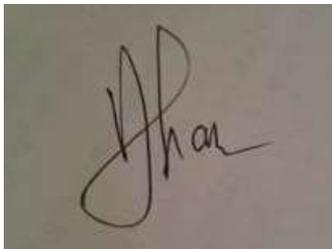


School of Management

Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Logistics and Supply Chain Management
2.	Course Code	BBAMJ-204
3.	Academic Year	2024-25
4.	Semester	4th
5.	Number of Lesson plans	24
6.	Faculty Assigned	Dr. Amanpreet Kaur



Faculty Signature

Lesson Plan No. 0	Course Name: : Logistics & Supply Chain Management Topic: Introduction to Course	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: a. end of the lesson the student shall be able to: b. Understand the meaning of logistics. c. Understand the course content, evaluation criteria, sources of study. d. Understand the significance of logistics, Major Supply Chain Companies and why we should study this course.
Teaching Aids (if any)	a. Power Point Presentation White Board b. Live Examples
Teaching Development	1. Introduction (5 minutes) -Ask students how the products you order online reaches to your place? 2. Development (30 minutes) - Logistics and Supply Chain - Major Supply Chain Companies : - What they do - Top 10 Supply Chain Companies in India - Difference between Supply Chain and Logistics 3.Exercise (5 minutes) – Summarizing
Closure	1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- https://egyankosh.ac.in/bitstream/123456789/72273/1/Unit-1.pdf Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. 2. Suggested Reading :Introduction to supply chain management by Robert B. Handfield & Ernest L. Nichols , Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 1	Course Name: : Logistics & Supply Chain Management Topic: Introduction to Logistics, Concept of Logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the meaning of logistics and its scope in the context of supply chain management. Recognize the various activities and processes involved in logistics operations. Understand the significance of logistics in facilitating the efficient flow of goods, information, and resources across the supply chain.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Start with a question: "How do products reach your doorstep when you order online?" Share a real-world example of Amazon's fast deliveries to highlight logistics in action. Briefly introduce logistics as the process of planning, implementing, and controlling the efficient flow of goods, services, and information. 2. Development (30 minutes) <ul style="list-style-type: none"> A-Definition and Importance of Logistics <ul style="list-style-type: none"> Definition: Logistics is the management of the flow of goods from the point of origin to the consumer. -Importance: Efficient logistics reduces costs, improves delivery speed, and enhances customer satisfaction. -Example: Explain how McDonald's manages its supply chain to ensure fresh ingredients worldwide. B. Components of Logistics <ul style="list-style-type: none"> Transportation: Movement of goods (trucks, ships, planes, etc.). Warehousing & Inventory Management: Storing and tracking products efficiently. Order Processing: Ensuring timely and accurate delivery. C Role of Technology in Logistics <ul style="list-style-type: none"> AI & Automation: Smart warehouses (Amazon uses robots). Tracking Systems: GPS, RFID, and IoT improve real-time visibility. E-commerce Influence: Logistics innovation in online shopping. 3.Exercise (5 minutes) – Divide students into small groups and give them a product (e.g., a smartphone).



	<p>Ask them to map out the logistics process from manufacturing to customer delivery.</p> <p>Discuss how different logistics components work together to ensure efficiency.</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- https://egyankosh.ac.in/bitstream/123456789/72273/1/Unit-1.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. <ul style="list-style-type: none"> What is the main goal of logistics? <ol style="list-style-type: none"> a) To sell more products b) To ensure the smooth flow of goods c) To increase the cost of transportation d) To reduce inventory levels Which factor is crucial in logistics? <ol style="list-style-type: none"> a) Price of the product b) Efficient transportation and storage c) Color of the product packaging d) Number of employees in a company What is one of the biggest challenges in logistics? <ol style="list-style-type: none"> a) Managing supply chain disruptions b) Decreasing online shopping demand c) Ignoring customer delivery times d) Reducing warehouse safety What helps logistics companies track shipments in real time? <ol style="list-style-type: none"> a) AI & IoT b) Newspaper ads c) Televisions d) Manual tracking sheets 2. Suggested Reading :Introduction to supply chain management by Robert B. Handfield & Ernest L. Nichols , Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 2	Course Name: : Logistics & Supply Chain Management Topic: Evolution of the Logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand how logistics evolved from ancient trade routes to the Industrial Revolution. Identify the impact of military and global trade on logistics development. Explain how transportation and warehousing played a role in early logistics.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples https://www.youtube.com/watch?v=IOk0Ex4qFfo
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) <ul style="list-style-type: none"> - Start with a question: "How do you think goods were transported 500 years ago?" - Show two pictures – one of ancient traders on camels and another of modern cargo ships – and ask students to compare. - Briefly introduce logistics as an evolving system that has shaped global trade. 2. Development (30 minutes) <p>Ancient Trade & Military Logistics Early Civilizations: Egyptians, Greeks, and Romans used logistics for trade and military campaigns. Silk Road: Connected Asia and Europe for large-scale trade. Military Influence: Romans built advanced road networks for efficient supply chains.</p> <p>B. Medieval Period & Pre-Industrial Trade Maritime Trade: Expansion of sea routes (e.g., Vasco da Gama's trade routes). Development of Warehousing: Storage facilities in key ports (e.g., Venice, Amsterdam). Invention of Banking & Letters of Credit: Facilitated smoother international trade logistics.</p> <p>C. Industrial Revolution & Early Supply Chains Invention of Steam Engines & Railways: Faster and cheaper transportation of goods. Mass Production & Factory Systems: Need for structured supply chains. Rise of Early Logistics Companies: Postal services, cargo companies (e.g., DHL in later years).</p>



