

SYLLABUS

I. IDENTIFICACION

Degree Course: Business Administration		
Department: Administração Empresarial - DAE		
Course: Scenarios in Business Logistics		Code:
Working Hours: 72 hours/class – 6 ECTS	Academic year: 2017/2	Phase: Elective class
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II. SUMMARY

Basics Concepts of Business Logistics, Supply Chain Management and Some Emergent Research Areas in Brazil. Distribution Channels. Warehouse Management. Transport Systems.

III. GOALS AND OBJECTIVES

Enable the students to understand how the logistics work in all fields of business activities and to use their concepts to create value in organizations. Therefore, the course provides content related to the operational tools of transport, storage, distribution and control in order to provide academic support for reflections on possible management actions and operational tactics that can minimize or eliminate bottlenecks in material flow, information flow and financial flow on a supply chain.

IV. DIDACTIC PROGRAM

- 1. Business Logistics**
 - 1.1 Origin and logistics' history;
 - 1.2 Logistics importance;
 - 1.3 Definitions (military and business);
 - 1.4 Key and support activities;
 - 1.5 Logistics flows
 - 1.6 Study case of Zara.
- 2. Supply Chain Management**
 - 2.1 Definition;
 - 2.2 Difference between supply chain and logistics;
 - 2.3 Objectives and performance factors;
 - 2.4 Supply chain model;
 - 2.5 Supply Chain Operations Management;
 - 2.6 The case of Li&Fung.
- 3. Emerging Study Fields of Logistics in Brazil**
 - 3.1 City Logistics;
 - 3.2 Reverse Logistics;
 - 3.3 The case of Upsala.
- 4. Distribution Channels**
 - 4.1 Basics Concepts of Distribution;
 - 4.2 Distribution Channels Types and Structures;
 - 4.3 Channels Selection;
 - 4.4 Structuring Distribution Channels;
 - 4.5 Delivery Modes;

4.3 The case of “Bom Frio” Company

5. Warehousing Management

5.1 Concept, objectives and importance;

5.2 Warehouse types;

5.3 Storage system functions;

5.3. Material handling activities;

5.3 Case: Analysis of order-picking in warehouses with fishbone layout.

6. Transports

6.1 Modal Types – rail, truck, air, water and pipeline;

6.2 Multimodal and Intermodal;

6.3 Study case: “Laura Ashley and Federal Express Strategic Alliance”.

V. LEARNING METHODOLOGY

The exhibition of the content will occur through activities that facilitate and encourage the learning. Search will be constant interaction with students. Proposed activities:

- Analysis and interpretation of texts and articles;
- Lectures;
- Case studies;
- Presentations.

IV. ASSESSMENT SYSTEM

The assessment of students will occur through the integration of:

- Frequency classes;
- Participation in class;
- Resolution of case studies;
- Presentations.

V. BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

BALLOU, Ronald H. **Business Logistics Management: Planning, Organizing and Controlling The Supply Chain**. 4th ed. New Jersey: Prentice Hall, 1999;

BOWERSOX, Donald; Closs, David; Cooper, M. Bixby. **Supply Chain Logistics Management**. McGraw-Hill/Irwin, ISBN-10: 9780073377872, ISBN-13: 978-0073377872;

MANGAN, John; Butcher, Tim; Lalwani, Chandra. **Global Logistics and Supply Chain Management**. Wiley, ISBN-10: 0470066342, ISBN-13: 978-0470066348;

RUSHTON, Alan; Croucher, Phil; Baker, Peter. **The handbook of Logistics and Distribution Management**. Kogan Page, ISBN-10: 0749457147, ISBN-13: 978-0749457143.

SUPPLEMENTARY BIBLIOGRAPHY

BRANDIMARTE, Paolo; Zotteri, Giulio. **Introduction to Distribution Logistics (Statistics in Practice)**. Wiley-Interscience, ISBN-10: 0471750441, ISBN-13: 978-0471750444

GOLDSBY, Thomas J; Martichenko, Robert O. **Lean Six Sigma Logistics: Strategic Development to Operational Success.** J. Ross Publishing, ISBN-10: 1932159363, ISBN-13: 978-1932159363;

TANIGUCHI, Eiichi; Thompson, Russell G; Yamada, Tadashi. **City Logistics: Network Modelling and Intelligent Transport System.** Emerald Group Publishing Limited, ISBN-10: 0080439039, ISBN-13: 978-0080439037;

WATERS, Donald. **Supply Chain Risk Management : Vulnerability and Resilience in Logistics.** Kogan Page, ISBN-10: 9780749448547, ISBN-13: 978-0749448547.