



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
**Logistics and Supply Chain Management (OM 601)**  
**CREDIT: Full (3 credits)**  
**SESSION DURATION: 90 Minutes**

**TERM: IV**  
**YEAR: 2017-2018**  
**BATCH: II**

**FACULTY:** Dr. Ranjit Roy Ghatak  
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**Office hours:** 9: 30 a.m. - 5.30 p.m.

### **Course Introduction:**

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 :**

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

### **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:

Group Project work including presentation	15
Group Case (Presentation, Structure to be notified in the class)	15
Quizzes-3 Nos	20
Mid-Term	20
End Term Examination	30

### Session Plan (Tentative):

Session No.	Topic	Chapter Reading from the Text Book	Learning Outcome
1.	Introduction to SC and SCM, importance of SCM, historical perspective of SCM, flows in supply chain, objectives of SC, decision phases in a supply chain	Chapter 1	1,2
2.	Process views in supply chain, supply chain strategy	Chapter 1, Chapter 2	1,2
3.	Drivers of Supply Chain Performance and metrics	Chapter 3	1
4.	Network Design for efficient and Effective Supply Chain.	Chapter 5	4
5.	Designing Global supply chain network	Chapter 6	1,2,3

6.	<b>Case 1: Kreative Works: Extending the boundaries</b>	<b>Chapter 5, 6</b> Case Reading / Discussion	3,4
7.	<b>Case 2: Agile Electric : Quality Issues in Global Supply Chain</b>	<b>Chapter 5, 6</b> Case Reading / Discussion	3,4
8.	Demand Forecasting in Supply Chain	<b>Chapter 7</b>	4
9.	Aggregate Planning in Supply Chain	<b>Chapter 8</b>	1,2,3,4
10.	Sales and Operations Planning	<b>Chapter 9</b>	1,2,3,4
11.	Coordination in a Supply Chain	<b>Chapter 10</b>	1,2,3,4
12.	Inventory Management in Supply Chain	<b>Chapter 11</b>	1,2,3,4
13.	Managing Uncertainty in Supply Chain: Safety Inventory, Bullwhip effect	<b>Chapter 12</b>	1,2,3,4
14.	<b>Beer Game</b>	<b>Class Exercise</b>	1,2,3,4
15.	<b>Case 3: Cisco Systems, Inc : Colloborating on New Product Introduction</b>	<b>Chapter 15</b> Case Reading / Discussion	1,2,3,4
16.	Transportation In Supply Chain, Trade-offs ,Multi-Modal Transportation	<b>Chapter 14</b>	1,2,3,4
17.	Sourcing Decisions In Supply a Supply Chain	<b>Chapter 15</b>	1,2,3,4
18	Information Technology In Supply Chain	<b>Chapter 17</b>	1,2,3,4
19.	Sustainability in Supply Chain <b>Case 4: Starbucks Corporation: Building a sustainable supply chain</b>	<b>Chapter 18</b> Case Reading / Discussion	1,2,3,4
20.	Reverse logistics ,Closed- Loop Supply Chain and Risks in Supply Chain	<b>Chapter 18</b>	1,2,3,4
20.	Class Project presentation		3,5

### **Group Project:**

The group project will be one of the most important learning tools of the course. Each group will comprise of 3 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

### **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
10. References Appendix

### **Ground Rules:**

- The entire report must be in the range of 10-20 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.

## **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.

## **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.