



**Course Title: Retail Supply Chain and Logistics Management**

**Course Code: RETL709**

**Credit Units: THREE**

**Course Level: PG**

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

**Course Objectives:**

It is the supply chains that compete and not the companies in the present global market, more so in the retail sector where the profitability and competitiveness of a company is directly linked to the efficiency and responsiveness of the supply chain. Thus the objective of this course is to develop an understanding of the strategic role of a retail supply chain and management of its various components.

**Prerequisites:** Basic knowledge of **Retail Environment**

**Student Learning Outcomes:**

- As SCL professionals and practitioners, the students should be able to apply the concepts to design and manage an integrated retail supply chain to suit domestic as well as global markets.
- The student can analyse and improve the performance of the supply chain

**Course Contents/Syllabus:**

Module I: Overview of Retail Supply Chain	Weightage (%)
<ul style="list-style-type: none"><li>• Introduction to retail supply chain;</li><li>• Comparison with manufacturing supply chain;</li><li>• Essentials of retail supply chain management,</li><li>• Customisation in retail supply chain</li></ul>	<b>10</b>
Module II: Supply Chain Issues of Various Retail Formats	
<ul style="list-style-type: none"><li>• Supplier Relationship Management and Sourcing Decisions;</li><li>• Pricing Dynamics and Dynamic Pricing in Supply Chain;</li></ul>	<b>25</b>

<ul style="list-style-type: none"> <li>• Customer Relationship Management Process;</li> <li>• Inventory Management</li> <li>• Communication and Inter-Functional Coordination</li> </ul>	
<b>Module III: Supply Chain Issues</b>	<b>25</b>
<ul style="list-style-type: none"> <li>• Waste Elimination and Lean Thinking in Supply Chains</li> <li>• Supply Chain Balanced Score Cards</li> <li>• Managing Supply Chain Risks</li> <li>• Supply Chain Operations Reference (SCOR) Model</li> <li>• Use of IT applications in Supply Chain; Bullwhip Effect in Supply Chain</li> </ul>	
<b>Module IV: Strategic Retail Logistics Planning</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Transportation, Warehousing, packing and unitization, containerization</li> <li>• Multimodal Logistics</li> <li>• logistics strategy, implementation and management, assorted and space management,</li> <li>• Reverse logistics and Managing Returns</li> </ul>	
<b>Module V: Retail Channel</b>	<b>20</b>
<ul style="list-style-type: none"> <li>• Marketing Channels – structure and functions</li> <li>• Channel Design and Implementation – segmenting, targeting, and establishment of new channels or refining existing channels, identifying power sources, and channel coordination.</li> <li>• Channel Flows – definition and concepts.</li> <li>• Channel Power – nature, sources, balancing and exercising power, influence strategies.</li> <li>• Channel Conflict – nature and degree, sources, consequences, conflict resolution strategies.</li> <li>• Channel Performance and evaluation</li> </ul>	

**Pedagogy for Course Delivery:**

Lectures, Simulation, Discussions, Case study, Group presentation and Corporate/ Guest Lecture.

**Assessment/ Examination Scheme:**

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
100	NA	70

**Theory Assessment (L&T):**

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	<b>Mid-Term</b>	<b>Project</b>	<b>Viva Voce</b>	<b>Attendance</b>	
<b>Weightage (%)</b>	10	10	5	5	70

**Text & References:**

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage