

BBA III Year	BBA-E528/628		Semester-V/VI		
	International Distribution and Supply Chain Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVE: To familiarize the students with the essential elements of the Supply Chain Management. Strategic issues in the International Supply Chain Management and logistics network configuration along with performance measurement and evaluation shall be studied thoroughly.

- Introduction to Supply Chain Management - Concepts, Objectives and functions of Supply Chain Management, Issues in Supply Chain Management; Managing networks and relationships; Sourcing Internationally, Subcontracting within an International Dimension, International Distribution Management: Types of Intermediaries, Channel Selection and Management. **(15 Hours)**
- Strategic issues in Supply Chain – Strategic Partnership, Logistics Management: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing & Unitization, Control & Communication, Role of Information Technology in Logistics, Logistics Service Firms and Third Party Logistics, Logistics in Maximizing profitability and cash flow, 3PL (Third Party Logistics), 4PL (Fourth Party Logistics), Reverse Logistics. **(15 Hours)**
- Logistics Network Design for Global Operations Global Logistics Network Configuration, Orienting International Facilities: Considerations and Framework, Trade-offs Associated with each Approach, Mapping the different Approaches, Capacity Expansion Issues; Information Management for Global Logistics: Characteristics of Logistics Information and Telecommunication Systems, Capabilities and Limitations. **(15 Hours)**
- Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control: Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectoral Integration Global Supply Chains and their societal, business, and cultural contexts and impacts. Perspectives for business, social science, engineering, and legal environment, Drivers for economic globalization (labour costs, resources, regulation, etc.), and national economies, Design of Supply Chains. **(15 Hours)**

SUGGESTED READINGS:

1. Ballou, R. H. (1992). *Business Logistic Management*. New Delhi: Prentice Hall.
2. Bowersox, D. J., David, J. & Cooper. (1992). *Supply Chain Logistics Management*. London: McGrawHill
3. Christopher, M. (2005). *Logistics and Supply Chain Management, Creating Value-adding Networks*. New York: Pearson Education
4. Chopra, S. & Peter M. (2007). *Supply Chain Management*. New Delhi: Pearson Education.
5. Harrison, A., & Remko, V.H. (2005). *Logistics Management and Strategy-Competing Through the Supply Chain*. New York: Pearson Education.
6. Rushton, A., Croucher, P. & Baker, P. (2014). *Handbook of Logistics and Distribution Management*. New York: Kogan Page Pub.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.