



PROGRAM	Master of Business Administration
SEMESTER	3
COURSE TITLE	Physical Distribution and Transportation Management
COURSE CODE	04MB0349
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- * Evaluate how Distribution contributes to managing Supply Chain network
- * Understand the role Transportation in Logistics.
- * Analyze the Importance of Information Technology in relation to Transportation Management.
- * Apply various concepts of International Transportation in Industry

- * Remember the Process of Planning of Distribution & Transportation.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Distribution Role of Distribution in Supply chain, Distribution channels – Functions, resources, Operations in Distribution, Designing Distribution network models - its features - advantages and disadvantages	06
II	Planning & Transportation Distribution network planning, Distribution network decisions, Distribution requirement planning (DRP)	08
III	International Transportation International transportation, Carrier, Freight and Fleet management, Transportation management systems-Administration, Rate negotiation, Trends in Transportation.	08
IV	Information Technology (IT) Usage of IT applications -E commerce – ITMS, Communication systems-Automatic vehicle location systems, Geographic information Systems.	10
V	Role of Transportation in Logistics and Business, Principle and Participants-Scope and relationship with other business functions, Modes of Transportation - Mode and Carrier selection, Routing and scheduling	10

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Janat Shah	Supply Chain Management	Pearson Education India	2016
T-01	Raghuram and N. Rangaraj	Logistics and Supply chain Management - Leveraging Mathematical and Analytical Models: Cases and Concepts	Macmillan	2000

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	David Lowe	Lowe's Transport Manager's and Operator's Handbook	Prentice Hall of India	2019
R-02	Michael B Stroh	Practical Guide to Transportation and Logistics	Logistics Network	2006
R-03	Alan Rushton, John Oxley	Handbook of Logistics & Distribution Management	Kogan Page Publishers	2006