

AC –

Item No. –

**As Per NEP 2020**

**Tolani College of  
Commerce  
(Autonomous)**



**Title of the Course: Retail Logistics and E-Commerce  
(Semester III)**

**Programme: Bachelor of Business Administration  
(Logistics)**

**Syllabus for 2 Credit Course from the Academic Year 2024-2025**

## Name of the Course: Retail Logistics and E-Commerce

Sr. No.	Heading	Particulars
1	<p><b>Description of the course :</b></p> <p><b>Including but not limited to :</b></p>	<p>This course encompasses two modules: Logistics and Retail Marketing, and E-Commerce. In the Logistics module, students delve into the support function of logistics in order fulfilment, inventory management, transportation, and customer facilitation.</p> <p>It covers reverse logistics, including coordination with carriers, route map optimization, and best practices. The E-Commerce module introduces students to e-commerce logistics, including delivery and pickup models, order processing, electronic payment systems, and security considerations in online retailing.</p>
2	<b>Vertical:</b>	Major
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. Understand the critical role of logistics in retail marketing, encompassing order fulfilment, inventory management, and customer facilitation.</li> <li>2. Gain insights into reverse logistics principles, including key activities, coordination with carriers, and best practices for managing product returns and exchanges.</li> </ol>	
8	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Students will acquire the necessary skills to optimise logistics operations, including tracking outbound shipments, managing inventory levels, and improving customer satisfaction through efficient order fulfilment.</li> <li>2. Through comprehensive knowledge of e-commerce logistics, students will contribute to the seamless functioning of online retail operations, fostering customer trust and loyalty.</li> </ol>	

<b>9</b>	<b>Module 1: Logistics and Retail Marketing (15 Hours)</b>
	<ol style="list-style-type: none"> <li>1. Logistics as a Support function of Order Fulfilment <ul style="list-style-type: none"> <li>▶ Assembling &amp; Labelling from Multi-storage points and Delivery</li> <li>▶ Logistics as an interface of Market forecasting</li> <li>▶ Stock level management and other relevant activities till transportation</li> <li>▶ Preparation for dispatch, outbound documentation</li> <li>▶ Customer facilitation tracking outbound shipments.</li> </ul> </li> <li>2. Reverse Logistics <ul style="list-style-type: none"> <li>▶ Basic of reverse logistics - concept, key activities</li> <li>▶ Coordinating with carriers</li> <li>▶ Route map optimization</li> <li>▶ Collecting pickup and feedback</li> <li>▶ Types of reverse logistics - Roles, responsibilities, best practices.</li> </ul> </li> </ol>
	<b>Module 2: E-commerce Logistics and Operations (15 Hours)</b>
	<ol style="list-style-type: none"> <li>1. Introduction to E-commerce logistics: <ul style="list-style-type: none"> <li>▶ Delivery, pickup models and the overall logistic setup</li> <li>▶ Order Processing - Activities in order processing</li> <li>▶ Types of order processing</li> <li>▶ Procedures for generating plans and schedules through MIS</li> <li>▶ Types of Ecommerce- B2B-B2C and intra business.</li> </ul> </li> <li>2. Retail Ecommerce - Retailing through internet <ul style="list-style-type: none"> <li>▶ Direct Online Sales model and its types</li> <li>▶ Business Models for ecommerce.</li> <li>▶ Electronic Payment system,</li> <li>▶ Electronic CRM Applications,</li> <li>▶ E-Security</li> </ul> </li> </ol>
<b>10</b>	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>● Ayers, James B. Retail Supply Chain Management. Auerbach Publications, 2007.</li> <li>● Ayers, James B., and Mary Ann Odegaard. Retail Supply Chain Management. Taylor &amp; Francis, 2nd edition.</li> <li>● Fernie, John, and Leigh Sparks. Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain. Kogan Page, 3rd edition, 2009.</li> <li>● Gibson, G. Retail Management: Functional Principles &amp; Practices. Jaico Publishing House, 6th edition, 2003.</li> <li>● Ray. Supply Chain Management for Retailing. TMH, 2010.</li> </ul>

<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>	
<b>12</b>	<b>Continuous Evaluation through: (20 marks)</b>	1) Case Study, Class Presentation and Research Assignments (10 marks) 2) MCQ Based Test (10 marks)	A Learner must be present for each of the sub-component
<b>13</b>	<b>Format of SEE Question Paper: (30 marks)</b>		
	<b>Question No.</b>	<b>Nature of Question</b>	<b>Maximum Marks</b>
	<b>Q-1</b>	Answer the following: (attempt any 2 of 3) a) b) c)	10 Marks
	<b>Q-2</b>	Answer the following: (attempt any 2 of 3) a) b) c)	10 Marks
	<b>Q-3</b>	Answer the following: (attempt any 2 of 4) a) b) c) d)	10 Marks

### Signatures of Team Members

<b>Sr.No.</b>	<b>Name</b>	<b>Signature</b>
1.	Ms. Amrita Nambiar	
2.	Ms. Neha Sawant	