

LSCM 7004	OVERVIEW OF BUSINESS SECTORS	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	The knowledge of basic Supply Chain and Logistics Management				
Co-requisites	Basic knowledge of Operations Management				

Course Objectives

1. To help the students to understand the concept of supply chain types.
2. To understand different important logistical and cross-functional drivers and its usage across sectors.
3. To enable the students to understand the complete supply chain process of different industries.
4. To perform SWOT Analysis and TOWS matrix for different sectors.
5. To provide overview of each business sectors from SCM perspective and enable them to understand regulatory framework.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Demonstrate conceptual understanding in the supply chain types
- CO2. Demonstrate logistical and cross-functional drivers and its usage
- CO3. Identify the supply chain process of different industries
- CO4. Identify the specific needs of inputs used for performing SWOT and TOWS
- CO5. Assess each business sectors in finalizing a final research project.

Catalog Description

The three-sector theory includes primary sector where raw materials produced; secondary sector where conversion process takes place and tertiary sector where sales and services happens. The objective is to learn and understand all these sectors from SCM perspective both national and international level. The purpose of this course is to provide overview of different business sectors like Oil & Gas, Automobile, Power, Aviation, Heavy Industries, Agribusiness, Port & Shipping, etc. The course mainly focusses on how to integrate different supply chain drivers across the sectors. The course also deals with the understanding of regulatory framework in different sectors and perform SWOT analysis and TOWS matrix. The most important aspect of the course enables students to do a research project in different sectors that helps them to learn practically.

Classroom activities involving lectures followed by discussions with examples, audio/visual presentation, individual or group presentations, and case based problem solving which encourage students to get involved and absorb & assimilate inputs.

Class participation is an important aspect of this course that encourage students to actively participate in all group activities and give oral presentation about their respective research project. Students are supposed to come prepared for the topics for discussion in the class to make an interactive approach.

Course Content

Unit I: 6 lecture hours

Supply Chain Types – Defining Supply, Supply Chain, Supply Chain management; Types - Generic and Customized with examples.

Supply Chain Drivers – Logistical drivers: Facilities, Inventory, Transportation; Cross-functional drivers: Information, Sourcing, Pricing; Application of SC drivers in different industries.

Unit II: 4.5 lecture hours

Port and Shipping Sector – Overview, Supply Chain and Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit III: 4.5 lecture hours

Oil and Gas Sector – Overview, Supply Chain and Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit IV: 4.5 lecture hours

Aviation Sector – Overview, Supply Chain and Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit V: 3 lecture hours

Power Sector – Overview, Supply Chain and Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit VI: 3 lecture hours

Automobile Sector – Overview, Supply Chain and Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit VII: 3 lecture hours

Agribusiness Sector – Overview, Supply Chain and Cold Chain Logistics, SWOT Analysis, TOWS Matrix, Regulatory Framework

Unit VIII: 7.5 lecture hours

Overview of other Sectors – Heavy industries, FMCG sector, Pharmaceutical: Overview, Supply Chain and Logistics, SWOT Analysis, and Regulatory Framework

Text Books

1. Mahadevan, B. (2010). Operations Management: Theory and Practice (2nd ed.). Pearson.
2. Chopra, S., Meindl, P., and Kalra, D.V. Supply Chain Management: Strategy, Planning and Operation (6th ed.). Pearson.

Modes of Evaluation: Presentation/ Class Participation/ Quiz/ Written Examination

Examination Scheme:

Components	Internal Assessment			End Sem. Exam.
Evaluation Mode	Presentation	Class Participation	Quiz	

Weightage (%)	30	5	15	50
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ASSESSMENT TOOLS:

CO 1	CO2	CO3	CO4	CO5
MCQ and Presentation	MCQ, Concept based learning and Presentation	Case based problem solving	Presentation and Industry specific Discussions	Research Project Presentation Writing skills

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	COURSE OUTCOMES (COs)	POs
CO 1	Demonstrate conceptual understanding in the supply chain types	PO 1,2, 3,4,7,8,9,10, 11,13, 14
CO 2	Demonstrate logistical and cross-functional drivers and its usage	PO 1,2, 3, 7,8,9,10, 11,14
CO 3	Identify the supply chain process of different industries	PO 1,2, 3, 8,9,10, 11, 13,14
CO 4	Identify the specific needs of inputs used for performing SWOT and TOWS	PO 4,5, 8,12,13, 14
CO 5	Assess each business sectors in finalizing a final research project.	PO 1,2,3,4,7,8,9,10

