



Rationale:

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	TO understand the importance and crucial aspects of supply chain and logistics to do the business successfully
CO2	CO 2 To analyse identify the purchasing issues, operations and distribution issues in SCM, Domestic and International Transportation management
CO3	CO 3 To discover the relationship between logistics and other functional areas.
CO4	CO 4 To evaluate SC performance measures and asses internal integration of key processes to obtain competitive advantage

Course Content:

Unit No.	Content	No. of Hours	Marks
1	<p>Introduction to supply chain management</p> <ol style="list-style-type: none"> 1. The boundary-spanning nature of scm 2. The rise of SCM 3. Characteristics of a competitive supply chain <p>Supply chain Strategy</p> <ol style="list-style-type: none"> 1. Achieving Competitive Advantage 2. Building blocks of Supply chain strategy 3. Supply chain strategic decision <p>Network & system design</p> <ol style="list-style-type: none"> 1. The supply chain system 2. Understanding processes: Theory of constraints 3. Integration of supply chain processes 4. Designing Supply chain networks 5. Enterprise Resource Planning 		14
2	<p>Supply performance management and evaluation.</p> <ol style="list-style-type: none"> 1. Purchasing and supply chain performance measurement and evaluation, evaluation system and categories 2. Purchasing in Global Supply Chain 3. Performance benchmarking : comparing against the best benchmarking overview 4. 4. Approaches for managing inventory investment 5. Demand Forecasting and Planning 		21



	<ol style="list-style-type: none"> 1) Demand forecasting : Time series models -- Simple Exponential smoothing, Linear Models, Regression, Holt's, seasonality, Winter's model, causal models, Goodness of forecast 2) Aggregate Planning in Supply Chain 3) Aggregate Planning Strategies 		
3	<p>Logistics introduction, integration and Documentation</p> <ol style="list-style-type: none"> 1. Factors impacting logistics 2. Transportation elements in Logistics 3. Other elements of Logistics 4. Logistics growth drives 5. Warehousing 6. Third party logistics providers 7. Logistics in India – current context 8. Importance of logistics in supply chain management 		14
4	<p>Critical supply chain elements</p> <ol style="list-style-type: none"> 1. Lean supply chain management : concepts and applications 2. Understanding supply chain inventory 3. Six sigma <p>Contemporary issues and challenges in supply chain from Global and national perspectives</p> <ol style="list-style-type: none"> 1. Supply Chain Globalization in Manufacturing and Service Sector 2. Co-ordination of Global Supply Chain 3. Digital Supply Chain 4. Green Supply Chain Practices 		21

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Module-1	8	7	7					14
II	Module-2	12		7	7	7			21
III	Module-3	8			7	7			14
IV	Module-4	12			7	7	7		21
	Total	40							70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: MBA (International Business)

Semester: 3

Branch: International Business

Subject Name: Global Supply Chain & Logistic Management

Subject Code: 2539304

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Assignment/ Class test/ Case Study	20
• Project	30

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Supply chain Management : A Global Perspective	Nada Senders	Wiley publication ISBN : 978-0470141175
2	Purchasing and Supply Chain Management	Handfiled, Monczka, Guinipero and Patterson)	ISBN : 978-1285869681 Cengage learning
3	Logistics management	S. L. Ganapathi, S. K. Nandi	Oxford University Press, 2015 ISBN: 0198098898, 9780198098898
4	Supply Chain Management: Process, System and Practice	N.chandrashekar	Oxford University Press ISBN: 9780198063025
5	Supply Chain Management: Strategy	Chora,S.and meindl,P.,	Pearson Education, Latest Edition

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

1. Vikalpa
2. Journal of Indian Business Research
3. Journal of Brand management
4. Indian Journal of Marketing
5. Economic Times
6. Financial Express
7. Business Standard
8. Economic & Political Weekly