



Central University of Jammu

राया - सूचानी (बागला), जिला सांबा - 181143, जम्मू (जम्मू एवं कश्मीर)

Rahya - Suchani (**Bagla**), District: **Samba** - 181143, Jammu (**J&K**)

CUJ/Acad/04-XX/2025/ Rahya
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विकसित भारत अभियान

22 August, 2025

अधिसूचना संख्या ४५ / 2025

विषय : जवनूयना संख्या ७१/२०२०
Course Scheme Notification as per NEP-2020 of 3rd and 4th Semesters of Master of Business Administration-Marketing Management (MBA-MM) admitted in the Department of Marketing and Supply Chain Management for batch 2024-26 – Reg.

Ref: Notification No. 62/2025 dated 11.08.2025

In supersession to the notification under reference, it is hereby notified for the information of all concerned that on the recommendation of the **Board of Studies** in its **14th Meeting** held on **07.07.2025** and in anticipation of approval of next Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of **3rd and 4th Semesters of Master of Business Administration-Marketing Management (MBA-MM)** for **batch 2024-26** admitted in the **Department of Marketing and Supply Chain Management**, as detailed below:

Semester- III

Semester- III		L	T	P	C
Course Code	Course Title				
Core Courses					
MGBA2C001T	Strategic Management –	4	0	0	4
MGBA2C001I	Dissertation/Field Visit (Summer Internship)	0	0	8	4
Audit Course					
UGBA00051T	Written Analysis of Cases*	-	-	-	-
Open Elective Courses (SEC/VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses					
#	Open Elective Courses	-	-	-	16
Total		-	-	-	24

Minimum 24 credits during the Semester-III. Apart from two core courses of 0

The student has to earn maximum **24 credits** during the Semester-III. Apart from two core courses of 04 credits each (**including 04 credit from Dissertation/Field Visit (Summer Internship)**), the candidate has to earn 16 more credits among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

Course Code	Course Title	Nature of the Course	L	T	P	C
Open Electives Courses						
UGBA00024T	Consumer Behaviour –	OEC	4	0	0	4
UGBA00026T	Retail Management	OEC	4	0	0	4
UGBA00033T	Digital Marketing –	OEC	4	0	0	4
UGBA00034T	Integrated Marketing Communication	OEC	4	0	0	4
UGBA00042T	Advertising and Sales Promotion –	OEC	4	0	0	4
UGBA00043T	Logistics and Distribution Management –	OEC	4	0	0	4
UGBA00001P	Project on Consumer Behaviour	OEC	0	0	8	4

Semester- IV (OPTION-I)

Semester- IV (OPTION-I)		L	T	P	C
Course Code	Course Title				
Core Courses					
MGBA2C002T	Entrepreneurship and Innovation Management	4	0	0	4
MGBA2C003T	Global Marketing	4	0	0	4



जम्मू केंद्रीय विश्वविद्यालय

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Audit Course					
UGBA00052T	Intellectual Property Rights*	-	-	-	-
Open Elective Courses (SEC/VAC/OEC/AEC) or on SWAYAM Platform-MOOC Courses					
	Open Elective Courses	-	-	-	16
	Total	-	-	-	24

Course Code	Course Title	Nature of the Course	L	T	P	C
Open Electives Courses						
UGBA00025T	Marketing of Services	OEC	4	0	0	4
UGBA00045T	Product and Brand Management	OEC	4	0	0	4
UGBA00046T	Customer Relationship Management	OEC	4	0	0	4
UGBA00047T	Sustainable Marketing	OEC	4	0	0	4
UGBA00048T	Advanced Supply Chain Management	OEC	4	0	0	4
UGBA00049T	Agriculture and Rural Marketing	OEC	4	0	0	4
UGBA00002P	Project on Digital Marketing	OEC	0	0	8	4

The student has to earn maximum **24 credits** during the Semester-IV (Option-I). Apart from two core courses of 04 credits each, the candidate has to earn **16 more credits** among the Open Elective Basket offered by the Department or other Departments or on SWAYAM platform-MOOC courses etc.

