

4 <sup>th</sup> Semester	19MBA401G	Agricultural Supply Chain Management	L-T-P 3-0-0	3 Credits	35 hrs
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**Objective:** To introduce the students to the concepts, processes and framework of agricultural supply chain management.

### **Module –I**

Supply Chain: Changing Business Environment; SCM: Present Need; Conceptual Model of Supply Chain Management; Evolution of SCM; SCM Approach; Traditional Agri. Supply Chain Management Approach; Modern Supply Chain Management Approach; Elements in SCM. Innovations in Global Agri-SCM

Demand Management in Supply Chain: Types of Demand, Demand Planning and Forecasting; Operations Management in Supply Chain, Basic Principles of Manufacturing Management. SCM Metrics/Drivers and Obstacles.

### **Module-II**

Procurement Management in Agri. Supply chain: Purchasing Cycle, Types of Purchases, Contract/Corporate Farming, Classification of Purchases Goods or Services, Traditional Inventory Management, Material Requirements Planning, Just in Time (JIT), Vendor Managed Inventory (VMI).

Logistics Management: History and Evolution of Logistics; Elements of Logistics; Management; Distribution Management, Distribution Strategies; Pool Distribution; Transportation Management; Fleet Management; Service Innovation; Warehousing; Packaging for Logistics, Third-Party Logistics (TPL/3PL); GPS Technology.

### **Module – III**

Concept of Information Technology: IT Application in SCM; Advanced Planning and Scheduling; SCM in Electronic Business; Role of Knowledge in SCM; Performance Measurement and Controls in Agri. Supply Chain Management- Benchmarking: introduction, concept and forms of Benchmarking. Case Studies on the following:(a) Green Supply Chains (b) Global Supply Chains (c) Coordination in a SC. Value of and distortion of information: Bullwhip effect (d) Sourcing and contracts in SC (e) Product availability with uncertain demand (f) Inventory planning with known /unknown demand (g) Cases from FAO/IFPRI etc.

**Books:**

- Acharya, S. S., and Agarwal, N. L., 2011, *Agricultural marketing in India*. Oxford and IBH.
- Altekar, R. V., 2006, *Supply Chain Management: Concepts and Cases*. PHI
- Chopra, S., Meindl, P. and Kalra, D. V., 2016, *Supply chain management: Strategy, Planning, and Operation*, Pearson Education India
- Mohanty R.P.2010. *Indian Case studies in Supply Chain Management & other Learning Resources*. OXFORD
- N. Chandrasekaran.2010. *Supply Chain Management: Process, system & Practice*.OXFORD.
- Singh Sukhpal. *Organic Produce Supply Chains in India-organisation and governance*. Allied Publ.,