	<p>3.Exercise (5 minutes) – Divide students into small groups and give them a product (e.g., a smartphone). Ask them to map out the logistics process from manufacturing to customer delivery. Discuss how different logistics components work together to ensure efficiency.</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- https://egyankosh.ac.in/bitstream/123456789/72273/1/Unit-1.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. <ul style="list-style-type: none"> What is the primary benefit of containerization? <ol style="list-style-type: none"> a) It increases packaging costs b) It improves standardization and efficiency in shipping c) It eliminates the need for warehouses d) It only works for small products What is a key challenge in modern logistics? <ol style="list-style-type: none"> a) Decreasing demand for online shopping b) Managing supply chain disruptions and sustainability c) Reducing warehouse safety measures d) Eliminating transportation needs Which technology is shaping the future of logistics? <ol style="list-style-type: none"> a) AI & IoT b) Typewriters c) Radio advertisements d) Handwritten tracking systems 2. Suggested Reading :Introduction to supply chain management by Robert B. Handfield & Ernest L. Nichols . https://silpl.rathigroup.info/blog_details/9/The-Evolution-of-Logistics-Management Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 3	Course Name: : Logistics & Supply Chain Management Topic: Components of Logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define logistics and its essential components. Explain the role of transportation, warehousing, and inventory management in logistics. Understand how logistics components work together to optimize supply chains.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "What happens between ordering a product online and receiving it?" Show a flowchart of a supply chain (Supplier → Warehouse → Distribution → Customer). Explain that logistics is not just transportation but involves multiple interconnected processes.</p> <p>2. Development (30 minutes) A. Ancient Trade & Military Logistics Transportation – The Backbone of Logistics Movement of goods from suppliers to consumers. Different modes: Road, Rail, Air, Water, Pipeline. Importance of speed, cost, and efficiency in choosing transportation methods. B. Warehousing & Inventory Management Warehousing: Storage of goods before they reach customers. Inventory Management: Maintaining the right balance of stock to meet demand. Use of AI & automation in modern warehouse management. C. Order Processing & Customer Service Order Fulfillment: The process of receiving, packing, and shipping goods. Customer Service: Ensuring timely deliveries and handling returns. Impact of real-time tracking systems on customer satisfaction.</p> <p>3. Exercise (5 minutes) – Divide students into groups and assign each group a logistics task (e.g., transport goods, manage inventory). Each group simulates a supply chain and must optimize transportation, warehousing, and order processing.</p>



	<p>Groups present their strategy, and the class votes on the most efficient approach. Discuss how different logistics components work together to ensure efficiency.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.atechlogistics.com/what-are-the-5-important-components-of-logistics-management/ https://www.hilldrup.com/help-and-support/blog/what-are-the-five-major-components-of-logistics/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which of the following is a primary mode of transportation in logistics? <ol style="list-style-type: none"> a) Telecommunication b) Road, Rail, Air, Water c) Email d) Handwritten letters <p>Why is inventory management important? <ol style="list-style-type: none"> a) To increase stockpile waste b) To reduce storage costs and meet customer demand efficiently c) To slow down the supply chain process d) To increase uncertainty in supply chains <p>What is the role of warehousing in logistics? <ol style="list-style-type: none"> a) To delay product deliveries b) To store goods until they are needed c) To eliminate the need for transportation d) To increase order processing costs </p></p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 4	Course Name: : Logistics & Supply Chain Management Topic: Functions of Logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define logistics and its essential components. Understand the key functions of logistics in a supply chain. Explain how transportation, warehousing, and inventory management work together. Recognize the role of order processing and customer service in logistics.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) Ask students: "What happens after you place an order online?" Show an infographic of a supply chain (supplier → warehouse → transport → customer). Explain how logistics ensures smooth product flow from manufacturers to consumers. 2. Development (30 minutes) <ol style="list-style-type: none"> A. Transportation & Distribution Movement of goods via road, rail, sea, and air. Importance of cost, speed, reliability, and sustainability in transport. Case study: Amazon's fast delivery logistics system. B. Warehousing & Inventory Management Storage solutions: Distribution centers, smart warehouses. Inventory tracking: FIFO (First In, First Out), RFID technology. Case study: Walmart's inventory management system. C. Order Processing & Customer Service Order fulfillment: Receiving, processing, packing, and shipping. Customer service: Handling complaints, tracking deliveries. Technology role: CRM, AI-driven chatbots for real-time support. 3. Exercise (5 minutes) – Summarize



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.inboundlogistics.com/articles/logistics-management/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Why is transportation efficiency crucial in logistics? How does inventory management impact product availability? What role does customer service play in logistics success? How can technology improve logistics operations? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 5	Course Name: : Logistics & Supply Chain Management Topic: Factors Affecting Logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Identify the key factors that impact logistics operations. Differentiate between internal (controllable) and external (uncontrollable) factors. Understand how companies adapt to challenges in logistics.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "What challenges do companies face when delivering products globally?" Show an example: How COVID-19 affected global supply chains. Introduce the two main types of logistics factors: internal (within company control) and external (outside control).</p> <p>2. Development (30 minutes) A. Internal Factors (Controllable) Infrastructure & Technology: Efficient warehouses, GPS tracking, automation. Workforce & Training: Skilled labor, AI-driven decision-making. Inventory & Supply Chain Strategies: Managing stock levels, reducing waste. B. External Factors (Uncontrollable) Economic & Political Conditions: Tariffs, inflation, trade regulations. Natural Disruptions: Weather, pandemics, disasters. Customer Preferences & Market Trends: E-commerce growth, sustainability demands. Example: The impact of fuel prices on logistics costs.</p> <p>3.Exercise (5 minutes) – Divide students into small groups. Assign each group a logistics factor (e.g., fuel prices, automation, natural disasters). Each group presents a 1-minute solution on how a company could overcome this challenge. Class discussion: Which factors are the hardest to control?</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.feedstrategy.com/business-markets/article/15666285/top-5-factors-affecting-global-logistics Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. How does economic instability affect logistics operations? Why is technology a game-changer in modern logistics? What steps can companies take to handle unpredictable logistics disruptions? How does customer demand impact supply chain planning? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 6	Course Name: : Logistics & Supply Chain Management Topic: Integrated Logistics Systems	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Integrated Logistics Systems (ILS) and its significance. Understand the key components of ILS. Identify how ILS improves efficiency in supply chains.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "What happens when a product is delayed in transit?" Explain that logistics is not just transportation—it's a network of interdependent activities. Introduce Integrated Logistics Systems (ILS) as a method to synchronize transportation, warehousing, inventory, and customer service. Show an example of Amazon's logistics network and how integrated technology improves operations..</p> <p>2. Development (30 minutes) A. Definition & Importance of ILS ILS is a coordinated approach to logistics, reducing inefficiencies. Helps businesses optimize inventory, transportation, and order fulfillment. Example: How Walmart's logistics system saves costs. B. Components of an Integrated Logistics System Supply Chain Coordination – Connecting suppliers, manufacturers, and retailers. Technology Integration – AI, blockchain, and IoT in logistics. Reverse Logistics – Managing returns and waste efficiently. C. Advantages of ILS Cost Reduction – Eliminates inefficiencies and minimizes delays. Faster Delivery Times – Real-time tracking and optimized routes. Customer Satisfaction – Ensuring accurate deliveries with minimal errors.</p> <p>3. Exercise (5 minutes) – Divide students into small groups. Assign each group a logistics factor (e.g., fuel prices, automation, natural disasters).</p>