Semester- IV (OPTION-II)

Course Code	Course Title	L	T	P	C
Core Courses					
MGBA2C001D	Dissertation (OJT)	0	0	24	12
MGBA2C001V	Viva-Voce	0	0	16	8
##	MOOC (preferably related to Project Management)	-	-	-	4
	Total	-	-	-	24

The student has to earn maximum **24 credits** during the Semester-IV (Option-II). Apart from two core courses including Dissertation (OJT) of **12 credits** and Viva Voce of **08 credit**, the candidate has to opt one MOOC course (related to Project Management) of 04 credit.

* Audit Course is qualifying in Nature only.

22/08/25
कुलसचिव

ईमेल: registrar@cuajammu.ac.in

दूरभाष: 80821-97957

विभागाध्यक्ष, विपणन एवं श्रृंखला आपूर्ति प्रबंधन विभाग

प्रतिलिपि / Copy to:

परीक्षा नियंत्रक / Controller of Examinations

**Syllabus of Master of Business Administration-Marketing Management (MBA/MBA-MM)
for the academic year 2025-26**

Course Code: MGBA2C002T

Course Title: Entrepreneurship and Innovation Management

Duration of Examination: 3 Hrs

Contact Hrs/Week: 4 Hrs

Credit: 04

Maximum Marks: 100

Course Objective

- ❖ To create understanding of the concept and process of entrepreneurship
- ❖ To develop a practical understanding of formulating a business proposal
- ❖ To understand various functional; plans for starting new business

Course Learning Outcomes

- ❖ Explain the meaning and significance of entrepreneurship and understand the process of entrepreneurial action.
- ❖ Understand the entrepreneurial mindset and personality.
- ❖ Understand the importance of idea generation, identifying opportunities and the value of a business plan.
- ❖ Understand the role of creativity and innovation in entrepreneurship

Unit I : Introduction to Entrepreneurship

Entrepreneurship: Concept, knowledge and skills requirement; characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach and emergence of entrepreneurship.

Unit II: Launching a Business Venture

Starting the venture: generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.

Unit III: Crafting Functional Plans

Functional Plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning; Financial plan-cash budget, working capital, Performance income statement Performance cash flow, perform balance sheet, break even analysis.

Unit IV Finance and Funding Strategies

Need for funds, technology and facilities, Acquisition, Allocation and Administration of Funds, Sources of Finance: Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs

Unit V: Legal Issues, Project Management and Govt. Initiatives

Legal Issues: Intellectual property rights patents, trademarks, copy rights, trade secrets, licensing; franchising. **Project Management:** Project Identification (Feasibility study), Project Formulation, Preparation of Formal Project Report, Project Appraisal, Social Cost Benefit Analysis. **Govt Initiatives:** PMEGP (Prime Minister's Employment Generation Programme), Mission YUVA

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ Baumbach C.M. & Mancuso, J.R., Entrepreneurship and Venture Management,
- ❖ Taraporevala, Bombay, 1981.
- ❖ Khanka S.S., Entrepreneurial Development, S. Chand & Company, New Delhi, 2001.
- ❖ Desai, V., Management of a Small Scale Industry, 3rd ed., Himalaya, Bombay, 1986.
- ❖ Taub, R.P. & Taub D.L., Entrepreneurship in India's Small Scale Industries, Manohar, New Delhi, 1989.
- ❖ Tewari, V.K., Philip J. & Pandey, A.N., Small Industry Success and Failure Concept, New Delhi, 1981.

