

SCHOOL OF BUSINESS STUDIES
CENTRAL UNIVERSITY OF KASHMIR
MBA-OM02 Supply Chain Management
CURRICULUM TRANSACTION STRATEGY

By: Mr.Hasnain Baber Assistant Professor (Contractual) Management Studies, Central University of Kashmir.

Course Code	Title of the Course	Type of course	Credits	Max. Marks CIA	Max. Marks External
MBA-OM02	Supply Chain Management	E	4	40	60

Unit-I	Topic	Methodology	No of Classes needed
Introduction to Supply Chain Management	Concepts and Importance of Supply Chain (SC), Evolution of Supply Chain Management (SCM),	Lecture/PPT	3
	Logistics and Supply Chain Management, Competitive and SC Strategies,	Lecture/PPT	3
	Achieving Strategic Fit, Supply Chain Integration, Push-Pull Based Supply Chain and Cycle View of Supply Chains	Lecture/PPT/ Case studies	6
Learning outcome	After studying this unit the student should be able to understand the strategic trading relationships and supply chain strategies. They will be aware the various uncertainties in a supply chain and demand forecasting which need to be management.		
Reference Material	<ul style="list-style-type: none"> ➤ Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI. ➤ Mentzer, J. T., Supply Chain Management: New Delhi, Sage Publications. 		

Unit-II	Topic	Methodology	No of Classes needed
Inventory Management in SC	Review of Inventory Fundamentals-Basic EOQ Models	Lecture/PPT	3
	Inventory Review Policies; Managing Inventory in SC Environment	Lecture	3
	Basic and Advanced Inventory Models, Multi-Echelon Inventory Models	Lecture/PPT/ Case studies	4
Learning outcome	The student should be able to understand implications of inventory management to the Firm and tools and techniques used in inventory management		
Reference Material	<ul style="list-style-type: none"> ➤ Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI. ➤ Webster, S. T., Principles & Tools for Supply Chain Management: New Delhi, McGraw Hill 		

Unit-III	Topic	Methodology	No of Classes needed
Designing a Supply Chain Network	Decisions in SC Network Design; Factors Influencing Network Design;	Lecture/PPT	4
	Phases of Network Design; Network Optimization Model For Regional Configuration of Facilities;	Lecture/PPT	3
	Value of Information , Bullwhip Effect-Causes And Remedial Measures	Lecture/PPT/Group Discussions	4
Learning outcome	After the completion of this unit the student should be able to understand bullwhip effect and decisions which are vital for a supply chain. Optimization models are used to make students understand phases of network design.		
Reference Material	<ul style="list-style-type: none"> ➤ Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI. ➤ D. Kaminsky, Simchi, Levi, Designing and Managing the Supply Chain, New Delhi, TMH 		

Unit-IV	Topic	Methodology	No of Classes needed
Distribution and Transportation Networks	Distribution Network in SC; Types of Distribution Network; Selection of a Distribution Network	Lecture/PPT	4
	Role of Transportation in SC; Factors Affecting Carriers and Shippers Decisions, Modes of Transportation; Types of Transportation Network;	Lecture/PPT/Case studies	4
	Strategic Outsourcing and Strategic Alliances, Third Party And Fourth Party Logistics	Lecture/PPT/ Group Discussions	3
Learning outcome	The students should be able to Explore the transportation and delivery aspects of logistics, cross-docking and its implications to business and decision of buy or make.		
Reference Material	<ul style="list-style-type: none"> ➤ Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI. ➤ Mentzer, J. T., Supply Chain Management: New Delhi, Sage Publications. 		

Unit-V	Topic	Methodology	No of Classes needed
Information Technology and SCM	Use of Information Technology (IT) in Supply Chain Management,	Lecture/PPT	4
	SC performance measurement- Dimensions and tools: SCOR model.	Lecture/PPT/ Case Studies	3
	E-business and its impact on Supply Chain's Responsiveness and Costs. Contemporary Issues in SCM	Lecture/PPT	4
Learning outcome	The student should be able to Explore the goals of IT in SCM and Consider trends and implementation issues in IT		
Reference Material	<ul style="list-style-type: none"> ➤ Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI. ➤ D. Kaminsky, Simchi, Levi, Designing and Managing the Supply Chain, New Delhi, TMH 		

Major Learning Outcomes:

At the end of the semester the student will be able to:

- Understand how to manage the interaction of business functions across companies in the supply chain, as well as the impact of demand on the supply chain and the considerable competitive advantages that can result from managing demand across companies.
- Manage the operations and logistics functions as they impact numerous supplier and customer companies, as well as, to use lean enterprise system knowledge to more efficiently utilize the resources available to the supply chain.
- Learn about the importance of supply chain performance measurement and management, and how to use contemporary information tools to support decision making in an integrated supply chain environment.

ACIVITIES:

- Case studies
- Assignments
- Worksheets
- Presentations
- Group discussions

Points for discussion:

- To introduce the major building blocks, major functions, major business processes, performance metrics, and major decisions (strategic, tactical, and operational) in supply chain network.
- Understand how supply chain strategy can provide a competitive advantage for organizations.
- Recognize supply chain approaches to support products in different phases of their lifecycle.
- Analyse the balance between customer satisfaction level and inventory management policies.
- Integrate the role of manufacturing capabilities in pursuit of supply chain objectives.
- Leverage supplier and distributor capabilities within value generating business processes
- Design lean supply chains with the appropriate levels of risk.
- Apply information systems to support collaboration and visibility of supply Chains
- To provide an insight into the role of Internet Technologies and Electronic Commerce in supply chain operations and to discuss technical aspects of key IT components in supply chain management.

Suggested Readings:

Text Books (Latest Edition)

1. Chopra, Meindl, Supply Chain Management: Strategy, Planning, and Operation: Delhi, PHI.
2. Mentzer, J. T., Supply Chain Management: New Delhi, Sage Publications.
3. D. Kaminsky, Simchi, Levi, Designing and Managing the Supply Chain, New Delhi, TMH
4. Sharma, Sunil, Supply Chain Management-New Delhi, Oxford University press
5. Webster, S. T., Principles & Tools for Supply Chain Management: New Delhi, McGraw Hill

Reference Books (Latest Edition)

1. Waller, D. L., Operations Management: A supply chain perspective: New Delhi, Thomson
2. Shapiro, J. F., Modelling the Supply Chain, New Delhi: Cengage Learning

Journal

1. International Journal of Logistics and Supply Chain Management
2. International Journal of Logistics and Planning Supply Chain Management