



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-4 (MBA)

Subject: Global Supply Chain Management –MBAIB14514

Type of course: Major (Core)

Prerequisite:

Students should have fundamental understanding of supply chain operations and global business environment.

Rationale:

This course provides awareness to the students about various decisions related to design of network of supply chain and its strategy.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Introduction of Logistics & SCM with strategic framework: Understanding Logistics and Supply chain: process view of supply chain, 3 PLs, 4PLs, Supply chain Strategy and performance: Competitive and supply chain strategy, Functional supply chain, Responsive supply chain, Product type and supply chains, customer service and cost trade off, Pull-Push boundary of supply chain, Supply chain Drivers: Six drivers of supply chain, Facilities, Inventory, Transportation, Price, Sourcing, Information.	15	25
2	Designing Global Supply Chain Network and Transportation: Factors affecting distribution network, Facility location and capacity allocation, Role of transportation in supply chain, Modes of transportation and their characteristics, Design options for transportation network: Direct shipment, Direct shipping with milk run, Shipment via Distribution, Shipping via crossdocking, Hub and spoke model, Vehicle scheduling with Saving algorithm.	15	25
3	Demand and Supply Management: Introduction of Forecasting, Components of forecast, approach to forecasting, Time series demand forecasting methods- static and adaptive forecasting. , Managing economies of scale in supply chain: cycle inventory, Managing uncertainty in supply chain: safety inventory, Echelon inventory, inventory Coordination and integration in supply chain, lack of coordination in supply chain and bullwhip effect.	15	25
4	Supply Management & IT and Global Supply chain: Remedial strategies to counteract demand distortions across supply chains, Supply chain external integration: Vendor managed inventory, collaborative planning forecasting and replenishment, Supply chain restructuring E-supply chain management, IT and global supply chain, Supply Chain Performance Management system, Green Supply chain	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Supply Chain Mapping: Students will select a common product (mobile phone, T-shirt, or packaged food item) and prepare a simple supply chain map showing the flow from raw material to customer. They will upload the PDF on GMIU Web Portal.	10
2	Field Visit – Warehouse/Logistics Unit: Students will visit a nearby warehouse, logistics office, or transport hub and note 5 key activities they observed (storage, handling, transport, etc.). They will upload the PDF report on GMIU Web Portal.	10
3	Transportation Mode Analysis: Students will choose any one product (e.g., fruits, furniture, or electronics) and identify which transport mode (air, sea, road, rail) is best for it with 3-4 reasons. They will upload the PDF on GMIU Web Portal.	10
4	Case Review – Supply Chain Disruption: Students will find one short news article about a global supply chain disruption (like COVID-19, Suez Canal blockage, or chip shortage) and write 5-6 lines on its impact. They will upload the PDF on GMIU Web Portal.	10
5	Inventory Management Observation: Students will visit a nearby retail store (supermarket, pharmacy, or apparel shop) and observe how they manage stock (shelf display, stock counting, labeling). They will write 5-6 lines and upload the PDF on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory): 60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	0%	10%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand strategies needed to design supply chain for different types of product categories
CO2	Evaluate the design and transportation network of Supply chain
CO3	Analyze demand and supply management from supply chain perspective.
CO4	Perceive the role of IT in supply chain

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Business Logistic Management – R.H. Ballou
- [2] Logistic Management & World Seaborne Trade – K. Muthaiah, Himalaya Publishing House Ltd., Latest edition
- [3] Logistics in International Business-- Rajiv Aserkar, Shroff Publication And Distribution Ltd., Latest edition
- [4] Supply Chain Management – Janat Shah, Pearson education , 2016
- [5] Supply Chain Performance Management—S. Jaikrishna,, Icfai Unit Press, Latest edition

