

Fundamentals of Supply Chain Management

Fall 25

School of Business Studies, IBA Karachi

Program	BBA / BSAF
Department Offering	Management
UMS No	99662
Faculty Name	Dr. Ayesha Farooq
Counselling Hours	3:30-5:30 pm every Wednesday and on zoom through prior appointment

Class details	
Class Timing and Room	Room No. MTS 6, Main campus (2:30 pm – 3:45 pm)
Session Day(s)	Tuesday and Thursday
Credit Hours:	3 Credit Hours
Email	afarooq@iba.edu.pk
Office and Contact #	Room G02 (Aman CED Building) Ext- 2693

Course Description
<p>This course focuses on basic concepts in supply chain management and their practical implications.. The course is to provide different principles, theories, concepts, operational synergies, requirement analysis and deliverables and their proper interpretations as well as practical implications, techniques and strategies used for the implementation of Demand and Supply process. It is in line with the Value Chain Model – Planning, Procurement, Inbounds, Production Operation & Management, Finished Goods Stock Management, Quality Checks & Dispatches and then issues pertaining to Outbound and Measurements and necessarily entails with a balanced equation of Demand and Supply.</p>

BBA/BSAF Program Learning Competencies (PLCs)
<p>1. Knowledge of Business & Management (BBA) Students will be able to demonstrate a foundational understanding of core business functions.</p>
<p>1. Knowledge of Accounting & Finance (BSAF) Students will be able to prepare and analyze financial statements and build financial models.</p>
<p>2. Critical Thinking Students will be able to critically analyze and evaluate information in business context.</p>
<p>3. Communication and Teamwork Students will be able to communicate effectively and collaborate within teams to achieve desired objective.</p>

4. Ethical Reasoning and Social Responsibility

Students will be able to analyze ethical dilemmas and understand legal and regulatory frameworks in business.

5. Technology and Information Literacy

Students will be able to leverage technology and information resources to analyze data and communicate effectively in the business context.

Program Learning Objectives (PLOs) Embedded in this Course	
BBA	BSAF
PLO 104: Demonstrate an understanding of fundamental principles of management. (Enhance)	PLO 201: Critically analyze the information to make informed decisions (Reinforce)
PLO 201: Critically analyze the information to make informed decisions (Reinforce)	PLO 302: Collaborate effectively in teams. (Reinforce)
PLO 302: Collaborate effectively in teams. (Reinforce)	PLO 401: Analyze business decisions from an ethical perspective, considering the impact on stakeholders and the environment (Enhance)
PLO 401: Analyze business decisions from an ethical perspective, considering the impact on stakeholders and the environment (Enhance)	PLO 502: Utilize technology effectively for communication in a business context. (Enhance)
PLO 502: Utilize technology effectively for communication in a business context.(Enhance)	

Course Learning Outcomes
<p><u>At the end of the course, the participants will be able:</u></p> <ol style="list-style-type: none"> To define the main principles of supply chain management (SCM) To identify various elements of SCM in categories: upstream, operations, downstream, and integration; as well as at strategic, design/tactical, and operational levels To understand and apply the SC tools and strategies for achieving Supply chain deliverables and performance benchmarks To analyze various local processes, distribution networks and demand management approaches

AOL Assessment Mapping

PLO mapped: The course is mapped with BBA program learning competency PLC1 and Program Learning Objective 104.

Assessment Tool: Selected cases in Exams. Assignments and Term Report which are practical implementation

Teaching and Learning Methodology

LMS will be used to share PowerPoint presentations/ reading material with the students. The material used for the course will be a combination of:

- Live cases/ Experiences of teacher
- Guest speaker sessions
- Oral case discussion
- Videos/ Practical Demonstrations
- Role Plays/Activities
- Slides
- Term Reports
- Readings (online and Embedded in Slides)
- Presentations/Debates – both formal and informal
- Exams
- Self-Study of designated books

Course Learning Outcomes mapped to Program Learning Outcomes

Program Learning Goals	Knowledge of Business & Management	Knowledge of Accounting & Finance	Critical Thinking	Communication and Teamwork	Ethical Reasoning and Social Responsibility	Technology and Information Literacy
	BBA	BSAF				
Course Learning Outcomes						
1	PLO 104					
2	PLO 104		PLO 201			
3					PLO 401	
4				PLO 301		PLO 502

Book / Readings	Mapping to Course Learning Outcomes	Session Topic
1,3	1,2	Introduction to SCM: Importance and Definition of SCM; Foundational elements of SCM, Current trends and expectations from SC, sustainability and AI impact
1,3, Guest Speaker slides	1,2,3	Purchasing Management: Define Purchasing and basic concepts (PO/ PR), P&P process, Reverse auctions, Total Cost of Ownership - Guest Speaker Session
1,3	1,2,3	Supplier Relationship Management: Importance of Suppliers, how to build and develop relationships, Supplier evaluation and selection
1,2	4	Demand Forecasting Components of a forecast, qualitative and quantitative forecasting techniques, Assess the accuracy of forecasts, collaborative planning, forecasting, and replenishment,
1, Guest Speaker slides	1,2,3,4	Planning , Inventory & ERP: MRP, MPS, Bill of Materials, Capacity Planning, Inventory Demand Systems and its management, Limitations and uses of ERP, currently used ERPs - Guest Speaker Session
1,2	1,2,4	Transportation, Distribution, and Warehousing: Impact and Importance, Types of warehouses, Ecommerce and Transportation, 3PL, coordination/collaboration
1	1,2 ,3,4	Service Response Logistics: Managing Service Capacity, Managing Waiting Times, Managing Distribution Channels, Managing Service Quality
1,2	1,2,3	Supply Chain Process Integration: Advantages, The internal customer concept, Bullwhip effect, S&OP and its need, Careers in Supply chain
1	3	Supply Chain Performance Measurement: Traditional Performance Measures; World Class Performance Measurement System; Balanced Score Card; SCOR: SC scorecard / Dashboard
Presentations	1,2,3,4	Presentations of Term Report

Text Book and Pre Course Reading Material and Videos etc.

