

SEMCOM Course Plan ODD SEM-2013

**CVM's
SEMCOM
SYBBA – SEM-III
Supply Chain Management**

Objectives of the course:

- To develop an understanding of Supply Chain Management and the importance of effective supply chain management; and
- To develop an appreciation of the use of Supply Chain Management for competitive advantage.
- To familiarize students use of information technology in supply chain management

Course Plan 2013-14

Faculty Name: Dr. Rina Dave

No. of Sessions: 10

Unit no.	Title	Wt.	No. Lectures Required
1	Conceptual foundation	25%	10
	Introduction,		1
	Generic Types of SCM,		2
	Importance of SCM,		3
	Objective of SCM,		2
	SCM Skills		2

SEMCOM Course Plan ODD SEM-2013

Faculty Name: Mr. Sarvesh Soni

Unit no.	Title	Wt.	No. Lectures Required
2	Supply chain strategies	25%	11
	Relationship Matrix,		2
	Competitive and Supply Chain Strategy,		2
	SCOR Model Structure,		3
	Cycle View of Supply Chain Process,		2
3	Managing supply chain	25%	12
	Drivers of Supply Chain Performance,		4
	Reverse Supply Chain V/s Forward Supply Chain,		4
	Components of Inventory Decision		4
4	Designing supply chain network	25%	11
	Components of Pricing Decisions,		3
	Obstacles of SCM,		3
	Factors Influencing Distribution Network, Impact of E-Business on Customer Service,		3
	Frame work for network Design Decision		2

The outcome of the course :

- The students will get an idea about supply chain management with regarding to concept and its importance and objectives.
- The students will learn drivers of supply chain management and also to formulate competitive strategies of supply chain management.
- The student of graduates will learn use of information technology in SCM.

SEMCOM Course Plan ODD SEM-2013

CVM's
SEMCOM
Advance Materials Management-I

TYBBA General

Objectives of the course:

The objective of this course is to impart to the students the skills required for

- Identification and definition of research problems;
- Definition of hypotheses, based on literature survey, secondary data and observations;
- Design of research instruments; and
- Collection and coding of data for analysis.
- Various parametric and non parametric tests
- To make students aware about recent trends in marketing management.

Faculty Name: Rina Dave

Course Plan -2013-14

Total Sessions: 45

Unit No.	Title	Sessions Required	Total	% of weightage
1	<u>Marketing Research</u>			
	Marketing Information-concept & need	1		
	MKIS-concept & elements	1		
	Components	1		
	Marketing Research-nature & features &scope	1		
	uses & limitations	1		
	Marketing Research process	3		
	Research designs	3	11	
2	<u>Data Collection & Sampling Decisions</u>			
	Primary & secondary data –sources, advantages & disadvantages	4		

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	Questionnaire construction (process)	3		
	Scaling & measurement	3		
	Sampling design	2		
	sample size decisions	3	15	
3	<u>Data Analysis, Interpretation & Presentation</u>			
	Hypothesis testing procedure	1		
	Non-parametric statistics -Chi square goodness of fit test, Chi square contingency table, McNemar test, Median test, Mann Whitney U test, Signed ranked or Wilcoxon test	8		
	Parametric statistics –Z & t tests, ANOVA-ONE WAY & two way classification; Report writing-types of reports & Contents.	6	15	
4	<u>Emerging Applications of Marketing Research:</u>			
	Importance of Customer database	1		
	Relationship Marketing: Brand Equity Measurement	2		
	Customer Satisfaction & its measurement	2		
	Internet Marketing&Marketing Research	2		
	TQM.	2	9	

Extra Sessions: 5

The expected outcome of the course :

The student will get knowledge on research problem identification, collection of primary and secondary data.

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Students will also get an idea about sampling methods.

Students will learn on designing of research instrument (questionnaire) and data analysis tool and techniques.

Student of graduates will know the recent trends on marketing management.

