**Logistics and Supply Chain Management**

Prof. Luca Lanini

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to illustrate the characteristics and opportunities of integrated supply chain management in the economic system by referencing the paradigm of sustainability and environmental impact minimisation. The analysis is focused on the production, commercial and distribution management of goods, and allows us to highlight the development of logistical outsourcing and the strategic role assumed by third-party logistics operators. The methodological approach followed is that of "supply chain management" and distribution channels (commercial and logistical), where the company is positioned within a system of upstream and downstream production, commercial and distribution relationships. The object of study will therefore be customer/supplier relationships, the commercial and logistical network (distribution channels), stakeholder strategies, and optimisation and management techniques of both physical (goods) and information (ICT) flows. Using a "case study" approach, a number of excellent business cases and organisational models will be presented (including at least one study visit to a company).

At the end of the course, students will be able to:

* Interpret the current reorganisation processes within economic systems in light of the upstream and downstream relationships between customers and suppliers;
* Synergistically analyse the relationships between the various links in the production, marketing and distribution of goods;
* Optimally interface with courses in business economics, marketing and international economics;
* Assess the impacts of *supply chain* management on the environment, and identify green logistics solutions.

***COURSE CONTENT***

1. Fundamentals of logistics, Supply Chain Management and "green logistics": concepts, definitions, evolution and methodology for the analysis of SCM and logistics, management of physical and information flows (ICT), internationalisation and localisation processes, in relation to competitive scenarios;
2. Marketing channels: nature and relationships of channels, forms of distribution, marketing management, nature and evolution of customer/supplier contractual relationships (vertical relationships);
3. Logistical channels: the physical structure of the supply network, logistics platforms and warehouses, inventory management, analysis of the logistics management of industrial and commercial companies (with a focus on modern large-scale distribution);
4. Green logistics: environmental impact of the different modes of transport; sustainable transport and mobility (new fuels, electricity); green impact on packaging; urban freight logistics and e-commerce; reverse or return logistics and logistics of returned products; recovery, reuse, waste management, recycling chains, WEEE;
5. Case studies: presentation of some cases of excellence in the effective and sustainable management of *supply chain* and logistics, through a focus on important Italian companies in the production, commercial and logistics fields.

***READING LIST[[1]](#footnote-1)***

Lecture notes and the review of articles by the lecturer, which will be made available on Blackboard.

Preferred texts:

* F. Dallari, Corso di logistica e trasporti, Hoepli, 2015.
* S. Cavalieri-R.Pinto, Orientare al Successo la Supply Chain, 2°ed, Isedi, 2015.
* ECR - GS1 Italy, Logistica sostenibile: soluzioni e casi virtuosi dal largo consumo, settembre 2018 (downloadable from the website [www.gs1it.org](http://www.gs1it.org)).

***TEACHING METHOD***

Lectures, with the support of the video projector (Word, Excel, PowerPoint documents).

The course includes the involvement of managers for a total of four hours of tuition.

During the course a number of business cases will be presented.

The course does not include any computer tuition or practical classes.

***ASSESSMENT METHOD AND CRITERIA***

Final written exam with 21 open-ended questions each worth 1.5 marks for a total of 31 marks.

***NOTES AND PREREQUISITES***

The study and in-depth exploration of the course topics relates to only some parts of the texts listed above, which will be indicated during lectures.

Prerequisites: students are required to have taken the economics and marketing courses included in the study programme when signing up to this course.

For any useful information, students are invited to consult the lecturer's personal page on the University website.

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)