

Beer game - Dr Surya Prakash

Name of the faculty	Dr Surya Prakash
Position	Associate Professor of Operations
Qualification	Ph.D
Experience & Expertise	12 Years experience in academics Supply Chain Management Expert
Course Name and Year	Supply Chain Management, PGDM 2024 Supply Chain Modelling and Analysis
Area of Difficulty/Improvement	Difficulty in Understanding inventory and bullwhip effect
Description of the Difficulty/ Need for improvement	Student face problems in understanding dynamics of supply chain. Role of inventory and impact of poor coordination. The bullwhip effect, where small fluctuations in demand at the consumer level can lead to amplified variations as they propagate upstream through the supply chain visualization problem.
Innovation Name	Beer game with props and cards
Description of the Innovation	<p>The Beer Game, a well-known supply chain management simulation exercise, is essential to teaching pedagogy for several reasons. Its ability to convey key supply chain concepts makes it a valuable tool for educators.</p> <p>It is part of Supply Chain Management course where and played by teams using cards and props. The duration of the session is 3 hr.</p> <p>The beer game is an effective tool for experiential learning for complex systems like supply chains. The bullwhip effect, which describes how slight changes in customer demand can cause exaggerated changes in inventory levels upstream in the supply chain, is clearly illustrated in The Beer Game..</p>
Learning Outcomes	Understand the fundamental elements & concepts and the application of tools/Techniques of Supply Chain Management

	<p>Inventory control and management skills</p> <p>Supply chain coordination and information sharing</p>
Other significant outcomes	<p>Understanding the fundamental concepts and theories of supply chain management through gamification and consolidating the knowledge.</p>
<p>Assessment of Innovation</p> <p>a. Is effectiveness tangible</p> <p>b. If YES, Evidence of effectiveness</p>	<p>a. Effectiveness as student learned many things by doing in the game session</p> <p>b. The student observe, note and analyse the inventory on given format</p>
Is it Replicable?	<p>YES</p>
Any other Remarks	<p>The session is suitable to demonstrate the experiential learning. Such model game and in person sessions can be very effective for other courses.</p>