

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Specialization: Production and Operations Management

Subject Name: Supply Chain and Logistics Management (SCLM)

Subject Code: 3539274

1. Learning Outcome:

- Acquaintance with basics of supply chain management on planning, replenishment and execution.
- Understanding the contemporary and cutting edge supply chain management practices by study of fundamentals of Supply Chain Management.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Content:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Supply Chain Management Concepts <ul style="list-style-type: none">• It's a world of Global Complex, Interdependent Supply Chains• Basic Supply Chain• Vertical versus Horizontal Integration• Supply Chain Management Objectives• Supply Chain Management Benefits• Accounting and Financial Statement Basics Supply Chain Alignment with Business Strategy <ul style="list-style-type: none">• Business Strategy and Competitive advantages• Organizational and Supply Chain Strategy, Prioritization Capabilities and Alignment Inventory Management , Planning & Control <ul style="list-style-type: none">• The need for Inventory• Aggregate and Item Inventory Management• Flow of Material• Functions of Inventory• Inventory-Related Cost Categories• Effects of Inventory on the Financial Statements• Inventory Planning & Control	9	17
II	Logistics Fundamentals <ul style="list-style-type: none">• Role of Logistics in Supply Chain Management• Logistics Service Providers 3PL's & 4PL's• Reverse Logistics• Transportation, Warehousing• Customer Service Fundamentals of Demand Planning <ul style="list-style-type: none">• Understanding Forecasting Demand	9	17

	<ul style="list-style-type: none"> • Understanding Demand Management Customer Relationship Management (CRM) Concept <ul style="list-style-type: none"> • Need for CRM • Scope for CRM • Elements for CRM • Benefits for CRM Supply Chain Management Concepts <ul style="list-style-type: none"> • Total cost of Ownership • Outsourcing and Offshoring • Make-versus-Buy Analysis • Range of Buyer-Supplier Relationships 		
III	Globalization <ul style="list-style-type: none"> • Effects of Globally Dispersed Supply and Demand • Free Trade Zones • Trading Blocs • Operational Considerations • Implications of Globalization Introduction to use of Technology in SCM <ul style="list-style-type: none"> • Role of Technology in Supply Chain Management • Key Application Tools Supplier Relationship Management(SRM) <ul style="list-style-type: none"> • Supplier Selection • Developing and Implementing SRM Strategies • Using Technology to Implement SRM • Measuring SRM • Challenges in Implementing SRM 	9	18
IV	Understanding of Risk Management <ul style="list-style-type: none"> • Identification and Mitigation of and Response to Risk • Security and Regulatory Concerns • ISO 31000,Rik Management-Principles and Guidelines Fundamentals of Sustainability <ul style="list-style-type: none"> • The Economic Perspective • The Environmental Perspective • The Social Perspective • The United Nations Global Compact • Global Reporting Initiative Packaging and Material Handling: <ul style="list-style-type: none"> • Packaging perspectives, Packaging and Material handling 	9	18
V	Practical Project: Assignment/Presentation based on the above topics or the selected Industry or Firm	---	(30 marks CEC)

4. Teaching Methods:

Following pedagogical tools will be used for teaching the course:

- Case discussions
- Discussion on issues and techniques
- Projects/Assignments/Quiz/Class Participation etc.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Chopra Sunil, Peter Meindl, KalraDharamVir	Supply Chain Management : Strategy, Planning, and Operation	Pearson Publishers	Sixth Edition
2	Chase Richard B, Shankar Ravi, Jacobs F Robert	Operations and Supply Chain Management	McGraw-Hill	Fourteenth Edition
3	Russell and Taylor	Operations and Supply Chain Management	Wiley Publishers	Eight Edition
4	Bhat Shridhara K	Supply Chain Management	Himalaya Publishing House	Latest Edition
5	Sarika Kulkarni	Sarika Kulkarni	McGraw-Hill	Latest Edition
6	Coyle, Bardi, Longley	The management of Business Logistics – A supply Chain Perspective	Thomson Press	Latest Edition
7	Donald J Bowersox, Dand J Closs, M Bixby	Supply Chain Logistics Management	McGraw-Hill	Latest Edition
8	Wisner, Keong Leong and Keah-Choon Tan	Principles of Supply Chain Management A Balanced Approach	Thomson Press	Latest Edition

7. List of Journals/Periodicals/Magazines/Newspapers etc.

Supply Chain Journals and Articles published in India and internationally may be referred