ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 3/2023-24/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:10.10.2023

NOTIFICATION

Sub: Revised syllabus of Career Oriented Programme in Supply Chain and Logistic Management
Ref: Academic Council approval vide agenda No.: ಎಸಿಸಿ:ಶೈ.ಸಾ.ಸ.2:25(2023–24) dtd 04.10.2023.

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The revised syllabus of Career Oriented Programme in Supply Chain and Logistic Management Programme which is approved by the Academic Council at its meeting held on 04.10.2023 is hereby notified for implementation with effect from the academic year 2023-24 and onwards.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)

REGISTRAR

To

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, UG BOS in Business Administration, Dept. of Business Administration, Mangalore University.
3. The Principals of the College Concerned.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the website.
7. Guard File.

MANGALOREUNIVERSITY

Certificate, Diploma, Advanced Diploma

I Year (Certificate Course):
SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Paper	Instruction (Hours)	Durationof examination (Hours)	Marksfor Final Exam.	Marksfor Internal Exam.	Total marks
PaperI	3	3	100	50	150
Practical/Project	3		100		100
Viva				50	50
Total					300

II year (Diploma):
SUPPLY CHAIN AND LOGISTICS OPERATIONS

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks forFinal Exam.	Marksfor Internal Exam.	Total marks
PaperII	3	3	100	50	150
Practical/Project	3		100		100
Viva				50	50
Total					300

III year (AdvancedDiploma):
SUPPLY CHAIN LOGISTICS DESIGN AND ADMINISTRATION

Paper	Instruction (Hours)	Durationof examination (Hours)	Marks forFinal Exam.	Marksfor Internal Exam.	Total marks
PaperIII	3	3	100	50	150
Practical/Project	3		100		100
Viva				100	100
Total					350

lst YEAR

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Chapter 1.1: Introduction To Supply Chain Management:
Introduction, Meaning, Evolution of SCM, Importance, Features, Objectives, Phases, Scope, and Professional Skills required for SCM, Issues and Challenges in SCM, SCM in India.

Chapter1.2: Logistics
Introduction, Meaning, Objectives, types, Concept of logistics Management; Difference between logistics and supply chain management; Evolution of logistics; role of Logistics. Categories of logistics, Logistic Functions – Logistic Operations

Chapter1.3: Customer Accommodation
Customer- Focused Marketing: Transactional versus Relationship marketing , Supply Chain Service outputs – Customer Service : Availability ,Operational performance ,Service Reliability, The perfect order, Basic Service Platforms- Customer satisfaction: Customer Expectation, A Model of Customer Satisfaction, Increasing Customer Expectations, Limitations Of Customer Satisfaction,-Customer Success: Achieving Customer Success, Value-Added Services, Developing Customer Accommodation: Strategy, Framework for Strategic Choice ,Customer Relationship Management.

Chapter1.4: Procurement and Manufacturing,
The Quality Imperative: Dimensions of product quality. Total Quality Management, Quality Standards - Procurement: Procurement Perspectives, Procurement Strategies, Purchase Requirement Segmentation, E-commerce and Procurement - Manufacturing: Manufacturing Perspectives, Manufacturing Strategies, Total Cost of Manufacturing.

Chapter1.5: information Technology in SCM:
Meaning, Role of IT in SCM, E-commerce, E-Business in SCM, E-Business Framework, E- Business Practices, Benefits and Challenges of IT in SCM.

Chapter1.6: Integrated Operations Planning

Supply Chain Planning: Supply Chain Visibility, Simultaneous Resource Consideration, Resource Utilization- Supply Chain Planning Applications: Demand Planning, Production Planning, Logistics Planning, Sales and Operations Planning (S & op), meaning Making S &op Work, Senior Leadership Involvement, Collaborative Planning Forecasting and Replenishment -Forecasting: Forecasting Requirements, Forecasting Components, Forecasting Process, Forecasting Techniques ,Forecasting Accuracy.

