



Estd. 1962
NAAC 'A++' Grade

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दुरध्वनी (ईपीएबीएक्स) २६०९००० (अभ्यास मंडळे विभाग- २६०९०९४)
फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

जा.क्र./एसयु/बीओएस/

दिनांक : 23/05/2022

प्रति,

24 MAY 2022
No 00488

मा.प्राचार्य/संचालक/समन्वयक,
सर्व संलग्नित महाविद्यालये/मान्यताप्राप्त संस्था,
(वाणिज्य व व्यवस्थापन विद्याशाखे अंतर्गत)
शिवाजी विद्यापीठ, कोल्हापूर

विषय:- एम.बी.ए.भाग 2 (सीबीसीएस) करिता **Digital Marketing and Supply Chain Management** या अभ्यासक्रमामध्ये **Additional Elective Paper** समाविष्ट करणेबाबत.

महोदय/महोदया,

आपणांस विद्यापीठ अधिकार मंडळाच्या निर्णयानुसार कळविण्यात येते की, शैक्षणिक वर्ष, 2020-2021 पासून लागू करण्यात आलेल्या एम.बी.ए.भाग 2 (सीबीसीएस) करिता **Digital Marketing and Supply Chain Management** या अभ्यासक्रमामध्ये **Additional Elective Paper** समाविष्ट करण्यात आले आहे. (सोबत अभ्यासक्रम जोडले आहेत.)

सदर बाबत सर्व विद्यार्थी, शिक्षक, शिक्षकेतर सेवक यांच्या निदर्शनास आणून द्यावी. सदरचा अभ्यासक्रम विद्यापीठाच्या www.unishivaji.ac.in (Online Syllabus) संकेतस्थळावर उपलब्ध आहे.

कळावे,

आपला विश्वासू,
उपकुलसचिव

सोबत : वरील प्रमाणे

प्रत :

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| 1. परीक्षा व मूल्यमापन मंडळ | 2. सर्व प्र- अधिष्ठाता |
| 3. परीक्षक नियुक्ती विभाग | 4. संलग्नता विभाग |
| 5. पात्रता विभाग | 6. बी.ए., बी.कॉम. बी.एस्सी. इतर 1,2,3,4 परीक्षा विभाग |
| 7. संगणक केंद्र (आय.टी.) | 8. संलग्नता टी-2 |

Shivaji University, Kolhapur
Faculty of Commerce and Management
BOS in Management
Additional Elective at MBA-II Sem-III and IV
Digital Marketing

(Choice-Based Credit System)
MBA -II SEM-III
PAPER-Digital Marketing
(Digital Marketing and Strategy)

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| Course Outcomes | <ol style="list-style-type: none"> 1. Understand the concept and process of Digital Marketing. 2. Understand the concept of digital marketing planning and strategy 3. Understand the concept of web based research. | | |
| Expected Skills Impartation(Through theory and Practical's) | <ol style="list-style-type: none"> 1. Understanding 2. Website search | | |
| Marks : 80 | Total Hours of Teaching: 60 | Theory: 40 | Practical: 20 |
| Syllabus Contents: | | | |
| Unit 1: a) Theory | Introduction to Digital Marketing Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc. | | 10 Hours |
| b) Practical | Online – Web based research for 1 Product and 1 Service company. Digital Marketing Audit for any one leading company in your district / City. | | 5 Hours |
| Unit 2: a) Theory | Content Marketing Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc. | | 10 Hours |
| b) Practical | Online + offline Marketing study of one company from Indian and one from Global Market. | | 5 Hours |
| Unit 3: a) Theory | E-mail Marketing- Advancements in E-mail Marketing, mapping industry trends, eliminating spam messages, etc. Mobile Marketing- Difference between mobile advertising and marketing, utilizing mobile marketing for sales promotions, online applications, etc. Affiliate Marketing- What is Affiliate Marketing?, Benefits of Affiliate Marketing, Affiliate Marketing Networks, Different Techniques used for Affiliate Marketing | | 10 Hours |
| b) Practical | Understand the different marketing strategy using e mail marketing and mobile marketing | | 5 Hours |
| Unit 4: a) Theory | Pay-Per-Click- Understanding different types of PPC, creating compelling search ads and understand how keywords and search queries work together to display and create advertisements. Marketing Automation- How to reduce time in converting the lead into a sale,how additional triggers are used to build aconversation | | 10 Hours |

