



International Management Institute, Bhubaneswar

Trimester-IV (PGDM 2014-16)

Course Title: Logistics & Supply Chain Management

Contact Time: 11-13:30
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COURSE OBJECTIVES:

- To develop appreciation of supply chain perspective in a globalized economy
- Understanding underlying concepts of SCM & Logistics
- To develop competence and skill sets in using SCM concepts in a variety of contexts
- To understand how effectively planned and implemented management of the supply chain can constitute a major competitive advantage

Pedagogy:

1. Class will be a mix of interactive lectures, case discussions, games and project.
2. Each class will start with a presentation of relevant case by a group of students who will also cover the topic planned for that class.

Evaluation

Group Project (Project guidelines are given after session plan)	20
Group Case	20
Mid Term Examination	20
Quizzes/Assignments - 2	10
End Term Examination	30

Text Book

Sunil Chopra, Peter Meindl and D V Kalra; Supply Chain Management, 4th Edition; Pearson Education, New Delhi

Reference Books

- Simchi - Levi, Kaminsky, Simchi-Levi, Shankar; *Designing & Managing the Supply Chain*. 3rd Edition. Tata McGraw Hill
- Sople V. V.; *Logistics Management*, Pearson
- R P Mohanty, S G Deshmukh; Supply Chain Management – Theories & Practices, Biztantra

Session Plan

Session	Topic	Reading	Case
1	Understanding the Supply Chain in Globalised World	Chapter 1 – Chopra & Meindl	1. DR Corporation 2. Chembright
2	Supply Chain Performance Measures	Chapter 2, 3 – Chopra & Meindl	Aspen Co Pvt Ltd
3	Demand Management & Customer Service	Chapter 9, 12 – Chopra & Meindl	Big Bazaar
4	Project Selection Presentation		5 minutes each group
5	Inventory Management & Bull Whip Effect	Chapter 10, 11 – Chopra & Meindl	SC Optimisation at Hugo Boss
6	Procurement & Supply Management	Chapter 14 – Chopra & Meindl	Honda International Purchasing
7	Beer Game		
8	Beer Game		
9	Managing Uncertainty in Supply Chain; Supply Chain Integration	Chapter 9, 10 & 11 – Chopra & Meindl	SC at World Co
10	(Interim Project Report Submission) Coordinated Product & Supply Chain Design -Postponement	Chapter 11 – Simchi Levi	Renesas Electronics
11	Mid Term exam		
12	Service's Supply Chain; Internet Supply Chain	Chapter 6 – Simchi Levi	Quantum eCorporation
13	Strategic Partnerships	Chapter 10, 11 & 14 – Chopra & Meindl	S C Partners
14	Transportation Modes, Networks and Tradeoffs; Transshipment	Chapter 13 – Chopra & Meindl	Exel plc
15	Warehousing & Distribution	Chapter 4 – Chopra & Meindl	Niagara Rainbow's e'tailing Business
16	Network Design for Efficient and Effective Supply Chains	Chapter 5 – Chopra & Meindl	How to Manage Growth
17	(Final Project Report Submission) Supply Chain & Information Flow	Chapter 16 – Chopra & Meindl	ITC eChaupal
18	Lean and Agile Supply Chain	Chapter 17 – Chopra & Meindl,	GM Order-to-Delivery Initiative
19	Project Presentation		
20	Project Presentation		

Group Project

The group project will be one of the most important learning tools of the course. Each group will comprise of 5 students

This is a highly interactive real life project, which requires a high degree of analysis and tangible recommendations. Your group is required to identify a company as well as project. The deliverables of the project include:

- a. Project proposal
- b. Interim Report
- c. Final Report
- d. A Case Study
- e. Presentation

Project Proposal Format

Your proposal should include following:

- Introduction/Background of the project
- Rational for taking the project
- Objective of the study
- Scope of the study
- Methodology (provide flow diagram)
- Expected outcome
- Project schedule

Interim Report Format

The interim report is like progress report and should be 10 pages (maximum) and include following:

- Introduction/Background of the study
- Objective of the study
- Scope of the study
- Methodology (provide flow diagram)
- Existing System
- Data collection
- Data analysis

Final Report Format

The final report has to be prepared and submitted in the format encompassing the areas mentioned here under the heading of "Contents":

Executive Summary

Acknowledgements

List of Abbreviations

List of Tables

List of Figures

1. Introduction/Background of the study
2. Objective of the study
3. Scope of the study
4. Methodology (provide flow diagram)
5. Existing System
6. Data collection
7. Data analysis
8. Proposed System
9. Recommendations

References

Appendix

Ground Rules

- The entire report must be in the range of 20 30 pages

- The Final Report format as mentioned in the heading “Contents” is not sacrosanct. It is subject to change depending on the sector specific requirements that need to be incorporated and highlighted to improve the understanding of supply chain management. Please use Summer Project Guidelines as Style Manual for writing the report
- Grading of the report will be on the strength of the analysis, explanation therein, recommendations and kind of proposed system changes
- No graphs, which are basically a reproduction of the data provided, are to be included as part of the report unless they enhance or aid analysis
- Please incorporate diagrams wherever possible, but do not reproduce them from any book or site

Presentation

- The presentation should cover both the analysis of primary and secondary data
- Each presentation will be about 12 minutes with 9-10 minutes given to the group to highlight the key findings and 2-3 minutes for open discussion