

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		BBA Honours				Branch / Spec.		International Business								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2024							
Subject Code		BINB205		Subject Name		Supply Chain Digitization (Swayam)										
Teaching Scheme						Examination Scheme (Marks)										
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total							
	L	TU	P	TW												
Credit	03	00	03	00	03	Theory	50	50	100							
Hours	00	00	00	00	00	Practical	00	00	00							
Pre-requisite:																
Objective:																
To explores supply chain fundamentals, digital business integration, analytics, and infrastructure for optimized, intelligent operations.																
Learning Outcomes/Course Outcome																
On successful completion of the course, the students will be able to:																
CO1-Understand core supply chain principles, segmentation, and design strategies																
CO2- Analyze platform economies and various channel structures.																
CO3- Apply descriptive, predictive, and prescriptive analytics, including AI/ML.																
CO4- Evaluate digital infrastructure components																
Mapping of PO-CO and PSO-CO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	2	1	1	2	1	1	2	2	2	1	2	1	2	1
		CO2	2	2	1	2	1	2	2	2	2	2	2	2	2	2
		CO3	2	2	1	3	1	2	3	3	3	2	2	2	3	2
CO4	2	2	1	2	1	1	2	2	2	2	2	2	2	2		
Theory Syllabus																
Unit	Content								Hrs.							
1	<b>Introduction to Supply Chain Management :</b> <ul style="list-style-type: none"><li>Fundamentals of Supply Chain Management</li><li>Supply Chain Segmentation</li><li>Supply Chain Design &amp; Operations Strategies (Supply Portfolios, Postponement, etc.)</li></ul> <b>Role of Digital Business in Supply Chains :</b> <ul style="list-style-type: none"><li>Introduction to Platform Economy</li><li>Channel Structures in the Supply Chain (Decentralized vs Centralized, Dual Channels, Brick &amp; Mortar, Multi-Channels, Omni Channels)</li></ul>								20							
2	<b>Analytics in Supply Chain Management :</b> <ul style="list-style-type: none"><li>Introduction to Descriptive, Predictive and Prescriptive Analytics</li><li>Application of AI/ML in Forecasting &amp; Demand Analytics</li><li>Supply Chain Network Optimization</li><li>Intelligent Decision Tool Development in Supply Chains</li></ul> <b>Digital Infrastructure for Supply Chains :</b> <ul style="list-style-type: none"><li>Product Tracking &amp; Traceability</li><li>Information Systems (ERP, WMS, TMS, etc.)</li><li>Digital Twins &amp; Control Towers</li><li>Industry 4.0</li><li>Blockchains and Digital Payments</li></ul>								25							
	Exam: Theory 100%. Swayam Exam OR Uni Exam															

<b>Text Book:</b>	
	Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (1999). Designing and managing the supply chain: Concepts, strategies, and cases. McGraw-hill.
<b>Reference Books:</b>	
	2. Chopra, S., & Meindl, P. (2001). Strategy, planning, and operation. Supply Chain Management, 13-17.
	3. Ivanov D. (2017, 2018, 2019, 2020) Supply Chain Simulation and Optimization with any Logistix
<b>Online Resource:</b>	
	NPTEL Course ( 3 credit) in Jan Cycle (12 week) By Prof. Priyanka Verma, Prof. Sushmita Narayana, Prof. Debabrata Das by Indian Institute of Management, Mumbai <a href="https://onlinecourses.nptel.ac.in/noc25_mg62/preview">https://onlinecourses.nptel.ac.in/noc25_mg62/preview</a>

\* Swayam portal Evaluation 30:70 is to be converted with 50:50 in proportion as per the Degree awarding rule.