

**SRI VENKATESWARA UNIVERSITY**  
**SKILL DEVELOPMENT COURSES**  
**COMMERCE STREAM**  
**FIRST YEAR - SECOND SEMESTER**  
**(UNDER CBCS W.E.F. 2020-21)**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

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

**Learning Outcomes:**

*At the successful completion of the course, the student will 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 presentations on SCM
5. Case Study Development

**References:**

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
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 , Logics 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.

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**MODEL QUESTION PAPER**

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total: 4x5=20 Marks)  
(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
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8.	

**SECTION B** (Total: 3x10 = 30 Marks)  
(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

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