Course Code: MGBA2C003T
Course Title: Global Marketing
Maximum Marks: 100

Contact Hrs/ Week: 4 hrs
Credit: 04
Duration of Exam: 3 hrs

Course Objective

The course aims to:

- Provide foundational knowledge of global marketing and the international marketing environment.
- Develop skills in global segmentation, positioning, and adaptation of marketing strategies to diverse markets.
- Equip students with the ability to design and analyze strategic global marketing approaches, entry decisions, and competitor analysis.
- Familiarize students with emerging global marketing trends, technological innovations, SEZs, and the role of WTO.
- Build awareness of global business environment aspects including EXIM policies, FDI, environmental responsibility, and international advertising strategies.

Course Learning Outcomes

On successful completion of this course, students will be able to:

- The meaning of global marketing and explain how political, legal, cultural, and economic factors influence international marketing decisions
- Analyze global segmentation, positioning hurdles, and customize marketing mix strategies for international markets.
- Apply strategic global marketing approaches including competitor analysis, market entry, mergers, acquisitions, and retrenchment.
- Evaluate emerging trends such as SEZs, WTO policies, technology transfer, and their impact on global competitiveness.
- Assess global business environment issues including EXIM policy, FDI, international advertising appeals, and ethical environmental responsibilities.

Unit-1

Initial Skill- Centric Exploratory Exercise- Identifying success & failure factors of a global company of choice. Foundational need analysis for skillful global marketing exploration.

Introductory Concept Building: Meaning of Global Marketing, Criteria for a global firm, The International marketing environment -Political and legal systems-Multilateral and Geographical Groupings -Culture and Business Customs -Economic and Financial dimensions.

Unit-II

Global Segmentation, Positioning & related concepts: Criteria & Bases for Market Segmentation; Hurdles in global market positioning and Marketing Mix; Customizing product features & adaptations chosen for specific global markets, Concept of Parallel imports, Gray markets & Anti-dumping legislations.

Unit-III

Strategic Global Marketing: Global Marketing Strategies - Approaches and applications; Drivers of global marketing: Global Competitor Analysis (Grid Method), Foreign Market Entry Decisions; Mergers & Acquisitions in global scenario; Global expansion & retrenchment strategies.

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Unit-IV

Emerging trends in Global Marketing: Special Economic Zone (SEZ) and their role and impact in International business Environment; World Trade Organization (WTO); Sources of innovative technological dynamics; Technology & Competitive advantage, Technology S-curve, Technology transfer & Levels of technology transfer.

Unit-V

Global aspects of business environment: Environmental Responsibility as reflected in international marketing; Global advertising communication appeals for establishing global brands; EXIM policy, Role of EXIM bank; FERA & FEMA, FDI policy.

Concluding Experiential Exercise: Gap Analysis of skillful global marketing exploration based on re-doing the initial exploratory exercise.

Note: Teaching Pedagogy

- ❖ Case studies: Use case studies to help students apply operations and materials management concepts to real-world situations. Case studies can be used to stimulate discussion and critical thinking, and can help students understand how operations and materials management are applied in practice.
- ❖ Group work: Group work can help students develop teamwork and communication skills, and can also facilitate the exchange of ideas and perspectives.
- ❖ Interactive lectures: Interactive lectures can help students develop critical thinking and problem-solving skills, and can also make the material more relevant and meaningful for students.
- ❖ Online resources: Use online resources, such as videos, podcasts, and articles, to supplement traditional lectures and provide students with additional learning resources.

Books Recommended

- Globalization of Business, Abbas J. Ali, Jaico Publishing House, Mumbai, 3rd Edn., 2009
- International Business, Justin Paul, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- International Marketing, Francis Cherunilam, Himalaya Publishing House, Mumbai.
- International Marketing Management - An Indian Perspective, Varshney RI, Bhattacharya B, Sultan Chand & sons. New Delhi
- International Marketing, P.K. Vasudeva, Excel Books, New Delhi
- International Marketing (SIE), Cateora and Philip, Tata McGraw-Hill.

