



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**Post Graduate Diploma in Management (PGDM)**  
**Logistics and Supply Chain Management (OM601)**  
**CREDIT: Full (3 credits)**  
**SESSION DURATION: 60 Minutes**

**TERM: IV**  
**YEAR: 2019**  
**BATCH: 2018-20**

**FACULTY:** Dr. Ranjit Roy Ghatak  
**E-Mail:** ranjit@imibh.edu.in  
**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 marketplace. 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 proper supply chain strategies.
4. To develop analytical tools to solve supply chain problems.
5. To design supply chain networks.
6. 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

### Textbook:

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.

## Course Evaluation criteria:

Evaluation Components	Marks	LO attainment
Class participation	10	LO1
Quiz -2 Nos	20	LO1, LO2, LO3, LO4
Mid Term Examination	30	LO1, LO2, LO3, LO4, LO5, LO6
End Term Examination	40	LO1, LO2, LO3, LO4, LO5, LO6
Total	100	

## Plagiarism

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes

under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

### Session Plan (Tentative):

Session No.	Topic	Learning Outcome	Readings from Textbook
1,2,3	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>	LO1, LO2	Chapter 1, Chapter 2
4,5	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>	LO 1, LO 2	Chapter 2, Chapter 3
6,7,8	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>	LO 5	Chapter 5  Case Reading / Discussion
9,10,11,12	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>	LO 3, LO 5, LO 6	Chapter 6  Case Reading / Discussion
13,14,15	Aggregate Planning in Supply Chain <ul style="list-style-type: none"> <li>• Role of Aggregate Planning in Supply</li> </ul>	LO 4	Chapter 8

	Chain <ul style="list-style-type: none"> <li>• The Aggregate Planning Problem</li> </ul>		
16,17	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>	LO 4	Chapter 9
18,19	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>	LO 2, LO 3	Chapter 10
20,21,22,23	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>	LO 3, LO 4	Chapter 11, Chapter 12
24	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>	LO 3, LO 6	Chapter 12
25,26,27	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>	LO 4	Chapter 15  Case Reading / Discussion
28	Transportation in Supply Chain	LO 2, LO 3	Chapter 14
29	Revenue Management in Supply Chain	LO 3	Chapter 16
30	Sustainability in Supply Chain <b>Case 4: Domino's Pizza</b>	LO 2, LO 3	Chapter 18 Case Reading / Discussion

**Academic Integrity:**

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