



PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Fundamentals of Logistics and Supply Chain Management
COURSE CODE	04MB0343
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- * Understand the importance of Logistics and Supply chain management relative to an Organization
- * Apply the techniques of supply chain management in the Industry
- * Examining the concept of Bull Whip Effect in managing Inventories
- * Integrating the concept of Outsourcing and its role in Supply Chain Management

- * Reviewing the concept of forecasting supply chain management in the industry

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Logistics management: Introduction, Logistics system design, Demand planning, Multiple channel distribution, Multi-echelon system, Model development, Concept of warehousing, Methods of storage, Primary and secondary transportation, Logistics information system, Logistics costing	6
II	Concept and various issues involved, EOQ models, Buffer Stock, leave time reduction, reorder point, ABC analysis, SDE/VED analysis	8
III	Supply chain management: Overview, Supply chain basics, Decision phases in a supply chain, Planning and operations, Importance of supply chain process, Functional and organizational scope of SCM, Management of Demand and supply in SCM, Capacity, Inventory, market segments, Supply chain forecasting, Supply chain forecasting management performance (SCFMP). Collaborative planning, forecasting and replenishment (CPFR).	12
IV	Drivers of outsourcing: Procurement approaches to SCM, Operational, strategic and global outsourcing, Production supply chain model, Intrafirm production, Build to order production, Lean, JIT, Dispersed production Relevance and role of supply chain coordination	10
V	Bullwhip effect: Modeling the impact of information on inventories, Role of Marketing, sales and R&D in SCM, Information systems and technology in supply chain, E-Business models: B to B, B to C. Managing service	6

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Sunil Chopra and Peter Menidl	Supply chain management- Strategy planning and operations	Prentice Hall	2001
T-02	Manish Govil and Jean Marie Prop	Supply chain design and management: Statistical and Tactical perspectives	Academic press	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Sridhar Tayur, Ram Ganeshan and Micheal Magazine	Quantitative models for supply chain management	Kluwer Academic publishers	Latest
R-02	Lambert, D.M., Stock J.R.	Fundamentals of Logistics management	Irwing McGraw Hill	1998
R-03	Blanchard, B.S.,	Logistics Engineering & management	Prentice Hall, New Jersey	1997