



Master of Business Administration in Supply Chain Management

Semester III

1. Entrepreneurship
2. Elective - I - Fundamentals of Supply Chain Management
3. Elective - II - Logistics Management
4. Elective - III - Marketing Channels
5. Project Management
6. Project Work Diary
7. Summer Internship Report

Entrepreneurship

1. Foundations of Entrepreneurship : nature of Entrepreneurship, social & cultural factors in nurturing entrepreneurship. Institutional support for promoting entrepreneurship in India, role of Universities & Colleges, CSIR labs . Case study of incubation.
2. Business Planning: from idea generation to preparation of detailed business plans. Exercises in preparation of business plans .
3. Venture Capital: valuing and financing a venture, stages of venture development and financing , venture capital firms (VC ' s) venture expansion strategies.
4. Rural & social entrepreneurship: potential for entrepreneurship in rural India, SHGs, micro credit etc. , Case studies of rural & social entrepreneurship in India .
5. Entrepreneurs in India: family entrepreneurs, women entrepreneurs.

References :

1. Entrepreneurship – Prof. T.V. Rao
2. Entrepreneurship – Hisrich & Peter
3. Entrepreneurship- Mathew J Manimala

Fundamentals of Supply Chain Management

Unit 1-

Introduction to Supply Chain Management: concept, Objectives and function of SCM , conceptual frame work of SCM, supply chain strategy , operating model for supply chain . Managing the External and internal supply chain .

Unit 2-

Global Supply Chain Management: EDI , Problems of complexity confronting supply chain Management , Reverse Supply Chain . Value chain and value delivery systems for SCM . Organization Design and Management of supply chain .

Unit 3-

Sourcing : sourcing of material , Global sourcing - issues , Problems .Group Purchasing, Inventory Management in Supply chain : Role and importance of inventory in SC , Inventory policies, JIT , VMI . Role of Stores management in SC , inventory as an element of customer service .

Unit 4-

Strategic Issues in Supply Chains : lean Manufacturing , Strategic Partnerships,Alliances, and Collaborative advantage.Strategic relationships in – logistics, Handling systems and equipment , Stores management. Best practice and Benchmarking, Re -engineering of supply chain .

Unit 5-

Retailing and supply chain Interface : retail supply chain management ,Transportation and inventory in retail SC, Channel design and management , Role of Packaging and Repackaging in Retail business, Customer led business, Customer focus in Supply Chain , Complaint Handling , developing customer service strategy , RFID and Barcoding .

Suggested Readings :

1. Mohanty, R. P and Deshmukh, S.G , 2005,. Supply Chain Management
2. Theory and practices, Biztantra .
3. Sunil Chopra & Meindl Peter , 2003, Supply Chain Management strategy , planning and operation , 3rd Edition , Pearson Education/PHI .
4. Altekar , V. Rahul , 2005, Supply Chain Management , PHI .

Logistics Management

Unit 1-

Sales Management: Objectives of sales management, Personal selling process, Developing personal selling strategies. Organizing the sales force- Types of sales organizations- Determining the kind of sales force and Size of the sales force. Qualities of sales executives.

Unit 2-

Managing the Sales Force: recruiting, Selecting and Training the sales force. Time and territory management, Sales territories and Sales quotas- Compensating sales force, Motivating the sales force- Controlling the sales force- Evaluating the sales force.

Unit 3-

Retailing and Wholesaling: non-store retailing, E-tailing, Direct marketing , Telemarketing , Marketing on the net- Future of sales management.

Unit 4-

Distribution and Logistics Management: Design of distribution channel, Structure and Channel management. Components of logistics- inbound and outbound logistics, key logistics activities viz. , Customer services- Demand forecasting- Inventory management- Material handling- Communication-Order processing, Packaging- Traffic and transportation - Warehousing and storage.

Unit 5-

Developing Logistics Strategy: logistics information system, Organizing for effective logistics, Implementing logistics strategy- Computer packages used in logistics.

Reference :

1. Sales Management – Decisions, Strategies and Cases – Richard R. Still, Edward W. Cundiff and Noman A.P. Govani
2. Professional Sales Management– R.E. Anderson, Joseph F. Har, Aian J.Bash
3. Marketing Channels – Louis W. Stern, Ade l I .E R – Ansary , T. Coughlan
4. Fundamentals of Logistics Management – M. Lambert, James R. Stock, M. Eliram
5. Logistics Management – Donald J .B . and D.J. Closs
6. Logist ics and Supply Chain Management – Martin Christopher
7. Sales Management – Analysis and Decisions Making – Thomas N. Ingram
8. Managing Supply Chain– J.L. Gattorn and D. W . Waldis

Marketing Channels

Unit 1-

Marketing Channels- Realities and Contradictions, Need of Business Seek Channel Arrangements, Order of Presentation.

Unit 2-

Primary Participants- Manufacturing, Wholesaling, Retailing.

Unit 3-

Specialized Participants- Changing Nature of Specialized Service Providers, Classification of Specialized Service Providers, Functional Service Providers, Support Service Providers, Extension of Channel Participants.

Unit 4-

Channel Structure- Emergence of Distribution Channels, Theory of Distribution Processes, Complex Distribution Arrangements, Structural Classification.

Unit 5-

Enterprise Positioning- Corporate Strategy, Customer Analysis, Competitive Analysis, Internal Analysis, Environmental Analysis, Channel Objectives.

Unit 6-

Marketing Design- Customer Analysis, Product Impact on Marketing Channel Design, Promotion Impact on Marketing Design, Price Impact on Marketing Design.

Unit 7-

Logistics Design- Logistics Management Process, Establishing Service Goals, Integrated Logistics Performance.

Unit 8-

Planning and Analysis Framework- Transaction Cost Analysis, Analytical Tools for Evaluating Alternative Structures, Evaluation of Channel Members, Channel Modification, Multiple Channels.

Suggested Readings-

1. Strategic Marketing Channel Management by Donald J. Bowersox and M. Bixby Cooper.

Project Management

1. Project Management: concepts & key terms, evolution of integrated project management system, aligning projects with organization strategy , effective project portfolio management system, project life cycle, feasibilities of projects-different forms of project contracting.
2. Project Scope Management: defining Project scope , creating work break down structure (WBS) , project roll up , process break down structure , responsibility matrix .
3. Project Scheduling: network models, PERT & CPM using softwares , measuring risk.
4. Project Risk Management : contingency resources, reducing project duration .
5. Project Team Management : building high -performance project teams, managing virtual project teams, project control process. Performance measurement and evaluation , project quality, planning, quality assurance, quality audit, project closure, post completion audit .

References:

1. Project Management by Clifford Gray and Larson.
2. The practice and theory of project management creating value through change – Newton, Richard – 2009, Hampshire, Palgrave Pub.
3. Effective project Management– Clements, James P & Gido Jack – 2006, New Delhi, Cengage Learning.
4. Project Management: Amanagerial approach – Meredith, Jack . R & Mantel Samuel.J – 2006 , New Delhi, John Wiley & Sons.