Course Code	MGT310
Course Name	MGT310 Effective Supply chain for E commerce
Credits	4
Course Offered to	UG
Course Description	The objective of course of ESCM covering E commerce and supply chain stream is to train students in functional and technical aspects of supply chain modeling for eCommerce businesses. Students will be able to leverage their information technology background along with supply chain knowledge gained through this course to bring specialized value proposition for prospective employers. This course will have series of rigorous practice assignments and projects from real industry business cases and will involve extensive hands on exercises dealing with real data, developing supply chain models and generating insights from several what-if scenario analysis. This will enable students an understanding of core modeling and optimization concepts to design effective supply chain network models for eCommerce businesses. Key emphasis will be to provide functional & technical knowledge to develop supply chain models at three levels – strategic, operational and tactical (to simulate several real industry business scenarios). Classroom sessions will include course book coverage, discussion of real business case studies and practical assessments

Pre-requisites

Pre-requisite (Mandatory)	Pre-requisite (Desirable)	Pre-requisite(other)
Computer Programming and familiarity of using Excell and other tools	Awareness of Ecommerce business	

*Please insert more rows if required

Post Conditions*(For suggestions on verbs please refer the second sheet)

CO1	CO2	CO3	CO4	CO5
a) Explain and apply the basic principles of SCM and E-Business and its relevance to modern day enterprise and Develop and implement inventory planning and optimization	b) Develop and implement supply chain performance metrics & drivers for eCommerce businesses –	c) Develop models in excel or real time software to simulate e commerce supply chain management scenarios		

Weekly Lecture Plan

Week Number	Lecture Topic	COs Met	Assignment/Labs/Tutorial
1	E Business Enterprise in a perspective, SCM and E Commerce .Levels of IT intervention in the enterprise.	C01	Learning Diary , case solving
2	An Introduction to Supply Chain Management . Strategic, tactical, and operational decisions in supply chains. Supply chain performance measures. Supply chain inventory management: Newsboy, Base-stock, and (Q,R) models, multi-echelon supply chains, bullwhip effect..	C01	Learning Diary , case solving
3	Demand Planning Concepts – Pull and Push Models, Forecasting Methods, Project Charter Presentation	C02,C03	Learning Diary , case solving
4	Inventory Optimization Concepts & Modeling Concepts – Economic Order Quantities, Re-Order Point, Safety Stock, Replenishment Frequency,	C02	Learning Diary , case solving
5	Understanding supply chain drivers and metrics – service levels, fill rates, holding costs, order costs, performance indicators	C02	Learning Diary , case solving
6	Concepts of Transportation Management and Logistics, OVERVIEW OF SUPPLY CHAIN MODELS AND MODELING SYSTEMS : descriptive models such as forecasting models ,cost relationships ,resource utilization relationships, simulation models. Normative or optimization models. , algorithms for optimizing them, Management Models such as Porters value chain, Dubey's Reverse value chain	C01	Learning Diary , case solving
7	Internet-enabled supply chains: e-marketplaces, e-procurement, e-logistics, e-fulfillment, customer relationship management, web services,	C01,C02	Learning Diary , case solving , NP cutting case discussion
8	Meaning and concept of E-Commerce; History of E-Commerce; Different types of E-Commerce – B2B, B2C, C2C,	C03, C02, C01	Learning Diary , case solving
9	B2E, G2C; Need and Role of E-Commerce; Advantage and Disadvantage	C03, C02, C01	Learning Diary , case solving
10	E-Business and E-Commerce; Value Chain in E-Business. Reverse auction	C03, C02, C01	Learning Diary , case solving
11	E-Business Reversing the value chain , leading to Scope redesign , concept of Business Model canvas	C03, C02, C01	Learning Diary , case solving , Business Model canvas preparation
12	Softer issues in E commerce implementation, Security, privacy and ethical aspects Project Presentation	C01,C02	Learning Diary , case solving
12 and 13	Poject presentation depicting An end to end modeling covering SCM and e commerce/ e Business	C03, C02, C01	Presentation

*Please insert more rows if required

Weekly Lab Plan

Week Number	Laboratory Exercise	COs Met	Platform (Hardware/Software)
4	Assignment: Project Charter presentation	C01	PC, CPP
6	Assignment: NP cutting Assignement	C02	PC, CPP, SystemC
10	Assignment: BMC and VPC presentaion	C02, C03	PC, CPP, SystemC
13	Project Presntation, Live Demo	C01, C02, C03	PC, CPP, SystemC
*Please insert more rows if required			

Assessment Plan

Type of Evaluation	% Contribution in Grade
Assignments, Learning Diary , class assignment	20
Mid Term Exam	20
(Surprise) Tests	10
Project presntation + Group case presentaion	10+10=20
Final End term Exam	30
*Please insert more row for other type of Evaluation	

Resource Material

Type	Title
Various Internet Resources	
Book	• *Supply Chain Management: Strategy Planning and Operation by S. Chopra and P. Meindl* (Prentice Hall)
Book	• *Electronic Commerce: Framework, Technologies and Applications Bharat Bhasker Tata McGraw-Hill Education*
Book	• Innovation with IT Sanjiva Shankar Dubey Tata McGraw hill Education
Book	• IT Strategy and Management , 3rd Edition , Sanjiva Shankar Dubey PHI Learning
Book	• E-BUSINESS 2.0 ROADMAP FOR SUCCESS by Ravi Kalakota (Author), Pearson Education
Slides and case will be provided on backpack	
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