

**MBA SYLLABUS: SEMESTER IV  
SUPPLY CHAIN MANAGEMENT - SPECIALIZATION**

Semester	IV	Specialization	Supply Chain Management
Course Code	403SCM	Type	Subject Core
Course Title	Strategic Supply Chain Management		

### Course Objectives:

1	To understand the role and objectives of Strategic Supply Chain Management
2	To recognize the role and importance of strategic partnerships and alliances in Supply Chain Management
3	To appreciate the increasing scope of Supply Chain Management and its future challenges

### Syllabus:

Unit Number	Contents	Number of Sessions
1	<b>Supply Chain Strategy:</b> Strategic objectives of SCM - customer focus, product development, market development, diversification, learning & organizational capability, sustainable competitive advantage through SC	7 + 2
2	<b>Managing SC for Strategic Fit:</b> concept of strategic fit, steps in achieving strategic fit, impact of customer needs, impact of uncertainty, multiple products & customer segments, PLC, globalization & competitive changes over time	7 + 2
3	<b>Expanding Strategic Scope:</b> Minimize local cost perspective, Minimize functional Cost perspective, Maximize Company Profit perspective, Maximize SC Surplus perspective, Agile intercompany inter functional scope	7 + 2
4	<b>Strategic Partnerships &amp; Alliances:</b> Collaborative Advantages, Framework for Strategic Alliances, Core Competence – 3PL, 4PL & Outsourcing: Advantages & Disadvantages, Prerequisites, Implementation Issues	7 + 2
5	<b>Supply Chain Challenges – Strategies for the future:</b> Mass customization, Globalization, Greening, Ethical SC, Intelligent System, Implications for managers, organizations & policy makers	7 + 2

### Learning Resources:

1	Text Books	Supply Chain Management: Strategy Planning & Operation by Sunil Chopra, Peter Meindl, Kalra, Pearson, 3 <sup>rd</sup> Edition.  Supply Chain Strategies – Customer Driven & Customer Focused by Tony Hines, Elsevier, 1 <sup>st</sup> Edition
2	Reference Books	Managing the SC- A Strategic Perspective by Gattorna Walters, Palgrave Macmillan, 1 <sup>st</sup> Edition

		<p>New Directions in Supply Chain Management: Technology &amp; Strategy Implementation by Tonya Boone and Ram Ganeshan, Jaico Publishing, 2007</p> <p>Extending the Supply Chain by Boyer, Forhlich and Hult, PHI, 3<sup>rd</sup> Indian Reprint, 2009</p>
3	Supplementary Reading Material	<p>Designing &amp; Managing the SC – Concepts, Strategies &amp; Case studies – by Levi, Kaminskyet. al., TMGH, 3<sup>rd</sup> Edition</p> <p>Manufacturing Operations and Supply Chain Management: The Lean Approach by Taylor and Brunt, Cengage Learning.</p> <p>Supply Chain Management by Mentzer, Response Books, 2007</p>
4	Websites	<p><a href="http://csmp.org/">http://csmp.org/</a></p> <p><a href="http://www.supplychain.org">www.supplychain.org</a></p>
5	Journals	<p>An adaptive framework for aligning (re)planning decisions on supply chain strategy, design, tactics, and operations by Ivanov, Dmitry., International Journal of Production Research, Jul2010, Vol. 48 Issue 13</p> <p>The Impact of Competitive Strategy and Supply Chain Strategy on Business Performance: The Role of Environmental Uncertainty by Yinan Qi; Xiande Zhao; Chwen Sheu., Decision Sciences, May2011, Vol. 42 Issue 2</p> <p>An Exploration of Fisher's Framework for the Alignment of Supply Chain Strategy With Product Characteristics by Harris, Gregory A.; Componation, Paul J.; Farrington, Phillip A., Engineering Management Journal, Dec2010, Vol. 22 Issue 4</p> <p>Alignment of Supply Chain Strategy with Business Strategy by Mitra, Amarnath; Bhardwaj, Sunil., IUP Journal of Supply Chain Management, Sep2010, Vol. 7 Issue 3</p> <p>What's the buzz about moving from 'lean' to 'agile' integrated supplychains? A fuzzy intelligent agent-based approach by Jain, Vipul; Benyoucef, Lyes; Deshmukh, S. G., International Journal of Production Research, Dec2008, Vol. 46 Issue 23</p> <p>Improving supply-chain collaboration by linking intelligent agents to CPFR by Caridi, M.; Cigolini, R.; De Marco, D., International Journal of Production Research, 2005, Vol. 43 Issue 20</p>

