

Course title: Supply Chain Management				
Course code: PPM 138	No. of credits: 2	L-T-P: 28-00-00	Learning hours: 28	
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 & Sustainability				
Course coordinator: Dr. Sanjeeva Shivesh		Course instructor: Dr. Sanjeeva Shivesh		
Contact details: shivesh@entrepreneurship.edu.in				
Course type: Elective		Course offered in: Semester 3		
<p>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.</p>				
<p>Course objectives:</p> <ol 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 supply chain in sustainability. 				
Course contents				
Module	Topic	L	T	P
1	<p>Module 1: Supply Chain Management: Issues & Challenges through cases</p> <p><i>Readings:</i> Simchi-Levi, D. <i>et. al.</i>, <i>Introduction to Supply Chain Management</i>, Designing and Managing the Supply Chain, 2e, 2003, Irwin McGraw Hill, pp. 1-21.</p> <p>Management Game: Beer Game</p>	4	0	
2	<p>Module 2: Bull whip effect: Impact, Causes, Remedies</p> <p>The Value of Information: Demand Uncertainty in Supply Chain</p> <p><i>Readings:</i> Simchi-Levi, D. <i>et. al.</i>, <i>The Value of Information</i>, Designing and Managing the Supply Chain, 2e, 2003, Irwin McGraw Hill, pp. 91-117.</p>	2		
3	Module 3: Types of supply chains.	2		

	<p>Readings : 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>			
4	<p>Module 4: Logistics Network Configuration: Procurement policies</p> <p><i>Readings:</i> 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		
5	<p>Module 5 : Outsourcing</p> <p><i>Readings:</i> Simchi-Levi, David; Kaminsky, Philip and Simchi-Levi, Edith; Procurement and Outsourcing Strategies, Design and Managing the Supply Chain, Irwin McGrawHill, 2e, 2003.</p> <p>Case 2: To be announced</p>	2		
6	<p>Module 6 : Postponement and Differentiation</p> <p><i>Readings:</i> 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> <p>Case 3: To be announced.</p>	2		
7	<p>Module 7: Distribution channels ; Strategic Alliances in supply chains</p> <p><i>Readings:</i> Simchi-Levi, D. et. al., <i>Strategic Alliances</i>, Designing and Managing the Supply Chain, 2e, 2003, Irwin McGraw Hill, pp. 143-164.</p> <p>Case 4: Laura Ashley and Fed. Ex. (Text Book)</p> <p>Case 5: Hilton Oberoi by GD Sardana (To be distributed)</p>	4		
8	<p>Module 8 : Mid term Exam; Third-Party, Fourth-Party and Reverse Logistics</p> <p><i>Readings:</i> Kopczak, L.R., <i>Trends in Third-Party Logistics</i>, Achieving Supply Chain Excellence Through Technology, 1999, pp. 268-272. 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		

	Jones Theresa, <i>Reverse Logistics: Bringing the product back: taking it into the future, Strategic Supply Chain Management</i> , Gattorna, J., Gower, 1998, pp. 619-632.			
9	Module 9 :Greening of supply chain Case 6: To be announced	2		
10	Module 10 : Sustainability through Supply chains <i>Readings:</i> To be distributed Case 7: To be announced	2		
11	Module 11: Customer Value, Performance measurement of Supply Chain <i>Readings:</i> 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.	4		
	Total	28	0	0
Evaluation criteria:				
Quizzes: Two best from three 20%				
Case presentations				
10				
%				
Mid Term 20%				
50%				
Learning outcomes:				
<ol style="list-style-type: none"> 1. The student should be able to identify and appreciate the application of a right supply chain 2. The student should be able to suggest/design a supply chain appropriate to a simple economic environment 3. The student should be able to suggest corrective action in case of an ineffective supply chain. 				
Pedagogical approach:				
A mix of classroom lectures, management games, group presentation and projects spread over 28 sessions of 60 minutes duration each. The course is focused on strategic issues with cases as the primary vehicle for learning. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important				
Materials:				
Suggested readings : Text book, reference books, suggested journals and cases				
<u>Group Case Study analysis</u>				
This shall consist of 10-15 slides case on one or more issues related to supply chain management practices' under study. Typical area(s) on which the case should focus on include supply chain strategy formulation, , order fulfillment, logistics solution implementation, inbound logistics, outbound logistics, supplier-customer involvement, global sourcing, reverse logistics, reverse auction to mention a few. The case should clearly highlight the imperatives driving the supply chain initiatives, benefits envisaged and methodology followed.				
Presentation				
<ul style="list-style-type: none"> The presentation should cover both the analysis of primary and secondary data. 				

- Each presentation will be of 20 minutes with 12 minutes given to the group to highlight the key findings and 8 minutes for open discussion with the students.

Text Book

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

Reference Books

2. Fundamentals of Logistics Management
D.M. Lambert, J.R. Stock and L.M. Ellram,
1998 McGraw-Hill International Editions
3. Purchasing in Supply Chain Management
Robert Monczka, Robert Trent and Robert Handfield, 1998
South-Western College Publishing
4. Supply Chain Management: Strategy, Planning and Operation
Sunil Chopra and Peter Meindl, 2001
Pearson Publications
5. Strategic Supply Chain Alignment
J.L. Gattorna, 1998, Gower.
6. Business Logistics Management, 4e
Ballou R.H., 1999, Prentice-Hall International, 1999
7. Logistics and Supply Chain Management
Martin Christopher, 1994, Pitman Publishing.

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 Readings :

Additional information (if any):

Student responsibilities:

Attendance, feedback, discipline: as per university rules.

Course reviewers:

Prof Mrinalini Shah, Institute of Management Technology, Ghaziabad

Prof Siddharth Varma, International Management Institute, New Delhi

