



# C. U. SHAH UNIVERSITY – WADHWAN CITY



## FACULTY OF MANAGEMENT STUDIES

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**SEMESTER VI (SIX)**

**CODE 4MSS06SCM1**

**Name of Subject** Supply Chain Management

#### Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

#### Objectives

1. The main aim of the course is to acquaint students to basics of supply chain management on planning, replenishment and execution.
2. It emphasizes on understanding the contemporary and cutting edge supply chain management practices by study of fundamentals of Supply Chain Management.

**Prerequisites** Basic knowledge of SCM

#### Course outline

Sr. No.	Course Contents	Number of Hours
I	<b>Introduction and Strategic View:</b> Meaning, Role of supply chain management, Supply chain strategy and performance measures, Supply Chain Drivers and Metrics, Outsourcing -Make or Buy	15
II	<b>Managing Material Flow:</b> Inventory Management, Production Planning and Scheduling, Transportation, Network Design and Operations, Distribution Networks	15
III	<b>Managing Information Flow:</b> Demand Forecasting, Supply Chain Data Management, Information Technology in Supply Chain Management	15
IV	<b>Supply Chain Innovations:</b> Supply Chain Integration, Supply Chain Restructuring, Agile Supply Chains, Pricing and Revenue Management , Global Supply Chain	15
<b>Total Hours</b>		<b>60</b>

#### Learning Outcomes

**Theoretical Outcomes** Understanding the importance of Supply Chain Management.

**Practical Outcomes** The approach of this course is practical and contemporary in nature. It emphasizes on understanding the contemporary and cutting edge supply chain management practice.

## Teaching & Learning Methodology

- Lectures
- Case Studies
- Class Participation

## Books Recommended

1. **'Supply Chain Management: Text and Cases'**, *Shah Janat*, Pearson Education.
2. **'Supply Chain Management'**, *Sinha Amit, Herbert Kotzab*, Tata McGraw Hill.
3. **'Supply Chain Management: Strategy Planning and Operation'**, *Chopra Sunil, Meindl Peter and Kalra D. V*, Pearson Education.

## E-Resources

1. [www.en.wikipedia.org/wiki/Supply\\_chain\\_management](http://www.en.wikipedia.org/wiki/Supply_chain_management).
2. [www.supplychainmanagement.in/scm/index.htm](http://www.supplychainmanagement.in/scm/index.htm)