

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

### ELECTIVE SUBJECTS

**Subject Name: SUPPLY CHAIN MANAGEMENT (SCM)**

**Subject Code : 2840005**

**1. Course Objective:** The main aim of the course is to acquaint students to basics of supply chain management on planning, replenishment and execution. The approach of this course is practical and contemporary in nature. It emphasizes on 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, i.e. 45 hours.

#### **Course Content:**

<b>Module No:</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>Marks (70 External exam)</b>
I	<b>Introduction and Strategic View:</b> Meaning, Role of supply chain management, Supply chain strategy and performance measures, Supply Chain Drivers and Metrics, Outsourcing – Make or Buy	7	17
II	<b>Managing Material Flow:</b> Inventory Management, Production Planning and Scheduling, Transportation, Network Design and Operations, Distribution Networks	7	17
III	<b>Managing Material Flow:</b> Inventory Management, Production Planning and Scheduling, Transportation, Network Design and Operations, Distribution Networks <b>Managing Information Flow:</b> Demand Forecasting, Supply Chain Data Management, Information Technology in Supply Chain Management	7	18

IV	<b>Supply Chain Innovations:</b> Supply Chain Integration, Supply Chain Restructuring, Agile Supply Chains, Pricing and	7	18
V	<b>Practical Module:</b> (Project Work/Assignment/Presentation on Supply Chain of Selected Industry/Firm)	8	(20 Marks of CEC Internal Evaluation)

**4. Teaching Methods: Following pedagogical tools will be used for teaching the course:**

- a) Case discussions.
- b) Discussion on issues and techniques
- c) Projects/Assignments/Quiz/Class Participation, etc.

**5. Evaluation:**

<b>A</b>	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
<b>B</b>	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
<b>C</b>	End –Semester Examination	Weightage 70 marks (External Assessment)

**6. Text Books:**

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
T1	Shah Janat	Supply Chain Management: Text and Cases	Pearson Education	Latest edition
T2	Sinha Amit, Herbert Kotzab	Supply Chain Management	Tata McGraw Hill	2011
T3	Chopra Sunil, Meindl Peter and Kalra D. V.	Supply Chain Management: Strategy Planning and Operation	Pearson Education	Fourth Edition 2011

**7. Reference Books:**

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
R1	Sarika Kulkarni	Supply Chain Management	Tata McGraw-Hill	Latest Edition
R2	Coyle, Bardi, Longley	The management of Business Logistics – A supply Chain Perspective	Thomson Press	Latest Edition
R3	Donald J Bowersox, Dand J Closs, M Bixby	Supply Chain Logistics Management	Tata McGraw-Hill	Latest Edition
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R4	Wisner, Keong Leong and Keah-Choon Tan	Principles of Supply Chain Management A Balanced Approach	Thomson Press	Latest Edition

### **8. List of Journals/Periodicals/Magazines/Newspapers, etc.**

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

### **9. Session Plan:**

<b>Session no.</b>	<b>Topic</b>
<b>1</b>	Meaning, Role of supply chain management
<b>2-3</b>	Supply chain strategy and performance measures
<b>4-5</b>	Supply Chain Drivers and Metrics
<b>6-7</b>	Outsourcing – Make or Buy
<b>8-9</b>	Inventory Management
<b>10</b>	Production Planning and Scheduling
<b>11-12</b>	Transportation
<b>13-14</b>	Network Design and Operations, Distribution Networks
<b>15-17</b>	Demand Forecasting
<b>18-19</b>	Supply Chain Data Management

<b>20-21</b>	Information Technology in Supply Chain Management
<b>22-23</b>	Supply Chain Integration
<b>24</b>	Supply Chain Restructuring
<b>25</b>	Agile Supply Chains
<b>26-28</b>	Pricing and Revenue Management , Global Supply Chain
<b>29-36</b>	<b>Practical Module:</b> (Project Work/Assignment/Presentation on Supply Chain of Selected Industry/Firm)