ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

II SEMESTER **SKILL DEVELOPMENT COURSE** Time:2Hrs/week

LSC 2001(2) **LOGISTICS AND SUPPLY CHAIN MANAGEMENT** Marks:50

(w.e.f: 2020-2021-‘20AH’) **SYLLABUS**

**LEARNING OUTCOMES:**

* Summarise relationship between marketing and logistics management
* Understand the concepts of supply chain management in connection with products
* Understanding various types of seller and suppliers
* Evaluate best logistics method among all means of transport operations
* Analysis of different distribution strategies – online and physical distribution
* Compare the logistics in National and International scenario
* Design and develop new methods and models of logistics in SCM

**SYLLABUS:**

**UNIT- I: INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT (SCM):**

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century -- Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks.

**UNIT- II: LOGISTICS:**

Customer Selection - Process -Customer Service and Customer Retention – Relationship Management - Integrating Logistics and Customer Relationship Management

**UNIT- III: SUPPLY CHAIN MANAGEMENT:**

Managing and Estimating Supply Chain Demand – Forecasting Techniques – Supplier Networks –Skills to Manage SCM - Recent Trends in SCM

**SUGGESTED CO-CURRICULAR ACTIVITIES:**

1. Invited lecture from Domain/Industry Experts 2. Field Visit (Manufacturing units, Suppliers) 3. Assignments, Seminars, Group Discussion, Quiz and Role Play 4. Poster presentations on SCM 5. Case Study Development

**REFERENCES:**

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan

2. Jhamb LC, Materials and logistics Management, Everest Publishing House.

3. Martin Christopher,Logistics& Supply Chain Management, Prentice Hall.

4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management,Kogan Page Ltd.

5. G. Raghuram , Logics and Supply Chain Management, Macmillan.

6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.

7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.

8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill. 9. Websites on Logistics and supply chain management

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