

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:

## Theory Syllabus

Unit	Content	Hrs.
1	<p><b>Introduction to Supply Chain Management :</b></p> <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> <p><b>Role of Digital Business in Supply Chains :</b></p> <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	<p><b>Analytics in Supply Chain Management :</b></p> <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> <p><b>Digital Infrastructure for Supply Chains :</b></p> <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.