

OTM-809	<b>Agribusiness Supply Chain Management</b>	<b>3(3-0)</b>
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1. **Course Description**

Agriculture sector contributes 18.5 percent to the GDP and 38.5 percent employment to national labor force of Pakistan. An efficient supply chain is crucial for success in agricultural businesses. This course will teach students the effective management of a supply chain, and how to ensure successful logistics in what can be a complex process.

2. **Educational Objectives**

The objectives of this course are to:

- a. Introduce concepts and processes involved in managing the agri- supply chains;
- b. Teach different tools and strategies which will help a student or professional design an efficient supply chain;
- c. Identify the potential of agricultural commodities to develop global value chains;
- d. Inculcate knowledge of cross border regulations governing agri-food logistics operations.

3. **Course Outcomes**

At the end of this course student will be able to:

- a. Comprehend how a food supply chain is structured, operates, performs and is managed to increase its competitiveness and sustainability;
- b. Map agri-food value chains from 'farm to fork';
- c. Analyze bottlenecks to the development of agro-industry in Pakistan;
- d. Understand the governance and controls, international trends, regulations & risks in perishable product cross-border trading.
- e. Comprehend food and agriculture quality agreements and their requirements;

4. **Course Contents**

- a. Introduction to agricultural supply chain
- b. Significance of agri-food sector in economic growth
- c. State of agri-food supply and demand in Pakistan
- d. Agricultural markets

- e. Agricultural production processes;
  - (1) Sourcing and procurement;
  - (2) Food manufacturing;
  - (3) Distribution and retailing;
  - (4) Logistics
- f. Challenges in international agricultural supply chains
  - a. Agri-supply chain risk management
  - b. Regulations, safety and quality
  - c. Innovation and branding
  - d. Sustainability in agricultural supply chains
  - e. Food security and future challenges.
- 5. **Text and Reference Books**
  - a. Bourlakis, M.A. & Weightman, P.W.H. (2004). Food supply chain management. Blackwell Publishing, UK: Oxford.
  - b. Dani, S. (2015). Food supply chain management and logistics: From farm to fork. Kogan Page Publishing, UK: London.
  - c. Case Studies and additional reading material