

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

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	: The course aims at familiarizing the students with the supply chain management and related issues in industrial Units.
Pedagogy	: Lectures, assignments, Industrial visits and practical exercises, discussions, seminars.

- 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.
- 2. CRM Vs SCM, Outsourcing** –basic concepts, value addition in SCM – concept of demand chain-management.
- 3. Logistics Management:** Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics, bullwhip effects in logistics.
- 4. Recent Trends in Supply Chain Management:** Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operation, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management
- 5. Supply Chain Benchmarking-** Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure.
- 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.
- 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.
- 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:

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

