

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : V Semester**

**Supply Chain Management**  
(w.e.f. 2018-19 and onwards)

<b>Teaching hours per week – 04 :</b>	<b>Maximum Marks</b>	<b>:</b>	<b>100 Marks</b>
	<b>Semester End Examination</b>	<b>:</b>	<b>70 Marks</b>
	<b>Internal Assessment</b>	<b>:</b>	<b>30 Marks</b>

**Course Outcome:**

**At the end of this course students will be able to:**

1. Students can demonstrate strong conceptual knowledge in the area of supply chain.
2. Understand fundamental supply chain management concepts.
3. Students will demonstrate skills in identification and resolution of problems pertaining to supply chain.

**Syllabus**

<b>UNITS</b>	<b>Syllabus</b>	<b>HOURS</b>
Unit I	Supply Chain definition – Objectives -Importance– Types – Various definitions – Drivers – Need for SCM – SCM as a profession – Supply chain processes - SCM decisions and skills – Strategy formulation in SCM - SC Performance measurement and SCOR model – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix	8
Unit II	Strategic Sourcing – Source evaluation – Collaborative perspective – BuyerSupplier Relationship – Partner Selection – Develop of Partnership – Importance of inventory – Imbalances – uncertainties – Inventory costs – Inventory turnover ration	7
Unit III	Transportation Selection – Tradeoff – Modes of transportation – Models for transportation and distribution – Factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, E-Commerce, E-Procurement – Bar Coding and RFID technology	7
Unit IV	Critical business processes and information systems – DBMS – Benefits of ERP –information system and bull whip effect – SCM	8

	software packages – Modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain – Types of reverse flows – Collaborative SCM’s and CPFR – Agile systems – Sources of variability – characteristics – Supplier interface – Internal processes	
Unit V	Supply Chain Management and profitability – Quality management – Supply Chain Risk Management Mass customization and globalization – Ethical Supply Chains – E-business and SCM – Balanced Score Card – Benchmarking, Performance measurement- Best practices in Global SCM – cases	6

**TEXT BOOKS:**

1. Mohanty R.P, S.G Deshmuki “Supply Chain Management” Biztantra, New Delhi.