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| | with clients and customer and increasing revenue. | |
| b) Practical | Find out some real time cases to understand how keywords and search queries work together to display and create advertisements. | 5 Hours |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. The Digital Marketing Handbook: A step-by-step guide for the modern marketer, 1st edition, 2015 Mohit Pawar, Metadoor Press. 2. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing, 1st Edition, 2013 Chris Goward, Sybex. 3. Digital Marketing for Dummies - Book by Russ Henneberry and Ryan Deiss. 4. Digital Marketing – Seema Gupta McGrawhill Publications. 5. Social Media and Mobile Marketing – Puneet Singh Bhatia – Wiley. 6. Winning in the Digital Age – Nitin Seth | | |

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| (Choice-Based Credit System) MBA -II SEM-III PAPER- Digital Marketing (Website Development) | | | |
| Course Outcomes | <ol style="list-style-type: none"> 1. Understand the concept of website development 2. Understand the process of website development 3. Design the website | | |
| Expected Skills Impartation (Through theory and Practical's) | <ol style="list-style-type: none"> 1. Designing the concept of website development 2. Development of website for digital marketing. | | |
| Marks : 80 | Total Hours of Teaching: 60 | Theory: 40 | Practical: 20 |
| Syllabus Contents: | | | |
| Unit 1: a) Theory | Website Concept Planning + Conceptualizing to implementation What is a Website? : <ul style="list-style-type: none"> ▪ Domain Names, • Web Hosting, • Website URL, • Responsive Website and related terms Website development process: Concept to final delivery <ul style="list-style-type: none"> ▪ Customer requirement Study ▪ Information gathering process ▪ Alternatives, ▪ Platforms, ▪ Customization and Pros and Cons. | | 10 Hours |
| b) Practical | Hands on Session on Website development platforms like Word Press, wix, etc. + writing a WordPress blog on subject of your choice | | 5 Hours |
| Unit 2: a) Theory | Landing page – purpose, design and importance. Basics of Architecture: Website and E commerce Website Decisions on the elements of website: <ul style="list-style-type: none"> ▪ The Number of Pages, ▪ Creating Blueprint of Each Page, | | 10 Hours |

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| | <ul style="list-style-type: none"> ▪ Navigation, ▪ Load time content etc <p>UI and UX – Importance and utility Introduction to Mobile and Web Apps E commerce websites design and Implementation Testing and maintaining the Website Introduction to Payment gateways and basics of Integration</p> | |
| b) Practical | <p>Study and prepare a report on:</p> <ul style="list-style-type: none"> ▪ Website Design to development ▪ E commerce Website Design to development | 5 Hours |
| Unit 3: a) Theory | <p>Website Design using WordPress CMS- Developing a connection with website users, tools to create a lead magnet for your business site, using speed improvement tools for mapping websites.</p> | 10 Hours |
| b) Practical | <p>Study and prepare a report on:</p> <ul style="list-style-type: none"> ▪ Developing Own Website ▪ Blog writing | 5 Hours |
| Unit 4: a) Theory | <p>Website Data Analytics- Measuring digital marketing strategies, undertaking business analytics along with tools for probing website data like web and google analytics</p> | 10 Hours |
| b) Practical | <p>Study and prepare a report on: www.wordpress.com www.wix.com</p> | 5 Hours |
| <p>Reference Books:</p> <ol style="list-style-type: none"> 1. The Digital Marketing Handbook: A step-by-step guide for the modern marketer, 1st edition, 2015 MohitPawar, Metadoor Press. 2. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing, 1st Edition, 2013Chris Goward, Sybex. 3. Digital Marketing for Dummies - Book by Russ Henneberry and Ryan Deiss. 4. Digital Marketing – Seema Gupta Mcgrawhill Publications. 5. Social Media and Mobile Marketing – Puneet Singh Bhatia – Wiley. 6. Winning in the Digital Age – Nitin Seth | | |

