

**ELECTIVE COURSE – I : SUPPLY CHAIN MANAGEMENT**

**Objectives:**

To explain basic theory and techniques of supply chain to examine the issue and problems associated with supply chain in a changing business environment.

**UNIT I**

- Goal and Principles of Supply Chain Management
- Bullwhip effect and its impact on supply chain performance

**UNIT II**

- Flow Management and its importance
- Management of material flow in the supply chain
- Management of information flow
- Management of cash flow and value flows
- Customer Service strategy
- Bench making best practices

**UNIT III**

- Customer relationship Management
- Out-bound logistics resources planning and management
- Quick response systems in Manufacturing

**UNIT IV**

- Management of in-bound logistics
- E-supply chain cases

**UNIT V**

- Supply chain cost analysis
- Supply chain performance measures
- Issues in Global supply chain

**Suggested Readings:**

Supply Chain Management – Strategy Planning and Operations – by Sunil Chopra