

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

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

Specialization: International Business Management

Subject Name: INTERNATIONAL SUPPLY CHAIN MANAGEMENT (ISCM)

Subject Code: 2840501

1. Course Objective: To understand the strategies used by various companies to manage international supply chain management through theoretical framework, case studies and practical / application module.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	International trade growth, milestones , drivers , International Trade theories , International Business Environment, International logistics, International supply chain Management, element of International Logistics , Importance of International Logistics, International Logistics Infrastructure – Transportation , Communication, Utilities., ways of Entry into Foreign Markets.	7	17
II	International Contracts – Lex Mercatoria , CISG, Incoterms , Terms of Payment, Currency of Payment - system of currency exchange rates , theories of exchange rate determination, exchange rate forecasting	7	17
III	International commercial documents – Invoices , export & Import documents, transportation documents, International Insurance - Risk management , International Ocean transportation – types of service , size of vessels , international air transportations – Types of aircrafts , services	7	18
IV	International land and Multi-modal transportation – Rail , truck, Intermodal transportation, Packaging for export - Packaging functional, objectives,, Customs clearance – duty , Non-tariff barriers, customs clearing process, foreign trade zones, Using International logistics for competitive advantage	7	18

V	Practical Module: Study an organisation involved in export / import and prepare a report on its functioning under the guidance of your subject teacher	8	(20 Marks of CEC Internal Evaluation)
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4. Teaching Method:

- (a) Case discussion
- (b) Projects/ Assignments/ Quizzes/ Class participation etc
- (c) Compulsory class presentation with live experiences of world economies

5. Evaluation:

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

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	David & Stewart	International Supply chain Management	CENGAGE learning -Indian Edition	2007 or Latest
T2	Philippe-Pierre Dornier, Ricardo Ernst, Michel Fender, Kouvelis	Global Operations and Logistics	WILEY India Edition	2008 or Latest

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Douglas Long	International Logistics - Global Supply chain Management	Kluwar Academic Publishers Group	2004 or Latest
R2	Alan E. Branch	Global Supply Chain Management and International Logistics	Routledge	Latest edition

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

- Supply chain management
- International logistics
- Global logistics

9. Session Plan:

Session no.	Topic
1-2	International trade growth, milestones , drivers , International Trade theories , International Business Environment, International logistics
3-4	International supply chain Management, element of International Logistics , Importance of International Logistics,
5-7	International Logistics Infrastructure – Transportation, Communication, Utilities, Ways of Entry into Foreign Markets.
8-9	International Contracts – Lex Mercatoria , CISG, Incoterms
10-11	Terms of Payment
12-14	Currency of Payment - system of currency exchange rates , theories of exchange rate determination, exchange rate forecasting
15-16	International commercial documents – Invoices , export & Import documents, transportation documents
17-19	International Insurance - Risk management , International Ocean transportation – types of service , size of vessels ,
20-21	International air transportations – Types of aircrafts , services ,
22-23	International land and Multi-modal transportation – Rail , truck, Intermodal transportation
24-26	Packaging for export - Packaging functional, objectives,, Customs clearance – duty , Non-tariff barriers, customs clearing process
27-28	foreign trade zones, Using International logistics for competitive advantage
29-36	Practical Module: Study an organisation involved in export / import / International logistics and prepare a report on its functioning under the guidance of your subject teacher