



APPLIES TO ACADEMIC YEAR 2005/2006

MAD 2114 Logistics management

Program

Bachelor in Marketing (2. year), Bachelor in Retail Management (2. year), Bachelor of Business Administration (2. year), Bachelor of Science in Business (2. year), Bachelor of Science in Marketing (2. year)

Responsible for the course

Eirill Bø

Department

Strategy and Logistics

Term

According to study plan

ECTS Credits

6

Logistics is a coordinating function responsible for planning, developing, coordinating and controlling materials flow from raw material supplier to end user. Its objectives are as follows:

- Maximize the use of the firm's resources
- Provide the required level of customer service

The goal is continuous, synchronous flow of materials. Continuous means no interruptions and no unnecessary accumulations of inventory. And synchronous means that it all runs smoothly. Parts and components are delivered on time, in the proper sequence, exactly to the point they are needed.

Objective

After this course the students should be able to:

- identify and explain logistics definitions and concepts that are relevant to managing the supply chain
- provide an approach for setting customer service priorities
- understand how logistics costs can be managed for better value creation
- calculate logistics costs and make production plans, inventory plans, and purchasing plans
- know what identifies leading-edge logistics

Prerequisites

No particular prerequisites.

Compulsory literature

Books:

Bjørnland, Dag, Göran Persson og Helge Virum, red. 2001. Logistikk: Et lederansvar. Oslo: Gyldendal Akademisk

Other:

Persson, Göran og Helge Virum. 2002. Logistikk: Et lederansvar, arbeidshefte. Oslo: Gyldendal Akademisk

Recommended literature

Course outline

- Introduction to logistics
- Understanding the need for customer service
- Physical distribution and distribution channels
- Logistics as a competitive advantage
- Warehousing and production control
- Information technology and logistics
- Leading edge logistics

Computer-based tools

Computer-based tools will not be used in this course

Course structure

The course consists of 36 hours, consisting of teaching and exercises.

Evaluation

At the end of the course there will be a three-hour written examination.

Evaluation code(s)

MAD 21141 - written exam, counts 100% of the grade in MAD 2114 Logistics management, 6 ECTS credits

Aids at the examination

Non-programmable calculator that cannot store text and/or alphanumeric characters.

Makeup exam

A makeup exam is held in every term.