

## SUPPLY CHAIN MANAGEMENT

Credits	3.0
Faculty Name	W S William, Manimay Ghosh, Arun Paul, S K Bishwal
Program	BM-MBA
Academic Year and Term	2019-20, Term V

### 1. Course Objective

Supply Chain Management is about the management of material and information flows in multi-stage production distribution networks. Driven by fierce global competition and enabled by advanced information technology, many companies have taken initiatives to reduce costs and at the same time increase responsiveness to change in the market place. This course will provide students with the knowledge and the tools necessary to develop, implement and sustain strategies for managing supply chain issues.

### 2. Learning Outcomes

At the end of the course, the students will be able to:

- Classify the supply chain macro processes in a firm
- Identify the key supply chain decision phases and explain the significance of each one
- Identify the six major drivers (facilities, inventory, transportation, information, sourcing, and pricing) of supply chain performance, and their roles in supply chain performance
- Design appropriate supply chain network
- Planning and Managing Inventory
- Measure supply chain performance
- Appreciate need for sustainable supply chain

### 3. Required Test Book

- I. Chopra Sunil, Meindl Peter, and Kalra, D , “Supply Chain Management, Strategy, Planning & Operation”, Pearson, 7<sup>th</sup> Edition

#### Other books for reference:

- i) Simchi-Levi David, Kaminsky Philip, Simchi-Levi Edith and Shankar, Ravi, “Designing & Managing the Supply Chain, Concepts, Strategies & case studies”, Tata McGraw Hill, 3<sup>rd</sup> Ed
- ii) Ballou Ronald H, & Srivastava Samir K., “ Business Logistics/ Supply Chain Management.”, Pearson, 5<sup>th</sup> Ed
- iii) Handfield, Robert and Bozarth, Cecil., “Introduction to Operations and Supply Chain Management, Pearson, 3<sup>rd</sup> Ed
- iv) Shah Janat., “Supply Chain Management”, Text and Cases, Pearson

#### 4. Tentative Session Plan (90-minute session)

Sr. No	Topic	Reading from Text Book / Cases / Articles as indicated below
1	Learning Plan for the course Understanding Supply Chain	
2	Understanding Supply Chain Management (contd)	Chapter-1 (Text Book)
3	Achieving Strategic Fit	Chapter 2 (Text Book) <b>Article:</b> Fisher, M. (1997). “What is the right supply chain for your product?” HBR, 75(2), 83-93
4	Supply Chain Drivers and Metrics	Chapter – 3 (Text Book)
5	Designing Distribution Network	Chapter – 4 (Text Book)
6	Coordinated Product and Supply Chain Design	<b>Article:</b> Feitzinger, E and Lee, H. L. (1997). Mass Customization at HP: The Power of Postponement, HBR, 116-121  <i>Case: HP: Deskjet Printer Supply Chain</i>
7,8	Network Design for Supply Chain	Chapter-5 (Text Book)
9	Forecasting and Demand Management	Chapter-7 (Text Book)
10	Sales and Operations Planning	Chapter – 9 Red Tomato Tools Case
11	Coordination in a Supply Chain	Chapter-10 (Text Book) Article: Lee HL, V Padmanabhan and S. Whang (1997), “The Bullwhip Effect in Supply Chain” Sloan Management Review, Spring, 93-102
12,13, 14	Planning and Managing Inventories in Supply Chain	Chapters – (11,12 and 13) <b>Article:</b> Lee and Billington, (1992). “Managing supply chain inventory: Pitfalls and Opportunities,” Sloan

		Management Review, 33(3), 65-73.
15	Transportation in a supply Chain	Chapter-14 (Text Book)
16	Sourcing Decision in a Supply Chain	Chapter-15 (Text Book) <b>Article:</b> Liker and Choi, (2004). "Building deep supplier relationships," HBR, 82(12), 104-113
17	Sustainability and the Supply Chain	Chapter-17 (Text Book) <b>Article:</b> Srivastava, S. K., 2007. Green supply-chain management: a state-of-the-art literature review. International journal of management reviews 9 (1), 53-80.
18,19	Case Discussions	
20	Course Wrap up and concluding remarks	

### Case Studies:

- *HP Deskjet Printer*
- *VINYAS: To be Contract Manufacturer or Sell Through Own Channel?*
- *Caterpillar Inc.: After Market Parts Freight Optimization*
- *Amazon.com: Supply Chain Management*

## 5. Evaluation

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|-----------------------------------|----------------------------------|
| 1. Two Quizzes                    | :30%                             |
| 2. Class assignment/Participation | :10%                             |
| 3. End term Exam                  | :40%                             |
| 4. Group project / Presentation   | :20% (Details to be given later) |

## 6. Class Presentation:

This is a case-based class. All cases must be prepared prior to coming to the class. Written case submission is needed prior to case presentation

### Policy on make-up examination:

Make-up examination will only be considered in the case of unavoidable medical or other emergencies. Official written evidence must be provided to substantiate the request.

### **Policy on cellular phone**

If a student brings cellular phone into the classroom, it must be turned off. If this policy is disregarded, and a cellular phone rings during the class time, the student in question will be required to leave the class for the rest of the session.

### **Policy on cheating and plagiarism**

Please go through the Manual of policies for details on this issue.

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