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CVM's
SEMCOM
SYBCOM (SEM- III)

Course Plan -2013-14

Production and Materials Management

Course objective

To develop understanding regarding

- The materials management need importance and materials requirement planning.
- The industrial purchasing
- Production Process designs
- Facilities and supply chain management
- Strategic capacity planning

Faculty Name: Rina Dave

Total Sessions: 45

Unit No.	Title	Sessions Required	Total	% of weightage
1	Introduction to Materials Management			
	Meaning and Definition of Materials Management	1		
	Importance	1		
	Scope of Materials Management	1		
	Objectives of Materials Management	1		
	Materials Planning – Need and Factors affecting materials planning	2	6	25
2	Purchasing			
	Meaning, Definition	1		
	Importance of Purchasing	1		
	Objectives of Purchasing	1		
	Principles of Purchasing	1		
	Purchasing Procedure	3		

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	Centralized and Decentralized Purchasing	2		
	Methods of Purchasing	3	12	25
3	Introduction to Production Management			
	Meaning and Definition of Production Management	1		
	Scope	2		
	Importance of Production Management	1		
	Role and Responsibility of Production Managers in modern business	2		
	Types of Production process (Job, Lot, Batch and Mass Production)	2	8	25
4	Plant Location and Plant Layout			
	Meaning of Plant Location & Factors affecting	2		
	Meaning of Plant Location	1		
	Objectives and Principles of Plant Layout	2		
	Types of Plant Layout	3	8	25

Presentation on Practical: 5

Revision & Class Test: 5

The expected outcome of the course:

- The students of graduate will get an idea about the material management and importance to manufacturing organization.
- The students will be aware about industrial purchasing particularly methods of buying, purchase procedure, purchase principles etc.,
- Students will also be able to know various types of production processes and also various issues regarding plant layout and location.

SEMCOM Course Plan ODD SEM-2013

CVM's
SEMCOM
TYBBA ITM SEM-V
Principles of Marketing Management

Course Objectives

The objectives of the course are as follows:

1. To familiarize the students with marketing concepts and practices.
2. To acquaint them with the challenges of marketing environment and competition;
3. To expose them to the elements of marketing mix.

Faculty Name: Rina Dave

Course Plan -2013-14

Total Sessions: 45

Unit No.	Title	Sessions Required	Total	% of weightage
1	Conceptual Foundation			
	Nature and Scope of Marketing Management	2		
	Core concepts of Marketing	2		
	Importance of marketing in Business and Indian Economy	2		
	Marketing Philosophies	1		
	Marketing Environment (Micro and Macro)	2	9	
2	Buyer Behavior and Market Segmentation			
	Introduction meaning and nature	1		
	Model	2		
	Scope	1		
	Process	1		

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	Major influencing Factors	2		
	Types of Buying Decisions	1		
	Meaning & Bases of Market Segmentation	2	10	
3	Marketing Mix			
	Product Decisions: Concept & PLC	1		
	New Product Development Process	2		
	Pricing: Objectives	1		
	Methods	2		
	Policies	2		
	Distribution: Concept	1		
	Types	1		
	Factors	2	12	
4	Sales Promotion			
	Concept & Sales promotion Tools	2		
	Sale force Management (Selection, Appraisal, Compensation)	4	6	

Presentations on practical: 8

The course outcome:

- The subject will equip students to understand basic concepts of marketing management.
- Students will learn market segmentation and consumer behavior,
- Students will be made aware of marketing mix strategies used by the marketers.

SEMCOM Course Plan ODD SEM-2013

**CVM's
SEMCOM
SYBCOM SEM - III**

Retail Marketing

This course is designed:

- To make students understand the impact of retailing on the economy.
- To understand retail marketing environment.
- See how retailing fits within the broader disciplines of business and marketing.
- To learn retail formats and location selection of retailing

Faculty Name: Dr. Rina Dave

Course Plan -2013-14

Total Sessions: 45

Unit No.	Title	Sessions Required	Total	% of weightage
1	Retailing Introduction			
	Introduction to retailing	1		
	Definition of retailing	1		
	Retailing Formats	2		
	Drivers of retailing	2		
	Trends of retailing in India	2		
	Organized Vs. Unorganised retailing	1	10	25
2	Effective Retail Strategies			
	Store Location	1		
	Factors affecting the Store Location	2		
	Retail Marketing segmentation	2		
	Strategic Planning in Retail	2		

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	Inventory Management	2		
	Retail Pricing Objectives	2	11	25
3	Managing Retail Business			
	Developing an Effective Integrated Marketing Communication Mix	3		
	Customers Service in Retailing	2		
	The Retail Environment: A Situation and Competitive Analysis.	3	8	25
4	Marketing Research in Retailing			
	Introduction of Marketing Research – Overview of Marketing Research in Retailing	1		
	The marketing research process	2		
	Secondary and Primary Data Sources	2		
	The Retail Information System & Model	2	7	25

Presentation on Practical: 05

The expected outcome :

- This course provides students with a comprehensive understanding of retailing,
- Students will analysis of the retail environment
- Students will be learn various issues related to retail location decision.
- Students will get exposure to issues and developments in the retail industry.