

LSCM 3003	Retail Logistics	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	12th level				
Co-requisites	Basic understanding of Logistics and Business management				

Course Objectives

The objectives of this course are:

- Developing an understanding of the key concepts applied in Logistics and Supply Chain Management for Retail Sector
- To have an understanding of logistics management for organized retail business focusing on Value creation, Growth Prospects, Profitability, Types and Category Management
- To highlight the importance of all activities of retail supply chain and an understanding of concepts like Retail Logistics, Retail Locations, Cross Docking, and Assortment Management etc.
- To have an understanding of how logistics play an important role in the Retail Sector (Organized and E-Retail)
- To develop ability to apply principles and practices of logistics management in real business applications of retail industry

Course Outcomes

CO1. Conceptual knowledge of the elements of retail logistics

CO2. Understanding the role and application of logistics drivers in retail supply chain

CO3. How logistics activities pertaining to retail industry is different than that in manufacturing industry

CO4. Analyze issues and challenges in execution of efficient and effective logistics functions in retail industry

CO5. Explain how progressing technology plays an important role in effective logistics of retail industry

CO6. How logistics and supply chain performance can be measured using various tools in retail industry

Catalog Description

Logistics is now widely recognized as a critical driver of operational excellence, cost reduction, and customer service to an organization's bottom line. Retail Logistics is a business management program that prepares students for employment in the areas of retail industry, including warehouse management, inventory control, procurement management and transportation. The field of retail logistics includes professions such as

supervisors/ managers of warehouse, transportation and procurement management in the retail industry. The demand for trained logistics professionals is growing nationally, resulting in huge career opportunities in retail industry and is projected to add substantial numbers of new jobs in India and overseas.

The teaching methodology includes lectures using power point, case studies, articles, group discussions, role plays and presentations. Students are expected to study the topic/assigned chapters before they come to class. Interaction during lectures is encouraged and therefore each student is expected to add valuable inputs during lectures by sharing his/her knowledge, opinions gained through prescribed readings and articles. Students should be able to demonstrate their knowledge of retail logistics concepts by applying those in their written exams, case studies discussions, presentations and project works. The students would be given assignment/project, which would enable them to apply the logistics concepts practically in retail industry and illustrate those through a written report and presentation. The course methodology thus encourages students to explore themselves for the supervisory/managerial role in logistics activity of retail organization.

Course Content

Unit I:

11 Hours

OVERVIEW OF RETAIL LOGISTICS

Brief Overview of Logistics and Supply Chain Management, Introduction to Retail, Retail in India-Traditional & Organized, Evolution of Retail in India, the Size of Retail in India-Overview of Different Segments (Food & Grocery; Clothing & Textile; Consumer Durables; Footwear; Jewellery retail; Books, Music & Gift Retail), Overview of Indian Retail Supply Chain, The Retail Market: Issues and Challenges, Difference between Manufacturing & Retail SCM, Retail Logistics and Emerging Concepts, Retail Distribution and Replenishment, Retail Logistics-Contemporary Issues, Retail Supply Chain Elements

Unit II:

9 Hours

ROLE OF RFID AND ICT IN SUPERIOR PERFORMANCE OF RETAIL FIRMS

Automatic Identification and Data Capture (AIDC), Introduction to RFID Technology, RFID in Retail, Emerging Retail Technologies, E-Commerce and E-tailing-Traditional Retailing vs Online/ Cyber/E- Retailing, E-Commerce Logistics, ERP in Retail

Unit III:

6 Hours

RESOURCE SCHEDULING, COST ESTIMATING

Retail Strategy-Concept of Business Model, International Expansion- A Growth Strategy, Retail Store Location-Types, Retail Store Location-Important Factors, Retail Store Location-Errors &

Recent Trends, Warehousing-Functions, Warehousing-Features, Warehousing-Classification, Warehousing-Needs & Benefits, Retail Strategies

Unit IV: 7 Hours

PROCUREMENT STRATEGY

Retail Supplier Relationship Management, Merchandise Sourcing-The Age of Global Sourcing, Merchandise Buying System-For Apparel Merchandise, Merchandise Buying System-For Fashion Merchandise, SRM in Retail, Stock Management-Stock Control, Stock Management-Stock Shortage, Stock Management-Merchandise receipt and Return, Merchandise Management-Retail Merchandising, Category Management

-Concepts, Reasons for Emergence of category management, Components of category management

Unit V: 4 Hours

CONTRACT MANUFACTURING

The Retail Value Chain and its Steps, Contract Manufacturing, Contract Manufacturing Selection, Outsourcing, Advantages & Disadvantages of outsourcing, important steps in outsourcing

Unit VI: 4 Hours

CONCEPT OF SUPPLY CHAIN PERFORMANCE AND METRICS

Supply Chain Performance Measurement-Objectives, Logistics & SCM Performance Measures & Levels, Customer Service and Cost Trade Offs, Enhancing Supply Chain Performance, Continuous Improvement Cycles

Unit VII: 7 Hours

ROLE OF TRANSPORTATION AND RELIABILITY AND RESPONSIVENESS OF TRANSPORTATION

Introduction to Transportation, Transportation modes-Rail, road, waterways & airways, Role of transportation in retail, Factors influencing Transport Decisions, Transport mode Selection considering Cost & Flexibility Parameters, Networks and Performance Characteristics, Transportation Cost in E-Retailing, Transport Challenges in retail industry