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**Syllabus of Master of Business Administration-Marketing Management (MBA-MM)
for the academic year 2025-26**

Course Code: UGBA00052T

Contact Hrs/week: 3hrs

Course Title: Intellectual Property Rights

Course Objective:

The course is intended to sensitize the learners about the concept, nature, scope of intellectual property (IP), different types of IPs, different utilities and approaches followed to get various benefits to empower them for its practical usage in business settings

Course Learning Outcomes: On successful completion of this course learners should be able to:

- ❖ distinguish and explain various forms of IPRs.
- ❖ identify criteria's to fit one's own intellectual work in particular form of IPRs.
- ❖ apply statutory provisions to protect particular form of IPRs.
- ❖ understand international regime relating to IPRs

Unit-I

Introduction to IPR: Historical Backdrop: Introduction, Definition and Classification of Intellectual Property; Functions of General Agreement on Tariffs and Trade (GATT) & World Trade Organization (WTO); TRIPS & TRIMS. Management of Intellectual Assets and Intellectual Property portfolio: Common Features of the Intellectual Property Rights; Rights obligations of intellectual property owner; Concept of Infringement; Legal remedies; Commercial exploitation of Intellectual Property.

Unit –II

Patents: Patentable and non-patentable inventions; Legal requirements for patents; Types of patent applications; Patent document: specification and claims; Important registration procedural aspects of patents.

Industrial Designs & Geographical Indication: Industrial Designs: Kinds of Industrial Designs, Basic requirements, Procedure, Violation & Remedies. Geographical Indication: Definition, what can be registered, who can apply, Rights, Term, Restrictions.

Unit –III

Trademarks: Trade Marks: Definitions, Classification of trademarks, Classifications of goods and services, Trade marks procedure, Trademarks enforcement: Infringement and passing off, Remedies.

Copy rights: Terms of copyrights, Procedure of copyright, Assignment of copy right, Copyright infringement, Remedies

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include case studies
- ❖ Teaching-learning Process will involve input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings:

- ❖ David Rainbridge (2003). Intellectual Property. Pearson Education.
- ❖ Ramappa, T. (2000). Intellectual property rights under WTO: Task before India. Wheeler Publishing.
- ❖ Maskus Keith E. (2000). Intellectual Property Right in the global economy. Institute for International Economies, Washington.
- ❖ Ganguli, Prabudha (2001). IPR- Unleashing the Knowledge Economy. Tata McGraw-Hill Publishing Co. Ltd.

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Syllabus of Master of Business Administration-Marketing Management (MBA-MM)
for the academic year 2024-25

Course No: UQBA00025T
Course Title: Marketing of Services
Duration of Exam: 3hrs

Contact Hrs/week: 4hrs
Credits: 4
Maximum Marks: 100

Course Objective

This course aims at enabling students to apply marketing concepts and principles to the unique challenges of services marketing to create customer value.

Course Learning Outcomes:

- ❖ Understanding of core theoretical concepts and their relevance in Services sector
- ❖ To develop services marketing strategies by understanding customers' stance for the long-term sustainability of the Organizations
- ❖ To demonstrate a global outlook about functioning of services industry
- ❖ Development of responsiveness towards social /ethical issues and sensitivity while offering Services to the consumers.

Unit-I

Introduction to Services marketing: Meaning, Significance and Characteristics of Services, Difference between Services and Tangible Products, Service Sector, Classification of Services, Opportunities in Service Sector.

Unit II

Service Expectations and Perceptions: Types of Expectations, Zone of Tolerance, Factors influencing Customer Expectations of Service, Issues involving Customer's Service Expectations, Customer Perceptions, Service Encounters- The building blocks for Customer Perceptions, GAP Model of Service Quality. Changing service expectations during the crises.

Unit III

Services Marketing Mix: Service Innovation and Design; Important considerations for Service Innovations, Types of Service Innovations, Stages in Service Innovation and Development; Service Blueprinting, Physical Evidence and Service Scape: Strategic Role of Service Scape, Framework for understanding Service Scape effects on behaviour.