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| <p>(Choice-Based Credit System) MBA -II SEM-III PAPER- III - Digital Marketing (Search Engine Optimization and Online Campaign management)</p> | | | |
| Course Outcomes | <ol style="list-style-type: none"> 1. Understand the concept of SEO 2. Understand the concept of Online campaign management 3. Planning for online campaigns | | |
| Expected Skills Impartation(Through theory and Practical's) | <ol style="list-style-type: none"> 1. Planning the online campaigns. 2. Research on online campaigns. | | |
| Marks : 80 | Total Hours of Teaching: 60 | Theory: 40 | Practical: 20 |

| Syllabus Contents: | | |
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| Unit 1: a) Theory | Introduction to SEO concept and role in digital marketing: Understanding Search Engine Optimization: Search Engine Optimization (SEO), Features of SEO, Significance of SEO. Model used in Digital Marketing, The Five Stage AACRO POEM model, Inverted Pyramid in SEO , Content Drilldown, E3model, Understanding Web and Mobile Marketing perspective. | 10 Hours |
| b) Practical | Data preparation + arrangement for SEO expert | 5 Hours |
| Unit 2: a) Theory | Key SEO tools, Application and Functions Google Domain, Google my business, Google Search Console, Google Trends, Google Tag manager, SEM Rush, Domain Authority Score, Inbound Marketing. Overview of Inbound Marketing: Essentials of an Effective Inbound Strategy, Optimizing Your Website for Search Engines, Convert Visitors in Leads, Creating Content with a Purpose, Lead & its generation online, Relevant Lead and Converting Visitors into Lead, Converting Leads into Sales. | 10 Hours |
| b) Practical | 3 Real-life SEO Assignments and Report preparation | 5 Hours |
| Unit 3: a) Theory | Search Engine Marketing (SEM), Comparison between SEO and SEM, SMM and Keywords, Terminologies associated to SEM, Pay Per Click (PPC), Cost per Click (CPC), Search Engine Results Page (SERP), Click-Through Rate (CTR), Impressions, Google Display Network (GDN). Understanding Web and Mobile Marketing perspective. | 10 Hours |
| b) Practical | Understand the concept of SEM by using various keywords on search engine. | 5 Hours |
| Unit 4: a) Theory | Key SEM tools, Applications and functions, Google Ads, Google Analytics, Google Admob, Google Adsense, Google Marketing Platform, Google Shopping Campaign, Word stream advisor. | 10 Hours |
| b) Practical | Use google platform to check google ads, analytics, admob, AdSense with some practical consideration. | 5 Hours |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. The Digital Marketing Handbook: A step-by-step guide for the modern marketer, 1st edition, 2015 MohitPawar, Metadoor Press. 2. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing, 1st Edition, 2013Chris Goward, Sybex. 3. Digital Marketing for Dummies - Book by Russ Henneberry and Ryan Deiss. 4. Digital Marketing – Seema Gupta Mcgrawhill Publications. 5. Social Media and Mobile Marketing – Puneet Singh Bhatia – Wiley. 6. Winning in the Digital Age – Nitin Seth | | |

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| (Choice-Based Credit System) MBA -II SEM-III PAPER- IV-Digital Marketing (Social Media Marketing) | |
| Course Outcomes | 1. Understand the concept of Social Media Marketing. |

