

## IV Semester

### Logistics and Supply Chain Management

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 - The changing logistics environment - Models in Logistics Management - Logistics to Supply Chain Management – Focus areas in Supply Chain Management.-
2. **Customer Service Dimension:** The marketing and logistics interface – Customer service and customer retention – Service-driven logistics systems – Basic service capability – Increasing customer expectations - Value added services – Customer satisfaction and success – Time based logistics - Case studies.
3. **Measuring logistics costs and performance:** 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.
4. **Logistics and Supply chain relationships:** 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.
5. **Sourcing, Transporting and Pricing Products:** sourcing decisions in supply chain – transportation in the supply chain – transportation infrastructure – suppliers of transport services – basic transportation economics and pricing – transportation documentation - pricing and revenue management in the supply chain –
6. **Coordination and Technology in Supply Chain:** Lack of coordination and Bullwhip Effect - Impact of lack of coordination. - Role of IT in the supply chain – Customer Relationship Management –Internal supply chain management - Supply chain IT in practice - Information technology and the supply chain.

**7. Managing global Logistics and global Supply Chains:** 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 –

**8. Case study.**

## **References**

1. Donald J. Bowersox and David J. Closs, *Logistical Management: The Integrated Supply Chain Process*, TMH, 2003.
2. Edward J. Brady, John J. Coyle: *A Logistics Approach to Supply Chain Management*, Cengage Learning, New Delhi, 2010.
3. D.K. Agrawal: *Logistics and Supply Chain Management*, MacMillan Publishers, 2010
4. Sunil Chopra and Peter Meindl: *Supply chain Management: Strategy, Planning and Operation*, 2/e, Pearson Education, New Delhi 2009
5. Rahul V. Altekari: *Supply Chain Management*, PHI Learning Ltd, New Delhi, 2009
6. K. Sridhar Butti: *Logistics and Supply Chain Management*, Himalaya Publishing, New Delhi, 2009
7. B. Rajashekhar, Acharyulu: *Logistics and Supply Chain Management*, Excel Books, New Delhi, 2009
8. R.P. Mohanthy: *Supply Chain Management*, Biztantra, New Delhi, 2010
9. Donald Waters: *Global Logistics*, Kogan Page, New Delhi, 2010
10. Alan E. Branch: *Global Supply Chain Management and International Logistics*, Routledge Publishers, New Delhi, 2009
11. Narayan Rangaraj: *Supply Chain Management in Competitive Advantage*, TMH, New Delhi, 2009
12. Anurag Sexena: *Logistics and Supply Chain Management*, Jaico Publishing House, New Delhi, 2009