



AMITY UNIVERSITY

UTTAR PRADESH

Course Title : SUPPLY CHAIN MANAGEMENT – PLANNING
Course Level: UG

Credit Units: 03
Course Code: POE402

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

Course Objectives: This course emphasizes on framework to analyze supply chain, coordination and technology in supply chain & managing inventories in supply chain management.

Pre-requisites: The student should have a basic knowledge of Concepts of inventories, statistics, processes and products

Course Contents/Syllabus:

	Weightage (%)
Module I: INTRODUCTION TO SUPPLY CHAIN MANAGEMENT	15
Descriptors/Topics 1. Supply chain stages and decision phases process view of a supply chain 2. Supply chain flows, Examples of supply chains 3. Competitive and supply chain strategies. Achieving strategic fit. Expanding strategic scope 4. Drivers of supply chain performance 5. Framework for structuring drivers – Inventory, Transportation, Facilities, Information. Obstacles to achieving fit 6. Case discussions	
Module II: DRIVERS AND METRICS IN A SUPPLY CHAIN	20
Descriptors/Topics 1. Review of inventory concepts 2. Trade promotions, safety inventory determination 3. Impact of supply uncertainty aggregation and replenishment policies on safety inventory 4. Optimum level of product availability; importance factors 5. Managerial levers to improve supply chain profitability.	

Module III: SOURCING, TRANSPORTATION, PRICING AND REVENUE MANAGEMENT	20
Descriptors/Topics 1. Role of transportation, Factors affecting transportation decisions. Modes of transportation and their performance characteristics 2. Designing transportation network 3. Trade-off in transportation design. Tailored transportation. Analytical problems 4. Role Revenue Management in the supply chain 5. Revenue management for: Multiple customer segments, perishable assets, seasonal demand, bulk and spot contracts	
Module IV: COORDINATION AND TECHNOLOGY IN THE SUPPLY CHAIN	15
Descriptors/Topics 1. The role of IT supply Chain 2. The Supply Chain IT framework 3. CRM, Internal SCM, SRM 4. The role of E-business in a supply chain, The E-business framework, E-business in practice 5. Case discussion	

Student Learning Outcomes:

1. Students will know the main concepts of SCM and the important systemic and strategic role that SCM plays in business and society.
2. Students will know the functions of Purchasing, Production, Warehousing, Inventory Management, Transportation and Logistics and how these functions interact with each other and other business functions in the dynamic global economy
3. Students will know the informational and financial issues involved in planning and operations of the supply chain
4. Students will know the importance of coordinating internal functions and collaborating with external customers, suppliers and third-party service providers to achieve supply chain excellence.

Pedagogy for Course Delivery:

The course pedagogy will include lectures, numerical practice, case studies, seminars and presentations. It also includes case discussions on indian and global market and supply trends.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%		100%

Theory Assessment (L&T):

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down	A	CT	S/V/Q	HA	EE
Weightage (%)	5	10	8	7	70

TEXT BOOK:

- Supply Chain Management – 2001, Strategy, Planning & Operation. Sunil Chopra & Peter Meindl; Pearson Education Asia, ISBN: 81-7808-272-1.

REFERENCE BOOKS:

- Textbook of Logistics and Supply Chain Management-D K Agrawal, Macmillan publishers india limited, ISBN: 1403-909954
 - Supply Chain Redesign – Transforming Supply Chains into Integrated Value Systems -Robert B Handfield, Ernest L Nichols, Jr., 2002, Pearson Education Inc, ISBN: 81-297-0113-8
 - Supply Chain Management-Text and cases- Janat Shah, Pearson Education Asia, ISBN: 978-81-317-1517-8
 - Modelling the Supply Chain -Jeremy F Shapiro, Duxbury;, 2002, Thomson Learning, ISBN 0-534-37363
 - Designing & Managing the Supply Chain -David Simchi Levi, Philip Kaminsky & Edith Simchi Levi;; McGraw Hill
- Going Backwards Reverse Logistics Trends and Practices -Dr. Dale S. Rogers, Dr. Ronald S. Tibben-Lembke, University of Nevada, Reno, and Center for Logistics Management.