Text Book

- a) Supply Chain Management for Retailing by Rajesh Ray, published by McGraw Hill
- b) Supply Chain Management: Text and cases by Janat Shah, published by Pearson, New Delhi.
- c) Retailing Management: Text and Cases by Swapna Pradhan, published by McGraw Hill
- d) Retailing: An Introduction by Cox and Brittain published by Pearson Education
- e) Retail Management: A Global Perspective by Harjit Singh, published by S. Chand Publication
- f) Information Technology for Retail by Girdhar Joshi, published by Oxford
- g) Logistics Management- Sople V. Vinod, Pearson Education, Supply Chain Imperative

Reference Books

- a) Supply Chain management, Chopra & Meindl, Pearson Education
- b) Information Technology for Retailing, Khurana, McGraw Hill
- c) Retail Supply Chain Management, Ayer, James and Odegaard, Mary Auerbach Publications (Taylor & Francis Group)
- d) Supply Chain Management, N. Chandrasekaran, Oxford

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	MSE	IA	ESE
Weightage (%)	20	30	50
		<ul style="list-style-type: none"> • Case Presentation (35 Marks) • Online Assignments (30 Marks) • Quiz (35 Marks) 	

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

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Conceptual knowledge of the elements of retail logistics.	PO 1, 2, 4, 8,9,12

CO2	Understanding the role and application of logistics drivers in retail supply chain.	PO 2,3,4,8,7,8
CO3	How logistics activities pertaining to retail industry is different than that in manufacturing industry.	PO 3,4,6,8, 9, 12
CO4	Analyze issues and challenges in execution of efficient and effective logistics functions in retail industry	PO 4,5,6,7,9,10,11
CO 5	Explain how progressing technology plays an important role in effective logistics of retail industry.	PO 1,2,5,6,7,9
CO 6	How logistics and supply chain performance can be measured using various tools in retail industry.	PO 1,2,3,4,10,11

Program Outcome / Course Outcome mapping

Course Outcomes	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
PO 1	3	3	3	2	2	1
PO 2	3	3	3	2	2	1
PO 3	3	3	3	2	2	1
PO 4	3	1	1	3	2	2
PO 5	2	2	1	3	1	2
PO 6	2	2	2	2	1	2
PO 7	3	3	1	2	1	2
PO 8	3	3	3	3	1	1
PSO 9	3	3	3	1	1	1
PSO 10	3	3	3	2	2	2
PSO 11	3	3	3	2	1	2
PSO 12	1	1	1	3	2	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.
LSC M 300 3	Retail Logistics	PO 1	Students will demonstrate strong conceptual knowledge of management & its functional areas.
		PO 2	Students will demonstrate effective oral and written communication skills in the professional context.
		PO 3	Students will be able to work effectively in teams and demonstrate team-building capabilities.
		PO 4	Students will be able to evaluate the legal, social and economic environments of business.
		PO 5	Students will be able to describe the global environment of business.
		PO 6	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.
		PO 7	Students will be able to apply decision-support tools to business decision making.
		PO 8	Students will be able to apply knowledge of business concepts and functions in an integrated manner.
		PSO 9	Students will demonstrate conceptual domain knowledge of the logistics sector.
		PSO 10	Students will apply decision-support tools to decision making in logistics sector.
		PSO 11	Students will apply conceptual knowledge of logistics sector in an integrated manner.
		PSO12	Students will demonstrate employable and deployable skills for appropriate roles in management.

1 – Weakly mapped

2 – Moderately mapped

3 – Strongly mapped

Model Question Paper

University of Petroleum & Energy Studies

College of Management & Economics Studies

Kandoli Campus, Dehradun

End Semester Examination

Programme Name: BBA (LM)

Subject: Retail Logistics

Subject code: LSCM 3003

Semester - VI

M. Marks: 100

Duration: 3 Hrs

Note: All sections are compulsory & this question paper carries 4 sections.		
Section – A (20 Marks) Attempt all questions in this section		
1. (A) Write the full form of the following		(2*5=10 marks)
(i) RFID	(2)	CO1, CO5
(ii) VMI	(2)	
(iii) AIDC	(2)	
(iv) EDI	(2)	
(v) CPFR	(2)	
(B) Short Notes type question		(2*5=10 marks)
1. Cross Docking	(2)	CO1, CO2, CO3
2. Enterprise Resource Planning	(2)	
3. Retailer's function	(2)	
4. Category Management	(2)	
5. Assortment	(2)	
Section – B (20 Marks)		
Attempt any 4 question, each question carries 5 marks only		(5*4=20 marks)

<ol style="list-style-type: none"> 1. What are the functions performed by a retailer in the supply chain? 2. How IT is playing an important role in the retail supply chain? 3. Explain RFID vs Bar code. 4. Explain Push vs Pull supply chain. 5. Explain the concept of Retail supply chain maturity. 	(5*4= 20 marks)	CO1, CO3, CO5
<u>Section – C (30 Marks)</u> Long answers Question, each question carries 15 marks (15*2=30 marks)		
<ol style="list-style-type: none"> Q.1. What are the issues and challenges faced by E-Retail Supply chain in India and how they can be overcome? Q.2. Explain the supply chain model of organized and unorganized retailers in India. 	(15*2= 30 marks)	CO3, CO4, CO2, CO6,CO1
<u>Section – D (30 Marks)</u> Attempt the question, each question carries 6 marks (5x6 marks=30 marks)		
<p>With the help of diagram discuss in detail the pervasiveness of logistics in the supply chain model of following sectors:</p> <ol style="list-style-type: none"> 1. Online Retailing 2. Reliance Fresh 3. Public Distribution System 4. Domino’s Pizza 5. Big Bazaar 	(5*6= 30 marks)	CO1, CO2, CO3