

AMRITA SCHOOL OF BUSINESS
Ettimadai, Coimbatore

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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INTRODUCTION: I welcome you to the study of this elective course. This course has evolved out of an earlier course on Materials Management. The following paragraphs will tell you, our learning objectives, and our approach to this process.

LEARNING OBJECTIVE

1. Understand the critical importance of logistics in today's competitive market place.
2. Get an overall conceptual understanding of what logistics is all about and how it helps business.
3. Understand how to manage the three primary logistical resources:
 - 3.1 Inventory
 - 3.2 Transportation
 - 3.3 Information
 - 3.4 Get down to the details of logistics.
 - 3.4.1 Purchasing
 - 3.4.2 Transportation
 - 3.4.3 Warehousing and Inventory
4. Understanding the process of organization and control of logistics.

The principal textbook for this course is Logistical Management by Bowersox and Closs (B&C). Quite a few other textbooks are available in the Library, and all of them have been put on Reserve for this term. You are encouraged to browse them.

PEDAGOGY

This is a primarily case based course. You will be required to study and analyze the slated case for discussions in a class prior to the commencement of the class and submit your analysis in a brief report. There will be a penalty of two grade points for submissions after the class. No submission will be permitted after the day of case discussion. So, you are requested to be prompt in case analyses.

Session Plan

| Session | Topic | Reading |
|-------------------------------|---|--|
| I Integrated Logistics | | |
| 1. | Introduction: Role of Logistics in Business & Enterprises June 27 | B & C – Ch. 1 Bal. Ch.1 Lambert Ch1 Ref. The Evolution of Logistics Thought |
| 2. | Integrated Logistics Management Concept Jun 29 | B & C– Ch2; L & S – Ch.2 Bloom – Ch1 |
| 3. | Quality, Customer Service and Integrated Logistics Jul 1 | Bloom – Ch.2, B & C Ch.3, Ballou-Ch.4. (1) Case A – Integrated Logistics / B&C PP 169-172. |
| 4. | Supply Chain Relationships Jul 4 | Bloom – Ch.3, B&C Ch-4. |
| 5. | Global Logistics Jul 8 | B & C Ch.5, L&S Ch.17, Bloom Ch.14. |
| 6. | Strategic Integrated Logistics Mgt. Jul 11 | Ballou Ch2, L&S Ch.18; Bloom Ch13 (2) Case B - Whitmore Products B&C pp 172-177 |

II Logistics Resources

Inventory

7. Strategy Jul 13
B&C Ch 8, Ballou Ch.10,
L&S Ch.9 (3) Case C.
Zurich Electrical B&C
pp.177-182
8. Management Jul 18
B&C Ch 9, L&S Ch.10.
Bloom Ch.5, Ch.6
9. Information Jul 20 / 22
B & C – Ch 6, L & S Ch 13,
Bloom Ch12 (4) Case
American Red Cross:
Blood Service

Transportation

10. Fundamentals Jul 22
B & C Ch 10, Ballou Ch.6,
L&S Ch5 Bloom Ch4
11. Management Aug 1
B & C Ch 12, Ballou Ch7,
L&S Ch6 (5) case D, B& C
Pp 581 – 584
12. Modeling Exercise Aug 3
Assignment given after
class
13. Warehousing Aug 5
B & C Ch 13, L&S Ch7 & 8
Bloom Ch8. Ballou Ch 8,12
14. Material Handling Aug 8
B & C Ch 14, Ballou Ch 8,
12, Bloom Ch 9 (6) Case:
Best Service Corporation
Bloom pp – 238-239
15. Purchasing Aug 10
Ballou Ch 11, L&S ch 12,
Bloom Ch 7. Modeling
review

III Logistics System Design

16. Planning & Design Method Aug 12
B & C ch18 (7) Case Orient
Logistics, Bloom – pp, 82-
86

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| 17. Modeling Presentation Aug 22 | Submission due |
| 18. Planning & Design Technique Aug 24 | B & C Ch19, pp 585 –587 |
| 19. Positioning Aug 26 | B & C Ch 16 |
| 20. Integration Theory Aug 29 | B & C Ch 17 |

IV Logistics Administration

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| 21. Organization Aug 31 | B & C ch 20, Ballou ch 15, L & S ch 16, Bloom ch 11 Bloom pp 224-5 |
| 22. Control Sep 2 | B & C ch 22, Ballou ch16, L&S ch 15, Bloom ch 10 |
| 23. Spare session Sep 7 | |
| 24. Review – Last session Sep 9 | |

Evaluation Plan

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|---------------|---|---------------------|-------------------|
| Case analysis | - | Small cases 2 x 5 | = 10 points |
| | - | Medium cases 5 x 10 | = 50 points |
| | - | Modeling Exercise | = 10 points |
| | - | End Term | = 30 points |
| | | | ----- |
| Total | | | 100 points |
| | | | ===== |

Learning Goal addressed:

In this course, we reinforce the learning goal of 'Critical and Integrative Thinking' in the context of Logistics and Supply Chain Management.

Student time slot outside the class

Students are generally welcome at all times. However, for the convenience of planning, we have reserved the time between 12 noon to 1 or 2:30 to 3:30 on all class days.