

**MINI MBA: SUPPLY CHAIN MANAGEMENT
LOGISTICS AND DISTRIBUTION MANAGEMENT
By Dr. Powell Robinson**

Logistics and distribution management (LDM) address the closed-loop movement and storage of products between suppliers, manufacturers, distributors and final customers. Major topic areas include the management of transportation, inventory and facility networks with an ever increasing focus of the customers' needs. The complexity of effectively managing logistics and distribution systems has increased rapidly with the globalization of businesses, technological innovations, sustainability issues and increasing consumer demands. LDM is frequent topic in every board level discussion.

This session introduces the students to the major elements of logistics and distribution and their roles and contributions to the firm's integrated business model. We will focus on the dynamic nature of business environment and its implications for management. Examples, are drawn from current business events. Specific topics include:

- Industrial dynamics and the bullwhip effect.
- LDM coordination
- Emerging technologies to support LDM
- The accelerated evolution of Omni channel distribution systems due to COVID 19.
- Emerging Trends in LDM.

At the end of the session, the student will be able to apply these concepts within the context of their own firm and others in order to evaluate the firm's competitive position within the emerging business landscape.