

Semester	III	Specialization	Supply Chain Management
Course Code	305SCM	Type	Subject Core
Course Title	Essentials of Supply Chain Management		

Course Objectives:

1	To make students understand how supply chain impacts all areas of the firm
2	To introduce the basic concepts of supply chain management
3	To provide insights into supply chain's linkages with customer value

Syllabus:

Unit Number	Contents	Number of Sessions
1	21st Century Supply Chains: Concept & definitions of Supply Chain (SC), Physical distribution, Logistics & Supply Chains, Generalized SC Model, Concept of SCM, Role of SC as a value driver: Integrative Management, Responsiveness, Financial Sophistication	6 + 1
2	Supply Chain Structure: Shift from enterprise to network, Structure of a SC, Push based SC, Pull based SC, Tradeoff between Push & Pull, Identifying appropriate Push & Pull Strategy for SC, Commodity & cost centric SC, Agile SC	7 + 2
3	Total SCM: Changing business landscape – driving forces: Shift from Operations to Services, Impact of globalization & technological revolution, Shift from linear SC to collaborative networks, power shifts in the SC- demands for flexibility of partnerships, core competencies, growth in outsourcing, Increased complexity of processes	7 + 2
4	SCM Building Blocks: Overview of customer focus & demand, resources & capacity management, procurement & supplier focus, inventory management, operations management, distribution management in SCM	7 + 2
5	Customer Value: Empowered consumer, Customer focused Marketing & SC service outputs, customer service – availability, operational performance, reliability. Customer satisfaction – customer expectations, enhancing customer satisfactions, limitations of customer satisfaction. Customer success – achieving customer success, value added services, customer value requirement mapping, CRM	8 + 3

Learning Resources:		
1	Text Books	<p>Supply Chain & Logistics Management by Bowersox, Closs & Cooper, TMGH, 2nd Edition.</p> <p>Designing & Managing the SC – Concepts, Strategies & Case studies by Levi, Kaminsky et. al., TMGH, 3rd Edition.</p> <p>Supply Chain Management: Strategy Planning & Operations by Sunil Chopra, Peter Meindl, Pearson, 1st Edition.</p> <p>Supply Chain Management Process, System & Practice by N.Chadrasekaran, Oxford, 1st Edition</p> <p>Total Supply Chain Management by Basu & Wright, Elsevier, 1st Edition.</p>
2	Reference Books	<p>Logistics Management & Strategy by Harrison and van Hoek, Prentice Hall, 2005.</p> <p>Supply Chain Management by Mentzer, Response Books, 2007</p> <p>Logistics Management : The Supply Chain Imperative by Vindo Sople, Pearson Education, 2007</p>
3	Supplementary Reading Material	<p>Competitive Advantage, Michael Porter, Free Press, 1985</p> <p>Latest Economic Survey of India – Chapter on Infrastructure and Communications.</p> <p>New Directions in Supply Chain Management: Technology & Strategy Implementation by Tonya Boone and Ram Ganeshan, Jaico Publishing, 2007</p>
4	Websites	<p>http://csmp.org/</p> <p>www.supplychain.org</p>
5	Journals	<p>Logistics And Supply Chain Practices In India by Srivastava, Samir K., Vision , Jul-Sep2006, Vol. 10 Issue 3</p> <p>What Is the Right Supply Chain for Your Product? by Fisher, Marshall L., Harvard Business Review, Mar/Apr97, Vol. 75 Issue 2</p> <p>Supply Chain Management: More Than a New Name for Logistics, by Cooper, Martha C.; Lambert, Douglas M.; Pagh, Janus D., International Journal of Logistics Management, 1997, Vol. 8 Issue 1</p> <p>Customer Service, Customer Satisfaction, and Corporate Performance In The Service Sector, by Dresner, Martin; Kefeng Xu., Journal of Business Logistics, 1995, Vol. 16 Issue 1</p> <p>Supply Chain Management: Relationships, Chains and Networks, by Harland,</p>