

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: IV
Syllabus with Effect from: DECEMBER 2015

Paper Code: UM04CBBB04	Total Credits: 3
Title Of Paper: Logistic Management	

Unit	Description in detail	Weightage (%)
1	Introduction Concept - & Definition Activities of Logistic Management Importance of Logistic Management Objectives of Logistic Management	25 %
2	Relationship of Logistics to Marketing Marketing Logistics Production Importance of Logistics in Export Management	25 %
3	Elements of Logistics Transportation [Types, Principles] Packing & Utilization [Introduction, Kinds of Packaging] Inventory management [Introduction, Functionality] Warehousing [Introduction, Types, Benefits] Information & Communication [Introduction, Principals of Logistic Information]	25 %
4	Service Response Logistics Product V/s Services Service response logistics model Intermediaries in services response logistics	25 %

Basic Text & Reference Books:

- Logistics Management – Reji Ismai – Excel Books –[For Unit – 1 to 3]
- Logistics – David J. Bloomberg, Stephen Lemay, Joe B. Hanna – Printing Hall [For Unit – 4]
- Text Book of Logistic & Supply chain mgt. – D. K. Agrawal – Macmilan

