

SEMESTER-IV

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		MBA		Branch/Spec.		MBA Innovation, Entrepreneurship & Venture Development - Elective Subject			
Semester		IV				Version		1.0.0.0	
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025
Subject code		IVA01SIS		Subject Name		Supply Chain Innovation & Sustainability			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	0	0		2	Theory	100		100
Hours	2	0	0		30	Practical			
Objective: To equip MBA students with a strategic framework to leverage technological innovation and sustainability principles to design, manage, and transform global supply chains for resilience, efficiency, and sustainable competitive advantage.									
Course Outcome: CO 1: The students will be able to explain the evolution of modern supply chains and analyze the strategic drivers of innovation and sustainability. CO 2: The students will be able to evaluate the business impact of key technological innovations like AI, IoT, and blockchain on supply chain operations. CO 3: The students will be able to analyze the core principles of a sustainable supply chain, including ethical sourcing, green logistics, and the circular economy. CO 4: The students will be able to formulate an integrated strategy for building a resilient and responsible supply chain, incorporating risk management and performance measurement.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of the Modern Supply Chain, The Strategic Role of Supply Chain Management, Traditional Linear vs. Modern Network Models, The Twin Drivers: Digital Innovation & Sustainability, Supply Chain 4.0: The Digital Transformation Imperative, Introduction to Sustainability & The Triple Bottom Line, Aligning Supply Chain with Corporate Strategy.								6
2	Supply Chain Innovation in Action, Data & Analytics: Predictive Demand Forecasting, Visibility: IoT for Real-Time Tracking & Control Towers, Automation: Smart Warehousing & Robotics (Conceptual), Blockchain: For Traceability, Transparency & Trust, Artificial Intelligence (AI): Route, Inventory & Procurement Optimization, Digital Twins: Simulation for Risk Modeling, Additive Manufacturing (3D Printing): On-Demand Production.								8
3	Designing the Sustainable Supply Chain, The Circular Economy: Moving from Linear to Closed-Loop, Reverse Logistics & Product End-of-Life Management, Green Logistics: Reducing Carbon Footprint in Transport, Sustainable Warehousing & Packaging, Ethical Sourcing & Supplier Due Diligence, Managing Human Rights & Modern Slavery Risks, Measuring Sustainability: Key Performance								8

	Indicators (KPIs).	
4	Integrated Strategy, Risk, and Resilience, Building Supply Chain Resilience: Agility & Diversification, Strategies: Nearshoring, Reshoring, Friend-shoring, Integrated Risk Management (Geopolitical, Climate, Operational), Crisis Management for Supply Chain Disruptions, Aligning Technology with Sustainability Goals, ESG Reporting for Supply Chains, The Human Element: Change Management & Upskilling.	8
Practical content		
Reference Books		
1.	Chopra, Sunil, and Meindl, Peter. Supply Chain Management: Strategy, Planning, and Operation. 7th Edition, Pearson, 2018.	
2.	Christopher, Martin. Logistics & Supply Chain Management. 5th Edition, Pearson, 2016.	
3.	Elkington, John. Green Swans: The Coming Boom in Regenerative Capitalism. Fast Company Press, 2020.	
4.	Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. Columbia Business School Publishing, 2016.	
5.	Iansiti, Marco, and Lakhani, Karim R. Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World. Harvard Business Review Press, 2020.	
6.	Parker, Geoffrey G., et al. Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You. W. W. Norton & Company, 2016.	
7.	Tapscott, Don, and Tapscott, Alex. Blockchain Revolution: How the Technology Behind Bitcoin Is Changing Money, Business, and the World. Portfolio, 2018.	
8.	Bremmer, Ian. The Power of Crisis: How Three Threats – and Our Response – Will Change the World. Simon & Schuster, 2022.	
9.	Savitz, Andrew W. The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success - and How You Can Too. Jossey-Bass, 2013.	
10.	Wieland, Andreas. Sustainable Supply Chain Management: A C-Suite Compendium. Springer, 2021.	
11.	Esty, Daniel C., and Winston, Andrew S. Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build a Competitive Advantage. Yale University Press, 2006.	
12.	Ross, Jeanne W., et al. Designed for Digital: How to Architect Your Business for Sustained Success. MIT Press, 2019.	
13	Sheffi, Yossi. The New (Ab)Normal: Reshaping Business and Supply Chain Strategy for a Post-Pandemic World. MIT CTL Media, 2020.	