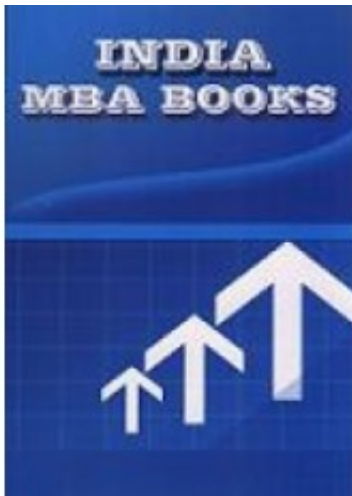


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SUPPLY CHAIN MANAGEMENT

LOGISTICS MANAGEMENT

Description

LOGISTICS MANAGEMENT

SERVICES OPERATIONS MANAGEMENT

SUPPLY CHAIN 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

SERVICES OPERATIONS MANAGEMENT

UNIT I INTRODUCTION

Services – Importance, role in economy, service sector – growth; Nature of services -Service

classification , Service Package, distinctive characteristics , open-systems view; Service

Strategy –

Strategic service vision, competitive environment, generic strategies, winning customers;

Role of

information technology; stages in service firm competitiveness; Internet strategies -

Environmental

strategies.

UNIT II SERVICE DESIGN

New Service Development – Design elements – Service Blue-printing - process structure – generic

approaches –Value to customer; Retail design strategies – store size – Network configuration ;

Managing Service Experience –experience economy, key dimensions ; Vehicle Routing and Scheduling

UNIT III SERVICE QUALITY

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL -

Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees; Service

Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface –

service decoupling.

UNIT IV SERVICE FACILITY

Services capes – behaviour - environmental dimensions – framework; Facility design – nature,

objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout;

Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean,

centre of gravity, retail outlet location , location set covering problem

UNIT V MANAGING CAPACITY AND DEMAND

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics,

operations planning and control; Yield management; Inventory Management in Services– Retail

Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of

waiting; Managing for growth- expansion strategies, franchising , globalization.

SUPPLY CHAIN MANAGEMENT

UNIT I INTRODUCTION

Supply Chain – Fundamentals –Evolution- Role in Economy - Importance - Decision

Phases - SupplierManufacturer-Customer chain. - Enablers/ Drivers of Supply Chain Performance. Supply chain strategy - Supply Chain Performance Measures.

UNIT II STRATEGIC SOURCING

Outsourcing – Make Vs buy - Identifying core processes - Market Vs Hierarchy - Make Vs buy continuum

-Sourcing strategy - Supplier Selection and Contract Negotiation. Creating a world class supply baseSupplier Development - World Wide Sourcing.

UNIT III SUPPLY CHAIN NETWORK

Distribution Network Design – Role - Factors Influencing Options, Value Addition – Distribution

Strategies - Models for Facility Location and Capacity allocation. Distribution Center Location Models.

Supply Chain Network optimization models. Impact of uncertainty on Network Design - Network Design decisions using Decision trees.

UNIT IV PLANNING DEMAND, INVENTORY AND SUPPLY

Managing supply chain cycle inventory. Uncertainty in the supply chain -- Analyzing impact of supply

chain redesign on the inventory - Risk Pooling - Managing inventory for short life - cycle products -

multiple item -multiple location inventory management. Pricing and Revenue Management

UNIT V CURRENT TRENDS

Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect -

Effective forecasting - Coordinating the supply chain. . SC Restructuring - SC Mapping -SC process

restructuring, Postpone the point of differentiation – IT in Supply Chain - Agile Supply Chains -Reverse

Supply chain. Agro Supply Chains.

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