

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

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

**Specialization: Elective**

**Subject Name: Supply Chain Management (SCM)**

**Subject Code: 3549288**

**1. Learning Outcome:**

- Understand fundamental supply chain management concepts.
- Apply knowledge to evaluate and manage an effective supply chain.
- Understand the foundational role of logistics as it relates to transportation and warehousing.
- Align the management of a supply chain with corporate goals and strategies.
- Analyze and improve supply chain processes.

**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	<b>Introduction to Supply Chain Management:</b> <ul style="list-style-type: none"><li>• Understanding supply chain</li><li>• Logistics and SCM</li><li>• Supply chain v/s demand chain</li><li>• Supply chain relationships</li><li>• Challenges in supply chain management</li><li>• IT's role in SCM</li></ul>	9	17
II	<b>Supply Chain Systems and Strategy:</b> <b>Supply Chain Sub-systems:</b> <ul style="list-style-type: none"><li>• Supply chain planning and procurement</li><li>• E-procurement</li><li>• Lean Manufacturing</li><li>• Strategic sourcing</li></ul> <b>Supply chain Strategy:</b> <ul style="list-style-type: none"><li>• Purchasing structure and design (network design?)</li><li>• Make v/s Buy</li><li>• Agile Supply Chain</li><li>• Reverse Supply Chain</li></ul>	9	18

	<ul style="list-style-type: none"> <li>• Supplier involvement and development</li> <li>• Supply Chain Integration</li> <li>• Global supply Chain</li> </ul>		
<b>III</b>	<b>Supply chain Management: Tactical and Operational decisions:</b> <ul style="list-style-type: none"> <li>• Transportation and Freight Management</li> <li>• Network design</li> <li>• Matching supply with demand</li> <li>• Negotiation</li> <li>• Supply Chain Contracts</li> <li>• Conflict resolution</li> </ul>	9	18
<b>IV</b>	<b>SCM: Control and Sustainability</b> <ul style="list-style-type: none"> <li>• Performance measure</li> <li>• Benchmarking</li> <li>• Pricing, costing and financial decisions</li> <li>• Sustainable Supply Chain</li> <li>• ‘Green’ Supply Chain</li> <li>• Supply Chain Optimization</li> </ul>	9	17
<b>V</b>	<b>Practical:</b> <ul style="list-style-type: none"> <li>• Students can visit organizations and study their supply chains.</li> <li>• Students can refer case studies to learn about best practices in SCM.</li> <li>• Students can be made to understand the complexities of decision making in SCM through simulation exercises.</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:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Vinod Sople	Supply Chain Management: Text and Cases	Pearson	2012
2	Supply Chain Management	K. Shridhara Bhat	Himalaya	
3	Purchasing and Supply Chain Management	Kenneth Lyons, Brian Farrington	Pearson	7 <sup>th</sup> ed.
4	Janat Shah	Supply Chain Management: Text and Cases	Pearson	2 <sup>nd</sup> ed.
5	W.C. Benton	Purchasing and Supply Chain Management	McGraw Hill	3 <sup>rd</sup> ed.
6	Supply Chain Management	Sunil Chopra, Peter Meindl, D V Kalra	Pearson	6 <sup>th</sup> ed.

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. Journal of Supply Chain Management
2. Supply Chain Management Journal
3. The IUP Journal of Supply Chain Management
4. International Journal of Physical Distribution and Logistics Management
5. Forbes India
6. Supply Chain Management Professional – Magazine