

# Retail Logistics and Supply Chain Management

VACP-1702



**SWAMI VIVEKANAND  
SUBHARTI  
UNIVERSITY**  
Meerut



Where Education is a Passion...

Information Brochure

**ADMISSION OPEN**  
"VALUE ADDED COURSE FOR ODD SEMESTER"  
(Session: 2017-18)

"KNOWLEDGE OF VALUE ADDED COURSE WILL IMPROVE  
EMPLOYABILITY OF THE STUDENTS"

Organised by  
Acharya Vishnu Gupta Subharti College of Management and Commerce  
Swami Vivekanand Subharti University, Meerut (U.P.)

**Acharya Vishnu Gupta Subharti College of Management & Commerce**

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Delhi NCR, Uttar Pradesh, INDIA.



## About Swami Vivekanand Subharti University

Swami Vivekanand Subharti University is a University under the section 2(f) of the University Grants Commission Act, 1956, set up under the Swami Vivekanand Subharti Vishwavidyalaya Uttar Pradesh Adhiniyam, 2008 (U.P. Act No. 29 of 2008) as passed by the Uttar Pradesh Legislature and assented to by the Honorable Governor of Uttar Pradesh in September 2008.

The University has been established under the aegis of Mahayana Theravada Vajrayana Buddhist Religious and Charitable trust (formly known as Subharti K.K.B. Charitable Trust) Meerut, which has acquired a commendable record of service in the field of Education, Religion, Health care and Social Welfare.

The main campus of the University is in the National Capital Region, strategically situated on National Highway 58, Delhi-Haridwar bypass road, Meerut. The campus aptly called 'Subhartipuram', is spread over a sprawling area of about 250 acres of land comprising of magnificent buildings, lush green lawns and vibrant surroundings with over 5000 people, determined to make this a 'Jewel in the Crown' of the nation.

The University boasts of highly qualified, dedicated and competent faculty from all walks of life, world class infrastructure, fully equipped Laboratories with latest state-of-the-art equipments and a huge library with recent knowledge resources including e-resources.

The Uniqueness of Subharti University lies in providing an environment fully conducive to the overall development of students, thus maintaining a balance between academic excellence and moral perfection.

- The University has been awarded the membership of Association of Indian Universities in 2013.
- The University has more than 32 MOUs and has won numerous national and International awards.
- The University has also started a number of courses through Distance Education, approved by Distance Education Bureau of UGC (Formerly by Joint committee of UGC-AICTE-DEC).
- The University has been accorded grade 'A' by NAAC in 2016.

## About Acharya Vishnu Gupta Subharti College of Management & Commerce

The unique privilege to be a constituent college of the prestigious Swami Vivekanand Subharti University, AVGSCMC, focuses on Management & Commerce Education; with the commitment of transforming leadership skill with a sound understanding of domestic and global business complexity, the approach to pedagogy combines role playing, case studies, fieldwork, live business projects and instrumented feedback with a strong emphasis on theoretical concepts. The intent is to encourage rational inquisitiveness and open minds to the explorations of ideas, research and innovation in global prospective.

Our collaborative approach involves inputs from various departments which gives the benefit of a much wider view and deeper understanding. This is indicated by the success of our alumni who are in positions of leadership in industries & governments across the world. The strong alumni network, gives students' unmatched access to information, mentors and careers. Our industry integrated management & commerce program are the most sought after programs.

AVGSCMC rewards initiative, innovation and thinking outside the box. Our students are individualists of enormous intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in NCR, and thrives on challenges both inside and outside the classroom.

Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.

## What is a Value Added Course?

Employment scene today requires that a student wanting a job be an all-rounder, with several skills. Pursuing multiple long-winding degree programs is no answer to this. Rather than spending a lifetime seeking higher catations, Value Added Courses give you the chance to update your skill set in only a fraction of the timequality and money. But, the value they create is very high.