	<p>Each group presents a 1-minute solution on how a company could overcome this challenge. Class discussion: Which factors are the hardest to control?</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://hedyla.com/en/logistics-integral/ Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the main goal of an Integrated Logistics System?<ol style="list-style-type: none">a) Reducing costs and improving coordinationb) Increasing manual laborc) Slowing down transportationd) Focusing only on warehouse storage Which of the following is NOT a component of ILS?<ol style="list-style-type: none">a) Supply chain coordinationb) Technology integrationc) Reverse logisticsd) Employee uniforms How does technology improve ILS?<ol style="list-style-type: none">a) By increasing errorsb) By improving tracking and efficiencyc) By removing automationd) By eliminating inventory Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 7	Course Name: : Logistics & Supply Chain Management Topic: Logistical Competitive Advantage	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define logistical competitive advantage and its significance. Explain how efficient logistics creates a competitive edge. Identify real-world companies that leverage logistics for success.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "Why do some companies deliver products faster and cheaper than others?" Discuss how Amazon, Walmart, and FedEx use logistics as a competitive tool. Explain that logistics is not just transportation—it's about creating value, speed, and efficiency.</p> <p>2. Development (30 minutes) What is Logistical Competitive Advantage? Definition: Using logistics to outperform competitors by reducing costs, improving service, and increasing speed. Key elements: Faster delivery, better inventory management, optimized supply chains.</p> <p>B. Strategies for Gaining a Logistical Competitive Advantage</p> <ol style="list-style-type: none"> 1. Cost Leadership – Lowering logistics costs to offer competitive prices (e.g., Walmart's supply chain). 2. Differentiation – Providing unique logistical services (e.g., Amazon Prime's same-day delivery). 3. Innovation – Using AI, automation, and blockchain for efficiency. <p>C. Real-World Examples of Logistical Competitive Advantage</p> <p>Amazon – Advanced warehouse automation and drone delivery. Zara – Fast-fashion logistics that respond quickly to market trends. DHL – AI-powered logistics solutions for real-time tracking. – Ensuring accurate deliveries with minimal errors.</p> <p>3.Exercise (5 minutes) – Divide students into small groups. Assign each group a company (Amazon, Walmart, FedEx, Zara, etc.).</p>



	<p>Each group must analyze how their assigned company uses logistics for a competitive advantage. Quick presentations (2 minutes per group) and class discussion.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.allynintl.com/en/news-publications/entry/gaining-the-competitive-advantage-in-logistic https://dnrcollege.org/2024/eContent/COMMERCE/11N.pdf 4. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is a key technological trend in logistics? a) AI and automation b) Slower shipping methods c) Increasing paperwork d) Ignoring digital tracking Why is globalization important in logistics? a) It reduces market competition b) It increases supply chain complexity c) It eliminates the need for logistics d) It removes the need for warehouses Which of these is an emerging trend in logistics? a) Reducing customer service b) Drone and autonomous delivery c) Ignoring technological advancements d) Avoiding data analytics - How does AI improve supply chain efficiency? - What are the challenges of global logistics management? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 8	Course Name: : Logistics & Supply Chain Management Topic: Operational objectives of logistics	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define operational objectives of logistics and their role in business success. Explain how logistics improves efficiency, cost-effectiveness, and customer satisfaction. Identify key logistics performance indicators (KPIs) used to measure success.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "Why do companies like Amazon and Walmart focus so much on logistics?" Discuss how logistics is not just about transportation but also inventory, storage, and efficiency. Explain that logistics operational objectives help businesses reduce costs, improve speed, and enhance service quality.</p> <p>2. Development (30 minutes) Key Operational Objectives of Logistics</p> <ol style="list-style-type: none"> Cost Reduction – Optimizing supply chains to minimize operational expenses. Speed and Efficiency – Ensuring timely deliveries and fast operations. Customer Satisfaction – Providing high service levels to build brand loyalty. <p>B. Strategies to Achieve Logistics Operational Objectives</p> <p>Route Optimization – Using AI and GPS tracking for faster deliveries.</p> <p>Inventory Management – Keeping the right amount of stock to avoid overstocking or shortages.</p> <p>Warehouse Automation – Implementing robotics to speed up order fulfillment.</p> <p>C. Real-World Examples of Logistics Operational Excellence</p> <p>Amazon – Uses AI and robots for warehouse efficiency.</p> <p>DHL – Optimizes global logistics networks with digital tracking.</p> <p>Walmart – Implements just-in-time inventory management.</p> <p>3.Exercise (5 minutes) –</p>



	<p>Divide students into small groups. Assign each group a company (Amazon, Walmart, FedEx, Zara, etc.). Each group must analyze how their assigned company uses logistics for a competitive advantage. Quick presentations (2 minutes per group) and class discussion.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.allynintl.com/en/news-publications/entry/gaining-the-competitive-advantage-in-logistic https://dnrcollege.org/2024/eContent/COMMERCE/11N.pdf 4. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the primary goal of logistics operational objectives? a) Increasing product costs b) Reducing inefficiencies and improving service c) Eliminating warehouse management d) Slowing down supply chains Which of the following is NOT a logistics operational objective? a) Cost reduction b) Customer dissatisfaction c) Efficiency improvement d) Service quality enhancement How does Amazon maintain logistics efficiency? a) By increasing shipping delays b) By using AI, automation, and warehouse robots c) By avoiding technology in logistics d) By relying solely on manual labor How does logistics impact overall business profitability? Why is speed a crucial factor in logistics operations? Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 9	Course Name: : Logistics & Supply Chain Management Topic: Growing Importance of logistics management	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the importance of logistics management in today's business environment. Identify key drivers increasing the need for efficient logistics. Analyze real-world examples of businesses that thrive due to strong logistics management.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Real Life industry Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) Ask students: "What happens if a product doesn't reach a customer on time?" Discuss how logistics management is crucial for timely deliveries, cost efficiency, and customer satisfaction. Introduce how logistics has evolved into a strategic function rather than just transportation and storage. 2. Development (30 minutes) <ol style="list-style-type: none"> A. Key Reasons for the Growing Importance of Logistics <ol style="list-style-type: none"> Rise of E-commerce & Global Trade – Faster delivery expectations (Amazon, Alibaba). Supply Chain Complexity – More suppliers, international trade, and just-in-time production. Cost Optimization – Efficient logistics reduces transportation, warehousing, and operational costs. B. Impact of Logistics Management on Business Success <p>Customer Satisfaction – Faster and accurate deliveries improve brand loyalty.</p> <p>Competitive Advantage – Efficient logistics lowers costs and enhances reliability.</p> <p>Profitability – Reducing waste and optimizing inventory leads to higher profits.</p> 3.Exercise (5 minutes) – Divide students into small groups. Each group chooses a business (Amazon, Walmart, DHL, etc.). They discuss and present one major logistics strategy used by that company. Quick 2-minute presentations, followed by class discussion..