Unit-IV

Employees Role in Service Delivery: Service Culture, Role of Service Employees, Effects of Employees Behaviour on Service Quality Dimensions, Strategies for delivering Service Quality through people, Role of Customer in Service Delivery, Significance of E-Services in the contemporary times, Strategies for Enhancing Customer Participation.

Unit-V

Services Marketing Communication: Need for Coordination in Marketing Communication, Key Service Communication Challenges, Approaches to Pricing Services-Cost based Pricing, Competition based Pricing, Demand based Pricing, Ethical Aspects in Service Marketing.

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve 20% input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings:

- Zeithaml V.A., Bitner M.J. and Pandit A. (6th Edition), Services Marketing, McGraw Hill education
 - Lovelock C H. & Writz, J. (8th Edition). Service Marketing: People, Technology, Strategy, Pearson Education
 - Srinivasan, R. (4th Edition), Marketing-The Indian Context, PHI Learning Pvt. Ltd
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Syllabus of Master of Business Administration-Marketing Management (MBA-MM)
for the academic year 2021-22



Course No: **UGBA000457**
Course Title: Product and Brand Management
Duration of Exam: 3hrs

2024-26

Contact Hrs/week: 4hrs
Credits: 4
Maximum Marks: 100

Course Objective:

To acquaint the students with essential methods of managing products and brands and subsequently develop strategies for brand management. Also grant practical implementation of product-centric projects including the role of the product manager, product concepts and theory, team building and management etc.

Course Learning Outcomes:

- ❖ To apply the fundamental concepts of product and brand development and management.
- ❖ To use tools and metrics to analyze competitors and develop positioning strategies.
- ❖ To recognize the importance of using teams and organization to coordinate multiple interdisciplinary tasks in order to create and manage products within an organization.
- ❖ To use portfolio analysis and the product life cycle to understand how an organisation manages its product mix.

Unit-I

Introduction to Product Management: Concept of Product, Product Levels, Product Hierarchy, Classification of Product, Product Mix, Product Lines, Competition & Product Strategy, Product life cycle, Product portfolio.

Basic Understanding of Brands: Concept of Branding, Functions of Brand; Significance of Brands; Different Types of Brands; Service Brands, Experiential Brands, Symbolic brands.

Unit-II

Product & Brand Research Strategies: Product Management, basic significance of product research, new product development process, testing and commercialization, Product Launch Decisions, Strategic Brand Management process, Building a strong brand- Brand positioning, Establishing Brand values, Brand vision, Brand Elements.

Unit-III

Brand Communications: Sources of brand communication, brand image building, brand aesthetics, brand loyalty programs; brand promotion methods, role of brand ambassadors, mascots, celebrity endorsements, on-line brand promotions, branding strategies in changing marketing environment, brand reinforcement & brand crisis management.

Unit-IV

Brand Life Cycle, Adoption & Extension: Introduction to Brand Life Cycle; Brand Adoption Practices; Pitfalls of brand adoption & positioning; Different types of brand extensions; Factors influencing decision for extension; Re-branding and re-launching; Co-branding.

Unit-V

Brand Performance: Measuring brand performance, Growing and Sustaining Brand Equity- designing and implementing branding strategies, global branding strategies, developing a Brand Equity Management System, Brand audit, Brand equity measurement, Brand leverage, blueprint for creating brand organization drivers & its principles, challenges & opportunities in branding, Brand equity measurement approaches

Note:

- ❖ Teaching Pedagogy besides classroom teaching will essentially include practical exercise, simulation, case studies, role plays and games.
- ❖ Teaching-learning Process will involve input from those who have demonstrated excellence in the area i.e. Practitioner's view will be incorporated.

Reference Books and Suggested Readings

- ❖ Kevin Lane Keller, Strategic Brand Management Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
- ❖ Moorthi YLR, Brand Management- I edition, Vikas Publishing House, 2012.
- ❖ Lan Batey, Asian Branding- A Great way to fly, PHI, Singapore, 2002.
- ❖ Paul Tmepoal, Branding in Asia, John Willy, 2000.
- ❖ Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
- ❖ Jagdeep Kapoor, Brandex, Biztranza, India, 2005.

