Course Code	MB18AB03	Course Name	OPERATIONS AND AGRI SUPPLY CHAIN MANAGEMENT	Course Category			L	T	P	C
							2	0	2	3

Pre-requisite Courses	Successfully completed, a minimum test score achieved, or a specified condition satisfied before a student can enroll in the this course.	Co-requisite Courses			Progressive Courses	Marketing I
Course Offering Department	College of Management		Data Book / Codes/Standards			

Course Learning Rationale (CLR):	The purpose of learning this course is to:		Learning			Program Learning Outcomes (PLO)							
CLR-1 :	Gain detailed knowledge on nature and concepts of Farmbusiness	1	2	3	1	2	3	4	5	6	7	8
CLR-2 :	Study the main areas of demand forecasting methods											
CLR-3 :	They will have insight of Rural marketing											
CLR-4 :	Sustainable Farmbusiness Operations											
CLR-5 :	Students will also be empowered to apply the Marketing in Farm-Operations											

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	Leadership and Team Work(LT)	PSO - 1	PSO – 2
CLO-1 :	Understand the process and information required for preparing the Farmbusiness operations	1	60	40	M	H	M	H	H	M		
CLO-2 :	Understand the insights on cultivation methods	1	60	40								
CLO-3 :	Enhance the Farm Output	2	50	50								
CLO-4 :	Understand the Farmbusiness Operations	2	50	50								
CLO-5 :	Analyze the ModernAgro supply chain Operations											

Duration (hour)		9	9	9	9	9
S-1	SLO-1	Introduction – Nature and concepts of AB	Objective of Forecasting in marketing	Farm Planning Classification	Master Production Scheduling (MPS) – Meaning and Concepts	Introduction of SCM
	SLO-2					
S-2	SLO-1	Relationship between Sales and Operations Planning	Elements of a good forecast	Measuring customer Requirements	farm Model	Evolution of SCM
	SLO-2					
S-3	SLO-1	Applications of AB	Factors that Influence the Demand Forecast	Forecasting v/s Capacity Planning	Purpose of Scheduling	need for SCM
	SLO-2					
S-4	SLO-1	Need for operation planning and control	Classification of Forecasting Methods	Aggregate marketing planning	Scheduling Methods: Forward Scheduling, Backward Scheduling	SCM Implementation methodology
	SLO-2					
S-5	SLO-1	Functions of operation planning and control	Nature of rural demand	Factors Affecting market Planning	Scheduling Activities: Routing, Loading, Dispatching	Benefits of an SCM System
	SLO-2					
S-6	SLO-1	Applications of SCM	Forecasting Accuracy and its measures	Aggregate marketing Goals	heduling by Type of Operations	Factors affecting SCM Implementation

	SLO-2					
S-7	SLO-1	Types of Farm Chain	Mean Absolute Deviation	Forecasts of Aggregate Demand	Sc Job Operations Repetitive Operations	Role of SCM in Operations planning and control
	SLO-2					
S-8	SLO-1	Different phases of marketing planning and control	Mean Square Error (MSE)	Farm Planning Techniques	Labor–Intensive Operations, Service Operations	Operations planning Insights from the TOC school of thought
	SLO-2					
S-9	SLO-1	Comparison of marketing planning and control activities in Farm manufacturing and service organizations	Mean Forecast Error (MFE)	Rural market Elements and Methods	*Case Study*	*Case Study*
	SLO-2					

Learning Resources	1. Altekar RV. 2006. Supply Chain Management: Concepts and Cases. Prentice Hall of India. 2. Monczka R, Trent R & Handfield R. 2002. Purchasing ond Supply Chain Management. Thomson Asia. 3. Van Weele AJ. 2000. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas publ. House

		Learning Assessment									
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA -1 (5marks)		CLA -2 (5marks)		CLA-3 (10marks)		CLA -4 (15marks)		CLA -5(15marks)	Marks -100 which will be weighted at 50%	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		Theory	Practice
Level 1	Remember Understand	50						35		35	35	
Level 2	Apply Analyze	25						35		35		35
Level 3	Evaluate Create	25						30		30	30	
	Total	100 %		100 %		100 %		100 %		100%	100 %	

CLA – 1-5: can be from any combination of these: Class Participation, Surprise Test, Cycle test, Model Examination, Mini-Projects etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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