



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9<sup>th</sup> Semester  
**Functional Area Specialization: International Business Management**  
**Subject Name: Global Logistics and Supply Chain Management**  
**Subject Code: 2597142**

With effective  
 from academic  
 year 2020-21

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Evaluate</i> relevance of logistics and supply chain management in international trade.</li> <li>• <i>Identify</i> and chart a global company's key business functions, business processes, and stakeholders.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Examine</i> the levels of risk, efficiency, and sustainability of a supply chain.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> how interruptions in the global supply chain affect business.</li> <li>• <i>Examine</i> how world-class companies encourage collaboration among international business partners.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Defend</i> ethical choices of strategy in international trade.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Communicate</i> effectively in oral and written forms about international supply chain management using appropriate concepts, logic and convention.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Garner</i> managerial insights for various supply chain issues in a variety of industry contexts.</li> </ul>

## LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549295	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
<b>LO1:</b> <i>Evaluate</i> relevance of logistics and supply chain management in international trade.	3	-	2	-	3	-	-	1	2
<b>LO2:</b> <i>Identify</i> and chart a global company's key business functions, business processes, and stakeholders.	3	3	1	1	2	1	-	1	1
<b>LO3:</b> <i>Examine</i> the levels of risk, efficiency, and sustainability of a supply chain.	1	-	2	-	1	2	-	1	1
<b>LO4:</b> <i>Analyze</i> how interruptions in the global supply chain affect business.	1	1	1	-	-	-	1	1	1
<b>LO5:</b> <i>Examine</i> how world-class companies encourage collaboration among international business partners.	2	3	-	-	2	2	1	1	1
<b>LO6:</b> <i>Defend</i> ethical choices of strategy in international trade.	-	-	-	2	1	1	3	-	-



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<b>LO7:</b> Communicate effectively in oral and written forms about international supply chain management using appropriate concepts, logic and convention.	1	1	1	3	1	1	-	2	-
<b>LO8:</b> Garner managerial insights for various supply chain issues in a variety of industry contexts.	2	3	-	3	1	3	-	-	1

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

**3. Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<p><b>International Logistics and Supply Chain Management:</b></p> <ul style="list-style-type: none"> <li>• International Logistics</li> <li>• Difference between domestic and international logistics</li> <li>• International Supply Chain</li> <li>• International Reverse Logistics</li> <li>• Factors driving global SCM</li> </ul> <p><b>International Infrastructure:</b></p> <ul style="list-style-type: none"> <li>• Transportation infrastructure</li> <li>• Port infrastructure</li> <li>• Canals and waterways infrastructure</li> <li>• Airport infrastructure</li> <li>• Rail and road infrastructure</li> <li>• Warehousing infrastructure</li> <li>• Communications infrastructure</li> <li>• Logistics infrastructure</li> </ul>	10	18
<b>II</b>	<p><b>Global Logistics and Transport Management:</b></p> <ul style="list-style-type: none"> <li>• Global logistics chain</li> <li>• Choosing the logistics operator</li> <li>• Containerization, types of containers, container classification, FCL and LTL</li> <li>• Intermediaries               <ul style="list-style-type: none"> <li>○ Customs brokers, Freight forwarders, consolidators, Customs House Agents, shipping agents, shippers, airlines, air integrators, ports.</li> </ul> </li> <li>• Container Freight Stations and Inland Container Depot</li> <li>• Global Ocean transportation               <ul style="list-style-type: none"> <li>○ Types of service</li> <li>○ Size of vessels</li> <li>○ Type of vessels / ships</li> </ul> </li> </ul>	10	18