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| | <ol style="list-style-type: none"> 2. Perform planning of social media marketing for small business. 3. Design campaign using social media 4. Plan for the social media research | | |
| Expected Skills Impartation(Through theory and Practical's) | <ol style="list-style-type: none"> 1. Creating contents 2. Designing advertisements 3. Designing research | | |
| Marks : 80 | Total Hours of Teaching: 60 | Theory: 40 | Practical: 20 |
| Syllabus Contents: | | | |
| Unit 1: a) Theory | Introduction and Study of Metaverse: Facebook, Instagram, WhatsApp, Twitter, Koo and other Social Platforms Pinterest, LinkedIn Marketing – A Professional Platform, YouTube Marketing for B2B and B2C, Email Marketing Digital Marketing Funnel, Marketing Automation: Introduction Future Trends in Digital Marketing | | 10 Hours |
| b) Practical | Social Media Research Social Media – Planning and Management for a Small Business Preparing Profile on one of the Platforms | | 5 Hours |
| Unit 2: a) Theory | Facebook Marketing Fundamentals: Profiles and Pages, Business Categories, Getting Assets Ready, Creating Facebook Pages, Page Info and Settings, Facebook Page Custom URL, Invite Page Likes, Featured Video, Pin Post and Highlights, Scheduling Posts, Facebook Events, Reply and Message, Facebook Insights Reports, Competitor's Facebook Page, Ban User on Facebook Page, Connect with Twitter. Facebook Ad Campaigns: Organic v/s Paid, Defining Ad Objective, Performance Matrix, Ad Components, Designing Creative Image, Facebook Ad Structure, Setting Up Facebook Ad Account, Create Ad –Targeting, Create Ad – Budgeting, Create Ad –Creative, Content and CTA, Boosting Page Posts, Page Promotion, Video Promotion, Similar Ads and Audiences Instagram: Profile Creation, Advertisement setting, Sponsored content, Influencer Marketing, Creative Content creation in the form of Photos and Videos | | 10 Hours |
| b) Practical | Prepare Facebook profile and Facebook page to understand how it works. Understand various functions and options available on Facebook for Marketing of product and services | | 5 Hours |
| Unit 3: a) Theory | YouTube Marketing: Video Flow, Google Pages for YouTube Channel, Verify Channel, Webmaster Tool –Adding Asset, Associated Website Linking, Custom Channel URL, Channel ART, Channel Links, Channel Keywords, Branding Watermark, Featured Contents on Channel, Channel Main Trailer, Uploading Videos, Uploading Defaults, Creator Library, Case Studies. Channel Navigation, Video Thumbnail, CTA –Annotation, CTA –Extro, CTA –Cards for Mobile, Redirect Traffic to Website, Post Upload Enhancements, Live Broadcasting, Managing Playlists, Managing Comments, Managing Messages, | | 10 Hours |

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| | Monetization with AdSense, Paid YouTube Channel, Channel Analytics, Real Time Analytics, Case Studies. WhatsApp - Profile Creation, Business WhatsApp, Catalog Creation, Campaigning through WhatsApp Message, Chatbot | |
| b) Practical | Understand the stages for opening of You Tube Channel. Prepare You Tube channel. Analyze how different You tube channels are generating revenue. | 5 Hours |
| Unit 4: a) Theory | Email Marketing -Content Writing: Email Machine –The Strategy, Email Frequency, Why People Don't Buy, The Fuel –Value, Triggers in Email using 4Ps, Sequence of Email Triggers, Email Example - Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales, Re-Engagement, Buyer vs Consumer. Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, Segmentation Lists, Auto-Responder Series, Triggering Auto –Responder Emails, Auto Responder Actions, Case Studies. | 10 Hours |
| b) Practical | Write Email Marketing draft- Topic, Intro, Product, Secondary Value, Fear, Regret, Ask for Sales, Reinforcement, Offers Announcements, Urgency, Cross Sales. | 5 Hours |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. The Digital Marketing Handbook: A step-by-step guide for the modern marketer, 1st edition, 2015 Mohit Pawar, Metadoor Press. 2. You Should Test That: Conversion Optimization for More Leads, Sales and Profit or The Art and Science of Optimized Marketing, 1st Edition, 2013 Chris Goward, Sybex. 3. Digital Marketing for Dummies - Book by Russ Henneberry and Ryan Deiss. 4. Digital Marketing – Seema Gupta McGrawhill Publications. 5. Social Media and Mobile Marketing – Puneet Singh Bhatia – Wiley. 6. Winning in the Digital Age – Nitin Seth | | |
| Suggested Additional Readings: (if web source then provide url) Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing, Ian Brodie Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Deborah | | |

**CHOICE-BASED CREDIT
SYSTEMMBA -II
SEMESTER-III
PAPER-I
SUPPLY CHAIN CONCEPT AND
PLANNING**

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| Course Outcomes: | After completion of course students will be able to-1.Describe various supply chain concept 2.Explain Supply Chain Drivers and Metrics. 3.Analyze Relationship Management in Supply Chain.4.Formulate Planning in a Supply Chain. |
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Expected Skills Implementation (Through theory and Practical):

1. Ability to know various supply chain concepts.
- 2.Ability to formulate various aspects of the supply chain planning.

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| Marks : 60 | Total Hours of Teaching : 60 | Theory : 40 | Practical : 20 |
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SYLLABUS