Semester	IV	Specialization	Supply Chain Management
Course Code	404SCM	Type	Subject Core
Course Title	Knowledge Management in Supply Chains		

#### Course Objectives:

1	To know Supply Chain Systems Classification
2	To understand the role of IT as an enabler of Supply Chain Management for today's businesses

#### Syllabus:

Unit Number	Contents	Number of Sessions
1	<b>Supply Chain IT Framework:</b> Supplier Relationship Management, Internal Supply Chain Management, Customer Relationship Management, Transaction Management Foundation	7 + 2
2	<b>Supply Chain Information Systems:</b> SC Information System classification, Requirement Analysis for Information Systems in SC, Information for Strategic SC decisions, Risks & Challenges in implementing SC Information Systems, Benefits of SC Information Systems	7 + 2
3	<b>Digital Markets &amp; Efficient Supply Chains:</b> Web enabled Supply Chains, Technological impact of SC disintermediation, Reconfiguration of SC, Pure technology applications in SC, Process Improvements - technology adoption	7 + 2
4	<b>E-Supply Chain Opportunities:</b> E business & SCM – Upstream Perspective, B-2-B Perspective, E supply chain opportunities - e procurement, e fulfillment, auctions & reverse auctions, collaborative demand planning, intranets, extranets & VPN, Benefits to SMEs & MSMEs	7 + 2
5	<b>Technology Standards:</b> Overview of Information Technology infrastructure – interface devices, system architecture, e-commerce. Service oriented architecture – Introduction to ERP. Applications of Bar coding & scanning, RFID, EPOS, Global data synchronization, Image Processing, GPRS	7 + 2

#### Learning Resources:

1	Text Books	<p>Supply Chain &amp; Logistics Management by Bowersox, Closs &amp; Cooper, TMGH, 2<sup>nd</sup> Edition.</p> <p>Supply Chain Management – Strategy, Planning and Execution by Sunil Chopra, Peter Meindl, D V Kalra, Pearson Education, 3<sup>rd</sup> Edition</p> <p>Supply Chain Management Process, System &amp; Practice by N.Chadraseskaran, Oxford, 1<sup>st</sup> Edition</p>
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		Supply Chain Strategies: Customer Driven and Customer Focused by Tony Hines, Elsevier, 2008
2	Reference Books	Designing & Managing the SC – Concepts, Strategies & Case studies by Levi, Kaminsky et. al., TMGH, 3 <sup>rd</sup> Edition.
3	Supplementary Reading Material	New Directions in Supply Chain Management: Technology & Strategy Implementation by Tonya Boone and Ram Ganeshan, Jaico Publishing, 2007
4	Websites	<a href="http://www.supplychainmanagement.in">www.supplychainmanagement.in</a>
5	Journals	<p>Explicating the Mediating Role of Integrative Supply Management Practices in Strategic Outsourcing: A case study analysis by Narasimhan, Ram; Narayanan, Sriram; Srinivasan, Ravi., International Journal of Production Research, Jan2010, Vol. 48 Issue 2</p> <p>Intra-Organizational Perspectives On IT-Enabled Supply Chains by Singh, Nitin; Kee-hung Lai; Chen, T. C. E.. Communications of the ACM, Jan2007, Vol. 50 Issue 1</p> <p>E-Enabled Closed-Loop Supply Chains by van Nunen, Jo A. E. E.; Zuidwijk, Rob A. California Management Review, Winter2004, Vol. 46 Issue 2</p> <p>The Role of Trust and Collaboration in the Internet-enabled Supply Chain by Grossman, Martin., Journal of American Academy of Business, Cambridge, Sep 2004, Vol. 5 Issue 1/2</p>