

# LOGISTICS MANAGEMENT

## **Objectives of the Course:**

To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business and to become efficient suppliers

### **Unit I**

Logistics: Definition - History and Evolution- Objectives – Elements- Activities Importance- The work of logistics-Logistics interface with marketing- Retail logistics-Emerging concept in logistics.

### **Unit II**

Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework-Role of Logistics management-Integrated Logistics Management - Model – Flow of process activities

### **Unit III**

Outsourcing logistics: Reasons: Third party logistics provider-Fourth party Logistics providers (4 pl)- Stages-Role of logistics providers

### **Unit IV**

Logistics Strategy: Strategic role of logistics – Definition-role of logistics managers in strategic decisions: Strategy options, Lean Strategy, Agile Strategies & Other strategies: Designing & Implementing logistical strategy

### **Unit V**

Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system-distribution channels-Functions performed-Types designing- Logistical packaging