

ಮಂಗಳೂರು
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
UNIVERSITY

(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR.53/SCLM(CO)/2017-18/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ

ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

Office of the Registrar

Mangalagangothri - 574 199

ದಿನಾಂಕ/Date: 28.03.2018

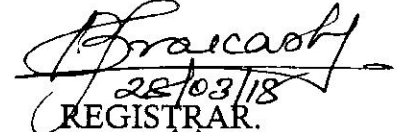
NOTIFICATION

Sub: Syllabus of Certificate, Diploma and Advanced Diploma in Supply Chain
and Logistic Management under Career Oriented Programme

Ref: Approval of the Academic Council meeting dated 24.03.2018

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The Academic Council of Mangalore University at its meeting held on 24.03.2018 has approved the Syllabus of Certificate, Diploma and Advanced Diploma in Supply Chain and Logistic Management under Career Oriented programme which is hereby notified for implementation with effect from the academic year 2018-19 and onwards.

  
28/03/18  
REGISTRAR.  
KV.

To:

- 1) The Principals of the Colleges concerned
- 2) The Registrar (Evaluation), Mangalore University.
- 3) The Chairman, BOS in Business Management, Mangalore University.
- 4) The Superintendent (ACC), O/o the Registrar, Mangalore University.
- 5) A5 Caseworker (ACC), O/o the Registrar, Mangalore University.
- 6) Guard File.

**MANGALORE UNIVERSITY**  
**Certificate, Diploma, Advanced Diploma**

**I Year (Certificate Course): Supply Chain and Logistics Management**

| <b>Paper</b>      | <b>Instruction<br/>(Hours)</b> | <b>Duration of<br/>examination<br/>(Hours)</b> | <b>Marks for<br/>Final<br/>Exam.</b> | <b>Marks for<br/>Internal<br/>Exam.</b> | <b>Total<br/>marks</b> |
|-------------------|--------------------------------|------------------------------------------------|--------------------------------------|-----------------------------------------|------------------------|
| Paper I           | 3                              | 3                                              | 100                                  | 50                                      | 150                    |
| Practical/Project | 3                              |                                                | 100                                  |                                         | 100                    |
| Viva              |                                |                                                |                                      | 50                                      | 50                     |
| <b>Total</b>      |                                |                                                |                                      |                                         | <b>300</b>             |

**II year (Diploma) SUPPLY CHAIN AND LOGISTICS OPERATIONS**

| <b>Paper</b>      | <b>Instruction<br/>(Hours)</b> | <b>Duration of<br/>examination<br/>(Hours)</b> | <b>Marks<br/>for Final<br/>Exam.</b> | <b>Marks for<br/>Internal<br/>Exam.</b> | <b>Total<br/>marks</b> |
|-------------------|--------------------------------|------------------------------------------------|--------------------------------------|-----------------------------------------|------------------------|
| Paper II          | 3                              | 3                                              | 100                                  | 50                                      | 150                    |
| Practical/Project | 3                              |                                                | 100                                  |                                         | 100                    |
| Viva              |                                |                                                |                                      | 50                                      | 50                     |
| <b>Total</b>      |                                |                                                |                                      |                                         | <b>300</b>             |

**III year (Advanced Diploma): SUPPLY CHAIN LOGISTICS DESIGN AND  
ADMINISTRATION**

| <b>Paper</b>      | <b>Instruction<br/>(Hours)</b> | <b>Duration of<br/>examination<br/>(Hours)</b> | <b>Marks<br/>for Final<br/>Exam.</b> | <b>Marks for<br/>Internal<br/>Exam.</b> | <b>Total<br/>marks</b> |
|-------------------|--------------------------------|------------------------------------------------|--------------------------------------|-----------------------------------------|------------------------|
| Paper III         | 3                              | 3                                              | 100                                  | 50                                      | 150                    |
| Practical/Project | 3                              |                                                | 100                                  |                                         | 100                    |
| Viva              |                                |                                                |                                      | 100                                     | 100                    |
| <b>Total</b>      |                                |                                                |                                      |                                         | <b>350</b>             |

**1st YEAR**

## **SUPPLY CHAIN AND LOGISTICS MANAGEMENT**

### **Chapter 1.1: Introduction To Supply Chain Management:**

Introduction, Meaning, Evolution of SCM, Importance, Features, Objectives, Phases, Scope, Professional Skills required for SCM, Issues and Challenges in SCM, SCM in India.

