

Discipline Specific Elective Course- 8.7(DSE-8.7): Distribution and Logistics Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Distribution and Logistics Management: DSE-8.7	4	3	1	0	Pass in Class XII	NIL

Distribution and Logistics Management BC: DSE- 8.7

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. Analyse the concept of Logistics management.
2. Explore the various distribution channels and their importance.
3. Evaluate the various modes of transportation for distribution.
4. Explore the various tools for operational efficiency.
5. Determine how the advanced technology is used in distribution logistics.

Course Contents:

Unit 1: Introduction to Logistics (14 hours)

Concept, Evolution, Components and Process. Dimensions of Logistics – Micro and Macro; inbound, outbound, Value-Added Role of Logistics. Overview of AI in Logistics, Robotics, Block Chain, Reverse Logistics, Re-engineering the supply chain, RFID, EDI, Bar coding.

Unit 2: Distribution Strategy (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 3: Transportation and Warehousing Decision (9 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.

Unit 4: Operational Efficiency and its tools (11 hours)

Inventory Management: introduction, objectives, types and importance, EOQ and JIT approach. Third and fourth-party logistic outsourcing– challenges and future directions.

Exercises:

The learners are required to:

1. Analyse case studies of firms for logistics management.
2. Analyse the impact of transportation modes
3. Evaluate the role of efficiency tools in cost reduction.
4. Explore the various tools for operational efficiency.
5. Analyse case studies on the application of advanced technology in distribution logistics.

Suggested Readings:

- Chain. Tata McGraw Hill Education Private Limited.
- Chopra, S. & Meindl, P. (2007). Supply Chain Management: Strategy, Planning and Operation, Pearson Education.
- David J Bloomberg, Stephen Lemay, (2015) Logistics 8th edition, Pearson Education.
- Hult, M. G., Closs, D., Frayer, D. Global (2014). Supply Chain Management: Leveraging Processes, Measurements, and Tools for Strategic Corporate Advantage. McGraw Hill Ltd.
- Shapiro, J.F. (2007). Modelling the Supply Chain, Cengage Learning.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. & Ravi, Shankar (2008). Designing and Managing the Supply

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