



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2016-2017)**

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Programme Name: MMS / PGDM: MMS

Name of the Course: Distribution and Supply Chain Management

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Mr. Mahesh M Bhanushali

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Weblink:-

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**Learning Objectives:**

- 1) To understand the basic concepts of distribution and supply chain management**
  - 2) To develop the decision making skills for distribution and supply chain**
  - 3) To learn and understand the Operational Techniques in distribution**
  - 4) To understand the tools, models, techniques, analysis and evaluation of supply chain management**
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**Reference Books:**

- 1) S. L. Gupta: Sales and Distribution Management, Excel Book Publications, 2013
- 2) Janat Shah, Supply Chain Management, Pearson Publications
- 3) Donald J Bowersox, Logistical Management, Tata McGraw-Hill publication, 2001
- 4) Dr.K.Khanna, Physical Distribution Management Logistical Approach
- 5) David Simchi-Levi, Phillip Kaminsky, Designing and Managing Supply Chain, Tata McGraw-Hill publication, 2013
- 6) ICFAI Case Studies in Sales and Distribution Management
- 7) KK khanna, Physical Distribution, Himalaya publications, 2013
- 8) SA Kadri, Operations Research, Thakur Publications, 2013



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**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Concept of Physical Distribution	S. L. Gupta: Sales and Distribution Management (Page 395-405),  Case Study: Maruti Udyog Ltd, Source Janat Shah,  Supply Chain Management (395-414)	To understand the Basics concepts and process of distribution	Case-let on Wal mart,  Source: <a href="http://www.greatideasforteachingmarketing.com/">http://www.greatideasforteachingmarketing.com/</a>
2	Channels of Distribution  Transportation and its Role in  Distribution	S. L. Gupta: Sales and Distribution Management (Page 421-435)  Article:  <a href="http://economictimes.indiatimes.com/tech/internet/online-service-providers-up-their-mapping-and-network-connection-to-increase-efficiency/articleshow/52563374.cms">http://economictimes.indiatimes.com/tech/internet/online-service-providers-up-their-mapping-and-network-connection-to-increase-efficiency/articleshow/52563374.cms</a>	To understand the various distribution channels	Quiz on Service Distribution  Source: <a href="http://www.greatideasforteachingmarketing.com/">http://www.greatideasforteachingmarketing.com/</a>  Economic Times 2 <sup>nd</sup> July 2016



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3	Inventory Management and its Role in Distribution	SA Kadri, Operations Research, (Page 291 to 300)	To understand how to calculate EOQ/EBQ by different Models	Short Test on ABC and EOQ Analysis
4	Warehousing and Warehouse Management, Introduction and Role of Unitization	Donald J Bowersox, Logistical Management (Page 389-416)  What happens when you buy a product online?  Shadma Shaikh and Payal Ganguly (Economic Times 2 <sup>nd</sup> July 2016)	To understand the Basics concepts and process of Warehousing	Caselet on Supermarkets for Drugs  Economic Times 2 <sup>nd</sup> July 2016
5	Introduction to Logistics and Supply Chain, Key Issues and Challenges in Logistics	Case Study: Bajaj Motors, Source: <a href="http://www.icmrindia.org/free%20resources/casestudies/Business%20Strategy%20freecasep1.htm">http://www.icmrindia.org/free%20resources/casestudies/Business%20Strategy%20freecasep1.htm</a>  Janat Shah, Supply Chain Management (Page 3-15)	Supply Chain, Key Issues and Challenges in Logistics	Quiz
6	Planning framework for Logistics, Understanding the Logistic Process	Donald J Bowersox, Logistical Management (Page 3-20)	Understanding the Logistic Process	Short Test
7	Planning Physical Distribution  Distribution: Tactical and Operational	S. L. Gupta: Sales and Distribution Management (Page 523-555)	Distribution: Tactical and Operational Techniques	Quiz



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	Techniques			
8	New Concepts in Logistics Channel Management and Communication	<a href="https://www.academia.edu/6547358/Logistics_Concept_Evolution_Objectives_and_Elements">https://www.academia.edu/6547358/Logistics_Concept_Evolution_Objectives_and_Elements</a>	Emerging Trends in Logistics	Presentations
9	Distribution Control and Performance Evaluation	S. L. Gupta: Sales and Distribution Management (503-510)	Developing Techniques for distribution evaluation/importance of evaluation	Quiz
10	Warehousing – Why? Types and functions, Concept of Inventory Management	Donald J Bowersox, Logistical Management (Page 410-416)	To understand the functions of warehouses	Discussions
11	Inventories Control Techniques-ABC Analysis and VED Analysis, E.O.Q., Reorder level, Standard deviation	SA Kadri, Operations Research, (Page 291 to 300)	To understand how to calculate ABC/EOQ by different Models	Questions on ABC Analysis
12	Process stock, Location and Selection of Warehouses Operations of warehouses, Material Handling, Characteristics of good warehousing	KK khanna, Physical Distribution, Himalaya publications (Page 85-105)	Factors to decide for the site selection of warehouse	Quiz
13	Elements of transportation, Types of Carrier and their Productivity	Janat Shah, Supply Chain Management, Pearson Publications (Page 101-124)	To understand the factors and elements in	Quiz



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	Analysis, Transportation Planning, Freight Rate Breakup		decision making for transportation	
14	Integrated supply chain	Janat Shah, Supply Chain Management, Pearson Publications (Page 213-227)	To understand the integration types and techniques for supply chain	Discussions
15	Assessment	Class Test	To understand the level of student understanding	NA

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	<b>NA</b>		
2	Industry Visit	<b>NA</b>		
3	Academic Projects	<b>NA</b>		
4	Book Review	<b>NA</b>		
5	Group Discussion	Planning framework for Logistics	To understand the principles of Logistic Planning	NA
6	Business Quiz / Business News sharing	Quiz on Distribution	To understand the decision making process in distribution	<a href="http://www.greatideasforteachingmarketing.com/">http://www.greatideasforteachingmarketing.com/</a>
7	Videos / Simulation	Supply chain/Distribution	To understand the basic	<a href="https://www.youtube.co">https://www.youtube.co</a>



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			concepts	m/watch?v=NvSpuQJ2CDw
8	Use of Softwares and Labs	Inventory Management	To understand the inventory planning systematically	Inventoria software
9	Any other activity			

**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	Class Test Surprise	20
Presentation	NA	
Case Study	Maruti Udyog Ltd, Source Janat Shah, Supply Chain Management (395-414)	10
Participation	Interactions and timely completing assignments	5
Others	Punctuality	5

**Signature of Faculty**

**Signature of the Co-ordinator**



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