IT 229: IT Entrepreneurship and Supply Chain Management

Credits: 3
Lecture Hours: 48

Course Objectives

This module aims to impart entrepreneurial skill in student to effectively run business and efficiently manage the supply chain. Students are required to undertake project work in this module.

Course Description

Overview of Entrepreneurship, Business Plan for a new venture-introduction, Overview of Supply Chain Management, Co-ordination in a Supply Chain, Supply Chain performance: Achieving Strategic fit and scope, Supply chain Drivers and Matrices, Designing the supply chain Network, IT in a Supply Chain, Planning demand and supply in supply chain. Supply Chain Globalization, Entrepreneurial Supply Chain.

Course Details

Unit 1: Overview of Entrepreneurship   **LH 4**

Entrepreneurship
Definition of Entrepreneur
The entrepreneurial decision process
Role of entrepreneurship In economic development
Intrapreneurship
Ethics and social responsibility of Entrepreneurship

Unit 2: Business Plan for a new venture-introduction   **LH 6**

Defining the Business plan
Scope and value of the Business plan
Writing the Business plan
The Marketing plan
    Marketing research for a new venture
    Characteristics of a Marketing plan
    Steps in preparing a marketing plan

Unit 3: Overview of Supply Chain Management   **LH 6**

Definition of Supply Chain Management
Functions and Objective of a Supply Chain
Decision phases of Supply Chain
Process View of a Supply Chain - Cycle View and Pull/Push View
The importance of a supply chain flows
Pitfalls and opportunities in a Supply Chain
    Case Studies presentations
    Dell Computer: Direct Marketing

7-Eleven: A convenience Store

Toyota: A Global Auto Manufacturer

Amazon.com: An e-Business Summary

Unit 4: Co-ordination in a Supply Chain   LH 6

Lack of Supply Chain co-ordination and the Bullwhip effect

Effect of lack of co-ordination on performance

Obstacles to co-ordination in a Supply chain

Managerial Levers to achieve coordination.

Role of IT in coordination, forecasting and Replenishment

Unit 5: Supply Chain performance: Achieving Strategic fit and scope   LH 5

Competitive and Supply Chain Strategies Achieving Strategic fit

Understanding the customer

Understanding the supply chain

Achieving strategic fit

Obstacles in achieving strategic fit

Unit 6: Supply chain Drivers and Matrices   LH 4

Drivers of supply Chain performance

Frame work for structuring Drivers.

Role of each cross functional drivers in competitive strategy and supply chain strategy with components

Facility

Inventory

Information

Transportation

Sourcing

Pricing

Presentations

Role of MIS,ERP,ESS,EIS,AI ,DSS in cross functional drivers performance.

Unit 7: Designing the supply chain Network   LH 6

Role of distribution in supply chain

Factors influencing distribution network design

Design Option for a distribution Network

E-business and the Distribution Network.

Role of network design in supply chain.

Factors influencing Network Design Decisions

Frame work for Network design Decision

Network optimization Models

        The capacitated plant location model

        Gravity Location model

Unit 8: IT in a Supply Chain   LH 3

The role of IT in a Supply Chain and its network design

Supply chain IT Framework

Supply chain Macro process and IT

Future of IT in supply chain

Risk Management in IT

Supply chain IT in Practice

Unit 9: Planning demand and supply in supply chain   LH 3

Characteristic and role of forecasting

Role of IT in forecasting

Role of aggregate planning with problems in supply chain

Role of IT in aggregate Planning

Inventory Planning with known and uncertain demand

Unit 10: Supply Chain Globalization   LH 3

Rational and key strategies

Requirements and Challenges

Supply Chain Globalization

Potential hidden costs

Total Cost Strategy

Unit 11: Entrepreneurial Supply Chain   LH 2

Introduction

Strategies

Tutorial   LH 12

References

Supply chain Management, Strategy, Planning, and Operation By Sunil Chopra, Peter Meindl (Third Edition)

Entrepreneurship (Fifth Edition) By Robert D. Hisrich and Michael P. Peters

Management information system (Managing the digital firm) by Kenneth C. Laudon and Jane P. Laudon (Ninth edition)

Management Information system by James O' Brien (sixth edition)