

LSCM 3002	Logistics Planning and Strategy	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	12 th level; Students should have basic concepts of logistics & supply chain				
Co-requisites	Students should have basic analytical, logical skills and hands on in Excel				

Course Objectives

1. To understand how Logistics, Supply Chain, Operations, Channels of Distribution fit in to Business viz., Manufacturing, Service and Project.
2. To understand how Warehouse Management and, other functions in Logistics fits into Logistics & Supply Chain Management.
3. To help students to analyze situations, set objective(s) and means (strategy and planning) to achieve the objective(s) in LSC domain.

Course Outcomes: On completion of this course, the students will be able to

- CO1. Understand the business, business models, business strategy, business environment, infrastructure, regulations
- CO2. Understand the connect between business strategy and logistics and supply chain strategy
- CO3. Understand and appreciate generic supply chain and logistics strategies and planning

Catalog Description

This course will give exposure to the students of the rationale behind operations. It will give why logistics operations have to be done in the way it is done now and why it should not be done in any other way. The logic behind leaves the student to adopt themselves and be flexible keeping in line with the logistics and supply chain strategies.

Course Content

Unit I: 12 Hours

INTRODUCTION TO LOGISTICS PLANNING & STRATEGY

Business Organizations and Economic Value creation. Basic activity sets in Operations Management, Materials Management and Physical Distribution. Evolution of integration and, Logistics Management and Supply Chain Management. Various perspectives of Logistics & Supply Chain Management

Unit II: 12 Hours

BROAD FRAMEWORK FOR LOGISTICS PLANNING AND STRATEGY

Framework for Logistics & Supply Chain Strategy formulation. Framework of integrated planning and activity sets. Investigating Products/Markets in Supply Chain perspective. Customer Satisfaction: Fill Rates and On-Time-Delivery. Transportation Configurations and Costs. Warehousing Cost: Own and Outsourcing the facility

Unit III: 12 Hours

BASICS OF WAREHOUSING AND SOPS

Need, Basic Functions, Activity Triggers and Classification. Warehousing Decisions – Ownership, Number, Location and Design. And SOPs such as Stock Verification, ABC Analysis and FSN Analysis

Unit IV: 12 Hours

VEHICLE ROUTING PROBLEM

Clark-Wright Savings Matrix. Vehicle Routing Problem with Backhaul Option. Time Dependent Variable Vehicle Routing Problems

Text Book

1. Frazelle Edward H. “Supply Chain Strategy: The Logistics of Supply Chain Management”, Tata McGraw Hill (2009)

Reference Books

1. Ballou Ronald H., Srivastava Samir K. “Business Logistics/Supply Chain Management” Pearson, 5th Edition
2. Shah Janat “Supply Chain Management: Text and Cases” Pearson (2009)
3. Bowersox Donald D., Closs David J., Cooper Bixby M. “Supply Chain Logistics Management”, Tata McGraw Hill, 2nd Edition
4. Wisner Joel D., Keong Leong G., Tan Keach-Choon; 2005, Thompson Press
5. Coyle John J., Bardi Edward J., Langley John C.; 7th Edition; Thompson Press
6. Shapiro Jeremy F., 2nd Edition; Modeling The Supply Chain; Thompson Press

Modes of Evaluation: Written Examinations (Mid Semester and End Semester), Internal Assessment (Assignment and Quiz)

Components	Written Examination		Internal Assessment	
	Mid Semester	End Semester	Assignment	Quiz
Weightage (%)	20	50	15	15

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understand the business, business models, business strategy, business environment, infrastructure, regulations .	PO 1, 2, 4, 8,9,12
CO2	Understand the connect between business strategy and logistics and supply chain strategy.	PO 2,3,4,8,7,8
CO3	Understand and appreciate generic supply chain and logistics strategies and planning .	PO 3,4,6,8, 9, 12

Program Outcome / Course Outcome mapping


Course Outcomes	CO 1	CO 2	CO 3
PO 1	3	3	3
PO 2	3	3	3
PO 3	3	3	3
PO 4	3	1	1
PO 5	2	2	1
PO 6	2	2	2
PO 7	3	3	1
PO 8	3	3	3
PSO 9	3	3	3
PSO 10	3	3	3
PSO 11	3	3	3
PSO 12	1	1	1

		Students will demonstrate strong conceptual knowledge of management & its functional areas.	Students will demonstrate effective oral and written communication skills in the professional context.	Students will be able to work effectively in teams and demonstrate team-building capabilities.	Students will be able to evaluate the legal, social and economic environments of business.	Students will be able to describe the global environment of business.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.	Students will be able to apply decision-support tools to business decision making.	Students will be able to apply knowledge of business concepts and functions in an integrated manner.	Students will demonstrate conceptual domain knowledge of the logistics sector.	Students will apply decision-support tools to decision making in logistics sector.	Students will apply conceptual knowledge of logistics sector in an integrated manner.	Students will demonstrate employable and deployable skills for appropriate roles in management.
LSCM 300 2	Logistics Planning and Strategy	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 9	PSO 10	PSO 11	PSO12
		3	3	3	2	2	2	2	3	2	3	3	2

- 1 – Weakly mapped**
- 2 – Moderately mapped**
- 3 – Strongly mapped**

, 3=strongly mapped

Model Question Paper

Name: Enrolment No:	
--	--

Course: LSCM 3002 Logistics Planning & Strategy

Program: BBA (Logistics Management) **Semester: IV Even-2015-18**

Time: 03 hrs. **Max. Marks: 100**

Instructions:
Note: All sections are compulsory & this question paper carries 4 sections.

