

DSE II: MDM 605: DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT

Course Objective:

This course would help students to integrate and critically evaluate qualitative and quantitative information to make better decisions related to various SCM activities. They will develop an understanding about the role of marketing channels, distribution and supply chain, key issues of supply chain and the drivers of supply chain performance.

Learning Outcomes:

After completion of the course, student will be able to:

- Understand the rationale behind and fundamental principles of supply chain management.
- Identify the main drivers of supply chain links.
- Recognize the managerial benefits and potential challenges of the supply chain practices.
- Understand the necessary changes and transformations required for the successful implementation of the integrated supply chain perspectives.

Course Contents:

Unit I (2 Weeks)

Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.

References:

Ballou, R. H. & Srivastava, S. K. Business Logistics/ Supply Chain Management. New Delhi, Pearson Education, (Chapter 1,6,8,9,13)

Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning and Operation. New Delhi: Pearson Education, (Chapter 1, 3)

Unit II (2 Weeks)

Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, achieving strategic fit.

References:

Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning and Operation. New Delhi: Pearson Education, (Chapter 1, 2, 3)

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Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R., Designing and Managing the Supply Chain, New Delhi: Tata McGraw Hill, (Chapter 1)

Unit III (3 Weeks)

Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain (CPFR Model), Managing inventory in SC environment: Transportation in SC environment.

References:

Ballou, R. H. & Srivastava, S. K. Business Logistics/ Supply Chain Management. New Delhi, Pearson Education, (Chapter 8,9,10,13)

Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning and Operation. New Delhi: Pearson Education, (Chapter 7,10,17)

Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R., Designing and Managing the Supply Chain, New Delhi: Tata McGraw Hill, (Chapter 2,3,6)

Unit IV (3 Weeks)

Strategic Alliances, Third party and fourth party logistics, Reverse Logistics, Retailer-Supplier partnerships (RSP), Contract Sharing, Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

References:

Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning and Operation. New Delhi: Pearson Education, (Chapter 14, 16)

Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R., Designing and Managing the Supply Chain, New Delhi: Tata McGraw Hill, (Chapter 4,8,14,15)

Unit V (2 Weeks)

Performance Measurement and control: Control Model, Control System, SCOR Model.

References:

Ballou, R. H. & Srivastava, S. K. Business Logistics/ Supply Chain Management. New Delhi, Pearson Education, (Chapter 16)

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Textbooks:

1. Ballou, R. H. & Srivastava, S. K. Business Logistics/ Supply Chain Management. New Delhi, Pearson Education.
2. Chopra, S., & Meindl, P. Supply Chain Management: Strategy, Planning and Operation. New Delhi: Pearson Education.
3. Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R., Designing and Managing the Supply Chain, New Delhi: Tata McGraw Hill.

Additional Readings:

1. Raghuram, G., & Rangaraj, N., Logistics and Supply Chain Management: Cases and Concepts. New Delhi: Macmillan.
2. Shah, J., Supply chain management: Text and Cases. New Delhi: Pearson Education.
3. Ayers, J. B.: Handbook of Supply Chain Management. Florida, Auerbach Publication.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. The Management of Business Logistics, USA, South-Western.

(Latest edition may be used)

Teaching Learning Process:

The teaching learning process will consist of imparting key concepts of distribution and supply chain management to the students. To make the lectures interesting use of PPTs and audio visual presentation is advisable as and when needed. The students should be encouraged to attempt real life business/ managerial problems through projects and case studies.

Assessment Methods:

Assessment of the students will take place on a continuous evaluation basis. It will primarily consist of class test, assignment, case studies, presentation and attendance.

Internal Assessment: 25 marks (including 5 marks for attendance)

End term written examination: 75 marks

Keywords:

Supply chain, Distribution, Push based and Pull based Supply Chain, Demand forecasting, Inventory management, Retailer-Supplier partnership