



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
BATCH: II

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 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.
- Display familiarity with supply chain concepts and how supply chain concepts can be used to improve the competitive position of a firm.
- Appreciate the role of six drivers (facilities, inventory, sourcing, information, transportation, and pricing) of supply chain performance.
- Formulate appropriate supply chain strategies.
- Develop analytical tools to solve supply chain problems.
- Measure supply chain performance periodically.
- Design supply chain networks.
- Manage risks in supply chain.

Pedagogy:

1. Class will be a mix of interactive lectures, case discussions, games, simulations 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 work including Presentation	20
Group Case (Presentation, Structure to be notified in the class)	20
Quizzes/Assignments – 3 nos	30
End Term Examination	30

Text Book:

Chopra Sunil, Meindl Peter, and Kalra, D, "Supply Chain Management, Strategy, Planning & Operation", Pearson, 5th Edition

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 Ballou Ronald H, & Srivastava Samir K., " Business Logistics/ Supply Chain Management", Pearson, 5th Ed.
- Handfield, Robert and Bozarth, Cecil., "Introduction to Operations and Supply Chain Management, Pearson, 3rd Ed.
- Shah Janat., "Supply Chain Management", Text and Cases, Pearson

Tentative Session Plan (90 minute session each):

Session No	Topic (Cases as indicated are from drawn from text book chapters as indicated)	Chapter Reading from the Text Book
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
2	Process views in supply chain, supply chain strategy	Chapter 1 and 2
3	Demand Forecasting in Supply Chain & aggregate planning in a supply Chain	Chapter 7,8
4,5	Drivers of supply chain performance and metrics, coordination in supply chain Case 1: Seven-Eleven Japan Co. Case 2: Financial Statements for Wal-mart Stores	Chapter 3 Case Reading/Discussion Case Reading/Discussion
6, 7, 8	Network Design for Efficient and Effective Supply Chains, Designing global supply Chain Network Case 3: Designing production networks at Cool wipes Case 4: Jaipur Rugs –Networking Tradition with Modernity	Chapter 5,6 Case Reading/Discussion Case Reading/Discussion
9	Beer Game	Class Exercise
10, 11, and 12	Co-ordination in a Supply Chain, Inventory management in the supply chain Inventory Management & Bull-Whip Effect	Chapter 11 and 12 Case Reading/Discussion

	<p>Case 5: Delivery Strategy at Moon Chem</p> <p>Case 6: Should packaging be postponed to the DC?</p>	<p>Case Reading/Discussion</p>
13	<p>Transportation Modes, Networks and Tradeoffs; Transshipment</p> <p>Case 7 : transporting the Transport</p> <p>Case 8 : Gopaljee : Milk run for Milk</p>	<p>Chapter 14</p> <p>Case Reading/Discussion</p> <p>Case Reading/Discussion</p>
14, 15, 16	<p>Logistics management in the supply chain</p> <p><i>Case 9: Designing the distribution network for Michael's Hardware</i></p>	<p>Chapter 14</p> <p>Case Reading/Discussion</p>
17, 18	<p>Sourcing in the supply chain</p> <p>Case 10: Bose Corporation</p>	<p>Chapter 15</p> <p>Case reading/Discussion</p>
19	<p>Information Technology in a Supply Chain and its application</p>	<p>Chapter 17</p>
20	<p>Class project presentation</p>	

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
- 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.

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.