Section A (20)
Attempt all questions in this section

1.	<p>1. Operations is a set of activities, which add economic value by changing the of the input and, this change is They are of three types. operations e.g., making polyethylene (PE) granules out crude. operations e.g., taking a haircut or a surgery of appendicitis. operations e.g., construction of a bridge, though, theoretically one can break it to reverse the activity but one is not made for breaking it. (5/5)</p> <p>2. Logistics & Supply Chain is yet another set of activities – it further enhances the value of the output by removing the mismatch between the and points in terms of , and Product mismatch is twofold – one, in terms of and the other, in terms of (8/13)</p> <p>3. Logistics & Supply Chain Management consists of six major activity sets or areas of work – they are, management, management, , , , and management. (7/20)</p> <p style="text-align: center;"><i>Please insert a word from the word bank given below</i></p> <table style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <tr> <td style="border-bottom: 1px solid black; padding: 2px;"><i>service</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>source</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>product</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>customer service</i></td> </tr> <tr> <td style="border-bottom: 1px solid black; padding: 2px;"><i>economic</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>irreversible</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>place</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>warehousing</i></td> </tr> <tr> <td style="border-bottom: 1px solid black; padding: 2px;"><i>consumption</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>form</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>time</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>packing</i></td> </tr> <tr> <td style="border-bottom: 1px solid black; padding: 2px;"><i>project</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>manufacturing</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>variety</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>quantity-per-variety</i></td> </tr> <tr> <td style="border-bottom: 1px solid black; padding: 2px;"><i>inventory</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>sourcing</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>transportation</i></td> <td style="border-bottom: 1px solid black; padding: 2px;"><i>material handling</i></td> </tr> </table>	<i>service</i>	<i>source</i>	<i>product</i>	<i>customer service</i>	<i>economic</i>	<i>irreversible</i>	<i>place</i>	<i>warehousing</i>	<i>consumption</i>	<i>form</i>	<i>time</i>	<i>packing</i>	<i>project</i>	<i>manufacturing</i>	<i>variety</i>	<i>quantity-per-variety</i>	<i>inventory</i>	<i>sourcing</i>	<i>transportation</i>	<i>material handling</i>	(1*20=20 marks)	CO 1,2, 3,4
<i>service</i>	<i>source</i>	<i>product</i>	<i>customer service</i>																				
<i>economic</i>	<i>irreversible</i>	<i>place</i>	<i>warehousing</i>																				
<i>consumption</i>	<i>form</i>	<i>time</i>	<i>packing</i>																				
<i>project</i>	<i>manufacturing</i>	<i>variety</i>	<i>quantity-per-variety</i>																				
<i>inventory</i>	<i>sourcing</i>	<i>transportation</i>	<i>material handling</i>																				

SECTION B (20 Marks)

Attempt any 2 question, each question carries 5 marks only

2.	Question # 02: Discuss postponement strategy and explain de-coupling point; give examples	(10*2=20)	CO 2,
----	--	-----------	----------

<p>(Marks 10)? Refer to the paper, <i>The Agile Supply Chain: Competing in Volatile Markets</i>; the author, Martin Christopher argues that for a supply chain to be truly agile it should possess a number of distinguishing characteristics. What are they? Discuss and give examples (Marks 10)</p> <p>Question # 03: Hau L. Lee in his article, <i>Aligning Supply Chain Strategies with Uncertainties</i>, extends the Demand Uncertainty proposed by Fisher Marshal L. (<i>What is the Right Supply Chain for your Product?</i>) to include Supply Uncertainty and puts forward a complete Demand-Supply-Uncertainty-Framework. Further, he proposes Information and Communication Technology based strategies for Supply Side and Demand Side. Discuss both sets of strategies (Marks 10x02 = 20).</p> <p>Question # 04: At the operations level all Supply Chain strategies translate into <i>Product Design Strategy, Supplier Selection Strategy, Lead-time Management Strategy, Manufacturing Strategy</i> and, <i>Inventory Strategy</i>. Fisher Marshal L., in his article, <i>What is the Right Supply Chain for your Product?</i>, suggests distinctively different focus for these five sub-cycles in a supply chain process; discuss and give examples (Marks 04x05^Q = 20).</p>	<p>marks)</p>	<p>3,4</p>
<p>SECTION C(30 marks) (Attempt any 3 question, each question carries 10 marks only)</p>		
<p>5.</p> <p>a. Is the business of Mumbai Dabbawallahs scalable? If not, what factors should be present to make it scalable, discuss with reference to the business model discussed in the class? (Marks 20)</p> <p>b. Is the business of Mumbai Dabbawallahs replicatable? If not, what factors should be present to make it replicatable, discuss with reference to the business model discussed in the class? (Marks 20)</p>	<p>[10 x 3]</p>	<p>CO 1, 2, 3, 4</p>