

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

**Specialization: International Business Management**

**Subject Name: International Supply Chain Management (ISCM)**

**Subject Code: 3569942**

**Subject Credits: 3**

**Total Marks: 150**

### 1. Learning Outcome:

- Ability to define and explain the key operational issues involved in international logistics.
- Explain and illustrate the significance of logistics and supply chain management in international business.
- Explain and illustrate the composition of global supply chain.
- Ability to analyze the supply chain strategies of firms.

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

### 3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	International logistics, International supply chain Management, element of International Logistics, Importance of International Logistics, International Logistics Infrastructure – Transportation, Communication, Utilities.	9	17
II	International Contracts – Lex Mercatoria , CISG, Terms of Payment, Currency of Payment - system of currency exchange rates , theories of exchange rate determination, exchange rate forecasting.	9	18
III	International Insurance - Risk management, International Ocean transportation – types of service, size of vessels, types of vessels, Flag. International air transportations – Types of aircrafts, services, international regulations.	9	18
IV	International Ocean Transportation. International land and Multi-modal transportation – Rail, truck, Intermodal transportation, freight forwarders. Packaging for export - Packaging functional, objectives,, Customs clearance – duty , Non-tariff barriers, customs clearing process, foreign trade zones, Using International logistics for competitive advantage.	9	17
V	<b>Practical:</b> <ul style="list-style-type: none"><li>• Students can study case studies on successes and failures in global supply chain management.</li><li>• Students can visit existing importers and exporters to understand their international supply chain management.</li></ul>	---	(30 Marks CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

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

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

#### 6. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	John Mangan, Chandra L. Lalwani	Global Logistics and Supply Chain Management	Wiley	2016
2	Pierre A. David	International Logistics: The Management of International Trade Operations	Cenage	2017
3	I.C.J. Veraart	International Trade and Port Logistics	Avontade	2011
4	Peter Stone, Indira Carr	International Trade Law	Taylor-Francis	2010
5	Michael H. Hugos	Essentials of Supply Chain Management	Wiley	2018

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, etc.

1. International Journal of Supply Chain Management
2. Global Trade Review
3. Economic Times