Program Outcome / Course Outcome mapping

Course	CO 1	CO 2	CO 3	CO 4	CO5
Outcomes					
PO 1	3	3	3	2	3
PO 2	3	3	3	2	3
PO 3	3	3	3	2	3
PO 4	3	1	1	3	3
PO 5	2	2	1	3	1
PO 6	1	1	1	1	1
PO 7	3	3	1	2	2
PO 8	3	3	3	3	3
PSO 9	3	3	3	1	1
PSO 10	3	3	3	2	1
PSO 11	3	3	3	2	2
PSO 12	1	1	1	3	2
PSO 13	3	1	3	3	3
PSO 14	3	3	3	3	3

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 10	PSO 11	PS12	PSO 13	PS O14
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		Students will be able to develop and evaluate alternate managerial decisions and identify optimal solutions	Students will demonstrate effective application capabilities of their conceptual understanding to the real world business situations	Students will be able to exhibit effective decision making skills, employing analytical and critical thinking ability	Students will demonstrate effective oral and written communication skills in the professional context	Students will be able to work effectively in teams and demonstrate team building capabilities	Students will exhibit leadership and networking skills while handling business situations	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business	Students will demonstrate employability traits in line with the changing dynamics of the industry	Students will demonstrate strong conceptual knowledge in the functional area of management as well as LSCM domain	Students will demonstrate effective understanding of relevant functional areas of management and their application in LSCM	Students will demonstrate analytical skills in identification and resolution of business problems pertaining to LSCM & general management	Students will exhibit the ability to integrate functional areas of management with domain perspective for the purpose of planning, implementation & control of LSCM	Students will have global perspective towards business situations in the area of LSCM	Students will exhibit deployable skills pertinent to the LSCM sector

1 – Weakly mapped

2 – Moderately mapped

3 – Strongly mapped

Model Question Paper

Name	Enrolment No. :		
Course LSCM 7004 – Overview of Business Sectors			
Programme: M.B.A (LSCM)		Semester: Even 2017-18	
Time: 3 hrs.		Max. Marks: 100	
Instructions: Attempt all questions from Section A (each carrying 2 marks); any Four Questions from Section B (each carrying 5marks). Two from Section C (each carrying 15 marks). Section D is compulsory (30 marks)			
Section A (20 marks)			
1.	A Political Union is normally preceded by	[2]	CO 1
2.	The MERCOSUR trade block includes,, and	[2]	CO 1
3.	Aircraft spares are classified as,, and	[2]	CO 1
4.	The largest size of Oil tanker capable of negotiating the Panama Canal is called and is between and DWT.	[2]	CO 1
5.	Air cargo is unitized and transported using	[2]	CO 1
6.	Cargo terminals located in the hinterland are called and carry out and functions.	[2]	CO 1

7.	The unloading/ loading of cargo carried out offshore because of draft considerations is called	[2]	CO 1
8.	The development of supertankers was precipitated by	[2]	CO 1
9.	Natural Gas is the preferred fuel because	[2]	CO 1
10.	The location of a power plant near the source of coal is called	[2]	CO 1
Section B – Answer any 4 questions (short notes) - (20 marks)			
1.	Oil Tankers	[5]	CO 2
2.	RO RO ships	[5]	CO 3
3.	Maghreb Trade bloc	[5]	CO 1
4.	Supply Chain drivers	[5]	CO 3
5.	CKD vs. IPO	[5]	CO 2
Section C – Answer any 2 questions – (30 marks)			
1.	Discuss the evolution of the Indian automobile sector and the changes in the supply chain of this sector during the last 40 years. How will technology change be reflected over the next few years?	15	CO 2,3,5
2.	Examine a power plant project from the SCM viewpoint and define metrics related to critical SCM drivers. Which metrics would you consider important and why?	15	CO2,3,4
3.	What factors are likely to be considered in finalizing the location and capacity for an oil refinery to be established in India? Examine in detail with specific reference to supply chain performance evaluation parameters.	15	CO 2,3,5
Section D – Compulsory – 30 marks			
	Critically examine the upstream and downstream segments of the supply chain for natural gas in India and define key drivers and metrics for each segment. Justify your answer with a logical explanation in each case.	[30]	CO 5