

BA4T2-Logistics and Supply Chain Management

- Unit 1- Logistics and Competitive Strategy:** Competitive advantage – Gaining competitive advantage through logistics – The mission of logistics management - Integrated supply chains – Supply chain and competitive performance.
- Unit 2- Customer Service Dimension:** Customer service and customer retention – Service-driven logistics systems – Basic service capability – Increasing customer expectations - Value added services; Measuring logistics costs and performance: Principles of logistics costing – Logistics and the bottom-line – Impact of logistics on shareholder value - Customer profitability analysis
- Unit 3- Logistics and Supply Chain Relationships:** Benchmarking the logistics process and SCM operations –Mapping the supply chain processes –Identifying logistics performance indicators –Channel structure – Economics of distribution –Channel relationships –Logistics service alliances.
- Unit 4- Sourcing, Transporting and Pricing Products:** Sourcing decisions in supply chain – Transportation in the supply chain – Transportation infrastructure –Basic transportation economics and pricing – transportation documentation; Coordination and technology in supply chain - Lack of coordination and Bullwhip Effect
- Unit 5- Managing global Logistics and Global Supply Chains:** Global strategy –Global purchasing – Global logistics – Channels in global logistics –Global alliances –Issues and challenges in Global supply chain management – Role of IT in the supply chain.

Relevant cases have to be discussed in each unit.

Text Books

1. Donald J.Bowersox and David J.Closs, “Logistical Management: The Integrated Supply Chain Process”, TMH, 2003.
2. Sridhar Butt K, “Logistics and Supply Chain Management”, Himalaya Publishing, New Delhi, 2009

References

1. Agrawal D.K, “Logistics and Supply Chain Management”, MacMillan Publishers, 2010
2. Alane E Branch, “Global Supply Chain Management and International Logistics”, Routledge Publishers, New Delhi, 2009.
3. Donald Waters, “Global Logistics”, Kogan page, New Delhi, 2010.
4. Edward J Bradi, John J Coyle, “A Logistics Approach to Supply Chain Management”, Cengage learning, New Delhi, 2010.
5. Mohanthy R.P, “Supply Chain Management”, Biztantra, New Delhi, 2010.
6. Narayan Rangaraj, “Supply Chain Management in Competitive Advantage”, TMH, New Delhi, 2009.
7. Rahul V Altekar, “Supply Chain Management”, PHI Learning Ltd, New Delhi, 2009.
8. Rajashekhar B, Acharyulu, “Logistics and Supply Chain Management”, Excel Books, New Delhi, 2009.
9. Sunil Chopra and Peter Meindl, “Supply chain Management: Strategy, Planning and Operation”, 2/e, Pearson Education, New Delhi 2009.