	Quick presentations (2 minutes per group) and class discussion.
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.allynintl.com/en/news-publications/entry/gaining-the-competitive-advantage-in-logistic https://dnrcollege.org/2024/eContent/COMMERCE/11N.pdf 4. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Why has logistics management become more important in recent years? <ol style="list-style-type: none"> a) Because companies focus less on supply chains b) Due to the rise of e-commerce and complex supply chains c) Because customers are less concerned about delivery speed d) Logistics has remained unchanged over time Which of the following is a key benefit of efficient logistics? <ol style="list-style-type: none"> a) Increased costs b) Delayed deliveries c) Improved customer satisfaction and profitability d) Decreased supply chain reliability How does Amazon maintain strong logistics operations? <ol style="list-style-type: none"> a) By reducing warehouse automation b) By using AI, robots, and predictive analytics c) By ignoring logistics optimization d) By relying only on manual process <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 10	Course Name: : Logistics & Supply Chain Management Topic: Case Study of Mumbai Dabbawala – Operational Excellence and Logistics Efficiency	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the logistics and operational model of the Mumbai Dabbawala system. Identify the key success factors behind their highly efficient supply chain. Analyze how this traditional system competes with modern logistics.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Case Study - Mumbai Dabbawala's case: An excellence to supply chain co-ordination
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students: "What makes a logistics system 99.99% accurate without modern technology?" Introduce Mumbai Dabbawala – a 130-year-old tiffin delivery system. Mention their Six Sigma rating (near-zero error rate), which even caught Prince Charles' attention! Development (30 minutes) <ol style="list-style-type: none"> The Structure of the Mumbai Dabbawala System <ol style="list-style-type: none"> Workforce & Organization – 5,000+ semi-literate workers delivering 200,000+ lunchboxes daily. Coding System – A simple yet efficient color and symbol-based system for sorting tiffins. Transport Mechanism – Tiffins move through bicycles, trains, and handcarts, ensuring timely delivery. Key Success Factors of the Dabbawala System <ul style="list-style-type: none"> Timeliness & Accuracy – Six Sigma-certified with only 1 mistake in 16 million deliveries. Team Coordination – No use of modern technology, yet perfect synchronization. Low Cost, High Efficiency – Sustainable pricing, customer loyalty, and reliability. How Mumbai Dabbawala Inspires Modern Logistics <ul style="list-style-type: none"> Lessons for E-commerce – Companies like Amazon and Flipkart study their model.



	<p>Customer-Centric Approach – Personal service without high-tech dependency. Scalability & Sustainability – Operating for over 130 years with consistent efficiency.</p> <p>3.Exercise (5 minutes) – Divide students into small groups. Each group designs a simple coding system for delivering items within a city. They present their coding strategy (symbols, numbers, colors, etc.) in 2-3 minutes. Discuss how their system compares to the Dabbawala method.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://www.researchgate.net/publication/383854968_Operational_Efficiency_and_Business_Organization_A_Case_Study_on_Mumbai_Dabbawalas 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What can modern companies learn from the Mumbai Dabbawala system? Why is teamwork crucial in a logistics-based service like this? How does their coding system compare to modern tracking technology? What are some challenges they might face in the future? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 11	Course Name: : Logistics & Supply Chain Management Topic: Nature, concepts of Supply Chain Management	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the definition and importance of Supply Chain Management (SCM). Identify the key components and flows in a supply chain. Analyze how SCM impacts businesses and global trade.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) Ask students: "How does a simple T-shirt reach you, from cotton farming to a retail store?" Introduce Supply Chain Management (SCM) as the end-to-end process of goods movement. Discuss real-world examples like Amazon, Walmart, and McDonald's supply chains. 2. Development (30 minutes) What is Supply Chain Management? Definition: Coordination of suppliers, manufacturers, warehouses, and retailers. Main Goal: Deliver the right product, at the right time, in the right place, at the right cost. Key Example: How Apple manages its supply chain for iPhones globally. B. Components of a Supply Chain Suppliers: Provide raw materials. Manufacturers: Convert materials into finished products. Warehouses & Distributors: Store and transport goods. Retailers & Customers: Sell and purchase products. C. Types of Supply Chain Flows Material Flow: Movement of raw materials and finished goods. Information Flow: Real-time data exchange for decision-making. Financial Flow: Payment transactions between entities. 3. Exercise (5 minutes) – Divide students into small groups. Each group designs a simple coding system for delivering items within a city.



	<p>They present their coding strategy (symbols, numbers, colors, etc.) in 2-3 minutes. Discuss how their system compares to the Dabbawala method.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols .4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the main goal of Supply Chain Management? a) Increase costs b) Deliver products efficiently c) Eliminate suppliers d) Avoid customer interactions What is an example of a supply chain flow? a) Movement of raw materials b) Financial transactions c) Information exchange d) All of the above Which company is famous for its supply chain efficiency? a) McDonald's b) Tesla c) Amazon d) All of the above? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 12	Course Name: : Logistics & Supply Chain Management Topic: Functions of Supply Chain Management	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define the core functions of SCM (procurement, production, inventory, distribution, and logistics). Explain how these functions work together to create a seamless supply chain. Analyze the impact of effective SCM functions on business efficiency and customer satisfaction.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: “Have you ever wondered how a product like a smartphone travels from raw material to your hands?” Briefly explain that SCM is the backbone of business operations, linking suppliers, production, storage, and delivery. Mention real-world examples (e.g., how companies like Apple and Amazon manage their supply chains efficiently).</p> <p>2. Development (30 minutes) Procurement & Sourcing: Definition: Acquiring raw materials or components from suppliers. Key Aspects: Supplier selection, quality control, and contract negotiation. Impact: Ensures the foundation of the production process is built on reliable and cost-effective inputs. Production, Inventory, & Distribution: Production: Converting raw materials into finished products through manufacturing processes. Inventory Management: Balancing stock levels to meet demand without incurring excessive holding costs. Distribution: Coordinating warehousing and delivery channels to get products to customers efficiently. Logistics & Information Flow: Logistics: Managing the transportation and storage of goods.</p>



