



PGDM – Marketing Trimester - V Syllabus **Supply Chain and Distribution Management**

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

Topics:

1. Introduction to the supply chain and Distribution

What is a supply chain? Decision phases in a supply chain. Demand and capacity variations and strategies. Achieving strategic fit., Supply Chain and Demand chain.

What is Distribution? Distributors and types such as merchant wholesaler, limited function wholesaler, drop shipper, etc, Retailers and types, selective distribution, exclusive distribution, levels of distribution. Functions of distribution,

2. Process view of a supply chain.

Concept of Bullwhip Effect, Logistics, Logistics- concept, Customer value chain, Logistics functions. Logistics Mission, Objectives, Goals, Decisions. Reverse Logistics

3. 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.

4. 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.

5. Performance Measurement and Controls in Supply Chain Management

Pre- transaction, Transaction, Posttransaction 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.

6. Transportation

Infrastructure, road, rail, air water, pipeline. Freight Management, Freight cost. Transportation Network Route planning, Containerization, Packing. Effective / Cost Optimizing Distribution strategies- Direct shipment, Cross-docking, Milk run, transshipment.

7. 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.

8) E-procurement and outsourcing

Outsourcing benefits and risks. A framework for Buy/Make decisions E-procurement. A framework of E procurement. Impact of Internet on supply chain strategies (E-business).

9) Inventories Control Techniques-

ABC Analysis and VED Analysis, E.O.Q., Reorder level, Standard deviation

10) Cases in supply chain and distribution, Recent trends in the supply chain.