



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-19)

Programme Name: MMS

Semester: III

Name of the Course: Supply Chain Management

Maximum marks: 100

No. of Sessions: 14

Name of the Faculty: Mr. Mahesh M Bhanushali

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Weblink:-

Learning Objectives:

- To explore the major elements of supply chain and expose to leading edge thinking on supply chain strategy, Designing supply chain, customer satisfaction; inventory management; risk management, alliances, issues and challenges, performance measurement.
- Familiarize with the basic concepts of Logistics Management in relation to Inbound, Logistics, Process Logistics, and Outbound Logistics phases of business.

Reference Books:

- 1) David Simchi-Levi, Phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013
- 2) Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition
- 3) Martin Christopher: Logistics and Supply Chain Management, Tata McGraw-Hill, 2013
- 4) S N Chary: Theory & Problems in Production & Operations Management, Tata McGraw Hill, Edition 4
- 5) Kanishka Bedi: Production & Operations Management, Oxford University Press, 2012
- 6) B. Mahadevan, Operations Management, Pearson Publication, 2010



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	<p>Understanding the supply chain What is a supply chain? Decision phases in a supply chain. Evolution of SCM, Achieving strategic fit., Linkages and Decisions in SCM. Difference of Supply Chains in Product (Mfg.) Industry and Service-based Industry. Supply Chain and Demand chain, Delivery and Value addition through supply chain. Process view of a supply chain. The importance of supply chain flows. Competitive Supply Chain Strategies.</p>	<p>Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition (Page 2-22) Example: Dell Corporation on obtaining Strategic Fit</p>	<p>Understand the basic concept of supply chain and learn decision making points of the same.</p>	<p>Case Study :India's Generic Drugs and Consumer Surplus. Source: Page 22, Sunil Chopra, Supply Chain Management.</p>
2	<p>Simulation on Measuring Bullwhip Effect, Concept of Bullwhip Effect Logistics Competitive advantage and three C, Competitive advantage through logistics. Logistics-A system concept,</p>	<p>Online Source: www.washburn.edu/sobu/broach/bu347/bullwhip.xls Martin Christopher: Logistics and Supply Chain Management, Tata McGraw-Hill, 2013</p>	<p>To Understand how to measure the effect of bullwhip</p>	<p>Simulation and Discussions</p>



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	Customer value chain, Logistics functions. Logistics Mission, Objectives, Goals, Decisions. Reverse Logistics.		phenomena and understanding the concept of logistics	
3	<p>Warehousing and Distribution Role of warehouse in Logistics, Warehousing functions, Types of Warehouses Warehouse site selection, Layout design, Warehouse Decision model. Warehouse automation, strategies, performance, costing. Distribution, Role, Importance, Levels, Channels, Structure, Functions. Channel partners, functions, Tasks, Flows, Strategy. Free trade zones and special economic zones. Risk Pooling</p>	<p>David Simchi-Levi, Phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013 (page 215-249)</p> <p>Case study on Risk Pooling Reference: David Simchi-Levi, Phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication</p> <p>Page: 49-50</p> <p>News Article on Flipkart Warehouse management, Economic Times 2016</p>	To understand Factors affecting the decision making in facility locations	<p>Case Study on Risk Pooling</p> <p>Discussions</p>
4	<p>Order Processing and Logistics Information system Order Preparation, Transmittal, Order entry, Order filling, Order status reporting Industrial order processing and Retail order processing. Web based order processing. Processing priorities.</p>	<p>IOCL PO Material, GPC, TQ/CQ Material</p> <p>Source: Industry – IOCL Panipat, Reliance Airoli</p> <p>Real Documents Collected from Industry to provide the exposure to students.</p>	Understand the Processes and Their importance	<p>Activity of Making Purchase Order/ Sample PO of IOCL and Discussions</p>



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5	<p>Performance Measurement and Controls in Supply Chain Management Pre- transaction, Transaction, Post-transaction elements, Service attributes Value added customer service, Importance of Logistics Customer service Sales and Service relationship, Cost and Service relationship. Objective, Levels, Parameters of performance measures- Cycle time, Fill Rate. Inventory Turnover, On-time Shipping and Delivery, Perfect Order, Stock out. Transportation measurements, Customer perception measure, Audit. Gap Analysis Concept of Benchmarking, Benchmarking for Best Practices SCOR and DCOR</p>	<p>Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition (Page 23-43)</p> <p>Activity of Designing the criteria for Supply Chain Performance Measurement</p> <p>Source: Industry Material from M/S Sundryne Corporation</p> <p>Criteria Channel one document</p>	<p>To understand the techniques and Methods for performance measurement</p>	<p>Activity and Discussions</p>
6	<p>Transportation Infrastructure, road, rail, air water, pipeline. Freight Management, Freight cost. Transportation Network Route planning,</p>	<p>Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition (Page 420-450)</p>	<p>Understand the advantages and disadvantages of different means of Transportation and using optimum way to transport</p>	<p>Short Test</p>