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| Unit 1: a) Theory | Supply Chain Management: An Overview Introduction, The supply chain concept, understanding supply chain, objectives of SCM,Importance of SCM,Decision phases in a supply chain, process view of a supply chain, Supply chain dynamics. | 10 Hours |
| b) Practical | Visit an organization. Submit a report on its supply chain. | 5 Hours |
| Unit 2: a) Theory | Supply Chain Drivers and Metrics: Impellers of Supply Chain, Drivers of Supply Chain Performance, Frameworkforstructuringdrivers,facilities,inventory,Transportation,Information,Sourcing,Pricing. | 10 Hours |
| b) Practical | Visit the Industry and study Supply Chain Drivers and Metrics. Submit a report. | 5 Hours |
| Unit 3: a) Theory | Relationship Management in Supply Chain: Supply chain relationships, The relationship Continuum, Managing Transactional relationships, Therole of trust and power in supply chain relationships, Modern negotiation and relationship management. | 10 Hours |
| b) Practical | Visit any organization and give report on its Relationship Management. | 5 Hours |
| Unit 4: a) Theory | Planning in a Supply Chain: Demand forecasting in a Supply Chain, Aggregate planning in a Supply Chain, managing eco- nomics of scale in a supply chain, managing uncertainty in a supply chain, planning for optimal level of product availability. | 10 Hours |
| b) Practical | Visit the industry and analyze the Supply Chain Planning. Submit a report. | 5 Hours |

Reference Books:

1. Sunil Chopra, Peter Meindl, D.V Kalra, Supply Chain Management, Pearson publication.
 2. K. Shridhar Bhat, Supply Chain Management, Himalaya Publishing House.
 3. Stanley E. Fawcett, Lisa M. Ellram, Jeffrey A. Ogden, Pearson education publication.
 4. Sarika Kulkarni, Ashok Sharma, Supply Chain Management, Tata McGraw-Hill publication.
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List of Journals:

- 1) International Journal of Supply Chain Management and Inventory Management.
- 2) Journal of Operations and Supply Chain Management.
- 3) European Journal of Purchasing and Supply Management
- 4) Journal of Business Logistics
- 5) IUP Journal of Supply Chain Management

CHOICE-BASED CREDIT SYSTEM
MBA -II SEMESTER-III
PAPER-II
SUPPLY CHAIN STRATEGY

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| Course Outcomes: | After completion of course students will be able to- 1. Describe various supply chain strategies. 2. Explain Supply Chain technology. 3. Analyze Strategic supply chain costs. 4. Formulate a Supplier framework in supply Chain. |
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Expected Skills Implementation (Through theory and Practical):

1. Ability to know various supply chain strategies.
2. Ability to formulate Supplier framework in the supply chain.

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| Marks : 60 | Total Hours of Teaching : 60 | Theory : 40 | Practical : 20 |
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SYLLABUS

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| Unit 1: a) Theory | Supply Chain Strategy- Supply Chain Management and competitive strategy, Customer fulfillment strategies, Achieving strategic fit, expanding strategic scope, obstacles to achieving strategic fit, Supply chain strategy framework. | 10 Hours |
| b) Practical | Visit an organization. Submit a report on its supply chain strategies. | 5 Hours |
| Unit 2: a) Theory | Supply chain technology- Introduction, Role of information in the supply chain, Framework for managing supply chain information, SCM software, technology implementation and innovations, future of IT in the supply chain. | 10 Hours |
| b) Practical | Visit the Industry and study its Supply Chain technology. Submit report on it. | 5 Hours |
| Unit 3: a) Theory | Strategic supply chain cost management- Profit leverage effect of supply chain cost reduction, strategic cost management principles, responsibility for strategic cost management, determining the tools to support strategic cost management, Activity based cost management. | 10 Hours |
| b) Practical | Visit any organization and analyze its strategic supply chain cost. Submit report on it. | 5 Hours |
| Unit 4: a) Theory | Sourcing decisions in a supply chain- Role of sourcing in a supply chain, In-House or Outsource, Third and fourth party logistics providers, supplier scoring and assessment, Supplier selection-Auctions and Negotiations, The procurement process, Risk management in sourcing. | 10 Hours |
| b) Practical | Visit any organization and give report on its various sourcing decisions. | 5 Hours |

Reference Books:

1. Sunil Chopra, Peter Meindl, D.V Kalra, Supply Chain Management, Pearson publication.
2. K. Shridhar Bhat, Supply Chain Management, Himalaya Publishing House.
3. Stanley E. Fawcett, Lisa M. Ellram, Jeffrey A. Ogden, Pearson education publication.

