



Supply Chain Management (Session- 2020)

INSTITUTE OF BUSINESS & MANGEMENT (IB&M)

UNIVERSITY OF ENGINEERING AND TECHNOLOGY (UET), LAHORE COURSE OUTLINE



Course: **Supply Chain Management**

Semester: **3RD Semester**

Credit Hours: **3**

Instructor: **Mr. Aftab Shoukat
Management**

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Office Hours: Thurs, 02:00-03:00

Course Code: **MGT-306**

Class: **MBA 3.5**

Pre-requisite (if any): **Operations**

Course Introduction:

The course aims at providing necessary knowledge about the importance of logistics to achieve business success by creating value throughout domestic and global supply chains. It describes the importance of customer accommodation to successful logistics and challenges of internal integration of procurement, manufacturing and market distribution operations.

.Learning objectives. (Los)

After the completion of this course, students will be able to:

LO1.To identify the concepts and methods that inform supply chain management within variety of organization settings.

LO2.To analyze the importance of logistics and customer accommodation.

LO3.To analyze various procurement and manufacturing strategies and their contributions to achieve organizational goals

LO4.To explain the concept of forecasting and inventory control management and its significance for the organization.

Sr#	Course Learning Objectives	Link with Program Learning Objectives
1.	To identify the concepts and methods that inform supply chain management within variety of organization settings.	Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum
2.	To analyze the role of logistics and customer accommodation.	Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.

3.	To analyze various procurement and manufacturing strategies and their contributions to achieve organizational goals.	Use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, and make effective decisions.
4.	To explain the concept of forecasting and inventory control management and its significance for the organization	Demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum

Textbook:

1. Supply Chain Logistic Management

Author: Donald J.Bowersox,David J.Closs and M.Bixby Cooper

Lecture Plan

Week	Topics	Los covered and Activities
1	Introduction to Supply Chain	LO1
2	Generalized supply chain Model 1.Integrated Management 2.Collaboration 3.Entreprise Extension 4.Integrated Service Providers	LO1
3	Strategies for responsiveness 1.Postponement and its Barriers, Issues in Supply Chain 2.Outsourcing, Supplier Relationships	Announcement of Project 28-January,2020 LO1
4	Logistics	Announcement to individual

	<p>1.Value Proposition</p> <p>2.Components of Logistics</p> <p>3.Warehousing,Transportation.Facility</p> <p>3. Project Discussion</p>	assignment LO2
5	Performance Cycle Uncertainty and ways to reduce it.	LO2
6	Performance Cycle Uncertainty and ways to reduce it.	LO2
7	<p>Customer Accommodation</p> <p>1.Customer Focused Marketing –Transaction versus Relationship Marketing</p> <p>2.Supply chain outputs</p> <p>3.Customer Satisfaction, Limitations to customer satisfaction</p> <p>4.How to create customer success?</p>	LO2
8	<p>Customer Accommodation</p> <p>How to create customer accommodation</p>	Ch-1,2,3
9	M I D - T E R M EXAM	Ch-1,2,3
10	<p>Procurement and Manufacturing Strategies</p> <p>1.The Quality Imperative</p> <p>2.Procurement Perspectives</p>	LO3
11	<p><u>Procurement</u></p> <p>1.Procurement Perspectives</p> <p>2.Procurement Strategies</p>	LO3

12	<p><u>Manufacturing</u></p> <p>1.Manufacturing perspectives, Manufacturing strategies,Job shop,JIT,Lean Production</p> <p>2. Logistics Interfaces</p>	<p>LO3</p> <p>Individual Assignment due 6 April 2020</p>
13	<p>Forecasting</p> <p>1.Forecast Components</p> <p>2.Forecast Management Approaches</p> <p>3. Forecasting Techniques</p>	<p>LO2,LO3</p> <p>Project due 13-April -2020</p>
14	<p>Inventory Management and Strategy</p> <p>1.Inventory Functionality and Principles</p> <p>2.Inventory carrying cost</p> <p>3.Planning inventory</p> <p>4.Double Marginalization</p> <p>5.Bullwhip effect</p>	<p>Guest Speaker:Dr.Hasan Rauf</p>
15	<p>Revision and project presentations</p>	<p>LO3,LO4</p>
16	<p>Final Exam</p>	<p>Ch-5,9,10</p>

Guest Speaker:

Dr. Hassan Rauf has PHD in operations Management from North Carolina State University.He is presently teaching in LUMS.He is supply chain consultant and case writer.