	<p>Technology Role: Utilizing ERP systems, IoT devices, and real-time tracking to synchronize activities. Outcome: Enhanced coordination and faster decision-making across the supply chain.</p> <p>3.Exercise (5 minutes) – Step 1: Divide students into small groups and assign each group a common product (e.g., a T-shirt or a smartphone). Step 2: Instruct each group to create a simple flowchart mapping the product’s journey from raw material sourcing to final delivery. Step 3: Each group presents their flowchart, and the class discusses similarities, differences, and potential bottlenecks in each supply chain.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. How does effective procurement affect the overall supply chain performance? In what ways can better inventory management reduce operational costs? How do logistics and information flow contribute to faster deliveries? What challenges might arise in coordinating multiple SCM functions? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 13	Course Name: : Logistics & Supply Chain Management Topic: Contribution Of Supply Chain Management	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Explain how SCM contributes to cost efficiency, operational effectiveness, and improved customer service. Analyze real-world examples that demonstrate SCM's impact on overall business performance.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "Have you ever wondered how a product you order online reaches you so quickly and efficiently?" Provide a brief overview of SCM as the backbone connecting suppliers, production, distribution, and customer delivery. Mention well-known examples (e.g., Amazon, Walmart) to illustrate how SCM drives cost reduction and competitive advantage.</p> <p>2. Development (30 minutes) Cost Efficiency & Resource Optimization:</p> <p>Reduction of Operational Costs: SCM helps minimize waste and excess inventory. Streamlined Processes: Improved coordination among suppliers, production, and logistics reduces delays and cost overruns. Economies of Scale: Bulk purchasing and optimized transportation lower overall expenses. Improved Customer Service & Satisfaction:</p> <p>Timely Deliveries: Efficient SCM ensures products reach customers on time, enhancing satisfaction. Quality Control: Consistent monitoring throughout the supply chain leads to higher product quality. Responsive Support: Real-time tracking and feedback loops allow companies to quickly resolve issues. Enhanced Global Competitiveness & Agility:</p> <p>Market Responsiveness: SCM enables rapid adaptation to changing market demands.</p>



	<p>Integration of Technology: Use of ERP systems, IoT, and data analytics provides visibility across the supply chain.</p> <p>Risk Management: Effective SCM prepares businesses to manage disruptions and maintain continuity.</p> <p>3.Exercise (5 minutes) –</p> <p>Step 1: Divide students into small groups and assign each group a common product (e.g., a T-shirt or a smartphone).</p> <p>Step 2: Instruct each group to create a simple flowchart mapping the product’s journey from raw material sourcing to final delivery.</p> <p>Step 3: Each group presents their flowchart, and the class discusses similarities, differences, and potential bottlenecks in each supply chain.</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf 5. Spend 5 minutes to wrap up and consolidate the learning.
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. <ul style="list-style-type: none"> How does effective procurement affect the overall supply chain performance? In what ways can better inventory management reduce operational costs? How do logistics and information flow contribute to faster deliveries? What challenges might arise in coordinating multiple SCM functions? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 14	Course Name: : Logistics & Supply Chain Management Topic: Understanding the Framework of Supply Chain Solutions	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of supply chain solutions and their role in business operations. Identify the key components of a supply chain solutions framework. Explain how supply chain solutions improve efficiency and reduce costs.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
	<p>1. Introduction (5 minutes) Ask students: "What happens behind the scenes when you order a product online?" Explain that companies use supply chain solutions to manage procurement, production, transportation, and delivery. Introduce the importance of technology in modern supply chains.</p> <p>2. Development (30 minutes) Government Regulations and Compliance: Regulatory compliance: Ensuring adherence to government regulations and standards related to product safety, labor practices, environmental protection, and trade policies.</p> <p>Trade facilitation: Collaborating with government agencies to streamline customs procedures, tariffs, and trade documentation to facilitate international trade and minimize supply chain disruptions.</p> <p>Risk management: Monitoring and managing regulatory risks, including changes in laws and policies that may impact supply chain operations and logistics.</p> <p>Customs Act, 1962: The Customs Act governs the import and export of goods in India. It defines the duties and regulations that govern the transportation and clearance of goods at customs, including customs valuation, duty exemptions, and import/export control. Key Areas: Customs clearance, tariffs, duty-free imports, export incentives</p> <p>Labor and Employment Laws Factories Act, 1948:</p>



	<p>The Industrial Disputes Act, 1947: Minimum Wages Act, 1948: Child and Forced Labor Regulations The Environment Protection Act, 1986: Air (Prevention and Control of Pollution) Act, 1981: Water (Prevention and Control of Pollution) Act, 1974: Plastic Waste Management Rules, 2016: Bureau of Indian Standards (BIS)</p> <p>3.Exercise (5 minutes) – Write a one-page reflection on how Amazon or Walmart uses supply chain solutions to gain a competitive edge.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. How do companies use technology to optimize their supply chains? Can a business operate without a supply chain solution framework? Why or why not? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 15	Course Name: : Logistics & Supply Chain Management Topic: Value chain; Outsourcing;	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define and explain the value chain and its significance. Identify the primary and support activities in a value chain. Analyze how companies create a competitive advantage through value chain optimization.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples Case Study: Apple's Value Chain
	<p>1. Introduction (5 minutes) Ask: "How do businesses add value to a product before selling it?" Introduce Michael Porter's Value Chain Model as a framework to analyze business operations. Explain the difference between value chain and supply chain (Value chain focuses on adding value, supply chain focuses on logistics).</p> <p>2. Development (30 minutes) Components of the Value Chain Primary Activities:</p> <p>Inbound Logistics (Receiving raw materials) Operations (Manufacturing, assembly) Outbound Logistics (Warehousing, transportation) Marketing & Sales (Promotions, pricing strategy) Services (Customer support, maintenance) Support Activities:</p> <p>Procurement (Purchasing raw materials) Human Resources (Workforce management) Technology Development (R&D, automation) Firm Infrastructure (Finance, legal, management)</p> <p>2. Competitive Advantage through Value Chain Optimization Cost Leadership: Reducing costs in logistics, operations, and marketing. Differentiation: Enhancing customer experience through unique services. Technology Integration: Using AI, ERP, and data analytics to improve efficiency.</p>



