



Bachelor of Business Administration
B.B.A Semester-III

Course Code	UM03CBBA74	Title of the Course	Logistic Management
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about logistic management.• To outline key logistic management concepts and its application to market.• To analyse and examine the implementation of logistic management concepts and strategy to firms.• To attain organisational goals using logistic management techniques in proper way.
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Course Content

Unit	Description	Weightage*(%)
1.	Introduction of Logistic Management <ul style="list-style-type: none">• Definition,• Objectives,• Components,• Significance,• Role of Logistic Management,• Use of IT in Logistic	25%
2.	Logistics Management <ul style="list-style-type: none">• Logistical operation,• Integration,• Logistical performance cycle,• Customer service global logistics,• Logistical resources (Information & Forecasting)	25%
3.	Warehouse and Transport Management <ul style="list-style-type: none">• Concept of strategic storage,• Warehouse functionality,• Warehouse operating,• Material handling and packaging in warehouse,• Types of Warehouses.• Transportation management,• Transport functionality and principles,• Transport Infrastructure,• Transport decision making.	25%





4.	Inventory Management <ul style="list-style-type: none">• Introduction,• Basic Concepts of Inventory,• Classification of Inventory,• Concept of EOQ (Including examples),• Material planning and Controlling Techniques (ABC Analysis, FSN, VED, HML Analysis)	25%
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Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the significance of Logistic Management.
2.	learn Logistic Management concepts and phenomenon to current business events in the industry
3.	Coordinate the various Logistic Management variables and apply them for designing marketing strategy for business firms





Suggested References:

Sr. No.	References
1.	Donald J. Bowersox & David J. Closs “Logistics Management – The Integrated Supply Chain Process”, TATA mcGREW-HILL EDITION
2.	Chopra, “Supply Chain Management”, Pearson Education Asia, New Delhi
3.	Christopher, “Logistics and Supply Chain Management”, Pearson Education Asia, New Delhi
4.	Taylor and Brunt, “Manufacturing Operations and Supply Chain Management (The Lean Approach)”, Business Press Thomson Learning, NY.
5.	Arjan J. Van Weele, “Purchasing and Supply Chain Management (Analysis Planning and Practice)”, Engineering, Business Press, Thomson Learning NY.
6.	Donald B, “Logistic Management - The Integrated Supply Chain process”, McGraw Hill, NY