Books for References

1. Amith Sinha & Herbert Kotzab,Supply Chain Management, (A Managerial Approach) Tata- Mc Graw Hill, New Deli
2. Donald J. Bowersox, David J. Closes, M Bixby Cooper, Supply Chain Logistic Management –Mc Grraw Hill Education India Private Limited

New Delhi, Third Edition
3. Janat Shah, Supply chain management (text and cases), Pearson India Education Services Pvt Ltd
4. JohnJCoyle,CJohnLangleyJr.,RobertANovack,BrainJGibson,ManagingSupply ChainsALogisticApproach,CengageLearningIndiaPrivateLimited,9thedition
5. Mohanty R.P. & S.G. Deshmukh-Supply Chain Management, Biztantraan Imprint of Dreamtech Press, 2008
6. NormanEHutchson,AnIntegratedapproachtoLogisticManagement,Prentice-HallINC,EnglewoodCliff,NewJersy07632
7. Reji Ismail, Logistic Management-,Excel Books New Delhi, First edition
8. SunilChopra, Peter Meindl,DharamVirKalra, Supply chain Management Strategy, Planning and operation, Pearson India Education Services Pvt Ltd.,2017, Sixth edition
9. Upendra Kachru- Exploringthe Supply Chain,Excelbooks,2009
10. Vinod V. Sople ,Logistic Management- Dorlin Kindersley (India) Pvt. Ltd, Third Edition,

II YEAR

SUPPLY CHAIN AND LOGISTICS OPERATIONS

CHAPTER 2,1: Inventory

Introduction, Objectives, Concept of Inventory, types of Inventory, Concept of Inventory Management; Importance of Inventory Management; Objectives of inventory Management; Different types of Inventory Costs; Inventory Performance Measures; Inventory turnover ratio (ITR), frame work of performance indicators, inventory planning measures, economic order quantity (EOQ), re-order point, safety stock, supplier-managed inventory, concept of just in time(JIT)

Chapter 2.2: Transportation Infrastructure

Transport Functionality, Principles and Participants: Transport functionality, Transport Principles, Transport Participants, Transportation Regulation: Types of Regulation, History of Regulation-Transportation structure: Rail, Truck, Water, Pipeline, Air, Modal Classification, Infrastructure in Crisis- Transportation service: Traditional carriers, Package Service, Intennodal Transportation, Non-operating Intermediaries,

Chapter 2.3:Transportation Operations

Transportation Economics and Pricing: Economic Drivers, Costing, Carrier pricing strategy, Rates and rating- Transport Administration: Operational Management, Consolidation, Negotiation, Control, Auditing and claim Administration, Logistical Integration- Documentation: Bill of lading, Freight bill, Shipment Manifest-Pricing: Pricing Fundamentals, Pricing Issues, Menu pricing,

Chapter2.4: Ware Housing

Introduction, Meaning, Objectives, Types, functions of warehousing, ware housing strategies; significance of warehousing in logistics; warehousing management system, concept of Just in Time, Operational Mechanism of Warehousing, Automated Warehousing system.

Chapter2.5: Packaging and Materials Handling,

Packaging perspectives - Packaging for materials Handling Efficiency: Package Design, Utilization, Communication- Materials Handling: Basic Handling Considerations, Mechanized systems, Semi automated systems, Information Directed systems, Special Handling Considerations,

Books for References

1. Donald J.Bowersox, David J. Closes, M. Bixby Cooper, Supply Chain Logistic Management -McGraw Hill Education India Private Limited New Delhi,Third Edition
2. Janat Shah,Supply chain management(text and cases) Pearson India Education Services Pvt.Ltd
3. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan-Principles of Supply Chain Management A Balanced Approach-Cenage Learning-2005
4. John **J** Coyle, CJohn Langley Jr., Robert A Novack, Brain J Gibson, Managing Supply Chains A Logistic Approach, Cengage Learning India Private Limited-9th edition
5. Narayan P,Jaya Subramanian-Inventory Management Principles and Practices Excel Books-2008
6. Reji Ismail, Logistic Management, Excel Books New Delhi-First edition. Sunil Chopra, Peter Meindl, Dharam Vir Kalra, Supply Chain Management Strategy, Planning and Operation, Pearson India Education Services Pvt Ltd - 2017,Sixth edition
7. Vinod V.Sople, Logistic Management, Dorlin Kindersley (India) Pvt Ltd-Third Edition

