

Course title: Supply Chain Management				
Course Code: PPM 138	No. of credits: 2	L-T-P distribution: 28-02-0	Learning hours: 30	
Pre-requisite course code and title (if any): The students should have undergone a course on fundamentals of Operations Management ,and quantitative techniques on inventory management.				
Department: Department of Business and Sustainability				
Course Coordinator:		Course Instructor:		
Contact Details:				
Course Type: Elective		Course offered in: Semester III		
Course Description: Business the world over is struggling to sustain competitiveness in a rapidly globalizing economy. Sustainability is increasingly becoming an issue of concern for the mankind. The boundaries of traditional trade partners are getting dissolved and emerging markets will present future opportunities as well as new rivals. In today’s environment of globalized economy, shortening product life cycle, complex corporate joint ventures, and stiffening requirements for customer service, it has become necessary to consider the complete scope of supply chain management, ranging from supply of raw materials, through factories and warehouses, to meeting the demand in sales outlets. Supply chain has emerged as a factor to provide competitive advantage. The course focuses on bullwhip effect, types of supply chains, procurement policies, postponement and differentiation, outsourcing, distribution channels and collaborative aspects of supply chain. The course is designed to provide knowledge to students on concepts and practices as followed in supply chains.				
Course objectives				
<ul style="list-style-type: none"> • To understand the role of bullwhip effect and steps to reduce the same • To understand the practices as followed in various types of supply chains • To develop and understanding of individual components of supply chains • To impart analytical and problem solving skills necessary to develop solutions in supply chain conflicts • To develop the ability to design logistics systems and formulate integrated supply chain strategy • To understand the importance of greening supply chain • To appreciate the role and importance of Green supply chain. 				
Course Contents				
Module	Topic	L	T	P
1	Supply Chain Management: Issues & Challenges through cases: Simchi-Levi, D. <i>et. al.</i> , <i>Introduction to Supply Chain Management</i> , Designing and	4	0	0

	<p>Managing the Supply Chain, 2e, 2003, Irwin McGraw Hill, pp. 1-21.</p> <p>Management Game: Beer Game</p>			
2	<p>Bull whip effect: Impact, Causes, Remedies</p> <p>The Value of Information: Demand Uncertainty in Supply Chain.:</p> <p>Simchi-Levi, D. <i>et. al.</i>, <i>The Value of Information, Designing and Managing the Supply Chain</i>, 2e, 2003, Irwin McGraw Hill, pp. 91-117.</p>	2	0	0
3	<p>What is the Right Supply Chain for Your Product, Harvard Business Review, March- April, 1997, pp. 105-116.</p> <p>Case 1: Barilla Spa(Text book)</p>	2	0	0
4	<p>Logistics Network Configuration: Procurement policies.</p> <p>Simchi-Levi, David; Kaminsky, Philip and Simchi-Levi, Edith; Procurement and Outsourcing Strategies, Design and Managing the Supply Chain, Irwin McGrawHill, 2e, 2003.</p>	2	1	0
5	<p>Outsourcing</p> <p><i>Readings:</i></p> <p>Simchi-Levi, David; Kaminsky, Philip and Simchi-Levi, Edith; Procurement and Outsourcing Strategies, Design and Managing the Supply Chain, Irwin McGrawHill, 2e, 2003.</p>	2	0	0
6	<p>Postponement and Differentiation</p> <p><i>Readings:</i></p> <p>Simchi-Levi, David; Kaminsky, Philip and Simchi-Levi, Edith; Supply Chain Integration, Design and Managing the Supply Chain, Irwin McGrawHill, 2e, 2003, pp. 119-142.</p>	3	0	0

7	<p>Distribution channels ; Strategic Alliances in supply chains</p> <p><i>Readings:</i></p> <p>Simchi-Levi, D. <i>et. al.</i>, <i>Strategic Alliances, Designing and Managing the Supply Chain</i>, 2e, 2003, Irwin McGraw Hill, pp. 143-164.</p> <p>Case 4: Laura Ashley and Fed. Ex.</p> <p>(Text Book)</p> <p>Case 5: Hilton Oberoi by GD Sardana</p> <p>(To be distributed)</p>	4	0	0
8	<p>Mid term Exam; Third-Party, Fourth-Party and Reverse Logistics .</p> <p><i>Readings:</i></p> <p>Kopczak, L.R., <i>Trends in Third-Party Logistics, Achieving Supply Chain Excellence Through Technology</i>, 1999, pp. 268-272.</p> <p>Gattorna J., <i>Fourth-Party Logistics: En Route to Breakthrough Performance in the Supply Chain</i>, Strategic Supply Chain Management, Gattorna, J., Gower, 1998, pp. 425-445.</p>	2	0	0
9	<p>Greening of supply chain</p> <p>Case 6: To be announced</p> <p>Sustainability through Supply chains</p>	4	1	0
10	<p>Customer Value, Performance measurement of Supply Chain</p> <p><i>Readings:</i></p> <p>Simchi-Levi, David; Kaminsky, Philip and Simchi-Levi, Edith; <i>Customer Value and Supply Chain Management, Design and Managing the Supply Chain</i>, Irwin McGraw Hill, 2e, 2003, 207-260.</p>	4	0	0
	Total	28	02	0
Evaluation criteria				

- Test 1 : Quiz 20%
- Test 2: Presentation 20%
- Test 3: Written Test 20%
- Test 4: Written Test 40%

Learning Outcomes:

- The student should be able to identify and appreciate the application of a right supply chain
- The student should be able to suggest/design a supply chain appropriate to a simple economic environment
- The student should be able to suggest corrective action in case of an ineffective supply chain.

Pedagogical approach

- Lectures
- Illustrative cases and case discussions (groups)
- Assignments (Individual / group).

Materials:

Designing and managing the Supply Chain: Concepts, Strategies, and Case Studies 2e David Simchi-Levi, Philip Kaminsky and Edith Simchi-Levi, Publ. Pearson .

Fundamentals of Logistics Management D.M. Lambert, J.R. Stock and L.M. Ellram,
1998 McGraw-Hill International Editions

Purchasing in Supply Chain Management Robert Monczka, Robert Trent and Robert Handfield, 1998
South-Western College Publishing

Supply Chain Management: Strategy, Planning and Operation

Journals for advanced studies

- International of Physical Distribution and Logistics Management
- Supply Chain Management: An International Journal
- Supply Chain Management Review
- Journal of Supply Chain Management
- Journal of Enterprise Information Management
- Purchasing and Supply Management
- Decision Science
- International Journal of Production and Operations Management
- Journal of Production and Inventory Management

Additional information (if any)

Student responsibilities

The students are expected to submit assignments in time and come prepared with readings when provided.

Prepared by:

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Course Reviewers:

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