

**K.V.R. GOVT. COLLEGE FOR WOMEN(A), KURNOOL.  
B.Com PROGRAMME**

**SKILL DEVELOPMENT COURSE**

**COMMERCE STREAM**

Syllabus of

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

w.e.f. AY 2020-21

**Learning Outcomes:**

*At the successful completion of the course, the student will be able to;*

- 1. Summarize relationship between marketing and Logistic Management*
- 2. Understand the concepts of Supply Chain Management in connection with products.*
- 3. Understanding various types of seller and suppliers*
- 4. Evaluate best logistic method among all means of transport operations*
- 5. Analysis of different distribution strategies - online and physical distribution*
- 6. Compare the Logistics in National and International Scenario.*
- 7. Design and develop new methods and models of Logistics in SCM*

**SYLLABUS:**

**Unit-1: Introduction to Logistics and Supply Chain Management (SCM):**

Functions of Logistics - Structure of Logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

**Unit-II: Logistics:**

Customer Selection - Process - Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

**Unit-III: Supply Chain Management:**

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks - Skills to Manage SCM - Recent Trends in SCM

**Suggested Co-curricular Activities:**

- 1. Invited lecture from Domain/Industry Experts*
- 2. Field Visit (Manufacturing units, Suppliers)*
- 3. Assignments, Seminars, Group Discussion, Quiz and Role Play*
- 4. Poster presentation on SCM*
- 5. Case Study Development*

## References:

1. Shailesh Kasande, Materials and Logistics Management, Nirali Prakashan
2. Jhamb LC, Materials and Logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram, Logistics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B. S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management.

**MODELQUESTIONPAPERFORMAT**

Max.Marks:50

Time:1 1/2hrs(90Minutes)

**SECTIONA(Total:4x5=20Marks)**  
(Answeranyfourquestions.Eachanswercarries5marks(Atleast1questionshouldbegivenfromeachUnit))

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTIONB**

(Total:3x10=30Marks)(Answeranythreequestions.Eachanswercarries10marks  
(Atleast1questionshouldbegivenfromeachUnit))

- 1.
- 2.
- 3.
- 4.
- 5.

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