



## **Masters of Business Administration (MBA) – Semester - 3**

### **Course Teaching Plan**

**Course Title:** Logistic and Supply Chain Management  
**Course Code:** 340039309  
**Course Credit:** 4

1. **Course Introduction:** The goal of logistics and supply chain management (SCM) includes ensuring efficiency, optimizing transportation and focusing on quality improvement. Logistics is the management of transportation, inventory, packaging, supplies and warehousing; essentially how resources are acquired, stored and transported to their destination. SCM is the coordination of all the activities involved in delivering value to customers, from sourcing raw materials to delivering finished products or services. Logistics is a part of SCM that deals with the efficient forward and reverse flow of goods, services, and related information. The challenges in SCM are cost control, customer expectations, complexity and fragmentation and sustainability. This course in an MBA program gives the opportunity to learn the skills, tools and techniques for analysing SCM related problems.
2. **Course Objective:**
  - The objective is to develop an understanding of the role of SCM in an organization and the significance of SCM strategy making in business logistics.
  - The course should enable students to understand the role of information technology to reduce cost and improve service in SCM.
  - To carry out case studies, project and assignment on information access, information coordination, and information processing for supply chain management in various business environments.
3. **Course Learning Outcome:**
  - **CLO1:** Understand the of the role of SCM in an organization and the significance of SCM strategy making in business logistics.
  - **CLO2:** Demonstrate an understanding of concepts and various issues involved in Demand Management and Customer Service.
  - **CLO3:** Develop an understanding of logistics Planning and Strategy, Purchasing and Supply Chain Decisions.

- **CLO4:** Ability to explore the application of IT in SCM, CRM, management of retail stores, accounting for materials.

#### 4. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	2	1	2	3
CLO2	3	2	1	2	3
CLO3	3	2	1	2	3
CLO4	3	3	3	3	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

#### 5. Course Contents and Session Plan (40 Hours):

Session	Syllabus Content
1-5	<b>Introduction:</b> SCM, importance of SCM, decision phases in SC, nature and scope of SCM, managing supply chain. Logistics management (LM), logistical competency, competitiveness and competitive advantage, the concept of value chain, integrated supply chain. Role of logistics in SCM, economy and organization, logistics costs, total cost concept, Cost trade-offs in marketing and logistics. Focus areas in SCM, framework for structuring SCM, obstacles, change drivers
6-10	<b>Coursera online course on Supply Chain Management Strategy</b>
11-14	<b>Demand Management and Customer Service</b> Demand management, relationship between customer service and demand management, logistics/marketing interface, dimensions of customer service, demand management process, demand forecasting. <b>Customer Service Dimension</b> Marketing and logistics interface, customer service as a competitive weapon, elements of customer service, customer retention, service driven logistics, basic service capability, value added services.
15-19	<b>Logistics Planning and Strategy</b> The hierarchy of planning, relationship between logistics strategy and corporate strategy, the strategic logistic plan, logistical objectives, the changing logistic environments, logistics strategies, guidelines for strategic formulation. logistics positioning, integrated logistics, material management, trends in managing material flow, MRP, JIT, DRP, TQM.
20-24	<b>Coursera online course on Supply Chain Logistics</b>
25-28	<b>Purchasing and Supply Chain Decision</b> Role of procurement or purchasing in supply chain, sourcing vs purchasing, sourcing decision in supply chain management, insourcing and outsourcing, key sourcing related processes, procurement, objectives of procurement, managing supplier relationships, procurement strategies.
29-33	<b>Coursera online course on Supply Chain Sourcing</b>
34-38	<b>Co-ordination and IT in SCM</b> Co-ordination in the supply chain, Bull-whip effect, Information technology in supply chain, drivers of new supply chain systems and applications, New information technologies, Enterprise resource planning systems, designing information system for logistics and supply chain management.
39-40	<b>Project Presentation</b>

## 6. Assessment Scheme:

Specific assessment method	% Weightage	Weightage		Theory	Practical
		Faculty	External Expert		
Exam	50%	100%	0%	√	√
Coursera (Online course)/ Unit Quiz	10%	50%	50%	√	√
Session/Documentary/ Case Study	10%	50%	50%	√	√
Capstone Project	20%	0%	100%	√	√
Class Participation Articles, discussions	10%	100%	0%	√	√
	100%				

## 7. Educational Resources

Educational Resources	Description
<b>Text Book</b>	<ul style="list-style-type: none"> <li>Logistics and Supply Chain Management by K. Shridhara Bhat (Himalaya Publishing House)</li> </ul>
<b>Reference Book</b>	<ul style="list-style-type: none"> <li>Designing &amp; Managing the Supply Chain by David Simchi-Levi, Phillip Kaminsky, Edith Simchi-Levi (Tata Mc-Graw-Hill)</li> <li>Supply Chain Management – Text and Cases by Janat Shah (Pearson)</li> <li>Supply Chain Management: Strategy, Planning and Operation by Chopra S. and Meindl P (Pearson)</li> <li>Supply Chain Management: Strategy, Planning &amp; Operation by Chopra, Meindl, (Prentice Hall India)</li> </ul>
<b>Journals/ Magazine/periodicals</b>	<ul style="list-style-type: none"> <li>Journal of International Marketing, MIT Sloan Journal of Management, Times, New York Times, Harvard Business Review</li> </ul>
<b>Video lecture (NPTEL, MOOC, you tube lecture)</b>	<ul style="list-style-type: none"> <li><a href="https://nptel.ac.in/">Operations and supply chain management - Course (nptel.ac.in)</a></li> <li><a href="https://mooc-list.com/">Supply Chain Management MOOC and Free Online Courses   MOOC List (mooc-list.com)</a></li> <li><a href="https://www.coursera.org/supply-chain-logistics">Supply Chain Logistics   Coursera</a></li> <li><a href="https://www.coursera.org/supply-chain-management">Supply Chain Management   Coursera</a></li> <li><a href="https://www.coursera.org/supply-chain-management-a-learning-perspective">Supply Chain Management: A Learning Perspective   Coursera</a></li> <li><a href="https://www.coursera.org/introduction-to-crm-with-hubspot">Introduction to CRM with HubSpot (coursera.org)</a></li> </ul>
<b>List of classic Research papers related to course</b>	<ul style="list-style-type: none"> <li><a href="https://www.researchgate.net/publication/304194361_Supply_Chain_Management">https://www.researchgate.net/publication/304194361_Supply_Chain_Management</a></li> <li><a href="https://link.springer.com/article/10.1007/s10479-020-03912-1">https://link.springer.com/article/10.1007/s10479-020-03912-1</a></li> </ul>