## Why should I do a Value Added Course?

Value added courses are the fine way to fill the gaps in your knowledge and add competitive edge to your job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies. Value Added Courses can help you to be a winner. Starting off with a Value Added Course helps you to have a foundation on which to build your career. Many these courses may lead you on to your own enterprise or to further qualification, if needed.

## Who can take admission to a Value Added Course?

There are two types of courses being offered – General Interest Courses that are open to all and Subject specific Courses. You can pursue these courses as per your requirement. Apart from the Subharti University students, even others – students from anywhere, working men and women, or the self-employed – can register for these courses.

## How many courses can I do?

As the basic idea is to make ample opportunities available to students, there are no restrictions on how many courses a student can offer. Many of these courses are offered more than once a year and thus one can acquire several certifications during the period of a degree program.

## Will I get a Job because of Value Added Courses?

The purpose of the Value Added Courses is to make you industry-ready. Providing the finishing touches to the knowledge you gain in your degree program, Value Added Courses will polish your skills and enhance your employability. What is more, you may even acquire enough tricks to start your own business! The College has a Placement Cell to assist you with your placement. You can register with this Cell and receive further guidance and some assistance in seeking jobs. The Cell also facilitates On or Off campus interviews.

## How to register for a Course?

The Courses are run by many departments, including some private Educational Service Providers. Each course has a Coordinator whose names are prominently displayed in the Brochure. You may contact these coordinators in person.

**Eligibility:** Courses are open for all M.B.A. /M. Com. /B.B.A. /B. Com. / B. Com.(H) Students.

## Schedule of Value Added Courses of Odd Semester offered by AVGSCMC (Session: 2017-18)

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	Date	Total No. of Hours
1	Real Estate Valuation	VACP-1701	PG-MBA	2017-18	Mr. Kavish Sharma	02-09 Dec, 2017	30
2	Digital Marketing	VACP-1703	PG-MBA	2017-18	Ms. Princi Gupta	11-18 Dec, 2017	30
3	Sectoral Services	VACP-1704	UG-BBA	2017-18	Dr. Gaurab Sharma	11-18 Dec, 2017	30
4	Commercial Banking and corporate banking	VACP-1705	UG-B. Com.	2017-18	Ms. Sapna Malik	02-09 Dec, 2017	30



Ref. No.: SVSU/AVGSCMC/2017/

Date: 20/12/2017

**Notice**

**Subject: Commencement of Value Added Course for Odd Semester of session 2017-18 from 23-12-2017.**

All the students of MBA, BBA, B.Com, B.Com(H) & M.Com are, herewith, informed that for making the students aware about the industry oriented program, Value added courses are going to be started from 23-12-2017.

Student, who have been registered in the course, are advised to attend their classes as per the schedule.

Kindly contact to your concerned VAC faculty for further queries.

The list of Value Added courses, which would be running, is given below:

S. No.	Name of the value-added courses	Course Code	Program	Year	Faculty	No. of Registered Students	Date	Total No. of Hours	Room No.
1	Retail Logistics and Supply Chain Management	VACP-1702	UG-BBA	2017-18	Ms. Rakhi jha	23	23 - 30 Dec, 2017	30	LT - 02

**Principal - AVGSCMC**  
 Acharya Vishnu Gupt  
 Subharti Institute of Management & Commerce  
 SVSU, MEERUT

- Cc to:
1. Student Notice Board
  2. Class Coordinators
  3. VAC Faculty
  4. Office File

Registrar  
 Swami Vivekanand  
 Subharti University  
 MEERUT





Acharya Vishnu Gupta

# Subharti College of Management & Commerce

Website: management.subharti.org, e-mail: management@subharti.org, Ph: 0121-3058039, Extn-2841, Telefax: 0121-3058030, 241

A constituent college of

## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



Acharya Vishnu Gupta Subharti College of Management and Commerce

### Course Contents

Retail logistics and supply chain management

VACP-1702

Session: 2017-18

Total 30 Hours

#### Overview of Retail Supply Chain

Introduction to retail supply chain; Comparison with manufacturing supply chain; Essentials of retail supply chain management, Customization in retail supply chain