### **Chapter 1.2: Logistics**

Introduction, Meaning, Objectives, types, Concept of logistics Management; Difference between logistics and supply chain management; Evolution of logistics; role of Logistics. Categories of logistics, Logistic Functions – Logistic Operations

### **CHAPTER 1.3: Customer Accommodation**

Customer- Focused Marketing: Transactional versus Relationship marketing , Supply Chain Service outputs - Customer Service : Availability ,Operational performance , Service Reliability ,The perfect order , Basic Service Platforms - Customer satisfaction: Customer Expectation , A Model of Customer Satisfaction , Increasing Customer Expectations ,Limitations Of Customer Satisfaction , -Customer Success: Achieving Customer Success ,Value –Added Services ,Developing Customer Accommodation: Strategy ,Framework for Strategic Choice ,Customer Relationship Management

### **Chapter 1.4 : Procurement and Manufacturing ,**

The Quality Imperative: Dimensions of product quality, Total Quality Management, Quality Standards- Procurement: Procurement Perspectives ,Procurement Strategies, Purchase Requirement Segmentation ,E-Commerce and Procurement – Manufacturing: Manufacturing Perspectives ,Manufacturing Strategies ,Total Cost of Manufacturing.

### **Chapter 1.5 Information Technology In SCM:**

Meaning, Role of IT in SCM, E-Commerce, E-Business in SCM, E-Business Framework, E-Business Practices, Benefits and Challenges of IT in SCM.

## **Chapter 1.6 Integrated Operations Planning**

Supply Chain Planning: Supply Chain Visibility, Simultaneous Resource Consideration, Resource Utilization- Supply Chain Planning Applications: Demand Planning, Production Planning, Logistics Planning, Sales and Operations Planning (S & op), meaning Making S & op Work, Senior Leadership Involvement, Collaborative Planning Forecasting and Replenishment – Forecasting: Forecasting Requirements, Forecasting Components, Forecasting Process, Forecasting Techniques ,Forecasting Accuracy.

### **Books for References**

1. Amith Sinha & Herbert Kotzab, Supply Chain Management, (A Managerial Approach) Tata-Mc Graw Hill, New Deli
2. Donald J. Bowersox, David J. Closes, M. Bixby Cooper, Supply Chain Logistic Management –McGraw Hill Education India Private Limited New Delhi, Third Edition
3. Janat Shah, Supply chain management (text and cases), Pearson India Education Services Pvt Ltd
4. John J Coyle, C John Langley Jr., Robert A Novack, Brain J Gibson, Managing Supply Chains A Logistic Approach, Cengage Learning India Private Limited, 9th edition
5. Mohanty R. P. & S. G. Deshmukh – Supply Chain Management, Biztantra an Imprint of Dreamtech Press, 2008
6. Norman E Hutchson, An Integratedapproach to Logistic Management, Prentice-Hall INC, Englewood Cliff, New Jersy 07632
7. Reji Ismail, Logistic Management-, Excel Books New Delhi, First edition
8. Sunil Chopra, Peter Meindl, DharamVirKalra, Supply chaim Management Strategy, Planning and operation, Pearson India Education Services Pvt Ltd., 2017, Sixth edition
9. UpendraKachru – Exploring the Supply Chain, Excel books, 2009
10. VinodV.Sople, Logistic Management- Dorlin Kindersley (India) Pvt Ltd, Third Edition,

## **II YEAR**

### **SUPPLY CHAIN AND LOGISTICS OPERATIONS**

#### **CHAPTER 2.1: Inventory**

Introduction, Objectives, Concept of Inventory, types of Inventory, Concept of Inventory Management; Importance of Inventory Management; Objectives of inventory Management; Different types of Inventory Costs; Inventory Performance Measures; Inventory turnover ratio(ITR), frame work of performance indicators, inventory planning measures, economic order quantity(EOQ), re-order point, safety stock, supplier-managed inventory, concept of just in time(JIT)

#### **Chapter 2.2: Transportation Infrastructure**

Transport Functionality, Principles and Participants: Transport functionality, Transport Principles, Transport Participants, Transportation Regulation: Types of Regulation, History of Regulation-Transportation structure: Rail, Truck, Water, Pipeline, Air, Modal Classification, Infrastructure in Crisis - Transportation service: Traditional carriers, Package Service, Intermodal Transportation, Non-operating Intermediaries,

#### **Chapter 2.3: Transportation Operations**

Transportation Economics and Pricing: Economic Drivers, Costing, Carrier pricing strategy, Rates and rating- Transport Administration: Operational Management, Consolidation, Negotiation, Control, Auditing and claim Administration, Logistical Integration – Documentation: Bill of lading, Freight bill, Shipment Manifest-Pricing: Pricing Fundamentals, Pricing Issues, Menu pricing,

#### **Chapter 2.4: Ware Housing**

Introduction, Meaning, Objectives, Types, functions of warehousing, ware housing strategies; significance of warehousing in logistics; warehousing management system, concept of Just in Time, Operational Mechanism of Warehousing, Automated Warehousing system.

