- **DRS7-Seminar on Contemporary Trends in Consumer Behaviour, Services Marketing, Supply Chain Management**

Max. Marks: 50

Internal: 50

Pass: 40%

Credits: 02

Course Objectives:

- Explore modern trends and innovations in consumer behavior, service marketing, and supply chain management.
- Enhance analytical and critical thinking skills through research and discussion.
- Strengthen professional communication and teamwork abilities.

Course Outcomes (COs):

- CO1: Analyze contemporary issues and trends in Consumer Behaviour, Services Marketing, Supply Chain Management
- CO2: Develop a concise report and deliver a clear, professional presentation on a chosen topic.
- CO3: Engage in interactive discussions and Q&A sessions demonstrating practical understanding.

- **Mode and Evaluation:**

The seminar will be conducted online, where students are required to actively engage in research and submit their assignments electronically. Each student will be assigned a specific topic related to recent trends in Consumer Behaviour/ Services Marketing/Supply Chain Management. Students must submit a written assignment summarizing their topic

and prepare a professional PowerPoint presentation. Evaluation will be entirely internal, based on the accuracy, clarity, and completeness of the assignment and the effectiveness of the online presentation, emphasizing comprehension and clear communication of the subject matter.

Assessment Components:

1. **Report / Written Submission:** 20 Marks
2. **Presentation / Seminar Delivery:** 10 Marks
3. **Participation and Discussion (including Q&A):** 20 Marks

Suggested Readings:

- Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/supply chain management (5th ed.). Pearson Education.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). Consumer behavior (10th ed.). Cengage Learning.
- Christopher, M. (2016). Logistics and supply chain management (5th ed.). Pearson Education Limited.
- Hawkins, D. I., Best, R. J., Coney, K. A., & Mookerjee, A. (2010). Consumer behavior: Building marketing strategy (11th ed.). Tata McGraw Hill Education.
- Hoffman, K. D., & Bateson, J. E. G. (2016). Services marketing: Concepts, strategies, and cases (5th ed.). Cengage Learning.
- Jha, S. M. (2010). Services marketing. Himalaya Publishing House.
- Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
- Sahay, B. S. (2003). Supply chain management for global competitiveness. Macmillan India Ltd.
- Schiffman, L. G., & Wisenblit, J. L. (2019). Consumer behavior (12th ed.). Pearson Education.

- Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2018). Services marketing: Integrating customer focus across the firm (7th ed.). McGraw Hill Education.