



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

SUPPLY CHAIN MANAGEMENT								
I Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
25MB017	CORE	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of economics								

COURSE OVERVIEW:

The course brings the knowledge in terms of basic concept of supply chain concepts and logistics. The course also gives exposure on competitive advantage and its uses and supply chain management and its focus areas and also to know the measurement of logistics performance and various kinds of cost drivers associated in logistics performance, the course also gives the focus on supply chain and logistics relationships and strategies applied in benchmarking. The course provides the knowledge about the various sourcing decisions and transporting methods and pricing of products and finally how to get the competitive advantage in the area of logistics by managing global logistics and global supply chains.

COURSE OBJECTIVES:

- To provide understanding of the components and processes of supply chain and logistics management as well as the performance drivers of supply chain.
- To impart knowledge on the various functions of logistics management.
- To educate on designing the supply chain network.
- To clarify the significance of establishing global supply chain. 5. To highlight the role of information technology in supply chain.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Understand the cyclical perspective of logistics and supply chain process.
2. Learn about the distribution, transportation, warehousing related issues and challenges in supply chain.
3. Appreciate the significance of network design in the supply chain.
4. Gain knowledge of various models / tools of measuring the Supply Chain Performance.
5. Appreciate the role of coordination and technology in supply chain management.

Unit – I: Understanding Supply Chain: Objectives of a Supply Chain, Importance, Stages of Supply Chain, Value Chain Process, Cycle View of Supply Chain Process, Key Issues in SCM, Logistics & SCM, Supply Chain Drivers and Obstacles, Supply Chain Strategies, Strategic Fit, Best Practices in SCM, Obstacles of Streamlined SCM, Green Supply Chain Management, Supply Chain

Sustainability.

Unit – II: Logistics: Evolution, Objectives, Components and Functions of Logistics Management, Difference between Logistics and Supply Chain, Distribution related Issues and Challenges. Gaining Competitive Advantage through Logistics Management, Transportation: Functions, Costs, and Mode of Transportation Network and Decision, Models, Containerization, Cross Docking, Reverse Logistics. Outsourcing: Nature and Concept, Strategic Decision to Outsourcing, Third-party Logistics (3PL), Fourth-party Logistics (4PL).

Unit – III: Designing the Supply Chain Network: Designing the Distribution Network, Role of Distribution, Factors Influencing Distribution, Design Options, e-Business and its Impact, Distribution Networks in Practice, Network Design in the Supply Chain, Role of Network, Factors Affecting the Network Design Decisions, Modeling for Supply Chain.

Unit – IV: Supply Chain Performance: Bullwhip Effect and Reduction, Performance Measurement: Dimension, Tools of Performance Measurement, SCOR Model. Demand Chain Management, Global Supply Chain, Challenges in Establishing Global Supply Chain, Factors that influence Designing Global Supply Chain Network.

Unit – V: Coordination in a Supply Chain: Importance of Coordination, Lack of Supply Chain Coordination and the Bullwhip Effect, Obstacles to Coordination, Managerial Levels, Building Partnerships and Trust, Continuous Replenishment and Vendor Managed Inventories, Collaborative Planning, Forecasting and Replenishment. Role of Information Technology in Supply Chain, Supply Chain 4.0.

TEXT BOOKS:

- Chopra, Sunil, Meindl, Peter and Kalra, D. V., Supply Chain Management: Strategy, Planning and Operation; Pearson Education, 6e, 2016.
- IMT Ghaziabad, Advanced Supply Chain Management, Sage Publications, 2021.
- K Sridhara Bhat, Logistics & Supply Chain Management, HPH,1e,2017
- Rajat K. Basiya, Integrated Supply Chain Management, Sage Publications, 2020.
- Altekar, Rahul V, Supply Chain Management: Concepts and Cases; PHI Learning, 1e, 2005.

REFERENCE BOOKS:

- Ballou, R.H. Business Logistics Management. Pearson Education, 5e, 2014.
- Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, James L. Patterson, Purchasing and Supply Chain Management, 7e

ELECTRONIC RESOURCES:

1. https://www.youtube.com/watch?v=Ht_pSz9T_ig&list=PLVnh5qI6g-iqch75SzrXdoE-bR_D033I7
2. <http://www.ijcse.com/docs/IJCSE11-02-01-054.pdf>
3. <http://www.pitt.edu/~druzdzl/psfiles/dss.pdf>

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