III Year

SUPPLY CHAIN LOGISTICS DESIGN AND ADMINISTRATION

Chapter3.1:Global Supply Chains

Global Economics –Global Supply Chain Integration: Logistics in a Global Economy, Stages of International Development, Managing the Global Supply Chain- Global Sourcing: Rationale for Low-cost-country sourcing, challenges for Low-cost-country sourcing, Guidelines for Sourcing.

Chapter3.2: Network Design in Supply Chain:-

Supply chain network, planning, design, process, The Role of Network design in Supply Chain, Factors influencing network design decision, Framework for network design decision.

Chapter 3.3: Network and Operational Planning

Planning Methodology - Phase I : Problem Definition and Planning: Feasibility Assessment, Project Planning-Phase II : Data Collection and Analysis: Assumptions and Data Collection, Analysis -Phase III Recommendations and Implementation: Recommendations, Implementation - Supply chain Analysis Methods and Techniques: Design Decisions, Design Logic, Inventory Decisions, Transportation Decisions, Freight Lane Analysis, Inventory Analysis

Chapter3.4: Relationship Development and Management

Development and Management of Internal Logistics Relationships: Functional aggregation, A Shift in Emphasis from Function to Process, Virtuality and Organization Transparency, Leading Organization change- Development and Management of Supply Chain Relationships: Risk, Power and Leadership, The Range of Extended Supply Chain Relationships, Supply chain Integrative Framework, Developing Trust

Chapter3.5: Operational and Financial Performance Measurement

Measurement System Objectives-Operational Assessment: Functional perspectives, Measuring Customer Accommodation, Determining Appropriate Metrics, Supply Chain Comprehensive Metrics, Benchmarking - Financial Assessment: Cost Revenue Analysis, Strategic Profit Model and Requirements for Financial Reporting.

Chapter 3.6:Supply Chain Risk

Supply Chain Risk Management-Product Complexity-Regulatory: Environmental,

Financial and Taxation - Resource Availability: Supply chain Expertise, Transport

Capability, Outsourcing -Security: Developing a Secure Supply Chain, Rationale for Supply Chain Protection, Cross Border Operations,

Books for References

1. Donald J. Bowersox, David J.Closes, M. Bixby Cooper, Supply Chain Logistic Management -McGraw Hill Education India Private Limited New Delhi, Third Edition
2. Vinod V. Sople, Logistic Management, Dorlin Kindersley (India) Pvt. Ltd-Third Edition
3. Janat Shah, Supply chain management (text and cases) Pearson India Education Services Pvt Ltd
4. Joe lD. Wisner,G. Keong Leong, Keah- Choon Tan-Principles of Supply Chain Management A Balanced Approach- Cenage Learning- 2005
5. John J Coyle, C John Langley Jr., Robert A Novack, Brain **J** Gibson, Managing Supply Chains A Logistic Approach, Cengage Learning India Private Limited-9th edition
6. Narayan P, Jaya Subramanian- Inventory Management Principles and Practices- Excel Books- 2008
7. Reji Ismail, Logistic Management, Excel Books New Delhi-First edition.
8. Shridhara Bhat K.-Supply Chain Management, Himalaya Publishing House, 2 009
9. SunilChopra,PeterMeindl,DharamVirKalra,SupplyChainManagementStrateg y,Planningand Operation, Pearson India Education Services Pvt. Ltd- 2017,Sixth edition