

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
SCHOOL OF DISTANCE EDUCATION (SDE)
for the SDE students admitted during the academic year 2010-11 & Onwards

M.B.A – Logistic and Supply Chain Management
(Annual Pattern)

<u>Paper</u>	<u>Name of the Subject</u>	<u>Marks</u>
	<u>Second Year</u>	
2.1	Logistic Management	100
2.2	Retail Store and Visual Merchandising	100
2.3	Quality Management and Quality Techniques	100
2.4	Retail Marketing and CRM	100
2.5	Logistic and Supply Chain Management	100
2.6	Export Trade and Documentation	100
2.7	International Marketing	100

II Year**2.1. Logistics Management****Unit I:**

Introduction to logistics management- Definition, scope, functions, objectives - Integrated logistics management, role of logistics in the Supply chain - Logistics & customer service, Role of logistics in competitive strategy, Logistics organization & performance measurement, ERP – SAP - ORACLE

Unit II:

Inventory planning, inventory costs, classifying inventory, Nature & importance of warehousing, types of warehouses, warehousing functions, warehouse layout & design. Material handling- objectives, guidelines & principles, selection of material handling equipments. Packaging-role of packaging, packaging materials, consumer & industrial packaging, material handling efficiency

Unit III:

Transportation- role of transportation in logistics, transportation selection decision, basic modes of transportation- Rail, Road, Water, Air, Pipeline- characteristics of different modes- transport economics - Inter modal operations

Unit IV:

Containerization-concept, types, benefits, Types of carriers- indirect & special carriers, Role of intermediaries- shipping agents, brokers- freight management- route planning Role of ports, ICDs, CONCOR - Global shipping options

Unit V:

Reverse logistics- scope, design, e-logistics- logistics information system-application of IT in logistics- automatic identification technologies- bar coding, RFID, Logistics outsourcing- 3PL & 4PL, Global logistics- operational & strategic issues

REFERENCES:

1. Logistics Management, Ailawadi C Sathish & Rakesh Singh, , Prentice Hall, India, 2005
2. Textbook of Logistics & Supply Chain Management, Agrawal D K, Macmillan India Ltd, 2003
3. The Management of Business Logistics, Coyle et al., , Thomson Learning, 7th edition, 2004
4. Logistical Management- The Integrated Supply Chain Process, Bowersox Donald J, Tata McGraw Hill, 2000

2.2. Retail Store and Visual Merchandising**Unit I:**

Introduction to Indian Economy – Retail industry and economy - Emergence of organized retailing Trends in retailing

Unit II:

Marketing and retail environment - Types and factors of retail environment Green marketing - Indian scenario in retail environment

Unit III:

Role of Atmospherics in Retail Strategy - Key Components of Retail Atmospherics- Exterior Atmospherics

Unit IV:

Assortment – Theme – Ensemble - Racks and shelves - Payment counters

Unit V:

New product schedule - Bubble plan – Budgeting - Store planning

Reference Books:

1. JGA (Firm), 1000 retail graphics : from signage to logos and everything in-store, 2007, Rockport Publishers.
2. Messedate, Jons., Best designed flagship stores : shops-showrooms-brand centers, 2007, Ludwigsburg.
3. Morgan, Tony., Visual merchandising: window and in-store displays for retail, 2008, Laurence King Publication.
4. Moya, Sandra., Store window design, 2007, Loft Publications.
5. Pegler, Martin., Store presentation & design no. 2 : branding the store, 2007, Visual Reference Publication.

2.3. Quality Management and Quality Techniques

Unit I: Concept of quality – quality as a customer delight – quality as meeting standards – Actual Vs Perceived Quality - concept of total quality – design, inputs, process and output – need for quantity – function of quality – philosophy of quality – old Vs new – quality as a problem as a challenge – 6 sigma concept.

Unit II: Quality management – fundamentals – evolution and objectives – planning for quality – quality process – statistical process control [SPC] and acceptance sampling – quality assurance – total quality management [TQM].

Unit III: Quality and productivity – quality and cost – Is quality free of cost – Benefits of quality – competition in quality – Role of MNCs in emergence of global quality.

Unit IV: Quality systems – total quality control system Vs total quality management system – total quality control [TQC] in Japan, US, Europe – Element of TQC – Just in time, quality circles, quality teams.

UNIT V : Quality Improvement Techniques, Pareto Diagrams, Cause-Effect Diagrams, Scatter Diagrams, Run Charts, Cause and Effect Diagrams

References:

1. Dr.S.Kumar, Total Quality Management, USP Publishers.
2. S K Mandal, Total Quality Management - Principles and Practice, Vikas Publishing House.

2.4. Retail Marketing & CRM

Unit I: Retail industry and economy - Emergence of organized retailing - Trends in retailing- Introduction to retail marketing - Value of a customer- Identification of customer needs

Unit II: Tactics to get new customers - Traditional media in retail marketing Copywriting for retailers - Strategies to turn a first time - buyer into a regular customer - Strategies to turn a regular customer into a life time customer

Unit III: Retailing role – relevance and trends – Retail Organizations – Retail in India- Retail location strategy – Merchandising - Product - merchandise -Management - Retail space management- Retail pricing- Retail Promotion strategy – Relationship Marketing – seminars and projects.

