

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Logistics Strategies</b>		Code <b>1010612221010610635</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>1 / 2</b>
Elective path/specialty <b>Logistics of Transport</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>2</b> Classes: <b>1</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>3</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>3 100%</b>
<b>Responsible for subject / lecturer:</b> Adam Redmer PhD email: adam.redmer@put.poznan.pl tel. +48 61 665 21 29 Faculty of Machines and Transport 3 Piotrowo street, 60-965 Poznan, Poland		<b>Responsible for subject / lecturer:</b> Paweł Zmuda-Trzebiatowski, M.Sc. email: pawel.zmuda-trzebiatowski@put.poznan.pl tel. +48 61 665 27 16 Faculty of Machines and Transport 3 Piotrowo street, 60-965 Poznan, Poland
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	student has a basic knowledge of management and logistics (including transport and warehousing)
2	<b>Skills</b>	student is able to accumulate information, interpret it, reasoning based on it, express and justify opinions, identify, associate and interpret phenomena occurring in practice
3	<b>Social competencies</b>	student is aware of the importance and understand non-technical aspects and effects of applying various management strategies in logistics
<b>Assumptions and objectives of the course:</b> -to give to students a knowledge about management strategies which may be applied in logistics.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Students know basic notions and classifications related to the management strategies. - [K2A_W09]		
2. Students know basic management strategies which may implemented in logistics industry, essence of such strategies, methods and effects of implementation. industry - [K2A_W09]		
3. Students know interrelationships between various management strategies. - [K2A_W09]		
4. Students know examples of implementation of management strategies in logistics in companies. - [K2A_W09]		
<b>Skills:</b>		
1. Students are able to choose and implement management strategy in company. - [K2A_U16]		
2. Students are able to evaluate implementation of given management strategy in company. - [K2A_U16]		
3. Students are able to indicate benefits and threats of management strategies. - [K2A_U16]		
4. Students are able to see the effect of synergy or contraindications in joining various management strategies. - [K2A_U16]		
<b>Social competencies:</b>		
1. Students are aware of the significance of implementing adequate strategies in logistics. - [K2A_K07]		
2. Students are aware of technical, economic and social effects induced by implementation of various business strategies. - [K2A_K02]		
3. Students are able to develop independently their about management strategies in logistics. - [K2A_K01]		

<b>Assessment methods of study outcomes</b>		
-Final test (multiple choice) based on the knowledge gathered during the lectures. In case of classes, the mean value of the scores given for homeworks, classworks and reports from in class exercises.		
<b>Course description</b>		
<p>-Introduction to the course: basic notions, classifications of strategies, supply chains, push and pull systems, third-party logistics.</p> <p>Strategies of concentration on key competences: outsourcing, insourcing, co-sourcing, make/do or buy analysis. Examples.</p> <p>Lean management: lean manufacturing, lean production, lean distribution, 5S strategy. Examples.</p> <p>Toyota Production System: KAIZEN, HEIJUNKA, SMED, 5 WHY. 6-SIGMA, process analysis and mapping, what-if analysis, cause-effects matrix and diagram, waste elimination, Pareto analysis. Examples.</p> <p>6 sigma: COPQ - Cost of Poor Quality, DPO - Defects Per Opportunity, DPMO - Defect Per Million Opportunities. Examples.</p> <p>Time Competing Strategy: Lead Time, Just-inTime, Kanban, Work-in-Progress, Cross-Docking. Examples.</p> <p>Benchmarking: essence, goals, types of benchmarking, effects, typical measures. Examples.</p> <p>Material Requirement Planning: MRP I, MRP II, MPS, BOM, IS. Examples.</p> <p>Distribution Requirement Planning: DRP vs. MRP, economic order quantity, lot sizing and delivery scheduling, safety stock in DRP.</p> <p>Inventory management in supply chain: Vendor Managed Inventory, Supplier Managed Inventory, Supply Chain Management, EDI, RFID, barcodes.</p> <p>Postponement: Postponements strategy in logistic system, postponement of changing the inventory location.</p> <p>Supply chain integration: Efficient Consumer Response, EDI, EDIFACT, EAN/COM, EFT, ABC analysis.</p> <p>Customer Relationship Management: essence and goals, architecture of CRM, automation, IVR, CTI, cross-selling.</p> <p>Other strategies ? a review: BPR, TQM, Process modelling, CM, CPFR and others.</p>		
<b>Basic bibliography:</b>		
<ol style="list-style-type: none"> <li>1. Coyle J.J., Bardi E.J., Langley C.J. Jr.: Zarządzanie logistyczne. PWE, Warszawa, 2002.</li> <li>2. Ciesielski M.: Strategie logistyczne przedsiębiorstw. Wydawnictwo AE w Poznaniu, Poznań, 1998.</li> <li>3. Ciesielski M. (ed.): Logistyka we współczesnym zarządzaniu. Wydawnictwo AE w Poznaniu, Poznań, 2003.</li> <li>4. Porter M.E.: Strategia konkurencji. Metody analizy sektorów i konkurentów. PWE, Warszawa, 2000.</li> </ol>		
<b>Additional bibliography:</b>		
<ol style="list-style-type: none"> <li>1. Kotler Ph.: Marketing. Analiza, planowanie, wdrażanie i kontrola. Felberg SJA, Warszawa, 1999.</li> <li>2. Drajek Z., Niemczynowicz B.: Zarządzanie strategiczne przedsiębiorstwem. PWE, Warszawa, 2003.</li> <li>3. Ciesielski M., Długosz J., Gołomska E.: Zarządzanie przedsiębiorstwem transportowym. Wydawnictwo AE w Poznaniu, Poznań, 1996.</li> </ol>		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Participation in lectures	45	
2. Individual consultations	0	
3. Participation to the final test	15	
4. Participation to the classes	15	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	75	3
Contact hours	45	2
Practical activities	15	1