

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

| III Semester: MBA | | | | | | | | |
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| Course Code | Category | Hours / Week | | | Credits | Maximum Marks | | |
| CMBC33 | Elective | L | T | P | C | CIA | SEE | Total |
| | | 4 | - | - | 4 | 30 | 70 | 100 |
| Contact Classes: 45 | | Tutorial Classes: Nil | | Practical Classes: Nil | | | Total Classes: 45 | |
| <p>I. COURSE OVERVIEW: The course brings the knowledge in terms of basic concept of supply chain concepts and logistics. The course also gives exposure on competitive advantage and its uses and supply chain management and its focus areas and also to know the measurement of logistics performance and various kinds of cost drivers associated in logistics performance, the course also gives the focus on supply chain and logistics relationships and strategies applied in benchmarking. The course provides the knowledge about the various sourcing decisions and transporting methods and pricing of products and finally how to get the competitive advantage in the area of logistics by managing global logistics and global supply chains.</p> <p>II. COURSE OBJECTIVES: The students will try to learn:</p> <ol style="list-style-type: none"> I. The basics of Logistics and Supply Chain Management (L&SCM) to maintain logistics as a competitive strength. II. Performance of logistics by considering its costs to assess the effectiveness of logistics. III. Methods to measure the logistics and supply chain relationships also set bench marking priorities for suppliers and distributors. IV. Practices of sourcing transporting and pricing of various products. V. The concepts relating to the performance of logistics at global level. <p>III. COURSE OUTCOMES: After successful completion of the course, students will be able to:</p> <p>CO 1: Define logistics and attainment of competitive advantage through logistics for ones organizations.</p> <p>CO 2: Appraise ones competitive strategy through the application of logistics in business.</p> <p>CO 3: Narrate about the measurement of logistics effectiveness to take corrective actions.</p> <p>CO 4: Examine the performance of logistics for optimum utilization to obtain competitive advantage.</p> <p>CO 5: Identify different kinds of supply chain relationship operations associated with the business organizations for maintaining effective supply chain relations.</p> <p>CO 6: Appraise on the effective channel maintenance and structure for facilitating the commodities available at destination points.</p> <p>CO 7: Organize the sourcing and transporting decisions for the propose minimizing the transporting cost and cost of purchase.</p> <p>CO 8: Compare between different kinds of pricing decisions to be taken by the organization.</p> <p>CO 9: Contrast on managing global logistics while dealing with international activities.</p> <p>CO 10: Summarize the effectiveness of global supply chains in making international purchase of sale of commodities.</p> | | | | | | | | |
| IV. SYLLABUS | | | | | | | | |
| UNIT-I | LOGISTICS AND COMPETITIVE STRATEGY | | | | | | Classes: 09 | |
| Competitive Advantage – Gaining Competitive Advantage Through Logistics-Integrated Supply Chains–Competitive Performance - Models in Logistics Management - Logistics to Supply Chain Management – FocusAreas in Supply Chain Management- Customer Service and Retention- Basic Service Capability Value AddedServices. | | | | | | | | |

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| UNIT-II | MEASURING LOGISTICS COSTS AND PERFORMANCE | Classes: 09 |
| The Concept of Total Cost Analysis – Principles of Logistics Costing – Logistics and the Bottom-Line – Impact of Logistics on Shareholder Value - Customer Profitability Analysis – Direct Product Profitability – Cost Drivers and Activity-Based Costing. | | |
| UNIT-III | LOGISTICS AND SUPPLY CHAIN RELATIONSHIPS | Classes:09 |
| Benchmarking the Logistics Process and SCM Operations – Mapping the Supply Chain Processes – Supplier and Distributor Benchmarking – Setting Benchmarking Priorities – Identifying Logistics. Performance Indicators – Channel Structure – Economics of Distribution – Channel Relationships – Logistics Service Alliances. | | |
| UNIT-IV | SOURCING, TRANSPORTING AND PRICING PRODUCTS | Classes:09 |
| Sourcing Decisions and Transportation in Supply Chain – Infrastructure Suppliers of Transport Services– Transportation Economics and Pricing – Documentation - Pricing and Revenue Management Lack of Coordination and Bullwhip Effect - Impact of Lack of Coordination. - CRM – Internal Supply Chain Management. | | |
| UNIT-V | MANAGING GLOBAL LOGISTICS AND GLOBAL SUPPLY CHAINS | Classes: 09 |
| Logistics in a Global Economy – Views of Global Logistics - Global Operating Levels – Interlinked Global Economy – The Global Supply Chains - Global Supply Chain Business Processes – Global Strategy – Global Purchasing – Global Logistics – Channels in Global Logistics – Global Alliances – Issues and Challenges in Global Supply Chain Management | | |
| Text Books: | | |
| <ol style="list-style-type: none"> 1. Judy Dickens, “Supply Chain Planning and Execution”, Willford Press, 1st Edition, 2019. 2. Richard B Chase, Ravi Shankar and FRobert Jacobs, “Operations and Supply Chain Management”, McGraw Hill Education, 15th Edition, 2018 3. K. Shridhara Bhat, “Logistics and Supply Chain Management”, Himalaya Publishing House, 1st Edition, 2016. 4. Sunil Chopra, Peter Meindl and D.V.Karla, “Supply Chain Management, Strategy, Planning and Operations”, Pearson Education, 6th Edition, 2016. 5. Shah, J, “Supply Chain management, Text and Cases”, Pearson Education, 2nd Edition, 2016. 6. Donald J. Bowersox and David J.Closs, “Logistical Management the Integrated Supply Chain Process”, TMH, 2011. 7. Edward J Bradi, John J Coyle: “A Logistics Approach to Supply Chain Management”, Cengage Learning, New Delhi, 2012. | | |
| Reference Books: | | |
| <ol style="list-style-type: none"> 1. Sunil Chopra and Peter Meindl: Supply chain Management: Strategy, Planning and Operation, Pearson Education, New Delhi, 2013. 2. Rahul V Altekar: Supply Chain Management, PHI Learning Ltd, New Delhi, 2009. | | |
| Web References: | | |
| <ol style="list-style-type: none"> 1. https://www.pdfdrive.com/logistics-supply-chain-management-e33568995.html 2. https://www.pdfdrive.com/quantitative-approaches-in-logistics-and-supply-chain-management-proceedings-of-the-8th-workshop-on-logistics-and-supply-chain-management-berkeley-california-october-3rd-and-4th-2013-e157863749.html | | |
| E-Text Books: | | |
| <ol style="list-style-type: none"> 1. http://www.freemagagement.com 2. http://www.emeraldinsight.com | | |