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	<ul style="list-style-type: none"> <li>○ Flag</li> <li>○ Cargo inspections</li> <li>○ Shipping Conference Carrier, conference shipping and non-conference shipping</li> <li>○ Ocean Freight rates and calculations</li> <li>○ Freight Adjustments           <ul style="list-style-type: none"> <li>▪ Currency Adjustment Factor</li> <li>▪ Bunker Adjustment Factor</li> </ul> </li> <li>○ Important Sea Routes           <ul style="list-style-type: none"> <li>▪ North Atlantic, Mediterranean, Indian Ocean, Panama Canal, Cape Route, Suez Canal, South Atlantic</li> </ul> </li> <li>○ Major sea ports of India, World, Port Codes</li> <li>● Global Air transportation           <ul style="list-style-type: none"> <li>○ Cargo airlines</li> <li>○ Types of service</li> <li>○ Types of aircraft, Unit Load Devices</li> <li>○ Air freight tariff</li> <li>○ Air carriers</li> <li>○ TIACA – role, tariff structures</li> <li>○ International air cargo security</li> <li>○ Role of IATA</li> </ul> </li> </ul>		
<b>III</b>	<p><b>Global Logistics and Transport Management:</b></p> <ul style="list-style-type: none"> <li>● Global land and multimodal transportation           <ul style="list-style-type: none"> <li>○ Truck transportation</li> <li>○ Rail transportation</li> <li>○ Intermodal transportation</li> <li>○ Pipelines</li> </ul> </li> </ul> <p><b>Packaging and Warehousing:</b></p> <ul style="list-style-type: none"> <li>● Packaging           <ul style="list-style-type: none"> <li>○ Functions and objectives</li> <li>○ Material requirements for ocean and air cargo</li> <li>○ Markings</li> <li>○ Legal issues in packaging</li> </ul> </li> <li>● Warehousing           <ul style="list-style-type: none"> <li>○ Warehouse functions</li> <li>○ Warehouse ownership</li> <li>○ Warehouse activities</li> <li>○ Warehouse locations</li> </ul> </li> </ul> <p><b>Information and Communication Technology:</b></p> <ul style="list-style-type: none"> <li>● IT and cost efficiency</li> <li>● Digital transformation of Supply Chain</li> </ul>	10	17
<b>IV</b>	<p><b>Global Supply Chain Finance (in brief)</b></p> <p><b>Network Design of Global Supply Chains</b></p>	10	17



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	<ul style="list-style-type: none"> <li>Network flow models</li> </ul> <p><b>Contemporary Issues:</b></p> <ul style="list-style-type: none"> <li>Supply Chain Risks</li> <li>Supply Chain Analytics</li> <li>Supply Chain Sustainability</li> </ul>		
V	<p><b>Practical:</b></p> <ul style="list-style-type: none"> <li>Use case studies of world class manufacturing companies.</li> <li>Students can simulate process improvements in their surroundings. Students can also carry out projects in organizations which have implemented Six Sigma.</li> <li>Students can also undertake Kaizen and 5S projects in small SMEs or service organizations.</li> </ul>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Alan E. Branch	Global Supply Chain Management and International Logistics	Routledge	2009 / 1 <sup>st</sup>
2	Pierre A. David	International Logistics	Cicero	2017 / 5 <sup>th</sup>
3	S. Sudalaimuthu, S. Anthony Raj	Logistics Management for International Business: Text and Cases	PHI	2009
4	Ram Singh	International Trade Logistics	Oxford	2015 / 1 <sup>st</sup>
5	Michael Hugos	Essentials of Supply Chain Management	Wiley	2018 / 4 <sup>th</sup>



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6	John Mangan, Chandra L. Lalwani	Global Logistics and Supply Chain Management	Wiley	2016 / 3 <sup>rd</sup>
7	Sunil Chopra	Supply Chain Management	Pearson	2019 / 7 <sup>th</sup>

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.

1. Operations and Supply Chain Management
2. International Journal of Physical Distribution and Logistics Management
3. Global Supply Chain Management
4. EXIM Newsletter
5. <http://eximin.net/>
6. Daily Shipping Times: [www.dst.news](http://www.dst.news)
7. <https://shippingandfreightresource.com/>
8. <https://incodocs.com/>