4.Sarika Kulkarni,Ashok Sharma,Supply Chain Management,Tata McGraw-Hill publication.

List of Journals:

- 1) International Journal of Supply Chain Management and Inventory Management.
- 2) Journal of Operations and Supply Chain Management.
- 3) European Journal of Purchasing and Supply Management
- 4) Journal of Business Logistics
- 5) IUP Journal of Supply Chain Management

CHOICE-BASED CREDIT SYSTEM
MBA -II SEMESTER-IV
PAPER-III
Retail Supply Chain Management

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| Course Outcomes: | After completion of course students will be able to- 1. To understand foundational knowledge associated with the supply chain analytics 2. To describe the various decision domains in Supply Chain Analytics such as location, network, inventory. 3. To analyze the applications of analytics in supply chain. 4. To understand core methods of supply chain analytics and modeling and learn how to apply them. |
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| Expected Skills Implementation (Through theory and Practical): 1. Computing Skills 2. Analytical Skills 3. Problem Solving Skills |
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| Marks : 60 | Total Hours of Teaching : 60 | Theory : 40 | Practical : 20 |
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SYLLABUS

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| Unit 1: a) Theory | Retail Supply Chain Practices: Supply chain planning processes, The role of execution in managing product availability, Analytics for operational visibility in retail store, Retail workforce management, Category captainship management | 10 Hours |
| b) Practical | Choose two competing retailers with stores accessible to you for a visit. Compare their Retail Supply Chain Practices. Submit a report. | 5 Hours |
| Unit 2: a) Theory | Assortment and Inventory Planning Assortment planning, managing variety on retail shelf, optimizing retail assortment for diverse customer preference, Multi location inventory model, | 10 Hours |
| b) Practical | Visit retailers with stores accessible to you. Check their stock performance. Submit a report. | 5 Hours |
| Unit 3: a) Theory | Integrating Price optimization into Retail supply chain decisions Manufacturer to retailer versus manufacturer to manufacturer to consumer rebates in supply chain, clearance pricing in retail chain, markdown competition | 10 Hours |
| b) Practical | Visit retailers with stores accessible to you and analyze how retailers have managed their supply chains to reduce cost. Submit a report. | 5 Hours |
| Unit 4: a) Theory | Retail Supply Chain Process Improvement: Organizing to Improve Retail Supply Chain Performance, Collaboration with Supply Chain Partners, Demand-Driven Supply Chain, Product Tracking along Retail Supply Chains, Effect of firm size and sales growth rate on inventory turnover performance. | 10 Hours |

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| b) Practical | Visit retailers with stores accessible to you and analyze following performance metrics sales per square foot, Gross margins return on investment, Average transaction value, Customer retention, Conversion rate, Foot traffic and digital traffic, Inventory turnover. Submit a report. | 5 Hours |
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Reference Books:

1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
 2. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New Age International,Revised 2nd Ed, 2005.
- REFERENCE BOOKS:
3. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, 2011
 4. Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn, 2007
 5. Donald J Bowersox et al, SUPPLY CHAIN LOGISTICS MANAGEMENT, McGrawe hIll Education (India) Pvt. Ltd.New Delhi 2007
 - 6.Agrawal D K, LOGISTICS & SUPPLY CHAIN MANAGEMENT , Macmillan India Ltd, 2003
 - 7.Coyle et al., THE MANAGEMENT OF BUSINESS LOGISTICS, Thomson, 7th ed., 2004
 - 8.Bowersox Donald J, LOGISTICAL MANAGEMENT- THE INTEGRATED SUPPLY CHAIN PROCESS, Tata McGraw Hill, 2000
 9. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New Age International,Revised 2nd Ed, 2005.

