

# **IMB 704**

## **LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

### **Module - I : Supply Chain Foundations:**

Supply Chain as a network of entities: Role and interactions between the entities. Value Chain Focus of Supply Chain. Impact of Supply Chain Management on Sales, Cost, Profit, Profitability, Balance Sheet, Profit and Loss Account, and Customer Accounts Profitability. Centralized and Decentralized Supply Chains: their coordination and aligning business activities.

### **Module - II : Customer Orientation:**

Customer Satisfaction oriented Supply Chain Management strategy, Customer segmentation, Customer requirements analysis, Aligning supply chain to customer needs:

Quick response logistics, Vendor Managed Inventory, Cross docking, Packaging Innovations, Third Party Logistic and Service concepts and applications.

**Module-III: Procurement Logistics:** Source Identification: Global Vs. Domestic Sourcing, Landed Cost Computation, Vendor Rating, Contract Negotiation, Consolidation, Self Certified Vendor Management, Individual component Vs. Module Purchases. Vendor Development and Vendor Relationship Management, Vendor Performance Monitoring.

### **Module - IV : Manufacturing Logistics Management:**

Lean and Agile Manufacturing, Virtual Manufacturing, Just-in-Time Manufacturing, Lead-time Components and their Compression, Lot Streaming.

**Distribution Management:** Distribution Channels: Structure and Operation, Distribution Cost Components, Pipe line Inventory and Response Considerations, Hub and Spoke Models, Cross docking, Carrier Selection, Vendor Consolidation, Vehicle Loading and Vehicle Routing Methods.

### **Recommended Books:**

1. Text Book of Logistics and Supply Chain Management – Agarwal – McMillan
2. Business Logistics / Supply Chain Management – Ballou / Srivastava – Pearson
3. Supply Chain Management: Strategy, Planning & Operations, Sunil Chopra, Pearson
4. Global Operations and Logistics – Dornier / Ernst / Fender / Kouvelis – Wiley
5. A Logistic Approach to Supply Chain Management – Coyle / Langlely / Gibson / Novack / Bardi – Cengage
6. Supply Chain Management, K. Shridhara Bhatt, HPH
7. Supply Chain Management – Sahay – Mc Millan
8. Fundamentals of Supply Chain Management, J Mentzer, Sage