

## B.A. (VS) MATERIALS MANAGEMENT

### GE 6.2 Introduction to Supply Chain Management

#### CREDIT DISTRIBUTION, ELIGIBILITY AND PRE, REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Introduction to Supply Chain Management GE: 6.2	4	3	1	-	Pass in Class XII	NIL

**Learning Objective:** The course aims to acquaint the students with fundamentals of supply chain management in an organization as well as the role of Relationship Marketing in SCM and to forecasting demand of material and plan supply in Supply Chain process. They will be able to understand different factors of SCM.

**Learning Outcomes:** After completion of the course, learners will be able to:

1. Explain the fundamentals of supply chain management in an organization as well as the role of Relationship Marketing in SCM;
2. forecast demand of material and plan supply in Supply Chain process. They can also explain the different factors of SCM.
3. develop strategies in Supply Chain as well as explain the concepts of Inventory and Vendor Management.
4. measure the performance using various indicators, Supply Chain Metrics (KPIs), Balanced Score Card Approach and Benchmarking;
5. demonstrate the understanding of the emerging Trends and Challenges in SCM.

#### Course Contents:

##### Unit 1: Introduction to Supply Chain Management (SCM) and Planning: 9 hours

Concept of Supply Chain Management- Evolution, Importance, Scope, Functions, Logistics Vs SCM. Value chain for SCM, Role of relationship marketing in SCM; Managing relationships with suppliers and customers; Types of intermediaries. Planning demand and Supply in a Supply Chain: Demand forecasting in SCM; Aggregate planning in supply chain; Planning supply and demand in Supply Chain: Managing predictable variability

## **Unit 2: Supply Chain Strategy and Implementations: 9 hours**

Web-centric Supply Chain- Supply Chain in E-business, E-collaboration, E-Procurement; Structure of Supply Chain Management; Management of the Inventory in the Supply Chain Analysis including Vendor Management.

## **Unit 3: Supply Chain Performance Measurement: 9 hours**

Methods of performance measurement- balanced score card approach, benchmarking, supply chain metrics(KPIs). Performance measurement and continuous improvement.

## **Unit 4: Trends and Challenges in Supply Chain Management: 9 hours**

Third party and fourth party logistic outsourcing- Challenges and future directions. Global Supply Chain Management; Green supply chain management; Use of Information Technology in SCM; Re-engineering the supply chain- Future directions.

### **Exercises**

The learners are required to:

1. study the practical benefits accrued by relationship marketing in SCM;
2. assess the use of demand and supply planning methods in an uncertain environment;
3. analyse the SCM strategies and inventory management used by various companies;
4. measure the supply chain performance of few organizations;
5. discuss the latest trends and the impact of emerging issues in SCM.

### **Suggested Readings:**

- Alan E. Branch, Global Supply Chain Management and International Logistics. Routledge, New York.
- Chopra, S. & Meinde, P. Supply Chain Management- Strategy, Planning & Operation. Pearson Education.
- Gattorna, J.L and D.W. Walters, Managing the Supply Chain: A Strategic Perspective. Macmillan, Hampshire.
- Hult, M. G., Closs, D., Frayer, D. Global, Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage. McGraw Hill Ltd.
- Sarika Kulkarni and Ashok Sharma, Supply Chain Management. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar. Designing and Managing the Supply Chain. Tata McGraw Hill Education Private Limited.

### **Notes:**

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**