Distribution Logistic Management

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Distribution Logistic Management	**4**	**3**	**1**	**0**	**Pass in Class XII**	**NIL**

Learning Objectives

The course aims to acquaint the student with the concept, tools and importance of Distribution logistics in Marketing.

Learning Outcomes

After completion of the course, learners will be able to:

1. Analyze the concept of Logistics management.
2. Discuss the concept of inventory management and recognise the tools for operational efficiency.
3. Evaluate the various channels of distribution.
4. Assess various modes of transportation for distribution.
5. Evaluate the use of advanced technology in distribution logistics.

Course Contents:

Unit 1: Introduction to Logistics and Technology in logistics (14 hours)

(A) Introduction to Logistics (7 hours)

Concept, Evolution, Components and Process. Dimensions of Logistics – Micro and Macro; inbound, outbound, Functional applications-HR, Marketing, Operations, Finance and IT, Role and importance of Logistics.

(B) Technology in logistics (7 hours)

Overview of AI in Logistics, Robotics, Block Chain, Reverse Logistics, Re-engineering the supply chain, RFID, EDI, Bar coding.

Unit 2: Inventory and Material management (9 hours)

Procurement, Inventory management: methods and tools of operational efficiency. EOQ, JIT, 3PL, and 4PL

Unit 3: Distribution (11 hours)
Meaning, Marketing channels: nature and importance, conventional and emerging channels, role of online sales and supply chain; Designing strategic distribution network; Factors influencing distribution network.

Unit 4: Transportation and Warehousing Decision (11 hours)
Role and importance. Factors influencing transportation and warehousing decision. Importance of Multimodal Transport and containerization. Cost effectiveness of various modes of transport and types of warehouses.

Exercises
The learners are required to:
1. Analyse case studies on logistic management.
2. Analyse the inventory management policy of any firm.
3. Compare distribution channels used in different industries.
4. Analyse the cost of transportation modes used by various firms.
5. Evaluate operational efficiency tools for cost reduction in any firm.
6. Prepare an evaluative report on the performance of any Warehouse.
7. Prepare a report on IT tools used in logistics by any company.

Suggested Readings

- Bloomberg, D.J,. & Lemay, S. (2015). Logistics. (8th ed.). India: Pearson Education India.
- Bozarth, C.C., & Handfield, R. B. (2015). Introduction to operations and supply chain management. (5th ed.). Pearson Education.
- Chopra, S., & Meindl, P. (2007). Supply chain management: strategy, planning and operation (6th ed.). India: Pearson Education.
- Hult, T., Closs, D., & Frayer, D. (2014). Global supply chain management: leveraging processes, measurements, and tools for strategic corporate advantage. United States: McGraw Hill Ltd.
- Shapiro, J.F. (2007). Modelling the supply chain. India: Cengage India Pvt. Ltd.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E., & Shankar, R. (2019). Designing and managing the supply chain. (3rd ed.). India: Tata McGraw-Hill Education.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.