



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Master of Business Administration, 3rd Semester
Branch: Logistic & Supply Chain Management
Subject Name: Supply Chain Planning
Subject Code: 1539705

1. Learning Outcome:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	Analyze the contemporary supply chain planning and strategy and it's need and practices for a given industry or a sector
Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Conduct the road map for supply chain strategies with respect to various cost associated with supply chain and also to critically evaluate various models.
Global Exposure and Cross-Cultural Understanding (GECCU)	Analyze the need of sustainability while supply chain planning and also to understand lean supply chain with respect to national and global perspective.
Social Responsiveness and Ethics (SRE)	Critically evaluate the ethical approach while supply chain planning and forecasting and lean supply chain.
Effective Communication (EC)	Explain the various parts of supply chain planning communication and use of ERP system and technology integration for inter-intra communication
Leadership and Teamwork (LT)	Collaborative approach to construct effective supply chain planning, forecasting and use of ERP systems and over all supply chain management

LO - PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Analyze the contemporary supply chain planning and strategy and it's need and practices for a given industry or a sector	3	3	-	1	2	-	-	1	1
LO2: Conduct the road map for supply chain strategies with respect to various cost associated with supply chain and also to critically evaluate various models	2	3	3	2	3	2	2	2	1
LO3: Analyze the need of sustainability while supply chain planning and also to understand lean supply chain with respect to national and global perspective	2	2	1	1	2	1	3	1	2
LO4: Critically evaluate the ethical approach while supply chain planning and forecasting and lean supply chain.	1	2	2	3	3	2	3	1	2



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LO5: Explain the various parts of supply chain planning communication and use of ERP system and technology integration for inter-intra communication	1	2	2	3	3	3	2	2	1
LO6: Collaborative approach to construct effective supply chain planning, forecasting and use of ERP systems and over all supply chain management	1	2	2	3	2	3	2	3	2

2. **Course Duration:** The course duration is of 40 sessions of 60 minutes each.

3. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Fundamentals of Supply Chain Planning Management Components of Supply Chain Planning, Evolution of Supply Chain Management and Latest Trends, Understanding Logistics and Total Cost Management, Integrated Logistics Management, Supply Chain Structures and Supply Chain Strategies. Supply Chain Operations Reference Model (SCOR), Case Studies and Latest Updates	10	18
II	Supply Chain Strategies Crafting the Supply Chain Strategy, Stages of Supply Chain Strategy, Supply Chain Strategy Performance Attributes, Process Drivers of Supply Chain Performance, Supply Chain Strategy Matrix, Concept of Supply Chain Strategic Fit, Supply Chain Strategy Performance Metrics, Maturity Model.	10	18
III	Demand Management in SCM Components of Demand Management, Formulating Demand Strategies, Demand Planning, Developing the Demand Forecast, Creating the Supply Plan, Balancing the Demand and Supply Plans of Production.	10	17
IV	Integrating the Supply Chain Internal Integration- Function to Function. Intercompany Integration, Electronic Integration, Efficient Customer Response (ECR) in Supply Chain. Collaborative Planning, Forecasting and Replenishment The Agility and Lean Thinking in Supply Chain The Concept of Agility in Supply Chain. Agile Drivers and Practices in Supply Chain- Joint Decision, End Customer First, Shared Goal. Inter firm Planning and Control for Supply Chain. Application of Lean Thinking to Business Processes and Supply Chain	10	17
V	Practical:	---	(30 marks)



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	<ul style="list-style-type: none"> Teams analyze case studies and latest updates, crafting a comprehensive strategy considering SCOR model principles and industry trends. Utilize a simulation platform to implement strategies, making decisions on logistics, demand management, agility, and integration. Teams adjust strategies based on performance metrics, present their approaches, and discuss outcomes, lessons learned, and real-world implications. 		CEC)
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> Continuous Evaluation Component 	30 marks
	<ul style="list-style-type: none"> Class Presence & Participation 	10 marks
	<ul style="list-style-type: none"> Quiz 	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	David Frederick Ross	Distribution Planning and Control- Managing in the Era of SupplyChain Management	Springer	Latest Edition
2	SAP Business	Supply Chain lanning and Control Product Documentation	SAP Business By Design	Latest Edition
3	Edward Frazelle	Supply Chain Strategy- The Logistics of Supply ChainManagement	TMH	Latest Edition
4	Chopra and Miendl,	Supply chain management	Pearson	Latest Edition
5	D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, and Ravi Shankar	Designing andManaging the Supply Chain concepts, Strategies and Case studies	Tata McGraw Hill,New Delhi	Latest Edition
6	Alan Harrison and Remko van Hoek	Logistics Management and Strategy	Pearson	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.



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1. Harvard Business Review: Offers insights into supply chain management components, logistics, and latest trends in SCM.
2. Journal of Supply Chain Management: Focuses on research articles related to supply chain strategies, SCOR model, and performance metrics.
3. Supply Chain Quarterly: Provides articles on integrated logistics management, supply chain structures, and strategies.
4. Logistics Management: Covers topics such as total cost management, demand planning, and sales and operations planning (S&OP) grid.
5. Supply Chain Digest: Offers updates on supply chain agility, lean thinking, demand management strategies, and sustainability initiatives.