



Spring Term

Basic Information:

Title:	Value Chain and Logistics	Code:	MKTG 383
Program:	BBIT (Marketing Major)	Credit Hours:	Three (03)
Sessions:	30 Classes + Mid Term + Final Term	Pre-Requirement:	

Course Description:

The students of marketing specialization must understand the importance of this course as now a days enterprise potentially required resource who can understand the importance of value chain as well as supply chain management and those who can understand the importance of logistics.

Learning Outcomes:

After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to

1. *Importance of Value chain and Logistics in the development of the organization*
2. *Different Level processes and their handling*
3. *Decision making ability in complex situations*
4. *Teamwork and interdependency*
5. *Innovative idea and critical thinking*

Teaching Learning Methodology:

This Course has practical importance of understanding business value addition as well as managing of supply chain therefore during session we will conduct seminars of valuable resource from industries. We will also use few video clips with respect to the course contents and we will conduct different activities as well as case studies. besides the conventional teaching methods.

Group Configurations:

One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.

Weekly Term Plan

Wk	Lecture Topic
01	What Is A Value Chain?
02	The Growing Importance of Systemic Competitiveness
03	Value Chain A Heuristic Device or An Analytical Tool?
04	Different Types of Value Chains
05	Value Chain Analysis and The Determinants of Income Distribution
06	Mapping Value Chains
07	Product Segments and Critical Success Factor's in Final Markets
08	<i>Mid Term Examination</i>
09	<i>Logistic Role in Economy and Organization</i>
10	<i>Logistic and Information Technology</i>
11	<i>Strategic and Financial Logistic</i>
12	<i>Organizational and Managerial Issues in Logistic</i>
13	<i>The Supply Chain Management Concept</i>
14	<i>Procurement</i>
15	<i>Demand Management, Order Management, and Customer Service</i>
16	<i>Final Term Examination</i>



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Topics in Detail

<p><i>What Is A Value Chain?</i> <i>The Simple Value Chain</i> <i>The Extended Value Chain</i></p>
<p><i>Why Is Value Chain Analysis Important?</i> <i>The Growing Importance of Systemic Competitiveness</i> <i>Is Efficient Production Enough?</i></p>
<p><i>Value Chain: A Heuristic Device or An Analytical Tool?</i> <i>Three Key Elements of Value Chain Analysis</i> <i>Barriers to Entry and Rent</i> <i>Governance</i></p>
<p><i>Different Types of Value Chains</i> <i>Value Chains, in Novation and Upgrading</i></p>
<p><i>Value Chain Analysis and the Determinants of in Come Distribution</i> <i>Mapping Distributional Outcomes in the Value Chain</i> <i>Understanding the Determinants of in Come Distribution in Value Chains.</i></p>
<p><i>Mapping Value Chains</i></p>
<p><i>Product Segments and Critical Success Factor's in Final Markets</i></p>
<p><i>Logistic Role in Economy and Organization</i> <i>The Increased Importance of Logistics</i> <i>The Systems and Total Cost Approaches to Logistics</i></p>
<p><i>Logistic and Information Technology</i> <i>The Importance of Effective and Efficient Utilization of in Formation for Logistics Management</i> <i>General Types of in Formation Systems and the Logistical Applications</i></p>
<p><i>Strategic and Financial Logistic</i> <i>How Logistics Can in Fluence an Organization's Strategic Financial Outcomes</i> <i>Basic Financial Terminology</i></p>
<p><i>Organizational and Managerial Issues in Logistic</i> <i>Examine Organizational Structure for Logistics</i> <i>Traditional and Contemporary Organizational Design for Logistics</i></p>
<p><i>The Supply Chain Management Concept</i> <i>Supply Chains and the Order Management</i> <i>The Attributes Affecting Supply Chain Management Implementation</i></p>
<p><i>Procurement</i> <i>The Relationship Between Procurement, Purchasing, and Supply Management</i> <i>Examine Procurement Objectives</i></p>
<p><i>Demand Management, Order Management, and Customer Service</i> <i>Understand the Linkages Between Demand Management, Order Management, and Customer Service</i></p>

Text & Recommended Readings

Contemporary Logistics
 11th Edition
 by [Paul R. Murphy Jr.](#), [A. Michael Knemeyer](#)

Assignment Specification

Microsoft Word for Documentation
Headings *Arial 11pt Bold*
Normal Text *Times New Roman 10pt*
Header Footer *Times New Roman 8pt*
Paragraph *Single Line Spacing*
 First Line Indent 1.0 cm
Page Margins *2 cm from each side*



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Grading Policy:

Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.

Sessional	25%		Mid Term	35%		Final Term	40%
Assignments	10 %		Mid Term Exam	25%		Final Exam	30%
Quizzes	10%		Major Report/Work	10%		Case Study/ Project/ Term Paper	10%
Presentations	05%						

Remember subdivision of Mid Term and Final Term Examination should be done only in extreme cases of very essential and major Grading Instruments.

Dishonest Practices & Plagiarism

Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.

For details consult PU Plagiarism Policy at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>

Grading System:

Letter Grade	Grade Point	Num Equivalence
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

Norms to Course:

- ✓ *Submission Date and Time for the term instruments is always Un-Extendable*
- ✓ *5 Absentees in class will result in forced withdrawal. (PU Policy)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (PU Policy)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ *Keep a copy of all submitted Grading Instruments.*
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

Good Luck
 For the Spring Term