

GANPAT UNIVERSITY															
FACULTY OF MANAGEMENT STUDIES															
Programme	BBA Honours				Branch / Spec.	Marketing Management									
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					
<b>Pre-requisite:</b>															
<b>Objective:</b>															
To explore supply chain fundamentals, digital business integration, analytics, and infrastructure for optimized, intelligent operations.															
<b>Learning Outcomes/Course Outcome</b>															
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															
<b>Mapping of PO-CO and PSO-CO:</b>															
	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	
<b>Theory Syllabus</b>															
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.