

# SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

## DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

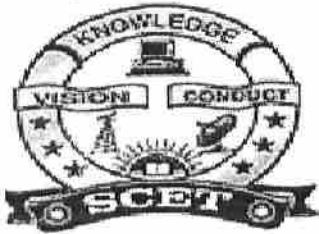
Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB4T01	Supply Chain Management & Analytics	IV	MBA	5	2024-25	09/01/2025
<b>COURSE OUTCOMES</b>						
1	Understand the structure of supply chain and the different ways through which supply chain can become competitive in the market. (K2)					
2	Analyze the importance of the term "Value Creation" and to propose actions in the field of management of logistics costs towards the creation of value.(K4)					
3	Describe benchmarking the logistics process and supply chain operations and discuss current issues in channel design and channel management(K2)					
4	Analyse how logistics decisions (sourcing, inventory, transportation) impact the performance of the firm as well as the entire supply chain(K4)					
5	Distinguish the forces shaping international logistics in a global market(K2)					
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Cont act Hour	Delivery Method
I	CO1: Understand the structure of supply chain and the different ways through which supply chain can become competitive in the market.(K2)	<b>Basics of Supply Chain Management</b>				
		1.1	Introduction to Supply Chain Management	T1,R1	1	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Evolution	T1,R1	1	
		1.3	Different views of Supply Chain	T1,R1	1	
		1.4	Supply Chain Strategy	T1,R1	1	
		1.5	Supply Chain Drivers	T1,R1	1	
		1.6	Developing Supply Chain Strategy	T1,R1	1	
		1.7	Strategic fit in Supply Chain	T1,R1	1	
		1.8	Analytics in Supply Chain Management.	T1,R1	1	
		1.9	Non-Continuous production System	T1,R1	1	



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		1.10	Just in Time (JIT) & lean system	T1	1		
<b>Total</b>					<b>10</b>		
<b>II</b>	CO2: Analyze the importance of the term "Value Creation" and to propose actions in the field of management of logistics costs towards the creation of value.(K4)	<b>Supply Chain Analysis</b>					Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		2.1	Types of Supply Chains	T1,R2	1		
		2.2	Advanced Planning	T1,R2	1		
		2.3	Structure of Advanced Planning Systems	T1,R2	1		
		2.4	Strategic Network Planning	T1,R2	1		
		2.5	Demand Planning	T1,R2	1		
		2.6	Master Planning	T1,R2	1		
		2.7	Demand Fulfilment and ATP	T1,R2	1		
		2.8	Production Planning and Scheduling	T1	1		
		2.9	Purchasing and Material Requirements Planning	T1	1		
		2.10	Distribution and Transport – Planning	T1,R2	1		
		2.11	Coordination and Integration - Collaborative Planning.	T1	1		
<b>Total</b>					<b>11</b>		
<b>III</b>	CO3: Describe benchmarking the logistics process and supply chain operations and discuss current issues in channel design and channel management(K2)	<b>Set covering and Set Partitioning</b>					Chalk & Talk, PPT, Tutorial
		3.1	Set covering	T2,T3,R3	1		
		3.2	Set Partitioning	T2,T3,R3	1		
		3.3	Travelling Salesman Algorithms	T2,T3,R3	1		
		3.4	Advanced Vehicle Routing Problem	T2,T3,R3	1		
		3.5	Heuristics	T1	1		
		3.6	Scheduling Algorithms	T2	1		
		3.7	Deficit function Approach	T2,T3,R3	1		
		3.8	Linking Algorithms	T1	1		
<b>Total</b>					<b>08</b>		
<b>IV</b>	CO4: Analyse how logistics decisions (sourcing,	<b>Fuzzy Logic and Techniques</b>					Chalk & Talk,
		4.1	Application in SCM	T2,T3,R3	1		
		4.2	Recent issues in SCM	T1	1		



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	inventory, transportation) impact the performance of the firm as well as the entire supply chain(K4)	4.3	Role of computer/ IT in supply chain management,	T1	1	PPT Tutorial, Active Learning & Case Study
		4.4	CRM Vs SCM	T2,T3,R3	1	
		4.5	Benchmarking concept	T2,	1	
		4.6	features and implementation	T2,	1	
		4.7	outsourcing	T2,T3,	1	
		4.8	basic concepts	T1	1	
		4.9	value addition in SCM	T1	1	
Content beyond Syllabus (if needed)		4.10	concept of demand chain management.	T1	1	
<b>Total</b>					<b>10</b>	
<b>Inventory Management in Supply Chain</b>						
V	CO5: Distinguish the forces shaping international logistics in a global market(K2)	5.1	Network Design in Supply Chain	T2,T3,R3	1	Chalk & Talk, PPT, Tutorial
		5.2	Alternative Channels of Distribution	T2,T3,R3	1	
		5.3	Location Decisions in Supply Chain	T2,T3,R3	1	
		5.4	Implementing Advanced Planning Systems	T2,T3,R3	1	
		5.5	The Definition of a Supply Chain Project	T2,T3,R3	1	
		5.6	Chain Project	T2,T3,R3	1	
		5.7	The Implementation Process SCM in a Pharmaceutical	T2	1	
		5.8	Company Food and Beverages	T2,T3,R3	1	
		5.9	Computer Semiconductor-Assembly Manufacturing.	T2	1	
		5.10		T2,T3,R3	1	
Content beyond Syllabus (if needed)		5.11		T1	1	
<b>Total</b>					<b>11</b>	
<b>Total</b>					<b>50</b>	
<b>Case Studies</b>					<b>6</b>	
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>56</b>	
<b>Text Books:</b>						
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>					



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T1	T.A.S.Vijayaraghavan, Supply chain Analytics, 1st edition, Wiley publisher, 6 <sup>th</sup> sep, 2021
T2	K.Shridhara Bhat, Supply Chain Management, 1 <sup>st</sup> edition, Himalaya Publisher, 6 <sup>th</sup> oct, 2014
T3	Sunil Chopra, Peter Meindl, Supply Chain Management, 7 <sup>th</sup> edition, Pearson Education, India, 2015
<b>Reference Books:</b>	
<b>S.No.</b>	<b>AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION</b>
R1	Mohanty R.P, S.G Deshmuki —Supply Chain Managementl Biztantra, New Delhi, 2012
R2	Janat Shah, Supply Chain Management, 2 <sup>nd</sup> edition, Pearson, 2016
R3	Matrin Christopher, logistics and Supply chain Management, 5th edition, Kindle, 2013
<b>Web Details</b>	
1	<a href="https://www.edx.org/course/supply-chain-analytics">https://www.edx.org/course/supply-chain-analytics</a>
2	<a href="https://en.wikipedia.org/wiki/Supply_chain_management">https://en.wikipedia.org/wiki/Supply_chain_management</a>

	Name	Signature with Date
i. Faculty	DR. N. G. S. PRASAD	<i>Prasad</i>
ii. Course Coordinator	D. N. G. S. PRASAD	<i>Prasad</i>
iii. Module Coordinator	D. HALEENA	<i>Haleena</i>
iv. Programme Coordinator	DR. G. GRACE	<i>Grace</i>

  
Principal