

# DBA 5071 LOGISTICS MANAGEMENT



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## Description

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## **DBA 5071 LOGISTICS MANAGEMENT**

### **UNIT I INTRODUCTION - Definition and Scope of Logistics – Functions & Objectives**

–  
Customer Value Chain – Service Phases and attributes – Value added logistics services  
– Role of logistics in Competitive strategy – Customer Service

### **UNIT II DISTRIBUTION CHANNELS AND OUTSOURCING LOGISTICS -**

Distribution channel

structure - channel members, channel strategy, role of logistics and support in distribution channels. Logistics requirements of channel members. Logistics outsourcing – catalysts, benefits, value proposition. Third and fourth party logistics. Selection of service provider.

### **UNIT III TRANSPORTATION AND PACKAGING - Transportation System – Evolution,**

Infrastructure and Networks. Freight Management – Vehicle Routing – Containerization. Modal Characteristics, Inter-modal Operators and Transport Economies. Packaging Design considerations, Material and Cost. Packaging as Unitisation. Consumer and

Industrial Packaging.

### **UNIT IV PERFORMANCE MEASUREMENT AND COSTS - Performance Measurement – Need,**

System, Levels and Dimensions. Internal and External Performance Measurement.

Logistics Audit. Total Logistics Cost – Concept, Accounting Methods. Cost – Identification, Time Frame and Formatting.

### **UNIT V CURRENT TRENDS - Logistics Information Systems – Need, Characteristics and**

Design. E-Logistics – Structure and Operation. Logistics Resource Management eLRM. Automatic Identification Technologies. Reverse Logistics – Scope, design and as a competitive tool. Global Logistics – Operational and Strategic Issues, ocean and air transportation. Strategic logistics planning. Green Logistics

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