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	Containerization, Packing. Effective / Cost Optimizing Distribution strategies- Direct shipment, Cross-docking, Milk run, transshipment.			
7	<p>Designing Logistics and distribution network in a supply chain Applications to Online Sales Network Design in the SC the role of distribution in the supply chain. Importance of Smart Transportation Distribution Center Concept , Modern DC's , Robotics Usage for pick and pack Factors influencing distribution network design. Supply Chain Integration Design option for a distribution network. Distribution network in practice.</p>	<p>David Simchi-Levi, phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013 (page 354)</p> <p>Beer Game and discussions</p>	<p>Understand concept of designing the logistics network</p>	<p>Beer Game</p>
8	<p>The value of Information Bullwhip effect. Effective forecasts. Information for the coordination of systems. Collaborative Planning Forecasting Replenishment (CPRF) concept. Locating desired products. Lead time reduction.</p>	<p>David Simchi-Levi, phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013 (page 419-451)</p>	<p>Understanding regarding which information is important and its analysis</p>	<p>Discussions</p>



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	Information and supply chain trade-off. Designing the supply chain for conflicting goals.			
9	<p>Strategic Alliances A framework for strategic alliances. Third party / fourth party logistics. What are 3PL/4PL, Advantages and disadvantages of 3PL, 3PL issues and requirements? Retailer supplier partnership. Types of RSP, Requirements of RSP Inventory ownership in RSP, Issues and steps in RSP implementation Advantages and disadvantages of RSP. Distribution Integration Types of and issues in Distribution integration. Customer Value</p>	David Simchi-Levi, Phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013 (251-270)	Understand various strategic alliances like 3PL, 4PL and their roles	Quiz
10	<p>E-procurement and outsourcing Outsourcing benefits and risks. A framework for Buy/Make decisions E-procurement. A framework of E</p>	Online IOCL/reliance E-Procurement Portal and Details on Tendering process. This Lecture will be held in Computer lab	To understand the framework of E-procurement	Activity and Discussions



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	procurement. Impact of Internet on supply chain strategies (E-business).			
11	<p>Designing Global Supply Chain Networks Global market / Technological/ Cost/ Political and Economic Forces. Risks and advantages of international supply chain. International versus Regional products. Local autonomy versus central control. Regional differences in Logistics- Cultural differences/ infrastructure/ performance expectation and evaluation Information systems availability, human resources. Global business logistics.</p>	<p>Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition (Page 159)</p>	<p>Understand the global supply chain networks</p>	<p>Case Study Page 157</p>
12	<p>Performance Measurement and Controls in Supply Chain Management Measurement of a Robust Supply Chain. Cost / Quality / Service Measurement Introduction and concept of Benchmarking. Gap Analysis. Key actions in benchmarking for best practices. Overview of Supply Chain Operations Reference (SCOR) Modeling. Balance scorecard for SCM. Lean Manufacturing and Mass</p>	<p>Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition (Page 23-43)</p> <p>Activity of Designing the criteria for Supply Chain Performance Measurement</p> <p>Source: Industry Material from M/S Sundryne Corporation</p>	<p>To understand the techniques and Methods for performance measurement</p>	<p>Activity and Discussions</p>



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	Customisation	Criteria Channel one document		
13	Ethical issues in SCM Supply chain vulnerability. Conformance to applicable laws such as Contract and commercial laws, Trade regulation, government procurement regulations, patents Copyrights, trademark laws, transportation and logistics laws and regulations Environmental laws. International practices. Confidentiality and proprietary information.	Sunil Chopra, Peter Meindl, D V Kalra, Supply Chain Management, Pearson publications, Fifth Edition	Understand Ethical issues in supply chain	Quiz
14	Current Trends in Supply Chain	SCM Pro Organization manuals/Magazines	To make aware about current trends in supply chain	Discussions

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Cover	Learning outcomes	Source
1	Role Play/activity- Beer Game	Bullwhip Effect	To make learner realise the bullwhip effect and importance of managing	Book: David Simchi-Levi



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			the inventory	
2	Case Study	Risk Pooling	Decision Making in Inventory and Warehouse Management	Book: David Simchi-Levi
3	Simulation-Excel	Measuring Bullwhip effect	How to Measure the bullwhip effect	www.washburn.edu/sobu/broach/bu347/bullwhip.xls
4	Business Quiz / Business News sharing	Economics Times Article on supply chain and logistics Quiz on MRP	To understand the decision making in supply chain and basic principles of MRP	http://highered.mheducation.com/sites/0072983906/student_view0/chapter16/multiple_choice_quiz.html
5	Use of Softwares and Labs	Inventory Management	To understand the inventory planning systematically	Inventoria software

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Class Test Surprise	20
Presentation	Group Wise Presentations on selected topics	10
Participation	Interactions and timely completing assignments	5
Others	Punctuality	5



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Signature of Faculty

Signature of the Co-ordinator