

DISCIPLINE SPECIFIC ELECTIVE - MARKETING (DSE-11)

DSE 11: 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		
Supply Chain Management (DSE 11)	4	3	1	0	Class XII	Basics of Marketing

Learning Objectives

- Explain the primary differences between logistics and supply chain management.
- Describe the key processes involved in supply chain management and their interrelationships within individual companies and across the supply chain.
- Evaluate the management components of supply chain management, including procurement, production, transportation, and warehousing.
- Identify and analyze the tools and techniques useful in implementing supply chain management, such as demand forecasting, inventory management, and supplier relationship management.

Learning Outcomes

On successful completion of the course the learner will be able to:

- Define supply chain management and its key activities.
- Describe the competitive and supply chain strategies.
- Explain the role of supply chain in business operations and how to deal with challenges in it.
- Assess the effectiveness of different strategies for addressing supply chain challenges.
- Analyse the factors that influence supply chain performance.
- Develop a plan to integrate different components of supply chain.

SYLLABUS OF DSE 11

Unit 1: Introduction to Supply Chain Management. (9

Hours) Basic concept, Transportations, Inventory, Warehousing, Managing logistics, Challenges in supply chain management, Trends in supply chain management, Impact of business environment on supply chain management.

Unit 2: Supply Chain Strategies (12 Hours)

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

Unit 3: Supply Chain Integration (12 Hours)

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), SCORE Model, Quality Control, Managing inventory in SC environment: Transportation in SC environment.

Unit 4: Strategic Alliances

(12 Hours)

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.

Essential/recommended Readings (latest edition of readings to be used)

1. Ballou, R. H., & Srivastava, S. K. (2007). *Business Logistics/supply Chain Management: Planning, Organizing, and Controlling the Supply Chain*. Pearson Education India.
2. Chopra, S., & Meindl, P. (2016). *Supply Chain Management: Strategy, Planning, and Operation*.
3. Simchi-Levi, D., Kaminsky, P, Simchi-Levi, E., & Shankar, R.(2008). *Designing and Managing the Supply Chain*. Tata McGraw Hill, New Delhi.
4. Sahay, B.S. (2006), *International Journal of Physical Distribution & Logistics Management*, Vol. 36 No. 9.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.