



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								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA014	CORE	L	T	P	C	CIE	SEE	Total
		4	0	-	4	30	70	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes:60			
Prerequisite: Fundamental knowledge of operations management								

COURSE OVERVIEW:

This course offers a comprehensive understanding of logistics and supply chain management in both domestic and global contexts. It focuses on how logistics contributes to competitive strategy, cost efficiency, and customer satisfaction. The course covers logistics performance measurement, supply chain relationships, sourcing and transportation decisions, and global logistics operations. Emphasis is placed on real-world applications, strategic decision-making, and emerging challenges in global supply chains.

COURSE OBJECTIVES:

- Provide an understanding of the role of logistics in achieving competitive advantage.
- Develop knowledge of integrated supply chain management concepts.
- Enable students to analyze logistics costs, performance, and profitability.
- Familiarize students with sourcing, transportation, and pricing decisions.
- Understand global logistics systems and supply chain challenges.

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

1. Explain logistics principles, supply chain strategies that enhance competitive advantage and improve customer service metrics
2. Illustrate logistics costing and performance principles, focusing on total cost with profitability.
3. Develop logistics & supply chain relationship for enhancing benchmark practices and performance measurement.
4. Analyze sourcing, transportation and pricing strategies, estimate product development for commercialization processes.
5. Evaluate global supply chain frameworks and challenges impacting international logistic partnerships

UNIT-I LOGISTICS AND COMPETITIVE STRATEGY:

Competitive advantage , gaining competitive advantage through logistics, integrated supply chain, competitive performance ,models in logistics management ,logistics to supply chain management focus areas in supply chain management, customer service and retention, basic service capability value

added services.

UNIT-II MEASURING LOGISTICS COSTS AND PERFORMANCE:

The concept of total cost analysis, principles of logistics costing, logistics and the bottom-line and impact of logistics on shareholder value, customer profitability analysis, direct product profitability, cost drivers and activity-based costing.

UNIT-III LOGISTICS AND SUPPLY CHAIN RELATIONSHIPS

Benchmarking the logistics process and supply chain management operations, mapping the supply chain processes, supplier and distributor benchmarking, setting benchmarking priorities.

Identifying logistics performance indicators, channel structure, economics of distribution, channel relationships, logistics service alliances.

UNIT-IV SOURCING, TRANSPORTING AND PRICING PRODUCTS

Sourcing decisions and transportation in supply chain infrastructure suppliers of transport services transportation economics and pricing, documentation, pricing and revenue management lack of coordination and bullwhip effect, impact of lack of coordination, CRM, internal supply chain management.

UNIT-V MANAGING GLOBAL LOGISTICS AND GLOBAL SUPPLY CHAINS

Logistics in a global economy, views of global logistics, global operating levels, interlinked global economy, the global supply chains, global supply chain business processes, global strategy, global purchasing, global logistics, channels in global logistics, global alliances, issues and challenges in global supply chain management.

TEXT BOOKS:

1. Logistics & Supply Chain Management – Martin Christopher, Pearson Education.
2. Supply Chain Management: Strategy, Planning, and Operation – Sunil Chopra & Peter Meindl, Pearson.

REFERENCE BOOKS:

1. Supply Chain Management: A Logistics Perspective – John J. Coyle, C. John Langley Jr., Brian Gibson, Robert A. Novack, Cengage Learning.
2. Business Logistics/Supply Chain Management – Ronald H. Ballou, Pearson Education.
3. Logistics Management and Strategy – Alan Harrison & Remko Van Hoek, Pearson.
4. Designing and Managing the Supply Chain – David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, McGraw-Hill.

ELECTRONIC RESOURCES:

1. https://www.youtube.com/watch?v=Ht_pSz9T_ig&list=PLVnh5qI6g-iqch75SsrXdoE-bR_D03317

2. <http://www.ijese.com/docs/IJCSE11-02-01-054.pdf>
3. <http://www.pitt.edu/~druzdzet/psfiles/dss.pdf>

MATERIAL RESOURCES:

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

