

SYLLABUS FOR PH.D PRE-QUALIFYING ENTRANCE EXAMINATION

Ph.D in Management (Logistics Management)

Unit 1: Introduction to Logistics: Logistics at the center of world trade – A paradigm shift – Logistics Defined – Scope of Logistics – Logistics – a system concept – Customer Value Chain – Logistics Functions – Logistics for business excellence – Logistics management: Objectives, solution, and future – Customer service for competitiveness – Customer service phases – Service attributes – Value added logistical services

Unit 2: Introduction to Supply Management: What is a supply chain? – Importance of Supply Chain Management (SCM) – Overview, objectives, nature, and scope of SCM – Decision phases in a supply chain – process view of a supply chain – Supply Chain dynamics – Focus areas in SCM – Evolution of SCM.

Unit 3: Logistics Mix: Warehousing – A logistical challenge – Role of material handling in logistics – Material storage principles – Inventory management – Transportation management – Logistical packaging – Logistics information system.

Unit 4: Logistics Outsourcing: Catalysts for outsourcing trends – Benefits of logistics outsourcing – Third-Party logistics – Fourth-Party logistics – Selection of service provider – Value-added services – Logistics service contract – Critical issues – Outsourcing value proposition. Channels of Distribution: Distribution channels – Role of marketing channels – Channel functions – Channel structure – Factors affecting the choice of distribution channels – Functions and types of intermediaries

Unit 5: The Global Marketing Mix: Brand and product decisions in global marketing – Pricing decisions – Distribution channels: Objectives, Terminology, and Structure: Consumer products and services – Industrial products – Establishing channels and working with channel intermediaries – Global retailing – Global advertising – Global sales promotion - Global e-commerce.

References:

- Vinod V. Sople, Logistics Management: The Supply Chain Imperative, 3rd Edition, Pearson.
- K. ShridharaBhat, Supply Chain Management, 2nd Edition, Himalaya Publishing House.
- Sahay B. S. Supply Chain Management for Global Competitiveness: Macmillan India Ltd., New Delhi.
- Reguram G, Rangaraj N. (1999). Logistics and Supply Chain Management Cases and Concepts: Macmillan India Ltd., New Delhi.
- Warren J. Keegan and Mark C. Green, Global Marketing, 9th Edition, Pearson.