	<p>3. Case Study: Apple's Value Chain Design & Innovation: Premium product development. Supplier Relationships: Strategic supplier partnerships (e.g., Foxconn). Customer Experience: Apple Stores & after-sales services.</p> <p>3.Exercise (5 minutes) – Write a one-page analysis of how a company of your choice optimizes its value chain.</p>
Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols .4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. How does an optimized value chain impact customer satisfaction? Can small businesses implement a value chain strategy effectively? <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 16	Course Name: : Logistics & Supply Chain Management Topic: Third-party logistics(3PL)	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Third-Party Logistics (3PL) and its role in supply chain management. Identify the different types of 3PL providers and their services. Explain the benefits and challenges of using 3PL
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
	<p>1. Introduction (5 minutes) Ask: What happens after you place an order online? Who ensures it reaches you?" Explain that many companies outsource logistics to 3PL providers to manage transportation, warehousing, and distribution. Give examples of popular 3PL companies: DHL, FedEx, UPS, XPO Logistics, Maersk.</p> <p>2. Development (30 minutes) What is Third-Party Logistics (3PL)? A third-party company that handles logistics operations for businesses. Manages transportation, warehousing, order fulfillment, and inventory management. Used by e-commerce, retail, and manufacturing companies to improve supply chain efficiency.</p> <p>2. Types of 3PL Providers Transportation-Based 3PL: Focuses on freight and shipping (e.g., DHL, FedEx). Warehousing-Based 3PL: Handles storage, inventory, and fulfillment (e.g., Amazon Fulfillment). Technology-Based 3PL: Uses AI and software for route optimization and tracking (e.g., Flexport).</p> <p>3. Benefits & Challenges of Using 3PL Benefits: Cost savings by outsourcing logistics operations. Access to expertise and advanced technology. Scalability for handling increased demand. Challenges: Less control over logistics operations. Risk of service delays or disruptions.</p>



	<p>Dependency on third-party vendors.</p> <p>3.Exercise (5 minutes) – Research and write a one-page report on how Amazon uses 3PL and Fulfillment by Amazon (FBA) for its logistics operations.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://egyankosh.ac.in/bitstream/123456789/81765/3/Unit-9.pdf 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What does 3PL stand for? a) Third-Party Leasing b) Third-Party Logistics c) Three-Part Logistics Which of the following is a function of 3PL providers? a) Manufacturing products b) Managing transportation and warehousing c) Conducting market research What is a key benefit of using 3PL? a) Increased control over logistics b) Cost reduction and access to expertise c) Higher operational costs Why do companies outsource logistics instead of handling it themselves? What factors should businesses consider before choosing a 3PL provider? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 17	Course Name: : Logistics & Supply Chain Management Topic: Fourth-Party Logistics (4PL) in Supply Chain Management	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Define Fourth-Party Logistics (4PL) and differentiate it from 3PL. Explain the role of 4PL providers in managing supply chains. Identify the advantages and challenges of using 4PL services.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
	<p>1. Introduction (5 minutes) Ask: Who is responsible for managing complex global supply chains?" Explain that 4PL providers act as integrators, managing multiple 3PLs and overseeing the entire supply chain. Introduce Accenture as the company that first coined the term 4PL.</p> <p>2. Development (30 minutes) What is Fourth-Party Logistics (4PL)? A logistics management company that oversees and integrates multiple 3PLs. Provides end-to-end supply chain solutions, including planning, coordination, and execution. Acts as a single point of contact for businesses, reducing supply chain complexity.</p> <p>2. Difference Between 3PL and 4PL 3PL: Handles specific logistics operations like warehousing and transportation. 4PL: Manages multiple 3PLs, optimizes processes, and provides strategic oversight. Example: Nike uses 3PL providers (DHL, FedEx, UPS) for logistics. A 4PL like Accenture or Deloitte could manage and coordinate all 3PL providers.</p> <p>3. Advantages & Challenges of 4PL Advantages: Complete supply chain visibility and optimization. Reduces the burden of managing multiple logistics providers. Uses data analytics and AI to improve efficiency. Challenges:</p>



	<p>Loss of direct control over logistics operations. Higher costs compared to managing 3PL providers directly. Dependency on a single provider, which can be risky.</p> <p>3.Exercise (5 minutes) – Write a one-page report on how a company of your choice can benefit from 4PL services.</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://www.magaya.com/4pl-logistics/ 4. Spend 5 minutes to wrap up and consolidate the learning.
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. ics operations. Higher costs compared to managing 3PL providers directly. Dependency on a single provider, which can be risky. 5. Quiz Questions (5 min) What is the main function of a 4PL provider? a) Managing multiple 3PL providers and optimizing the supply chain b) Transporting goods directly c) Manufacturing products What is a key difference between 3PL and 4PL? a) 3PL focuses on logistics execution, while 4PL focuses on supply chain management b) 4PL handles only warehousing c) 3PL manages all aspects of a supply chain Which company first introduced the concept of 4PL? a) Amazon b) Accenture c) FedEx Why would a company choose a 4PL provider over managing multiple 3PLs itself? What industries benefit most from using 4PL services? Spend 5 minutes to evaluate student assimilation of the lesson contents



Model Institute of Engineering
& Technology (Autonomous)
Lesson Plan

Kot, Bhalwal, Jammu



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Lesson Plan No. 18	Course Name: : Logistics & Supply Chain Management Topic: Bullwhip effect and supply chain	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of the Bullwhip Effect and its causes. Identify real-world examples of the Bullwhip Effect in supply chains. Discuss the impact of the Bullwhip Effect on businesses and how to mitigate it.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<p>1. Introduction (5 minutes) Begin with a simple question: "Have you ever experienced a delay in receiving an online order? Why do you think that happens?" Explain that small fluctuations in demand can cause larger fluctuations in supply chains. Introduce the Bullwhip Effect using a real-world example (e.g., toilet paper shortages during the COVID-19 pandemic).</p> <p>2. Development (30 minutes)</p> <p>A. Causes of the Bullwhip Effect (10 minutes) Demand forecast errors Order batching Price fluctuations and promotions Rationing and shortage gaming</p> <p>B. Impact of the Bullwhip Effect (10 minutes) Increased inventory costs Production inefficiencies Poor customer service and stockouts.</p> <p>C. Ways to Reduce the Bullwhip Effect Improving demand forecasting with technology Reducing lead times in supply chains Enhancing communication between supply chain partners</p> <p>3. Exercise (5 minutes) – Step 1: Divide students into small groups and assign each group a common product (e.g., a T-shirt or a smartphone). Step 2: Instruct each group to create a simple flowchart mapping the product's journey from raw material sourcing to final delivery. Step 3: Each group presents their flowchart, and the class discusses similarities, differences, and potential bottlenecks in each supply chain.</p>



Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://www.supplyvelocity.com/wp-content/uploads/2015/04/The-Bullwhip-Effect-in-Supply-Chains.pdf 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is the primary cause of the Bullwhip Effect? a) Stable demand b) Small changes in demand leading to large fluctuations in supply c) Decreasing inventory levels Which of the following is a method to reduce the Bullwhip Effect? a) Increasing lead times b) Improving demand forecasting c) Encouraging bulk ordering The Bullwhip Effect leads to: a) Reduced inventory costs b) Supply chain inefficiencies and stockouts c) Increased customer satisfaction? Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 19	Course Name : Logistics & Supply Chain Management Topic: Supply chain relationships	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand different types of supply chain relationships. Identify the benefits of strong supply chain partnerships. Analyze real-world examples of successful supply chain relationships.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) Ask students: "Why do companies like Apple, Amazon, or Toyota succeed in their supply chains?" Explain that strong relationships with suppliers, distributors, and logistics partners are key to supply chain success. Introduce the concept of Supply Chain Relationships and their role in ensuring efficiency, cost reduction, and innovation. Development (30 minutes) Types of Supply Chain Relationships (10 minutes) Transactional Relationships: Short-term, cost-focused, low collaboration (e.g., one-time purchases). Collaborative Relationships: Long-term partnerships with shared goals and risks (e.g., Apple & Foxconn). Strategic Alliances: Deep integration, joint ventures, and co-innovation (e.g., Toyota's Just-in-Time with suppliers). B. Benefits of Strong Supply Chain Relationships (10 minutes) Cost Efficiency: Reduced transaction costs and bulk discounts. Reliability & Risk Reduction: Improved communication and reduced supply disruptions. Innovation & Competitive Advantage: Sharing technology and expertise for better products. C. Case Studies of Good & Bad Supply Chain Relationships (10 minutes) Successful Example: Apple & Foxconn – close supplier collaboration for high-quality production. Failure Example: Boeing's 787 Dreamliner delays due to poor coordination with multiple suppliers. Exercise (5 minutes) – Step 1: Divide students into small groups and assign each group a common product (e.g., a T-shirt or a smartphone).



	<p>Step 2: Instruct each group to create a simple flowchart mapping the product's journey from raw material sourcing to final delivery.</p> <p>Step 3: Each group presents their flowchart, and the class discusses similarities, differences, and potential bottlenecks in each supply chain.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://www.carecprogram.org/uploads/Chapter-4-Supply-Chain-Relationships.pdf <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. <ul style="list-style-type: none"> Which type of supply chain relationship involves deep collaboration and shared risks? <ol style="list-style-type: none"> a) Transactional b) Collaborative c) Competitive What is one key benefit of strong supply chain relationships? <ol style="list-style-type: none"> a) Increased conflicts b) Higher costs c) Better risk management What is an example of a strategic supply chain relationship? <ol style="list-style-type: none"> a) One-time purchase from a vendor b) Long-term partnership with technology sharing c) Ignoring supplier feedback <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 20	Course Name: : Logistics & Supply Chain Management Topic: Supply chain relationships Conflict resolution strategies	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand common causes of conflicts in supply chain relationships. Identify the impact of unresolved conflicts on supply chain efficiency. Analyze real-world examples of supply chain conflicts.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) Ask students: "What happens if a supplier fails to deliver on time?" Explain that conflicts are common in supply chains due to cost pressures, miscommunication, and supply disruptions. Introduce today's focus: Understanding why conflicts happen and their consequences. 2. Development (30 minutes) Common Causes of Supply Chain Conflicts (10 minutes) Price Disputes: Suppliers demand higher prices, while buyers push for lower costs. Late Deliveries & Quality Issues: Delays and subpar products cause disruptions. Lack of Transparency & Trust: Poor communication leads to misunderstandings. B. Impact of Unresolved Conflicts (10 minutes) Supply Chain Disruptions: Delays, stockouts, and inefficiencies. Damaged Relationships: Loss of long-term partnerships and higher costs of finding new suppliers. Reputational Risks: Unhappy customers due to delayed or defective products. 3. Exercise (5 minutes) – Summarize



Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://www.investopedia.com/terms/s/supply-chain-management https://perfectplanner.io/effective-conflict-resolution/#:~:text=Open%20Communication%3A%20Create%20a%20safe,to%20guide%20the%20resolution%20process. 5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. What is a common cause of supply chain conflicts? a) Strong partnerships b) Price disputes c) Faster deliveries How can conflicts impact supply chains? a) Improved efficiency b) More innovation c) Supply chain disruptions What was a key issue in Boeing’s supply chain conflict? a) Over-communication b) Misaligned expectations with suppliers c) Excess inventory Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 21	Course Name: : Logistics & Supply Chain Management Topic: Transportation: Concept & Its Role in Supply Chains	Course No.: BBAMJ-404
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Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand the concept of transportation in supply chains. Learn about different modes of transportation used in logistics. Recognize the role of transportation in global trade and business.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: “How do goods travel from factories to stores?” What would happen if transportation stopped for a day?” Explain that transportation is the backbone of supply chains, enabling the movement of goods from one place to another. Introduce the lesson's key focus: Understanding transportation and its importance in logistics and business.</p> <p>2. Development (30 minutes) Concept of Transportation Definition: The movement of goods, people, or animals from one location to another. Role in Supply Chain: Links suppliers, manufacturers, warehouses, and consumers. Factors Influencing Transportation: Cost, speed, reliability, and environmental impact.</p> <p>B. Modes of Transportation Road Transport: Flexible, ideal for short to medium distances (trucks, vans). Rail Transport: Cost-effective for bulk shipments over long distances. Air Transport: Fastest but most expensive, used for urgent deliveries. Sea Transport: Best for international trade, cost-efficient but slow.</p> <p>Importance of Transportation in Business (10 minutes) Supply Chain Efficiency: Faster deliveries improve business operations. Customer Satisfaction: Quick and reliable shipping enhances customer experience. Global Trade & Competitiveness: Companies can reach global markets with efficient transportation.</p>



	<p>- Cost & Environmental Considerations Fuel & Labor Costs: Transportation expenses impact product pricing. Sustainability Issues: The rise of eco-friendly alternatives like electric vehicles. Optimization Strategies: Route planning, load optimization, and smart logistics.</p> <p>- Future Trends in Transportation Autonomous Vehicles & Drones: How companies like Amazon use drones for delivery. Hyperloop & High-Speed Rail: Innovations in long-distance transportation. Green Transportation: The shift towards electric and hydrogen-powered vehicles.</p> <p>3. Exercise (5 minutes) – Summarize</p>
<p>Closure</p>	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . 4. https://www.linkedin.com/pulse/what-transportation-meaning-importance-milad-azami/ https://commerceease.com/transportation/ . 5. Spend 5 minutes to wrap up and consolidate the learning.
<p>Evaluation</p>	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Why is transportation important for businesses? a) It reduces product availability b) It helps move products efficiently c) It increases costs only What is one future trend in transportation? a) Slower delivery methods b) The use of drones for deliveries c) Increasing fuel costs deliberately How can businesses optimize transportation costs? a) By reducing product demand b) By using smart logistics and efficient routing c) By increasing delivery times Spend 5 minutes to evaluate student assimilation of the lesson contents



