

MBAS 457: SUPPLY CHAIN MANAGEMENT

Workload	: 04 hours per week - Total credits: 4
Examination	: 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives	1. Know the concepts of Supply chain – its benefits, trends and features. 2. Outline the difference between CRM and SCM and to understand the role of managers in management of supply chain 3. Acquire knowledge on logistics management. 4. Evaluate the dynamics of global business environment from a competitive and economic perspective.
Course Outcomes	1. Prepare the students to meet challenges of supply chain management. 2. Prepare the students to select appropriate CRM channel best suited for different firms. 3. Prepare the students to meet challenges of logistic. 4. Able to provide solutions to the SCM problems.
Pedagogy	: Lectures, assignments, Industrial visits and practical exercises, discussions, seminars.

Module 1: Introduction to SCM :Basic concepts & philosophy of SCM, Essential features, Infrastructure flows (Cash, Value and information).Supply chain strategy. Key issues in SCM, benefits.

Module 2: CRM Vs SCM, Outsourcing –basic concepts, value addition in SCM – concept of demand chain-management.

Module 3: Logistics Management: Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics, bullwhip effects in logistics.

Module 4: Recent Trends in Supply Chain Management-Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management

Module 5: Supply Chain Benchmarking- Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure.

Module 6: Co-ordination in the supply chain, Bull-whip effect, the impact of lack of co-ordination on supply chain, Managerial obstacles to co-ordination within a supply chain, Building strategic partnership and trust within a supply chain, Internal supply chain management, Managing supplier relationship.

Module 7: Information technology in a supply chain, Role of computer,Drivers of new supply chain systems and applications, Information for strategic supply chain management, supply chain information technologies, Computer based information systems, logistics information systems, New information technologies, Enterprise resource planning systems, Designing the information system for logistics and supply chain management.

Module 8: Global Supply Chain Management: Global Strategy, Concept of global logistics and Global supply chains, Global supply chain management vs domestic supply chain management, trends towards global supply chain management, global supply chain strategy, global sourcing, global purchasing, and supply relations.

References Books:

1. Donald J. Bowersox& David. J Closs,-Logistical Management-Tata McGraw Hill
2. John T. Mentzer- Supply Chain Management-Response Books, Sage Publications
3. B.S. Sahay- Supply Chain Management-Macmillan.
4. Emiko Bonafield – Harnessing value in supply chain- John Wiley and sons.
5. BidurDhaul, EnverYucesan – Supply Chain Management - Vikas Publishing House, New Delhi.
6. K. Shridhara Bhat – Supply Chain Management, HPH



MANGALORE



UNIVERSITY

Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

Cordially Invite you to the
INAUGURAL FUNCTION

***Dr. P Subrahmanya Yadapadithaya**
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate*

***Ms. Deeksha N**
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer*

Seventh Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations

***In the Presence of**
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University*

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.