Unit IV: CRM and to e-CRM and various CRM packages-The concept of CRM – Strategic imperatives – Conceptual foundations of CRM – Building customer relationship-Economics of CRM

Unit V: CRM in B-C markets – CRM in B – B market-Components of e CRM – Product offerings in the CRM market space – contact centers for CRM-The CRM Road Map – Operational issues in implementing CRM

Reference Books:

1. Shainesh, G and Jagdish N, Sheth “Customer Relationship Management”, Macmillan, 2006
2. Chetan Bajaj, Rajnish Tuli, Nidhi V Srivastava, “Retail Management”, Oxford University Press, 2005
3. A Sivakumar, Retail Marketing, Excel Books.
4. A. Coskun Samli, Retail Marketing Strategy: Planning, Implementation, And Control, Quorum Books

2.5. Logistics & Supply Chain Management

Unit I: Logistics Management: Customer Service and Logistics Management – A Perspective - Concepts in Logistics and Physical Distribution - Distribution and Inventory

Unit II: Types of Inventory Control - Demand Forecasting - Warehousing and Stores Management – Routing - Transportation Management - Some Commercial Aspects in Distribution Management – Codification - Distribution Channel Management - Distribution Resource Planning (DRP) - Logistics in 21st Century

Unit III: Supply Chain Management: Introduction - The Need for Supply Chain - Understanding the Supply Chain Management - Participants in Supply Chain - Levels of Supply Chain

Unit IV: Role of a Manager in Supply Chain - Supply Chain Performance Drivers - Key Enablers in Supply Chain Improvement - Inter-relation between Enablers and Levels of Supply Chain Improvement

Unit V: Aligning the Supply Chain with Business Strategy - SCOR Model

Reference Book:

1. D K Agrawal, Textbook of Logistics and Supply Chain Management, MacMillan.
2. G Raghuram & N Rangaraj, Logistics and Supply Chain Management - Cases and Concepts. Mac Millan.

3. Martin Christopher, Logistics & Supply Chain Management: Creating Value-Adding Networks, FT Press.
4. Janat Shah, Supply Chain Management: Text and Cases, 1st Edition, Pearson.

2.6. Export Trade and Documentation

Unit I: Generation of Foreign enquiries, obtaining local quotation & offering to overseas buyers scrutinizing export order, opening L/C by buyers

Unit II: Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing & incoterms

Unit III: Export Packaging - Preparation of pre shipment documentation - Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks

Unit IV: Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU & Free trade zone - Deemed Export
Export Marketing

Unit V: Introduction - Exim policy - customs act - other acts relating to export/import - formalities for commencing - customs formalities - export documentation - project exports - export of services - export of excisable goods - import documentation - clearance of import goods - 100% export oriented units - export processing zones - special economic zones - duty drawback procedure - export/import by post customs house agents - import of different products - import/export incentives - import licenses etc.

Reference Books:

1. Export Import Procedures- Documentation and Logistics, Publisher: New Age International, By: Shri C Rama Gopal, Chartered Accountant.
2. Export Management, P K Khurana
3. Export Import Management, Justin Paul & Rajiv Aserkar.

2.7. Intenational Marketing

UNIT-I

International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach: An overview of the International Marketing Management Process; International Marketing Environment. International Market Segmentation and Positioning; Screening and Selection of Markets; International Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances.

UNIT-II

International Product and Pricing Strategies: Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale.

UNIT-III

Managing International Distribution and Promotion: Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Agents; International Distribution Logistics; Planning for Trade Fairs and Exhibitions; International Promotion Mix – Advertising and other Modes of Communication.

UNIT-IV

India's Foreign Trade Policy -Direction and composition of India's foreign trade, export – import policy of current year -Export procedures and documentation -Export import procedures, Certificate related to shipments, documents related to payment, documents related to inspection, documents related to excisable goods

UNIT-V

Emerging Trends in International Marketing: Regionalism v/s Multilateralism; Trade Blocks; Important Grouping in the World; Legal Dimensions in International Marketing (Role of WTO); Marketing Research for Identifying Opportunities in International Markets.

Reference Books:

1. Cateora, Philip R. and Graham John L.(2005). International Marketing. Tata McGraw- Hill Edition.
2. Terpstra, Vern and Sarathy, Ravi (2000). International Marketing. The Dryden Press, Chicago.
3. Keegan, Warren J. (7th Edition, 2002). Global Marketing Management. Pearson Education ,New Delhi.
4. Kotabe Masaaki and Helsen Kristiaan (2nd Edition, 2001). Global Marketing Management. John Wiley & Sons (Asia) Pte Ltd.
5. Onkvisit, Sak and Shaw, John J. (2004). International Marketing: Analysis and Strategy, Edition,Prentice Hall.
6. Varshney, R. L. and Bhattacharya, B. (2001). International Marketing: An Indian Perspectives. Sultan Chand, New Delhi.