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Lesson Plan No. 22	Course Name: : Logistics & Supply Chain Management	Course No.: BBAMJ-404
	Topic: Elements of Transportation	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Understand the fundamental elements of transportation systems. Learn how infrastructure, vehicles, and operations interact in transportation. Analyze the role of transportation elements in logistics and supply chains..
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<p>1. Introduction (5 minutes) Ask students: "What do you think are the essential components of transportation?" Explain that transportation systems consist of multiple interconnected elements that allow for the smooth movement of goods and people. Introduce today's focus: Breaking down the core elements of transportation.</p> <p>2. Development (30 minutes) A. Transportation Infrastructure (10 minutes) Definition: The physical framework that supports transportation systems. Examples: Roads, highways, railways, airports, ports, pipelines. Importance: Good infrastructure reduces costs and improves efficiency.</p> <p>B. Vehicles & Transportation Modes (10 minutes) Definition: The means by which goods and people are transported. Types: Trucks, trains, ships, airplanes, pipelines. Selection Criteria: Cost, speed, environmental impact, and suitability.</p> <p>C. Operations & Logistics (10 minutes) Definition: The management and execution of transportation. Key Aspects: Route planning, scheduling, safety measures. Technology in Operations: GPS tracking, automated scheduling, AI-driven logistics.</p> <p>3.Exercise (5 minutes) – Summarize</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols .4. https://www.linkedin.com/pulse/what-transportation-meaning-importance-milad-azami/ https://commerceease.com/transportation/ .5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Why is transportation important for businesses?<ol style="list-style-type: none">a) It reduces product availabilityb) It helps move products efficientlyc) It increases costs only What is one future trend in transportation?<ol style="list-style-type: none">a) Slower delivery methodsb) The use of drones for deliveriesc) Increasing fuel costs deliberately How can businesses optimize transportation costs?<ol style="list-style-type: none">a) By reducing product demandb) By using smart logistics and efficient routingc) By increasing delivery times Spend 5 minutes to evaluate student assimilation of the lesson contents

Lesson Plan No. 23	Course Name: : Logistics & Supply Chain Management	Course No.: BBAMJ-404
	Topic: Modes of Transportation	

Objectives	<p>At the end of the lesson the student shall be able to:</p> <ol style="list-style-type: none"> Understand the different modes of transportation used in logistics and daily life. Learn about the advantages and disadvantages of each mode. Explore how businesses choose transportation modes based on cost, speed, and efficiency.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> 1. Introduction (5 minutes) How do you usually travel to different places? What about goods—how do they move from factories to stores?" 2. Development (30 minutes) Main Modes of Transportation (10 minutes) Road Transport: Trucks, vans, and cars used for short to medium distances. Rail Transport: Cost-effective for bulk transport over long distances. Air Transport: Fastest but expensive, used for urgent deliveries. Water Transport: Slow but economical for international trade. Pipeline Transport: Efficient for liquids and gases, such as oil and natural gas. Factors influencing mode selection: Cost, speed, reliability, product type. Real-world example: Amazon's use of air, road, and last-mile delivery solutions. Technology's role: AI and IoT in optimizing transportation choices. Comparing Transportation Modes Future Trends in Transportation 3. Exercise (5 minutes) – "Imagine you are a logistics manager for a company. Your product is perishable fruit that needs to reach customers across the country. What transportation mode(s) would you choose and why?" Students discuss in small groups and present their reasoning.



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.2. Discuss the Analytical Questions from the Syllabus.3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols .4. https://www.overstaytonight.com/transport-system/#google_vignette .5. Spend 5 minutes to wrap up and consolidate the learning.
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. Which mode of transportation do you think will be most important in the future, and why?" <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>

Lesson Plan No. 24	Course Name: : Logistics & Supply Chain Management	Course No.: BBAMJ-404
	Topic: Containerization	

Objectives	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> Understand what containerization is and how it transformed global trade. Learn about the advantages of containerization in logistics. Explore how standardized containers improve efficiency and reduce costs..
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation White Board Live Examples
Teaching Development	<ol style="list-style-type: none"> Introduction (5 minutes) “How do goods travel from one country to another efficiently?” Explain the Problem: Before containerization, shipping was slow, expensive, and labor-intensive. Introduce Containerization: The use of standardized shipping containers revolutionized global trade by allowing goods to move seamlessly across ships, trains, and trucks. Development (30 minutes) <ul style="list-style-type: none"> -Definition: The process of using standardized containers for transporting goods. -Origins: Malcolm McLean invented modern container shipping in the 1950s. -Standardization: Containers come in sizes like 20-foot (TEU) and 40-foot (FEU) for easy stacking and transfer. -Advantages of Containerization <ul style="list-style-type: none"> Efficiency: Containers reduce loading/unloading time. Security: Goods are sealed, reducing theft and damage. Cost-effectiveness: Standardization lowers transportation costs. -Impact on Global Trade <ul style="list-style-type: none"> Increase in International Trade: Faster, cheaper shipping allows global business expansion. Port Development: Major ports have adapted to container handling (e.g., Singapore, Rotterdam). Intermodal Transport: Containers can easily transfer between ships, trucks, and trains. -Future Trends in Containerization (10 minutes) <ul style="list-style-type: none"> Smart Containers: GPS tracking, real-time temperature control, and security alerts.

	<p>Green Shipping: Reducing emissions with electric and hydrogen-powered cargo ships.</p> <p>Automation: AI-powered port cranes and self-driving trucks improving efficiency.</p> <p>3.Exercise (5 minutes) –</p> <p>"Imagine you are a logistics manager for a company. Your product is perishable fruit that needs to reach customers across the country. What transportation mode(s) would you choose and why?"</p> <p>Students discuss in small groups and present their reasoning.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 2. Discuss the Analytical Questions from the Syllabus. 3. Suggested Reading: - --- Robert B. Handfield & Ernest L. Nichols . https://nimbuspost.com/blog/containerisation-in-logistics-definition-types-and-process/# https://www.ouct.ac.in/admin/editoruploads/file/exim.pdf https://www.speedcommerce.com/what-is/containerization/ <p>Spend 5 minutes to wrap up and consolidate the learning.</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, Why, How?). Allow students to answer and discuss. <p>“How would global trade be different today if containerization had never been invented?”</p> <p>Who is credited with inventing modern containerization?</p> <ol style="list-style-type: none"> a) Henry Ford b) Malcolm McLean c) Elon Musk <p>What is a key advantage of containerization?</p> <ol style="list-style-type: none"> a) Increased manual labor b) Faster and more secure transport c) Higher costs <p>What is an example of intermodal transportation?</p> <ol style="list-style-type: none"> a) Shipping containers moved from ships to trains b) Transporting goods only by airplane c) Carrying items in small boxes by hand <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



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