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Course Name: Sustainable Marketing
Course Code: UGBAO0047T
Course Credit: 04
Semester: 4

Course Objectives:

1. Develop an in-depth understanding of sustainability concepts and their strategic relevance in marketing.
2. Analyze sustainable consumer behaviour using advanced theoretical and behavioural frameworks.
3. Examine sustainable marketing mix decisions and their integration into competitive marketing strategies.
4. Critically evaluate corporate sustainability practices, ethical marketing issues, and regulatory frameworks.
5. Assess emerging trends, technologies, and analytics shaping the future of sustainable marketing in global and emerging markets.

Course Learning Outcomes

After successful completion of the course, students will be able to:

1. Critically analyze sustainability concepts and their implications for modern marketing strategy.
2. Evaluate consumer awareness, attitudes, and behavioural drivers influencing sustainable consumption decisions.
3. Design and assess sustainable marketing mix strategies, including product innovation, pricing, distribution, and promotion.
4. Examine ethical marketing challenges, CSR initiatives, greenwashing risks, and stakeholder value creation.
5. Analyze future trends, digital tools, analytics, and technological innovations for advancing sustainable marketing performance.

Teaching–Learning Methodology

1. Interactive Lectures
2. Case Studies
3. Assignments
4. Presentations

Course Contents

Unit I: Introduction to Sustainable Marketing

Basic concept of sustainability; Evolution of Sustainable Marketing; Introduction to the Triple Bottom Line: people, planet, profit; Difference between traditional and sustainable business practices; Overview of Sustainable Development Goals (SDGs)

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Unit II: Basics of Sustainable Consumer Behaviour

Concept of consumer awareness and sustainability; Ethical consumption and responsible buying behaviour; Factors influencing consumers to purchase sustainable products; Grouping different types of sustainable consumer; Introduction to emerging trends in sustainable consumption

Unit III: Sustainable Marketing Mix and Branding

Introduction to sustainable marketing mix; Sustainable products design; Sustainable pricing and basic understanding of price sensitivity; Sustainable distribution channels and logistics; Responsible advertising and promotional practices

Unit-IV Corporate Sustainability and Ethical Marketing Practices

Understanding the Concept and Importance of Corporate Social Responsibility (CSR); Ethical issues in marketing decisions; Greenwashing: meaning, causes, and consequences; Stakeholder theory and sustainable value creation; Overview of regulatory frameworks.

Unit V: Emerging Trends in Sustainable Marketing

Promoting sustainable consumption through digital and social media; Introduction to sustainable marketing analytics and performance measurement; Sustainability Practices in Developing Economies; Challenges and Opportunities in way of Sustainable Marketing.

Assessment Methods: Students would be assessed for their learning out of this course on a continuous evaluation basis throughout the semester. Some of the major assessment methods used are as follows:

1. Presentations (Individual and Team)
2. Assignments (Individual and Team)
3. Sessional Examinations
4. End Term Examinations

Attendance Requirements: Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must, failing which a student may not be permitted to appear in examination.

Reference Books and Suggested Readings

1. Kogan Page Robert D. (2011). Green Marketing: Theory, Practice and Strategies.
2. Ottman, J. A. (2017). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding. Routledge.
3. Polonsky, M. J., & Rosenberger III, P. J. (2019). The Handbook of Green Marketing. Routledge.

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**Syllabus of Business Administration- Marketing Management (MBA-MM) Semester-4
for Batch 2024-2026**

Course Code: UGBA00048T

Course Title: Advanced Supply Chain Management

Maximum Marks: 100

Contact Hrs/ Week: 4 hrs

Credit: 04

Duration of Exam: 3 hrs

Course Objective

- Develop an understanding of competitive and supply chain strategies, and the concept of strategic fit in network design.
- Provide insights into supply chain alliances, outsourcing practices, and agile supply chain development.
- Familiarize students with global supply chain operations, cross-border logistics, and reverse supply chain management.
- Build knowledge of supply chain risk management models, risk mitigation approaches, and the role of IT in managing risks.
- Expose students to corporate social responsibility, sustainability, green supply chain practices, and ethical considerations in supply chains.