List of Journals:

- 1) International Journal of Supply Chain Management and Inventory Management.
- 2) Journal of Operations and Supply Chain Management.
- 3) European Journal of Purchasing and Supply Management
- 4) Journal of Business Logistics
- 5) IUP Journal of Supply Chain Management

CHOICE-BASED CREDIT SYSTEM
MBA -II SEMESTER-IV
PAPER-IV
Supply Chain Analytics

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|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Outcomes: | After completion of course students will be able to- 1. To understand foundational knowledge associated with the supply chain analytics 2. To describe the various decision domains in Supply Chain Analytics such as location, network, inventory. 3. To analyze the applications of analytics in supply chain. 4. To understand core methods of supply chain analytics and modeling and learn how to apply them. |
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| Expected Skills Implementation (Through theory and Practical): 1. Computing Skills 2. Analytical Skills 3. Problem Solving Skills |
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| Marks : 60 | Total Hours of Teaching : 60 | Theory : 40 | Practical : 20 |
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SYLLABUS

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|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Unit 1: a) Theory | Introduction to Supply Chain Analytics: Introduction –Types of Supply Chain Analytics, Supply chain analytics software, Features of supply chain analytics, supply chain analytics works, Supply chain analytics uses, History of supply chain analytics, Future trends of supply chain analytics | 10 Hours |
| b) Practical | Visit the Industry and observe the functioning of Supply chain analytics. Submit a report. | 5 Hours |
| Unit 2: a) Theory | Decision Domains in Supply Chain Analytics Demand Planning & Forecasting in SCM, Inventory Management in SCM, Network Design, Location Decision in SCM, Flow optimization across the supply chain, Predicting and mitigating risk in supply chain, SCM Performance drivers & metrics | 10 Hours |
| b) Practical | Visit the Industry and observe the different decision domains in Supply Chain. Submit a report. | 5 Hours |
| Unit 3: a) Theory | Other Application of Supply Chain Analytics Predicting customer preferences, Pricing analytics, Demand Analytics - Demand forecasting, Procurement Analytics. Production Analytics-Production Planning and Workforce Management, Purchase Analytics - Order Management Predictive maintenance of equipment, Cognitive analytics | 10 Hours |
| b) Practical | Visit the industry and analyze the Supply Chain Analytics impacts on performance metrics of different areas of application. Submit a report. | 5 Hours |
| Unit 4: a) Theory | Operations Research Models for Supply Chain Analytics: Strategic Design Models, Distribution System Design, Location-Routing Models Production and Logistics Control Models, Combined Inventory and Transportation Decisions, Inventory Placement, The Bullwhip Effect Supply Chain Simulation Models | 10 Hours |

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| b) Practical | Visit the industry and recognize key supply chain challenges and understand how supply chain analytics can help tackle them. Submit a report. | 5 Hours |

Reference Books:

1. James R. Evans., Business Analytics – Methods, Models and Decisions, Pearson Publications, 1st Edition, 2012.
 2. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New Age International,Revised 2nd Ed, 2005.
- REFERENCE BOOKS:
3. Gerad Feigin, Supply Chain planning and analytics – The right product in the right place at the right time, Business Expert Press, 2011
 4. Peter Bolstorff, Robert G. Rosenbaum, Supply Chain Excellence: A Handbook for Dramatic Improvement Using the SCOR Model, AMACOM Div American Mgmt Assn, 2007
 5. Donald J Bowersox et al, SUPPLY CHAIN LOGISTICS MANAGEMENT, McGrawe hill Education (India) Pvt. Ltd.New Delhi 2007
 - 6.Agrawal D K, LOGISTICS & SUPPLY CHAIN MANAGEMENT , Macmillan India Ltd, 2003
 - 7.Coyle et al., THE MANAGEMENT OF BUSINESS LOGISTICS, Thomson, 7th ed., 2004
 - 8.Bowersox Donald J, LOGISTICAL MANAGEMENT- THE INTEGRATED SUPPLY CHAIN PROCESS, Tata McGraw Hill, 2000
 9. G.V.Shenoy,U.K.Srivastava,S.C.Sharma, Operations Research for Management, New Age International,Revised 2nd Ed, 2005.

List of Journals:

- 1) International Journal of Supply Chain Management and Inventory Management.
- 2) Journal of Operations and Supply Chain Management.
- 3) European Journal of Purchasing and Supply Management
- 4) Journal of Business Logistics
- 5) IUP Journal of Supply Chain Management