Course objectives:

Supply Chain Management (SCM) is often described as one of the most powerful sources of competitive advantage for firms in recent times. Unlike the compartmentalized manner of efficiency and effectiveness (service) enhancement pursuit in traditional management, SCM attempts to further enhance the same at the value chain level through higher focus on coordination and integration among the various partners of the supply chain to provide greater value to the customers. This course on Logistics and Supply Chain Management is designed as one that is application-based and also attempts to integrate concepts covered in various courses. The pedagogy is a mix of conceptual inputs, model-based analyses, and case studies.

The learning goals are specifically:
1. Understand the fundamentals of Supply Chain Management (SCM) including its role in an organization and in integrating firms in a supply chain.
2. Understand the various concepts in SCM like coordination, planning for uncertainty, supply contracts, logistics management, outsourcing and procurement management.
3. Apply various analytical methods and tools so that students are able to measure and evaluate various facets of supply chain performance.
4. Understand practices in SCM that differentiate successful firms from others.
5. Understand the challenges in SCM through a real industry project.

Pedagogy: Classroom discussions based on readings, cases, and assignment problems.

Evaluation (%):
- Class Participation: 10
- Case Reports: 20
- Project Work: 30
- End-Term Examination: 40

Course material:


Readings, cases and assignments provided in the course material.
Session wise schedule:

**Session 1**
Topic: Introduction to Supply Chain Management  
Instructor: PM  
Reading: Chapters 1, 2 of the text SL.  
What is the right supply chain for your product?

**Session 2**
Topic: Strategic inventory in supply chains  
Instructor: DG  
Reading: Chapters 1, 2 of the text SL.  
*Programme Pillars: Reflective Critical Thinking*

**Session 3**
Topic: Design of supply contracts  
Instructor: PM  
Reading: Chapter 4 of the text SL.  
Aligning incentives in supply chains  
Assignment: In class exercise  
*Programme Pillars: Reflective Critical Thinking*

**Session 4**
Topic: Design of supply contracts (Contd.)  
Instructor: PM  
Reading: Chapter 4 of the text SL.  
Assignment: In class exercise  
*Programme Pillars: Reflective Critical Thinking*

**Session 5**
Topic: Product postponement strategies  
Instructor: DG  
Reading: Chapters 2, 5 of the text SL.  
Assignment: In class exercise  
*Programme Pillars: Business-embeddedness; Reflective Critical Thinking*

**Session 6**
Topic: Supply chain design  
Instructor: DG  
Reading: Chapter 11 of the text SL.  
*Case: Hewlett Packard (Case report to be submitted)*  
*Programme Pillars: Business-embeddedness; Reflective Critical Thinking*

**Session 7**
Topic: The value of information  
Instructor: PM  
Reading: Chapter 5 of the text SL.
Case: Sport Obermeyer (Case report to be submitted)
Programme Pillars: Reflective Critical Thinking

Session 8
Topic: Supply chain coordination
Instructor: PM
Reading: The bullwhip effect in supply chains
Case: Barilla Spa (A)

Session 9
Topic: Mass customization and Sustainability Issues in Supply Chains
Instructor: DG
Reading: To be announced
Programme Pillars: Responsible Citizenship; Reflective Critical Thinking

Session 10
Topic: Sustainability Issues in Supply Chains (Contd.)
Instructor: DG
Case: To be announced (Case report to be submitted)
Programme Pillars: Responsible Citizenship; Business-embeddedness

TERM BREAK

Mid Term Exam (Schedule to be provided by the PGP office)

Session 11
Topic: SCM issues in Sales, Marketing and Distribution
Instructor: DG
Assignment: In class exercise
Reading: To be announced
Programme Pillars: Reflective Critical Thinking

Session 12
Topic: Revenue management
Instructor: DG
Reading: Chapter 13 of the text SL.
Assignment: In class exercise

Session 13
Topic: Strategic sourcing, supply management and outsourcing
Instructor: PM
Reading: Chapter 9 of the text SL
Fast, global and entrepreneurial: interview with Victor Fung
Programme Pillars: Reflective Critical Thinking

Session 14
Topic: Strategic sourcing, supply management and outsourcing (Contd.)
Instructor: PM
Reading: Chapter 9 of the text SL.
Case: Flextronics
Programme Pillars: Reflective Critical Thinking

Session 15
Topic: Strategic sourcing, supply management and outsourcing (Contd.) and Distribution Strategies
Instructor: DG
Reading: Chapter 7 and 9 of the text SL.
Case: To be announced (Case report to be submitted)
Programme Pillars: Reflective Critical Thinking

Session 16
Topic: IT Applications in SCM
Instructor: DG
Reading: To be announced

Session 17
Topic: Distribution Strategies- Merloni Case Discussion
Instructor: PM
Reading: Chapter 7 of the text SL.
Merloni Case
Programme Pillars: Business-embeddedness

Session 18
Topic: Supply Chain Capstone Case - Exide Industry Case Discussion
Course Wrap Up
Instructor: PM
Reading: Exide Industry Case
Programme Pillars: Reflective Critical Thinking

Session 19
Topic: Project Presentations
Instructor: PM/DG

Session 20
Topic: Project Presentations
Instructor: PM/DG

End Term Exam (Schedule to be provided by the PGP office)
Guidelines for Project:

1. Group size 5 – 6 members
2. Each team should be made of students belonging to a particular L&SCM section.
3. The project could be on the supply chain practices of a firm or on a particular supply chain concept that the students are interested in understanding in detail. Project based on literature in books, magazines or internet space is strongly discouraged. However, using data or problem that the student has come across as part of earlier work experience or summer internship is allowed and strongly encouraged. In other words, the project has to be as close as possible to a real-life experience.
4. The project evaluation will have following dead-lines and marks break-up:
   Week 5: First update of work done (5 marks)
   Week 7: Second update of work done with details (5 marks)
   Week 10: Project presentation (12 marks)
             Participation in other presentations (4 marks)
             Submission of presentation reports (4 marks)