Supply Chain Issues of Various Retail Formats Supplier Relationship Management and Sourcing Decisions; Pricing Dynamics and Dynamic Pricing in Supply Chain;

Customer Relationship Management Process; Inventory Management Communication and Inter-Functional Coordination

Supply Chain Issues, Waste Elimination and Lean Thinking in Supply Chains Supply Chain Balanced Score Cards Managing Supply Chain Risks Supply Chain Operations Reference (SCOR) Model Use of IT applications in Supply Chain; Bullwhip Effect in Supply Chain

Strategic Retail Logistics Planning, Transportation, Warehousing, packing and unitization, containerization Multimodal Logistics logistics strategy, implementation and management, assorted and space management, Reverse logistics and Managing Returns

Retail Channel, Marketing Channels – structure and functions Channel Design and Implementation – segmenting, targeting, and establishment of new channels or refining existing channels, identifying power sources, and channel coordination. Channel Flows – definition and concepts. Channel Power – nature, sources, balancing and exercising power, influence strategies. Channel Conflict – nature and degree, sources, consequences, conflict resolution strategies. Channel Performance and evaluation

ms. Rakhi Jha   
Faculty Name and Signature

  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



Acharya Vishnu Gupt Subharti College of Management and Commerce  
Attendance Record of students enrolled in Value Added Course of Odd Semester (2017-18)

Session: 2017-18	Program: BBA	Year: III	Course Code: VACP-1702	Faculty Coordinator: Ms. Rakhi Jha						
Course: Retail Logistics and Supply Chain Management			Faculty Coordinator: Ms. Rakhi Jha							
No. of Students Enrolled in the Course in the year: 23			Faculty Coordinator: Ms. Rakhi Jha							
Program Date: 23-30 Dec, 2017			Faculty Coordinator: Ms. Rakhi Jha							
Sl no.	Student Unique Enrollment ID	Name of the student	12/23/2017	12/25/2017	12/26/2017	12/27/2017	12/28/2017	12/29/2017	12/30/2017	
1	1507010000351	Anu mavei	A	P	P	P	P	P	P	
2	1507010000314	Ashish Kumar	P	P	A	P	P	P	P	
3	1507010000333	Ashu Rathi	P	P	P	P	A	P	P	
4	1507010000311	AYUSH TYAGI	P	P	P	P	P	P	A	
5	1507010000275	AYUSHI AGRAWAL	P	A	P	P	P	P	P	
6	1507010000293	Chanchal	P	P	A	P	P	P	P	
7	1507010000298	Danish Khan	P	P	P	P	A	P	A	
8	1507010000331	Deepansh Tyagi	P	A	P	P	P	P	P	
9	1507010000272	Dhruv shama	A	P	P	P	P	P	P	
10	1507010000349	Divyansh Walia	P	P	A	P	P	P	P	
11	1507010000277	Harshil Mendiratta	A	P	P	P	P	P	P	
12	1507010000274	ISHU GARG	P	A	P	P	P	P	P	
13	1507010000305	Kanak Sirchi	A	P	P	P	P	P	P	
14	1507010000347	Km Ishu	P	P	A	P	P	P	P	
15	1507010000297	Lalit Verma	A	P	P	P	P	P	P	
16	1507010000353	Meenakshi	P	P	P	A	P	P	P	
17	1507010000388	MUNIKANTA LWENDO SHAPI	P	P	P	P	A	P	P	
18	1507010000320	Nakul Tyagi	P	P	P	P	P	A	P	
19	1507010000325	naman aggarwal	P	P	P	P	P	A	P	
20	1507010000326	Neha sharma	P	P	P	P	P	P	A	
21	1507010000296	Nitika Gupta	P	P	P	P	A	P	P	
22	1507010000330	Pnyansh saxena	A	P	P	P	P	P	P	
23	1507010000290	Rajat Giri	P	P	P	P	P	P	A	

