



MEASI INSTITUTE OF MANAGEMENT

CHENNAI-14

**Approved by All India Council of Technical Education and
Affiliated to the University of Madras, ISO 9001:2015 Certified Institute**

LESSON PLAN

Name of the Course	SUPPLY CHAIN MANAGEMENT	Lecture	3
Type of the Course	Elective – Logistics	Theory	0
Course Code	PMF25	Practical	0
Semester	III	Seminar	1
Maximum Hours	45	Credits	3

Unit. No.	Details	Teaching type	Level	Method	Hours
Unit I	Historical perspective Understanding Supply Chain; key issues in supply chain management, Objectives, importance.	Understanding	L2	Lecture	1
	Decision phases, Examples of SCM strategies	Understanding	L2	Lecture	2
	The supply chain becomes value chain	Understanding	L2	Lecture	3
	Supply chain as a competitive weapon.	Reflective	L3	Analytic	3
Unit II	Collaborate with supply chain partners Supply Chain Drivers and Design Drivers of supply chain performance, Framework for structuring Facilities	Understanding	L2	Lecture	1
	Warehouse Inventory, Transportation, Information, Sourcing and Pricing	Understanding	L2	Lecture	3
	Yield management	Understanding	L2	Lecture	3
	Revenue management.	Understanding	L2	Lecture	2
Unit III	Demand management Demand forecasting, Aggregate Planning and Managing Supply	Reflective	L3	Analytic	4
	Demand and Inventory Aggregate Planning in a Supply Chain	Understanding	L2	Lecture	1
	Role, aggregate planning problems, strategies, role of IT, Implementation Responding to predictable variability in supply chain	Reflective	L3	Analytic	3
	Types of responsive supply chains lean and agile supply chain their characteristics	Understanding	L2	Lecture	1
Unit IV	Dimensions of customer value-value added	Understanding	L2	Lecture	2



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	services –customer value measures				
	Push-pull boundary –mass customization and supply chain management outsource	Understanding	L2	Lecture	3
	Third and Fourth - Party Logistics providers	Understanding	L2	Lecture	2
	managing risk Creating a sustainable supply chain	Understanding	L2	Lecture	2
Unit V	Use of computer software in supply chain problems				3
	Electronic commerce –emerging mega trends supply chain of the future	Understanding	L2	Lecture	2
	seeking structural flexibility	Understanding	L2	Lecture	2
	The multi-channel revolution 2020 vision.	Understanding	L2	Lecture	2
TOTAL HOURS					45

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method