



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								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
24MB0016	CORE	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Supply chain Management								

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.
- To highlight the role of information technology in supply chain.

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 chains– 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 – 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 & Logistics performance indicators: Benchmarking the logistics process and SCM operations – Mapping the supply chain processes – Supplier and distributor benchmarking –setting benchmarking priorities - Logistics performance indicators - Identifying logistics performance indicators – Channel structure – Economics of distribution – channel relationships –logistics service alliances.

UNIT IV: Sourcing, Transporting and Pricing Products: Market Research for Developing New Products, Commercialization of Research Outcomes, Industrial Design, Product Architecture and Design for Manufacture, Developing Indigenous Substitute for Raw Materials.

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

REFERENCE BOOKS:

1. Donald J. Bowersox and David J. Closs: “Logistical Management” The Integrated Supply Chain Process, TMH, 2011.
2. Edward J Bradi,JohnJ Coyle: “A Logistics Approach to Supply Chain Management, Cengage Learning, New Delhi, 2012.
3. Rahul V Altekhar: Supply Chain Management, PHI Learning Ltd, New Delhi,2009
4. Deepak P, Milind M.Oak:“Supply Chain Management”EverestPublishingHouse, NewDelhi.
5. Manish Bansal, BabitaSingla: “Retail and Supply Chain Management”, Kalyani Publishers, New Delhi,2012

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

