

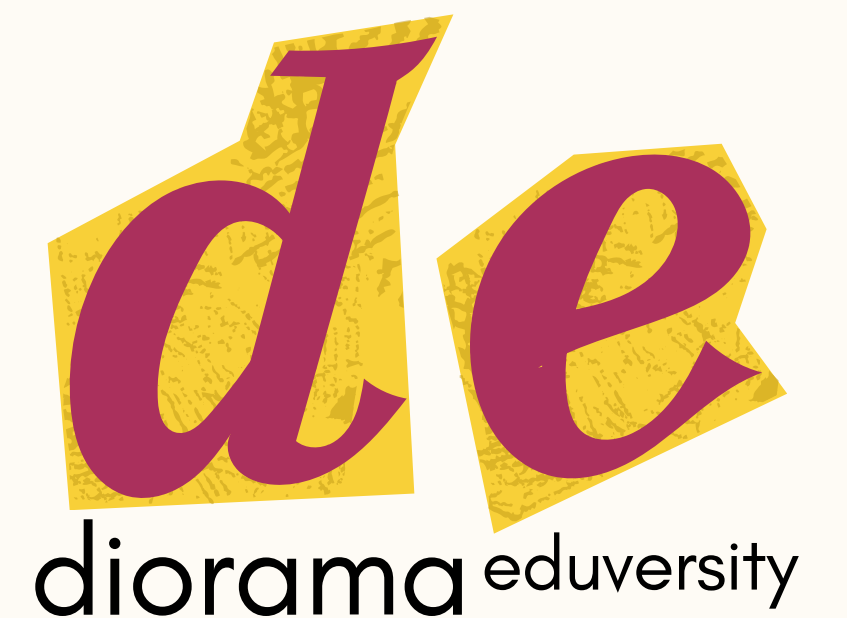
BBA

Logistics and Supply Chain Management

Curriculum 2023

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IN COLLABORATION WITH SAGE
UNIVERSITY, INDORE



B.B.A.

Logistics & Supply Chain Management

The sudden rise of Home Delivery Chains and hundreds of online Market places like Amazon, Walmart etc. have created a vast number of career opportunities in Logistics, Warehousing, Cataloguing, Supply and Delivery Chains. These Chains required sourcing, procurement, warehouse management, Supply, Delivery and Centre Managers. This Program prepares students with 'Ready for Industry' standards to take up jobs in this ever-increasing domain.

Core Focus Areas

- Quantitative Methods for Business
- Financial Concepts of Business
- Management Concepts
- Marketing Theory and Practice
- People Management
- Management Information Systems
- Procurement and Sourcing
- Strategic Management
- Supply Chain and Logistics Innovations
- Principles of Innovation and Entrepreneurship
- Organisational Behaviour
- Trade and International Business
- Business Law
- Human Resource Management in Practice
- Accounting and Finance for Business
- Marketing Research and Insights
- Operations Management

Course

This Study Program is designed to offer the students a fundamental understanding of a company's Supply Chain Management from a global perspective. It focuses on leveraging the effects of operations and supply chain management on business performance and objectives. A Program designed with an international perspective shall enable the students to work around the world. The Program combines training in core business administration skills with a thorough understanding of strategic business issues across Logistics, Project Management and Supply Chain Life Cycle Management.

Employment Areas

- Strategic Sourcing Manager
- Operations Manager
- Excellence Manager
- Global Sourcing Manager
- Business Operations Manager
- Supply Chain Performance Analyst
- Logistics and Transportation Analyst
- Warehouse Operations Manager
- Production Manager
- Customer Service Manager Analyst/Consultant
- Vehicle Fleet Manager
- Inventory Control Manager
- Distribution Center Officer
- Purchasing Manager
- Import & Export Agent
- Academic of Logistics Management
- Freight Coordinator
- Cargo Operations Specialist.

Companies hiring



Semester 1

- Principles of Management & Practices
- Introduction to Logistics and Supply Chain Management
- Basic Economics & Financial Management
- Business Communication
- Sustainability and Green Supply Chain Management

Semester 2

- Inventory and Warehouse Management
- Logistics and Supply Chain Management
- Procurement and Purchasing Management
- Open Elective 1 (anyone):
 - Advanced Corporate Communication
 - Advertising & Publicity: Tools, Technique, Media
 - Business Economics, Theories, and Applications
- Management Information Systems
- Business Law

Semester 3

- Operations Management Procurement & Inventory
- Supply chain risk management 4
- International transportation management
- Project management 4 credits
- Containerization and Infrastructure Management
- Open Elective (Anyone):
Retail Sales Management
E Commerce, Entrepreneurship & Small Business
Store Operation Management and SOP Implementation

Semester 4

- Disaster management
- Shipping and maritime law
- Research Methodology
- International and Logistics management
- Warehousing Management
- Operations Management

Semester 5

- Supply Chain Planning
- Global Transportation Systems
- Brand Management
- Inventory Management
- Open Elective (Anyone):
Digital Marketing
FMCG Management

Semester 6

- Entrepreneurship Development
- Export and Import Logistics
- Internship
- Supply and Logistics Chain Management
- Open Elective: (Anyone)
Rural Retail
International Retailing