

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1106715	SEMESTER OF STUDY	7
COURSE TITLE	LOGISTICS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		5	6
COURSE UNIT TYPE	SPECIALISATION		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=125		

2. LEARNING OUTCOMES

Learning Outcomes

This course examines the role of logistics in the supply chain within a focal firm as well as between organisations linked within a given supply network. Topics cover issues such as introduction to the basic terms of logistics, distribution and transportation alternatives, the connection between logistics and marketing, the estimation of value and costs in logistics, sourcing and supply management, supply chain planning and control strategies and logistics future challenges and opportunities. This course also surveys operations research models and techniques developed for a variety of problems arising in logistical planning of production systems. Students will get a clear idea of the expanding role of logistics in business today. They will also be familiar with the principles and processes of logistics as a strategic choice in supply chain management.

Upon successful completion of this course the student will be able to:

- Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market
- Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization
- Analyse the importance of the term “value creation” and to propose actions in the field of management of logistics costs towards the creation of value
- Distinguish the forces shaping international logistics in a global market
- Assess accurately the risks occurred due to loss of focus on the satisfaction of end-customer demand
- Produce and combine effectively the options available for managing inventory and orders per case

- Develop in the right way the process of organizing and conducting the proceedings relating to the transport and distribution

General Skills

- Search, analysis and synthesis of data with the use of new technologies
- Decision-making
- Individual Work
- Teamwork

3. COURSE CONTENTS

- Introduction and overview of the course contents
- Logistics and the Supply Chain
- Material flow and information flow
- Competitive advantage through logistics
- Logistics strategy
- The marketing perspective
- Market segmentation and demand profiling
- Quality of customer service
- Setting priorities for logistics strategy
- Where does the value in the context of logistics come from
- How can logistics costs be represented
- Activity Based Costing (ABC)
- Supply chain operations reference model (SCOR)
- Drivers and logistics implications of internationalization on
- The tendency towards internationalization
- The challenges of international logistics and installation location
- Organising for international logistics
- Reverse logistics
- Managing for risk readiness
- Corporate social responsibility in the supply chain
- Analysis of the transportation and products distribution system
- The transport system: organization, institutional framework, liberalization of the transport market and impact on logistics processes
- Transport and transportation mean selection criteria
- Distribution and transportation systems standards
- Methods for solving transportation and distribution problems
- Methods for solving production scheduling and resource allocation problems
- Supply chain planning and control
- Coordination in supply chains
- The interconnection between P-D parameters in Logistics
- Future challenges and opportunities in Logistics
- Supply management and Logistics
- Rationalising and segmenting the supply base
- Procurement technologies

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4. TEACHING METHODS - ASSESSMENT

<p style="text-align: center;">MODE OF DELIVERY</p>	<p>In-Class</p>	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p>	<p>Use of ICT in Teaching: Spreadsheets software MS Office Excel. Support of the learning process through the e-class platform (Moodle).#</p> <p>Use of ICT in Communication: Communication with students is supported through the use of email</p> <p>Use of the e-learning Platform of PUAS.</p>	
<p style="text-align: center;">TEACHING METHODS</p>	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Class work/Workshop	26
	Independent and Directed Learning	70
	Total	125
<p style="text-align: center;">ASSESSMENT METHODS</p>	<p>Language Assessment: Greek</p> <p>Final Examination (100%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Open questions on various issues - approaches in logistics functions. <ul style="list-style-type: none"> • <u>Evaluation Objective:</u> The examination of knowledge concerning the fundamentals of the course. • <u>Evaluation Criteria:</u> Accuracy, completeness, clarity and critical approach of responses - Modeling problems related to the selection of optimum solutions in supply chain management <ul style="list-style-type: none"> • <u>Evaluation Objective:</u> The examination of understanding on how to model logistics problems. • <u>Evaluation Criteria:</u> Proper implementation methodologies and practices in problems modelling, the degree of analysis the proposed model, the presentation of the proposed solution. 	

5. RESOURCES

Recommended Books:

1. Alan Harisson & Remko van Hoek, "Logistics Management and Strategy: Competing Through the Supply Chain", FT Press, 2011
2. Martin Christofer. "Logistics & Supply Chain management" , Pearson Education Limited, 2005
3. G. Prastakos. Management Science: operational decisions in the Information Society, Stamoulis, 2000 (in Greek)

Journal Article Resources:

1. International Journal of Logistics Management – Elsevier
2. International Journal of Logistics Systems and Management – Interscience
3. Journal of Business Logistics - Wiley