

## MBAS 569: STRATEGIC LOGISTICS MANAGEMENT

Workload	04 hours per week
Examination	3 Hours; 30 marks continuous evaluation and 70 marks final examination
Objectives	<ol style="list-style-type: none"><li>1. Understand the significance of logistics management</li><li>2. Understand the structure of logistics management</li><li>3. To provide with the strategies of logistics management</li><li>4. Understand the significance of IT in logistics management</li></ol>
Course outcome	After completion of the course the students will be able to: <ol style="list-style-type: none"><li>1. Explore the conceptual and theoretical backgrounds of strategic logistic management.</li><li>2. Understand the process of strategic planning and execution.</li><li>3. Explore the logistics in strategic decisions</li><li>4. Interpret the various issues in Logistics integration</li><li>5. Evaluate the performance of Logistics.</li></ol>
Pedagogy	Lectures, assignments, practical exercises, discussions, seminars

**Module 1: Introduction to Logistics:** An introduction to the strategic logistics management: meaning, strategic logistics planning; the importance of strategic logistics planning; the operating plan vs the strategic plan, logistic competitive frame work, logistic strategies across PLC, Logistic strategies – cost leadership, differentiation, value addition, outsourcing, diversification. Significance of logistics in strategic decisions, Logistics as backbone of business propositions.

**Module 2: Logistics system design:** Logistics reengineering, Logistical environmental assessment, Time based logistics, Anticipatory and Response based strategies, Alternative strategies, Logistical operational arrangements, Time based control techniques; Integration theory – Location structure, Transportation economies, Inventory economies, Formulating logistics strategy.

**Module 3: Logistics Strategy and Planning:** Strategic Role of logistics, designing Logistic strategy and operation, Logistics planning Triangle, Network appraisal; Guidelines for strategy formulation – total cost concept, Setting customer service level, Setting number of warehouses in logistics system, Setting safety stock levels, Differential distribution, Postponement, Consolidation, Selecting proper channel strategy.

**Module 4: Customer service strategy:** customer service elements, importance of logistic /supply chain customer service, order processing and information system.

**Module 5: Transportation and Location strategy:** importance of effective transportation system, service choice and its characteristics, inter model service, agencies and small

shipments centre, agencies and small shipment centre, transportation cost, international transportation, transportation decisions. Location strategy - single facility location, multi facility, retail / service location, importance of location decisions, choosing geographical region.

**Module 6: Inventory and Warehousing strategy:** Inventory forecasting, inventory policy decisions, supply scheduling decisions, Warehousing- role and function; types warehouse location decisions and IT in warehousing

**Module 7: Implementing the strategy –** Relating strategy to lower decisions, areas for decisions in implementation, managing change, Business process reengineering. Requirements for Global Strategy – Global Strategy implementation

**Module 8: Measuring strategy performance –** Performance measurement and reporting, logistic measurement, levels of measurement and reporting structures. Logistic costing

**Module 9: Logistics Information System (LIS):** Concept of Management Information System: Logistics information needs, designing logistics information system, desired characteristics of LIS.

**Module 10: Recent Trends in Logistics:** Logistics outsourcing - benefits, Reverse Logistics- scope of reverse Logistics, scope design consideration, reverse Logistics a competitive tool, Green Logistics- introduction, drivers of green Logistics, Green Logistics Management: control and compliances

#### Reference Books:

1. Vinod.V.Sople, Logistics Management, Pearson Education, 3rd edition 2012.
2. Business Logistics / Supply chain management Ronald H Ballou, Samir K Srivastava
3. Logistic management, an introduction to supply chain management, Donald Waters 2004.
4. Logistic management Ganapathi Nandi, Oxford publication 2015
5. John Mangan, Chandra Lalwani, “Global Logistics and Supply Chain Management”, Tim Butcher John Wiley & Sons, 2nd Edition, 2011.
6. Pierre A. David International Logistics: the Management of International Trade Operations 5th Edition 2017.
7. R.H.Ballou, Business Logistics Management, Prentice-Hall, 2004
8. Richard Lloyd Successful Integrated Planning for the Supply Chain: Key Organizational and Human Dynamics Kogan Page; 1 edition March 2018
9. John J. Coyle, Edward J. Bardi and C. John Langley Jr., The Management of Business Logistics - A supply chain Perspective, Thomson Business Information, 10th edition 2016.
10. Sunil Chopra and Peter Meindl, Supply Chain management - Strategy, Planning and Operation, Pearson Education 2018.
11. Bowersox&Closs, Logistical Management, McGraw-Hill Companies, 1996.
12. Strategy, planning and operation, Sunil Chopra and Dharma VirKalra, Pearsons publication second edition
13. Supply Chain Management, Janat Shah, Pearsons publication, second edition

\*\*\*\*\*

MANGALORE



UNIVERSITY

Mangalagangothri – 574199

**DEPARTMENT OF BUSINESS ADMINISTRATION**

in Association with

**Internal Quality Assurance Cell (IQAC), Mangalore University**

**United Nations Development Programme (UNDP)**

**Seventh Sense People Development Solutions Pvt Ltd**

**Organizes**

**6 Days UNDP Entrepreneurship Development Training Program**

**06 December, 2021 to 11 December, 2021**

Cordially Invite you to the  
INAUGURAL FUNCTION

*Dr. P Subrahmanya Yadapadithaya*  
*Hon'ble Vice Chancellor, Mangalore University*  
*Will inaugurate*

*Ms. Deeksha N*  
*Mr. Keerthanraj T. S*  
*Mr. Ashwin Kumar*  
*District Community Mobilizers and EDP Trainer*

**Seventh Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations**

*In the Presence of*  
***Prof Manjunatha Pattabi***  
*Director, IQAC*  
*Mangalore University*  
*And*  
***Prof. Puttanna K***  
*Chairman*  
*Department of Business Administration*  
*Mangalore University*

**Date: 6<sup>th</sup> December, 2021**

**Time: 09.00 AM**

**Venue: MBA Seminar Hall**

# MANGALORE UNIVERSITY

## 6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

### Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.