

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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| Course Code | MFT5SEOQ14 MBM5SEOQ14 MFB5SEOQ12 |
| Course Title | Supply Chain Management |

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain process view of supply chain and achieving strategic fit
2. Evaluate supply chain network design options
3. Define sourcing in supply chain and managing uncertainty
4. Analyze global supply chain and sustainability issues in supply Chain

Syllabus

Teaching Hours

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| Unit I: Introduction to Supply chain elements with strategic framework <ul style="list-style-type: none"> • Introduction to supply chain and its significance • Process view of supply chain elements • Integrated supply chain • Strategic fit in supply chain • Customer value and supply chain • Supply chain drivers and metric | 6 |
| Unit II: Designing supply chain network <ul style="list-style-type: none"> • Factors influencing the network design • Network design options | 5 |
| Unit III: Sourcing in supply chain and managing uncertainty <ul style="list-style-type: none"> • Demand Forecasting and role of safety inventory • Strategic sourcing • Supply contracts and risk pooling • Strategic alliances for transportation • Value of information and Bullwhip effect • Pricing and revenue management | 10 |
| Unit IV: Global supply chain <ul style="list-style-type: none"> • International issues in global supply chain • IT and Global supply chain • e-supply chain | 5 |

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| Unit V: Sustainability and Supply Chain <ul style="list-style-type: none"> • Green and lean supply chain • SCOR model • Contemporary developments and advancements in supply chain | 4 |
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Suggested Readings:

1. Chopra, S., Meindl, P., and Kalra D.V., Supply Chain Management-Strategy, Planning and Operation, Pearson
2. Levi, D.S., Kaminsky, P., Levi E.S., and Shankar, R., Designing and Managing the Supply Chain, McGraw Hill
3. Agarwal, D.K., Supply Chain Management- Strategy, Cases and Best Practices, Cengage learning
4. Leong W.K., and Tan, K.C., Principles of Supply Chain Management: A Balanced Approach, Cengage Learning
5. Bowersox, D., Closs, D.C., and Bowersox, J.M., Supply Chain Logistics Management, McGraw-Hill

w.e.f. Academic Year 2019-20 and onwards