Course Learning Outcomes:

On successful completion of this course, students will be able to:

- Explain supply chain strategies, network design, and integration models such as push, pull, and push-pull.
- Analyze the role of strategic alliances, 3PL/4PL, and agility in enhancing supply chain performance.
- Evaluate global supply chain challenges, cross-border logistics, and reverse supply chain practices.
- Apply risk management models, IT tools, and financial considerations to mitigate supply chain vulnerabilities.
- Assess CSR, sustainability, regulatory compliance, and ethical practices in managing modern supply chains.

Unit 1

Supply Chain Strategies: Competitive and supply chain strategies, achieving strategic fit, challenges in achieving and maintaining strategic fit, Designing Supply Chain Networks- role of distribution in supply chain, factors influencing distribution network design, supply chain integration strategies, push strategy, pull strategy, push-pull strategy.

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Unit 2

Alliances and Outsourcing: Strategic alliance in supply chain, third-party logistics, fourth-party logistics, retailer-supplier partnership, issues in strategic alliance, Agile supply chain- concept, characteristics and barriers to agility, creating an agile supply chains.

Unit 3

Supply Chain across boundaries: Domestic vs Global supply chain, strategic issues in global supply chains, Cross-Border logistics, risks associated in global supply chain scenario, Free trade zone, Reverse supply chain- scope and design, challenges in reverse supply chain, trends in managing reverse supply chain, reverse logistics and its environmental impacts.

Unit 4

Supply Chain Risk Management: concept and nature, categories of supply chain risks, supply chain vulnerability, models of supply chain risk management, role of IT in managing risk, success factors in risk management process, approaches to mitigate risks, SCM and SCOR Model, costing decisions in supply chain, types of supply chain costs, financial supply chain management.

Unit 5

Corporate Social Responsibility: Supply chain responsibility, sustainable supply chain management, factors affecting green supply chain management, green procurement, green manufacturing, green marketing, Regulatory compliance- Multimodal Transport of Goods Act 1993, GST, VAT, CENVAT, Ethical practices-procurement, manufacturing, marketing, designing and implementing ethical code, ethical issues in supply chain, Supplier ethics management.

Note: Teaching Pedagogy

- ❖ Case studies: Use case studies to help students apply operations and materials management concepts to real-world situations. Case studies can be used to stimulate discussion and critical thinking, and can help students understand how operations and materials management are applied in practice.
- ❖ Simulation: Use production simulation to enable students to understand the process of manufacturing product and product designs.
- ❖ Group work: Group work can help students develop teamwork and communication skills, and can also facilitate the exchange of ideas and perspectives.
- ❖ Interactive lectures: Interactive lectures can help students develop critical thinking and problem-solving skills, and can also make the material more relevant and meaningful for students.
- ❖ Online resources: Use online resources, such as videos, podcasts, and articles, to supplement traditional lectures and provide students with additional learning resources.

Books Recommended

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- Chopra, S. and Meindl, P. Supply Chain Management: Strategy, Planning, and Operations (5th Edition) Prentice Hall, 2012.
- D. K. Mahalik, IT-Enabled Supply Chain Management, first edition, SSDN Publishers and Distributors.
- Janat Shah, Supply Chain Mangement- Text and Cases, second edition, Perarson,2016.
- Michael Hugos, Essentials of Supply Chain Management, John Wiley & Sons, Inc.
- R. P. Mohanty and S. G. Deshmukh, Supply Chain Management-Theories and Practices, Indian Text edition.
- V. V. Sople (2012). Supply Chain Management- Text and Cases, Pearson, 3rd edition.

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