## **Chapter 2.5: Packaging and Materials Handling,**

Packaging perspectives - Packaging for materials Handling Efficiency: Package Design, Utilization, Communication - Materials Handling: Basic Handling Considerations, Mechanized systems, Semi automated systems, Information Directed systems, Special Handling Considerations,

### **Books for References**

1. Donald J. Bowersox, David J. Closes, M. Bixby Cooper, Supply Chain Logistic Management –McGraw Hill Education India Private Limited New Delhi, Third Edition
2. Janat Shah, Supply chain management (text and cases) Pearson India Education Services Pvt. Ltd
3. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan –Principles of Supply Chain Management A Balanced Approach- Cenage Learning- 2005
4. John J Coyle, C John Langley Jr., Robert A Novack, Brain J Gibson, Managing Supply Chains A Logistic Approach, Cengage Learning India Private Limited- 9<sup>th</sup> edition
5. NarayanP, Jaya Subramanian- Inventory Management Principles and Practices- Excel Books- 2008
6. Reji Ismail, Logistic Management, Excel Books New Delhi- First edition.
7. Sunil Chopra, Peter Meindl, DharamVirKalra, Supply Chain Management Strategy, Planning and Operation, Pearson India Education Services Pvt Ltd - 2017,Sixth edition
8. VinodV.Sople, Logistic Management, Dorlin Kindersley (India) Pvt Ltd- Third Edition

### **III Year**

## **SUPPLY CHAIN LOGISTICS DESIGN AND ADMINISTRATION**

### **Chapter 3.1: Global Supply Chains**

Global Economics- Global Supply Chain Integration: Logistics in a Global Economy, Stages of International Development, Managing the Global Supply Chain- Global Sourcing: Rationale for Low-cost-country sourcing, challenges for Low-cost-country sourcing, Guidelines for Sourcing.

### **Chapter 3.2: Network Design in Supply Chain:-**

Supply chain network, planning, design, process, The Role of Network design in Supply Chain, Factors influencing network design decision, Framework for network design decision.

### **Chapter 3.3: Network and Operational Planning**

Planning Methodology - Phase I : Problem Definition and Planning: Feasibility Assessment, Project Planning-Phase II : Data Collection and Analysis: Assumptions and Data Collection, Analysis - Phase III : Recommendations and Implementation: Recommendations, Implementation - Supply chain Analysis Methods and Techniques: Design Decisions, Design Logic, Inventory Decisions, Transportation Decisions, Freight Lane Analysis, Inventory Analysis

### **Chapter 3.4: Relationship Development and Management**

Development and Management of Internal Logistics Relationships: Functional aggregation, A Shift in Emphasis from Function to Process, Virtuality and Organization Transparency, Leading Organization change- Development and Management of Supply Chain Relationships: Risk, Power and Leadership, The Range of Extended Supply Chain Relationships, Supply chain Integrative Framework, Developing Trust

### **Chapter 3.5: Operational and Financial Performance Measurement**

Measurement System Objectives- Operational Assessment: Functional perspectives, Measuring Customer Accommodation, Determining Appropriate Metrics, Supply Chain Comprehensive Metrics, Benchmarking - Financial Assessment: Cost Revenue Analysis, Strategic Profit Model and Requirements for Financial Reporting.

### **Chapter 3.6: Supply Chain Risk**

Supply Chain Risk Management - Product Complexity – Regulatory: Environmental, Financial and Taxation - Resource Availability: Supply chain Expertise, Transport Capability, Outsourcing – Security: Developing a Secure Supply Chain, Rationale for Supply Chain Protection, Cross Border Operations,

#### **Books for References**

1. Donald J. Bowersox, David J. Closes, M. Bixby Cooper, Supply Chain Logistic Management –McGraw Hill Education India Private Limited New Delhi, Third Edition
2. Vinod V.Sople, Logistic Management, Dorlin Kindersley (India) Pvt. Ltd- Third Edition
3. Janat Shah, Supply chain management (text and cases) Pearson India Education Services Pvt Ltd
4. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan –Principles of Supply Chain Management A Balanced Approach- Cenage Learning- 2005
5. John J Coyle, C John Langley Jr., Robert A Novack, Brain J Gibson, Managing Supply Chains A Logistic Approach, Cengage Learning India Private Limited- 9<sup>th</sup> edition
6. NarayanP, Jaya Subramanian- Inventory Management Principles and Practices- Excel Books- 2008
7. Reji Ismail, Logistic Management, Excel Books New Delhi- First edition.
8. ShridharaBhat K. - Supply Chain Management, Himalaya Publishing House, 2009
9. Sunil Chopra, Peter Meindl, DharamVirKalra, Supply Chain Management Strategy, Planning and Operation, Pearson India Education Services Pvt. Ltd - 2017,Sixth edition

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