



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
**Logistics & Supply Chain Management (OM601)**  
**CREDIT: Full (3 Credits)**  
**SESSION DURATION: 90 Minutes**

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**TERM: IV**  
**YEAR: 2016-2017**

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Till 1990s, the primary goal of any organization was to deliver the best possible customer service through coordinated management of its internal resources. Gradually, it started realizing that in a globalized economy today, managing its internal resources was not adequate to outperform others in the market place. Rather, it needs collaborative and mutually beneficial relationship with all channel partners to achieve superior operating performance, gain competitive advantage, and provide better value to its customers. The concept of Supply Chain Management evolved out of this necessity to efficiently integrate all channel members so that right goods are sourced and produced in right quantities and distributed to the right locations, on time, and at minimum cost.

Therefore, the supply chain strategies, concepts, and analytical tools learnt in the course can prove to be very useful to design and improve supply chain performance so that wastages are reduced and increased value is delivered to customers.

### **Learning Outcome :**

- To develop competence and skill sets in using SCM concepts in a variety of contexts.
- To display familiarity with supply chain concepts and how supply chain concepts can be used to improve the competitive position of the firm.
- To formulate appropriate supply chain strategies.
- To develop analytical tools to solve supply chain problems.
- To design supply chain networks.
- To manage risks in supply chain

### **Course Pedagogy:**

1. Class will be a mix of interactive lectures, case discussions, games, simulations and projects.
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.

### **Course Readings**

#### **Text Book:**

Chopra, S., (2012), "Supply Chain Management: Strategy, Planning & Operation", Pearson, Pearson, 5th Edition.

**Reference Books:**

- Simchi - Levi, D., Kaminsky, P., (2007) “Designing and Managing the Supply Chain”, Mc- Graw Hill, 3<sup>rd</sup> Edition.
- Shah, J., (2009) “Supply Chain Management: Text and Cases”, 1<sup>st</sup> Edition, Pearson.
- Hugos, M.H., (2011) “Essentials of Supply Chain Management,” 3<sup>rd</sup> Edition, Pearson.
- Bowesox, J.D., Closs, D.J., Cooper, M.B., (2016) ,”Supply Chain Logistics Management” 3<sup>rd</sup> Edition, Mc -Graw Hill.
- Jacobs,R.F., Chase, R., (2014) “Operations and Supply Chain Management “,14<sup>th</sup> Edition,Mc-Graw Hill.
- Chirtopher,M.,( 2010).”Logistics and Supply Chain Management “, FT Press.
- Raghuram. ( 2015)” Logistics And Supply Chain Management: Cases and Concepts”, Macmillan

**Course Evaluation criteria:**

Class Participation	10
Quizzes-2 Nos	20
Mid-Term	30
End Term Examination	40

**Session Plan (Tentative):**

<b>Session No.</b>	<b>Topic</b>	<b>Learning Outcome</b>	<b>Chapter Reading from the Text Book</b>
1,2	Understanding the Supply Chain <ul style="list-style-type: none"><li>• Objective of Supply Chain</li><li>• Importance of Supply Chain Decisions</li><li>• Decision Phases in a Supply Chain</li><li>• Process View of a Supply Chain</li><li>• Examples of Supply Chains</li></ul>	<b>LO1,LO2</b>	<b>Chapter 1, Chapter 2</b>
3,4	Supply Chain Performance <ul style="list-style-type: none"><li>• Achieving Strategic Fit</li><li>• Supply Chain Drivers and Metrics</li><li>• Framework for structuring Drivers</li></ul>	<b>LO 1, LO 2</b>	<b>Chapter 2, Chapter 3</b>
5,6	Network Design for Efficient and Effective Supply Chain- <ul style="list-style-type: none"><li>• Factors Influencing Network Design Decisions</li><li>• Models for Facility Location and Capacity Allocation</li></ul> <b>Case 1: Apple Inc: Managing a Global Supply Chain</b>	<b>LO 5</b>	<b>Chapter 5</b>  <b>Case Reading / Discussion</b>

7,8	Designing Global supply chain network <ul style="list-style-type: none"> <li>• Impact of globalalization on supply networks</li> <li>• Risk Management in Global Supply Chains</li> <li>• Evaluating Network Design Decisions using decision tree</li> <li>• Making Global Supply Chain Decisions</li> </ul> <b>Case 2: Agile Electric : Quality Issues in Global Supply Chain</b>	<b>LO 3, LO 5, LO 6</b>	<b>Chapter 6</b>  <b>Case Reading / Discussion</b>
9	Aggregate Planning in Supply Chain <ul style="list-style-type: none"> <li>• Role of Aggregate Planning in Supply Chain</li> <li>• The Aggregate Planning Problem</li> </ul>	<b>LO 4</b>	<b>Chapter 8</b>
10	Sales and Operations Planning <ul style="list-style-type: none"> <li>• Responding to predictability variability</li> <li>• Managing Supply</li> <li>• Managing Demand</li> </ul>	<b>LO 4</b>	<b>Chapter 9</b>
11	Coordination in a Supply Chain <ul style="list-style-type: none"> <li>• Obstacles to Coordination</li> <li>• Continuous Replenishment and Vendor Managed Inventories</li> <li>• Collaborative Planning, Forecasting and Replenishment</li> </ul>	<b>LO 2, LO 3</b>	<b>Chapter 10</b>
12,13	Inventory Management in Supply Chain <ul style="list-style-type: none"> <li>• Role of Cycle Inventory</li> <li>• Estimating Cycle Inventory</li> <li>• Economies of Scale</li> <li>• Short Term Discounting</li> <li>• Managing Multi-echelon Cycle Inventory</li> </ul>	<b>LO 3, LO 4</b>	<b>Chapter 11, Chapter 12</b>
14,15	Managing Uncertainty in Supply Chain <ul style="list-style-type: none"> <li>• Safety Inventory</li> <li>• Bullwhip effect</li> <li>• Managing Safety Inventory in Multi Echelon Supply Chain</li> </ul>	<b>LO 3, LO 6</b>	<b>Chapter 12</b>
16,17	Sourcing Decisions in Supply Chains <ul style="list-style-type: none"> <li>• The role of Sourcing</li> <li>• 3PL and 4PL</li> <li>• Supplier Selection</li> <li>• Design Collaboration</li> </ul> <b>Case 3: Zara : Fast Fashion</b>	<b>LO 4</b>	<b>Chapter 15</b> <b>Case Reading / Discussion</b>
18	Transportation in Supply Chain	<b>LO 2, LO 3</b>	<b>Chapter 14</b>

19	Revenue Management in Supply Chain	<b>LO 3</b>	<b>Chapter 16</b>
20	Sustainability in Supply Chain <b>Case 4: Domino's Pizza</b>	<b>LO 2, LO 3</b>	<b>Chapter 18</b>

### **Academic Integrity:**

Utmost care is taken as to maintain class decorum, follow the exact evaluation norms, conduct fair examinations, fair and transparent evaluation of examination papers so as to maintain the highest academic integrity.

Other remarks:

1. Finish all your personal needs before coming to class.
2. Be in class on time, no latecomers will be entertained after the roll call.
3. Cell phones should remain switched off during the entire duration of the class.
4. No laptops are allowed inside the class unless instructed by the instructor.
5. No request will be entertained to change the class project, once finalized by the group.
6. Institute's manual laid down policies will be followed regarding academic integrity.