

DEPARTMENT OF INDUSTRIAL ENGINEERING AND MANAGEMENT
MEHRAN UNIVERSITY OF ENGINEERING AND TECHNOLOGY, JAMSHORO

Title of subject	:	Supply Chain System Design	INM-706	(3+0)
Disciplines	:	Industrial Engineering and Management		
Semester	:	(2 nd Semester 1 st Year)		
Effective	:	21S -Batch and onwards		
Credit Hours	:	Th=03	&	Pr=00
Marks	:	Th: 100	&	Pr: 00
Minimum Credit Hours	:	42 (For Theory)		

Aim: The aim is to provide an understanding and appreciation of the management of the supply chain, including critiquing global supply chain management principles and practices. The program develops core leadership, team work and management competencies required by contemporary supply chain managers and their organizations.

Objectives:

- To introduce students to the role of supply chain management in achieving organizational goals
- To apply a framework to model the supply chain from purchasing through production to distribution
- To manage the supply chain to meet challenging customer demands, with speed, reliability, transparency and responsiveness

Contents.

Introduction: the era of Physical Distribution Management, the Concept of Supply Chain, Channels Strategy and Alliances, the Changing Business Environment.

Customer Focus in Supply Chain: Introduction, the Alignment theory, Alignment Logics, the competitive situation, Customer service and market logics.

Achieving Customer Satisfaction Objectives: Introduction, customer service, developing a customer service strategy, measuring customer service.

Transportation Choices in Supply Chain: Introduction, the Transportation Marketing Interface, Factors affecting the choices of Transport Selection, Chromatistics of alternative Transport Models, Performance Measures.

Inventory Management in Supply Chain: Introduction, the purpose of inventory, Strategic Choices, Inventory as an Element of customer services, Principal Issues in Inventory Management.

Supply Chain Communications: Introduction, Information for Planning and Control, Information Transfer, Measuring Communication Performance.

Current trends in Supply Chain: Green and sustainable SC design, Reverse SC, Close loop SC, E-Supply Chain Management.

Recommended Books:

1. Logistics and Supply Chain Management: Strategics for reducing Costs and Improving Services.
By Martin Christopher. Pitman Publishing Company, London. Latest Edition
2. Managing the Supply Chain: A strategic Perspective By J.L. Gattorna and D.W. Walters
Macmillan Business Company, London. Latest Edition
3. Inventory Control and Management By C.D.J. Walters Wiley Publishing Company, Canada. Latest Edition

Approval:	Board of Studies:	Res. No. 3.1	Dated: 27.08.2019
	Advanced Studies & Research Board	Res. No. 171.20a	Dated: 15.02.2021
	Academic Council	Res. No. _____	Dated: _____