

Semester	IV	Specialization	Supply Chain Management
Course Code	403SCM	Type	Subject Core
Course Title	Strategic Supply Chain Management		

Course Objectives:	
1	To understand the role and objectives of Strategic Supply Chain Management
2	To recognize the role and importance of strategic partnerships and alliances in Supply Chain Management
3	To appreciate the increasing scope of Supply Chain Management and its future challenges

### Syllabus:

Unit Number	Contents	Number of Sessions
1	<b>Supply Chain Strategy:</b> Strategic objectives of SCM - customer focus, product development, market development, diversification, learning & organizational capability, sustainable competitive advantage through SC	7 + 2
2	<b>Managing SC for Strategic Fit:</b> concept of strategic fit, steps in achieving strategic fit, impact of customer needs, impact of uncertainty, multiple products & customer segments, PLC, globalization & competitive changes over time	7 + 2
3	<b>Expanding Strategic Scope:</b> Minimize local cost perspective, Minimize functional Cost perspective, Maximize Company Profit perspective, Maximize SC Surplus perspective, Agile intercompany inter functional scope	7 + 2
4	<b>Strategic Partnerships &amp; Alliances:</b> Collaborative Advantages, Framework for Strategic Alliances, Core Competence – 3PL, 4PL & Outsourcing: Advantages & Disadvantages, Prerequisites, Implementation Issues	7 + 2
5	<b>Supply Chain Challenges – Strategies for the future:</b> Mass customization, Globalization, Greening, Ethical SC, Intelligent System, Implications for managers, organizations & policy makers	7 + 2

Learning Resources:		
1	Text Books	Supply Chain Management: Strategy Planning & Operation by Sunil Chopra, Peter Meindl, Kalra, Pearson, 3 <sup>rd</sup> Edition.  Supply Chain Strategies – Customer Driven & Customer Focused by Tony Hines, Elsevier, 1 <sup>st</sup> Edition
2	Reference Books	Managing the SC- A Strategic Perspective by Gattorna Walters, Palgrave Macmillan, 1 <sup>st</sup> Edition

		<p>New Directions in Supply Chain Management: Technology &amp; Strategy Implementation by Tonya Boone and Ram Ganeshan, Jaico Publishing, 2007</p> <p>Extending the Supply Chain by Boyer, Forhlich and Hult, PHI, 3<sup>rd</sup> Indian Reprint, 2009</p>
3	Supplementary Reading Material	<p>Designing &amp; Managing the SC – Concepts, Strategies &amp; Case studies – by Levi, Kaminskyet. al., TMGH, 3<sup>rd</sup> Edition</p> <p>Manufacturing Operations and Supply Chain Management: The Lean Approach by Taylor and Brunt, Cengage Learning.</p> <p>Supply Chain Management by Mentzer, Response Books, 2007</p>
4	Websites	<p><a href="http://csmp.org/">http://csmp.org/</a></p> <p><a href="http://www.supplychain.org">www.supplychain.org</a></p>
5	Journals	<p>An adaptive framework for aligning (re)planning decisions on supply chain strategy, design, tactics, and operations by Ivanov, Dmitry., International Journal of Production Research, Jul2010, Vol. 48 Issue 13</p> <p>The Impact of Competitive Strategy and Supply Chain Strategy on Business Performance: The Role of Environmental Uncertainty by Yinan Qi; Xiande Zhao; Chwen Sheu., Decision Sciences, May2011, Vol. 42 Issue 2</p> <p>An Exploration of Fisher's Framework for the Alignment of Supply Chain Strategy With Product Characteristics by Harris, Gregory A.; Componation, Paul J.; Farrington, Phillip A., Engineering Management Journal, Dec2010, Vol. 22 Issue 4</p> <p>Alignment of Supply Chain Strategy with Business Strategy by Mitra, Amarnath; Bhardwaj, Sunil., IUP Journal of Supply Chain Management, Sep2010, Vol. 7 Issue 3</p> <p>What's the buzz about moving from 'lean' to 'agile' integrated supplychains? A fuzzy intelligent agent-based approach by Jain, Vipul; Benyoucef, Lyes; Deshmukh, S. G., International Journal of Production Research, Dec2008, Vol. 46 Issue 23</p> <p>Improving supply-chain collaboration by linking intelligent agents to CPFR by Caridi, M.; Cigolini, R.; De Marco, D., International Journal of Production Research, 2005, Vol. 43 Issue 20</p>