

# Course Code: MBASC 215

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## **Course Outcomes**

Upon successful completion of the course the student should be able to:

1. Assess the crucial role of logistics in an organization and economy at large.
2. Analyze the linkages of logistics with other functions of the organizations.
3. Examine the logistics systems by deploying comprehensive approaches.
4. Identify the Logistics relationships.
5. Design and implement service response logistics.

### **Unit 1**

Context of Logistics: Introduction, definitions, logistics in the economy a macro perspective, aim of logistics, activities of logistics, value added role of logistics

### **Unit 2**

Logistics in the firm: Micro dimensions of logistics, interface with operations, manufacturing, marketing, supply chain, Problems with fragmented logistics, integrating logistics within an organization, integrating logistics along the SC

### **Unit 3**

Approaches to analyzing logistics systems: Materials Management v/s physical distribution, Cost centers, nodes v/s links, logistics channel, cost perspective & level of optimality, short run or static analysis, long run or dynamic analysis

### **Unit 4**

Logistics Relationships: Types of relationships, Competitive relationship, product relationship, spatial relationship, intensity of involvement, logistics outsourcing activities – concept & types of 3PL, 4PL, need for collaborative relationships

### **Unit 5**

Service Response Logistics: Overview of service Operations – service productivity, global service issues, service strategy development, service delivery systems, service location & layout, primary concerns of service response logistics –service capacity, waiting times, distribution channels service quality

#### **Text Books:**

- John Joseph Coyle, C. John Langley, Robert A Novack, Brian Gibson, Supply Chain Management : A Logistics Perspective, Cengage Learning, Inc, 9th edition

#### **Reference Books:**

- Edward J. Bardi, C.John Langley, John Joseph Coyle, The management of Business Logistics – A supply Chain Perspective, South-Western, 7th edition
- Donald Bowersox , David Closs, M. Bixby Cooper, Supply Chain Logistics Management , McGraw-Hill Education / Asia, 3rd edition