

## **BA5030 SUPPLY CHAIN MANAGEMENT**

### DETAILED SYLLABUS

#### **OBJECTIVE**

To help understand the importance of and major decisions in supply chain management for gaining competitive advantage.

#### **UNIT I INTRODUCTION**

Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision Phases - Supplier- Manufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy - Supply Chain Performance Measures.

#### **UNIT II STRATEGIC SOURCING**

Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum -Sourcing strategy - Supplier Selection and Contract Negotiation. Creating a world class supply base- Supplier Development - World Wide Sourcing.

#### **UNIT III SUPPLY CHAIN NETWORK**

Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location Models. Supply Chain Network optimization models. Impact of uncertainty on Network Design - Network Design decisions using Decision trees.

#### **UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY**

Managing supply chain cycle inventory. Uncertainty in the supply chain -- Analyzing impact of supply chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products -multiple item -multiple location inventory management. Pricing and Revenue Management

#### **UNIT V CURRENT TRENDS**

Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect - Effective forecasting - Coordinating the supply chain. . SC Restructuring - SC Mapping -SC process restructuring, Postpone the point of differentiation – IT in Supply Chain - Agile Supply Chains -Reverse Supply chain. Agro Supply Chains.

## REFERENCES

1. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2009.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, Sixth edition, 2015.
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.
4. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005.
5. Altekar Rahul V, Supply Chain Management-Concept and Cases, PHI, 2005.
6. Shapiro Jeremy F, Modeling the Supply Chain, Cengage, Second Reprint , 2002.
7. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management- A Balanced Approach, South-Western, Cengage, 2012.