Faculty Signature

Principal, AVGSCMC





Acharya Vishnu Gupt

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### Report

15 Dec, 2017

on

Value Added Course

Session: 2017-18

Program: BBA

Date: 2-9 Dec, 2017

Course Name: Retail Logistics and Supply Chain Management

Course Code: VACP-1702

No. of Students Enrolled in the Course in the year: 23

Resource Person: Mrs. Rakhi Jha

**Objective of Value Added Course:** The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

**Outcome of Value Added Course:** Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL  
Acharya Vishnu Gupt  
Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT

Subhartipuram, Delhi-Haridwar Meerut Bypass Road, NH-58, Meerut - 250 005

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Acharya Vishnu Gupt

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## SWAMI VIVEKANAND SUBHARTI UNIVERSITY

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### List of students enrolled in Value Added Course of Odd Semester (2017-18)

Session: 2017-18

Program: BBA

Year: III

Course: Retail Logistics and Supply Chain Management

Course Code: VACP-1702

No. of Students Enrolled in the Course in the year: 23

Faculty Coordinator: Ms. Rakhi Jha

Program Date: 02 – 09 Dec, 2017

sl no.	Student Unique Enrolment ID	Name of the student
1	1507010000351	Anu Mavei
2	1507010000314	Ashish Kumar
3	1507010000333	Ashu Rathi
4	1507010000311	Ayush Tyagi
5	1507010000275	Ayushi Agrawal
6	1507010000293	Chanchal
7	1507010000298	Danish Khan
8	1507010000331	Deepansh Tyagi
9	1507010000272	Dhruv Sharma
10	1507010000349	Divyansh Walia
11	1507010000277	Harshit Mendiratta
12	1507010000274	Ishu Garg
13	1507010000305	Kanak Sirohi
14	1507010000347	Km Ishu
15	1507010000297	Lalit Verma
16	1507010000353	Meenakshi
17	1507010003288	Munkanta Lwendo Shapi
18	1507010000320	Nakul Tyagi
19	1507010000325	Naman Aggarwal
20	1507010000326	Neha Sharma
21	1507010000296	Nitika Gupta
22	1507010000330	Priyansh Saxena
23	1507010000290	Rajat Giri

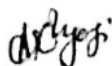
  
Registrar  
Swami Vivekanand  
Subharti University  
MEERUT

  
Principal, AVGSCMC

PRINCIPAL

Acharya Vishnu Gupt

Subharti Institute of Management & Commerce  
S.V.S.U., MEERUT







# Swami Vivekanand Subharti University



## Certificate

Session 2017-18

Ms./Mr. Ashu Rathe has Successfully Completed  
the 30 hour Value Added Course

on

Retail Logistics and supply chain Management (VACP-1702)

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

*Ms. Rakhi Kumari Jha*  
Course Coordinator

*[Signature]*  
Head of Institution

*[Signature]*

Registrar  
Swami Vivekanand  
Subharti University  
MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2017-2018

Ms./Mr. Chanchal has Successfully Completed  
the 30 hour Value Added Course

on

Retail Logistics and supply chain Management (VACP-1702)

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

*Ms. Rakhi Kumari Jha*  
Course Coordinator

*[Signature]*  
Head of Institution



# Swami Vivekanand Subharti University



## Certificate

Session 2017-2018

Ms./Mr. Munkanta Luendo Shafi has Successfully Completed  
the 30 hour Value Added Course

on

Retail Logistics and Supply Chain Management (VACP-1702)

Organized by

**Faculty of Management and Commerce**

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Ms. Rakhi Kumari Jha  
Course Coordinator

  
Head of Institution



Registrar  
Swami Vivekananda  
Subharti University  
MEERUT



# Swami Vivekanand Subharti University



## Certificate

Session 2017-2018

Ms./Mr. Ashish kumar has Successfully Completed  
the 30 hour Value Added Course

on

Retail Logistics and Supply Chain Management (VACP-1702)

Organized by

**Faculty of Management and Commerce**

*This certificate is hence awarded on successful completion of the Value Added Course.*

  
Ms. Rakhi Kumari Jha  
Course Coordinator

  
Head of Institution