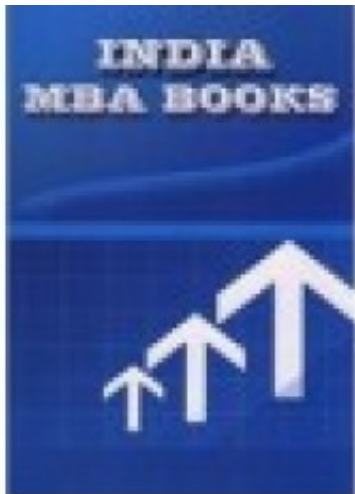


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Supply Chain Performance Measures.

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UNIT II STRATEGIC SOURCING 9

Outsourcing – Make Vs buy - Identifying core processes -

Market Vs Hierarchy - Make Vs buy continuum

-Sourcing strategy - Supplier Selection and Contract Negotiation. Creating a world class supply base Supplier Development - World Wide Sourcing.

UNIT III SUPPLY CHAIN NETWORK 9

Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution

Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location Models.

Supply Chain Network optimization models. Impact of uncertainty on Network Design - Network Design decisions using Decision trees.

UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY 9

Managing supply chain cycle inventory. Uncertainty in the supply chain – Analyzing impact of supply

chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products -

multiple item -multiple location inventory management.

Pricing and Revenue Management

UNIT V CURRENT TRENDS 9

Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect -

Effective forecasting - Coordinating the supply chain. . SC

Restructuring - SC Mapping -SC process

restructuring, Postpone the point of differentiation – IT in

Supply Chain - Agile Supply Chains -Reverse

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