations, and statistics.

Rationale:
This Course equips students to understand how to efficiently move goods, information, and resources from suppliers to customers. It builds skills for reducing costs, improving service quality, and creating competitive advantages in global business.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

Course Content:

Sr. No	Course Content	Hrs	% Weightage
1	**Logistics Management:** The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization. Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation	15	25
2	**Supply Chain:** Definition – Objectives –Key benefits of SCM– SCM process- SCM process flows– Material flow, information and money flow– Major components of flow of supply chain- Transport, warehouse, sourcing and procurement, returns, post sales service – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain.	15	25
3	**Strategic Sourcing:** Meaning – Steps in strategic sourcing – Supply chain collaboration: Meaning, Types and benefit of Supply chain collaboration – Role of inventory in SCM- Inventory management techniques in supply chain: Stock review, just in time and ABC analysis. Case Study.	15	25
4	**Transportation Selection:** Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology, Case Study.	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	**Supply Chain Mapping Challenge:** Students will select one product (e.g., packaged juice, T-shirt, or smartphone) and trace its journey from raw material sourcing to delivery to the end customer. They will prepare a supply chain flow diagram highlighting key stages such as suppliers, manufacturers, warehouses, distributors, and retailers. Write a short explanation of the flow and Upload PDF on GMIU Web Portal.	10

2	**Inventory Planning Task:** Students will imagine they are managing a small store (e.g., grocery shop, stationery shop). They will create an inventory record table including item names, stock levels, reorder points, and lead times. Prepare the table in Excel and write a short note explaining their inventory strategy. Upload Excel or PDF on GMIU Web Portal.	10
3	**Industry Observation Report:** Students will visit a local warehouse, manufacturing unit, or retail outlet. They will observe how goods are stored, transported, and managed. Write a short reflection report including photos or diagrams if possible. Upload PDF on GMIU Web Portal.	10
4	**Transportation Cost Analysis:** Students will prepare a cost comparison of different transportation modes (road, rail, air, sea) for delivering goods across regions in India. They should highlight advantages, disadvantages, and suggest the most cost-effective option for a given product. Upload Excel or PDF on GMIU Web Portal.	10
5	**ABC Analysis Activity:** Students will visit a nearby retail shop (grocery store, stationery shop, or medical store) and list 10 products sold there. They will classify the products into A, B, and C categories based on their importance or sales value and write 2–3 lines explaining each category. Students will upload the PDF on the GMIU Web Portal.	10
6	**Logistics Case Analysis:** Students will study a real-world logistics company (e.g., Amazon, Flipkart, DHL, or Zomato) and analyze its distribution and delivery model. They will identify key challenges and suggest improvements for efficiency. Prepare a short case study report with examples. Upload Word or PDF on GMIU Web Portal.	10
7	**Attendance**	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the logistics of business, including the value proposition, the work of logistics, operating arrangements, flexible structures, and supply chain synchronization.
CO2	Analyze the transport functionality, principles, participants, service, economics, pricing, administration, and documentation in logistics.
CO3	Apply strategic sourcing, supply chain collaboration, and key inventory management techniques in SCM.
CO4	Examine transport trade-offs, modes, 3PL benefits, and Indian transport infrastructure.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

[1] Ballou, R. H. (2004). Business logistics/supply chain management: Planning, organizing, and controlling the supply chain (5th ed.). Pearson Education.

[2] Chopra, S., & Meindl, P. (2019). Supply chain management: Strategy, planning, and operation (7th ed.). Pearson.

[3] Rushton, A., Croucher, P., & Baker, P. (2017). The handbook of logistics and distribution management (6th ed.). Kogan Page.

[4] Christopher, M. (2016). Logistics and supply chain management (5th ed.). Pearson UK.