



# Management Development Programme (MDP) on

## SUPPLY CHAIN MANAGEMENT

18th July 2020 Saturday



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Organised by

**SAI RAM INSTITUTE OF MANAGEMENT STUDIES**

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**SAI RAM ENGINEERING COLLEGE**

*An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi  
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution*

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Department of Management Studies

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## ABOUT US

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

## ABOUT MDP

supply chain management (scm) is the intricate orchestration of activities that oversee the movement of goods and services from their point of origin to the hands of consumers. this multifaceted discipline encompasses a spectrum of operations, including procurement, production, logistics, and distribution. at its core, scm seeks to optimize efficiency, minimize costs, and enhance customer satisfaction. to achieve these objectives, companies engage in meticulous planning, forecasting demand, and establishing robust supplier relationships. once materials are sourced, scm oversees their transformation into finished products through streamlined production processes. inventory management plays a pivotal role, ensuring the delicate balance between stocking adequate levels to meet demand and avoiding excess that could lead to unnecessary costs. logistics form another crucial aspect, managing the transportation, warehousing, and delivery of products to customers with precision and timeliness. in tandem with these operational facets, technology

plays an indispensable role, enabling the integration of various systems and providing insights through advanced analytics. ultimately, effective supply chain management hinges on collaboration and communication across all stakeholders, from suppliers to end-users, to ensure seamless operations and swift response to market dynamics.

## OBJECTIVES

coordination: scm involves coordinating activities across the entire supply chain, from sourcing raw materials to delivering finished products to customers.

integration: it requires integrating various functions and stakeholders, including suppliers, manufacturers, distributors, and retailers, to ensure smooth operations.

optimization: scm aims to optimize efficiency and minimize costs by streamlining processes, reducing waste, and improving resource utilization.

customer focus: customer satisfaction is a priority, achieved through timely delivery, high-quality products, and responsive service.

## PROGRAMME SCHEDULE

FN - Impact of supply chain management in global operation

AN - Role of executives for effective implementation of supply chain management in organization

## WHO WHOM ?

Middle Level & Operational Level employees of all functional areas.

**REGISTRATION FEE: Rs.3,500/-** per participant. (The DD/Cheque to be drawn in favor of "SAIRAM ASSOCIATION" payable at CHENNAI)

### Convenor

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