

LOGISTICS MANAGEMENT



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Short Description

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Description

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**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 9

**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 9

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 9

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 9

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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