GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: L19C21	**Course Title: MIS for Logistics**	
Semester: V	**Course Type: Compulsory**	**Credits: 4**
Home Programme(s): BBA 2019-22	**Batch/Academic Year: 2019-22**	
Course Leader:		

Course description and learning objectives

The course deals with various approaches, and techniques used in the design and operation of logistics network of global supply chains. The material is taught from a managerial perspective, with an emphasis on where and how specific tools can be used to improve the overall performance of a logistics network. We place a strong emphasis on the development and use of basic and analytical knowledge to illustrate the underlying concepts involved in both intra- and inter-company logistical network operations.

Learning objectives:

- To develop competencies and knowledge of students to become MIS for logistics professionals
- To orient students in the field of Logistics
- To help students to understand MIS for Logistics

On successful completion of this course, students will be able to:

	Course Outcomes	Assessment
CO1	Students will be able to apply the Basic knowledge of MIS for Logistics in the real-life situation	A1
CO2	This subject will enable them to enhance their ability and professional skills in Logistics.	A1,A2
CO 3	Understanding the data collection procedures for designing an effective logistics network system.	A2, A3
CO 4	Understanding the role, and use of optimization tools and techniques in logistics network.	A3
CO5	Understanding the benefits of logistics network design by doing solving real-time case industry problems.	A4

Course outline and indicative content

Unit I (CO1, L1)
Introduction - IT and management opportunities and challenges - Strategic planning and models- Information management & IT Architecture – IT Architecture & infrastructure, cloud computing and services, Virtualization and Virtual Machines.

Unit II (CO2, L1 & L2)
Database Technology - Data warehouse - Data Mart Technologies - Data and Text mining -Business Intelligence & Analytics, Digital and physical document management. Networks, collaboration & sustainability: Business IT networks & components, communication technologies – Sustainability and Ethical issues - Internal control -Business Control and Auditing

Unit III (CO3, L2, L3)
Dissemination of technology information - and strategic planning –Technology choice and evaluation methods – Analysis of alternative technologies –Implementing technology programs - Intellectual

Capital - An introduction to Intellectual Property Right - Patent-Copyrights - Trademarks and other issues.

Unit IV (number of sessions**) (CO4, L3)**
Functional Area & Compliance systems: Management levels and functional systems Enterprise Systems and applications: Enterprise systems, Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Collaborative Planning, Forecasting, and Replenishment system (CPFR), Customer Relationship Management (CRM). Performance Management: Data visualization, Mashups, and Mobile intelligence, Fleet Management Information System.

Unit V (CO5, L1 & L2)
Business Process and Project Management: - Architecture & IT design, System development, Software & Applications for management (Business software tools), Support system. ERP modules -sales and Marketing, Accounting, Finance, Materials and Production management etc.

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Mid exam	Individual	Written	20
A2. Coursera	Individual	Presentation	10
A3. Case/project work	Group	Presentations/Report with Q&A/Viva	20
A4. End-term exam	Individual	Written (short/long)	50

Mapping COs - Blooms levels- Assessment Tools:

Knowledge dimension / Cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge		CO1 (A1)				
Conceptual Knowledge		CO4 (A3)	CO2 (A1, A3)			
Procedural Knowledge		CO3 (A2, A3)	CO5 (A4)			
Meta Cognitive Knowledge						

Learning and teaching activities
Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via X-Learn, case studies, projects and practical activities (individual & group)

Teaching and learning resources
Soft copies of teaching notes/cases etc. will be uploaded onto the X-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

Prescribed text book:

1. Course Material Prepared by LSC
2. KENNETHC. L., JANEP.L. , & RAJANISH DASS (2001) Management Information System-Managing the Digital Firm. Pearson Education: New Delhi.
3. RAVI, K, & ANDREW, B. W. Frontiers of Electronic Commerce. Pearson Education: New Delhi.
4. KENNETH, C. L., & JANEP, L. (2001) Essentials of MIS. Prentice Hall India: New Delhi.
5. SADAGOPAN, S. (2003) Management Information System. Prentice Hall India: New Delhi.
6. EFF, O. Z. (2003) Management Information Systems. Vikas Publishing House Pvt. Ltd.: New Delhi.

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO). 0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	3	1	0	2	1	2	**9**
CO2	2	2	0	1	2	0	**7**
CO3	2	0	0	2	1	0	**5**
CO4	3	2	2	1	2	0	**10**
CO5	2	0	0	2	2	0	**6**
Target Level Max.	**12**	**5**	**2**	**8**	**8**	**2**	**37**

BBA (Logistics) - Programme Outcomes (POs) :	
1.	Ability to understand the complexities that companies are facing in today's global network economy.
2.	Ability to recognize key challenges in the design and management of a modern supply chain network, and make strategic decisions based to overcome the challenges.
3.	Ability to understand what goes into designing and setting up a warehousing facility, and to select the options that enable you to develop logistics networks, that minimize costs and deliver top customer service.
4.	Ability to differentiate the advantages and disadvantages of different modes of transportation, and to choose the optimal mode of transportation.
5.	Ability to understand the basic tenets of the Lean management philosophy that enables manufacturers to eliminate waste and make business processes more efficient.
6.	Ability to gain requisite knowledge about different forecasting techniques, essential for building a Supply Chain Operations Plan. Knowledge about tools and techniques to analyse demand data, construct different forecasting techniques, and choose the most suitable one for projecting future demand.

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