Recommended Text:

1. Principles of Supply Chain Management, Wisner, Tan and Leong, Latest Edition

Reference Text:

2. Operations Management, Jay Heizer and Barry Render, Latest Edition
3. Purchasing and Supply Chain Management, Latest Edition by: Monczka, Handfield ,Giunipero; Patterson

Students are suggested to refer to the concerned topic in the suggested book (please look at book/readings). Students are required to complete all readings and case studies prior to each class and these will be presented and reviewed in lecture, individual and group discussion formats. Additional readings may be assigned by instructor.

Prerequisite Skills and Knowledge to take this Course

None. This is an introduction into Supply Chain concepts and applications.

Assignments and Quizzes: DEADLINES AND DUE DATES:

Assessment	Due Date	Remarks
CP	Ongoing	Details regarding CP are given later on in this document.
Term Project/Presentation	Last class	See details on LMS-SAKAI
Assignments	Throughout the course	See details on LMS-SAKAI
Quizzes	Unannounced	See details on LMS-SAKAI
Mid term	Mid Term Week	See details on LMS-SAKAI
Final Paper	Final Exam Week	See details on LMS-SAKAI

Marks Head	Total Frequency	Total Exempted	Marks /Frequency	Total Marks /Head
Assignment	3	0	5 each	15
Quiz	2	0	5 each	10
Class Participation	1	0	10	10
Mid Term Paper	1	0	25	25
Term Report	1	0	15	15
Final Paper	1	0	25	25
Total Marks				100

Class participation

As per global standards of performance appraisal, three broad categories of evaluation of CP are given below

1. BE – Below Expectations (6)

- You are consistently absent/late from class
- You attend class without showing any evidence of being ‘mentally’ present
- You show disrespectful behavior towards your peers
- You are essentially a passive recipient of information

2. ME – Meets Expectation (8)

- You are present and courteous, and share actively regarding assigned readings/cases and topics under discussion.
- The above attitude is also reflected in your case study discussions and written work.
- However, you participate in activities only when prompted.

3. EE – Exceeds Expectations (10)

- You are present and courteous, and introduce new and thought-provoking ideas, concepts and issues in class.
- This is also reflected in your case study discussions and written work.
- You initiate classroom activities and discussions, and contribute immensely to class participation.
- You also participate in activities in a proactive manner.

Term Report

The report should cover the following aspects:

- Organization should be a manufacturing and/or retailing concern.
- Visits to the company is compulsory. The visits should be logged and attached in the appendix
- The Supply Chain organogram should be defined
- Supply Chain Strategy must be defined
- Study the P to P process, MRP / MPS/ ERP systems must be explained
- Performance benchmarks must be stated. Dashboards, KPIs etc.
- Major problems in Supply Chain need to be identified and analyzed
- There must be recommendations at the end of the report. Grading is dependent on this
- Groups of five people or less
- Report size: Maximum 15 pages excluding Appendixes and Table of Contents
- Font to be used Times New Roman: 12 pt.
- Left aligned

Comments and/or Suggestions

Students may speak to the faculty any time in case of any problem or issue that needs attention.

Technology & Innovation

All course materials will be posted on LMS and grades will be posted on UMS. Students are responsible to stay updated on these platforms.

Laptops and iOS/Android may be needed for specific discussions and exercises. However, unnecessary browsing during class will lead to deduction of marks from class participation.

Experiential Learning Exposure(s)

There will be guest speaker sessions on selected topics.
Students will do three assignments and one group project as part of the course.

Societal Impact / Contribution

Supply chain is one of the major fields in business. It's important in terms of ethics, sustainability and governance. The course will emphasize on business ethics, sustainability and social responsibility in this field. Through the instructors experiences of managing a number of different Supply Chains, it is hoped students get a good perspective on the issues currently in this field in Pakistan and do not make the same kind of ethical mistakes as that have happened in the past. It would be the endeavor of the instructor to groom at least three senior management resources from each class.

Academic Conduct
As per approved IBA policy
Attendance Policy
Students are encouraged to attend at least 23 out of 28 sessions. It has been noticed that students with more absences score poorly in class participations and resolution of cases.
Plagiarism Policy
As per approved IBA policy
Withdrawal Policy
As per approved IBA policy
Make up for Midterm / Final Exam Policy
A student who misses or will miss a midterm/ final exam will request the subject teacher for a makeup of the midterm exam under extraordinary circumstances. The make-up exam will only be allowed in cases of medical conditions, official company related travel or bereavement (loss of parents, guardian, spouse and siblings). The student has to provide relevant explanation and documentary evidence to the teacher if required

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