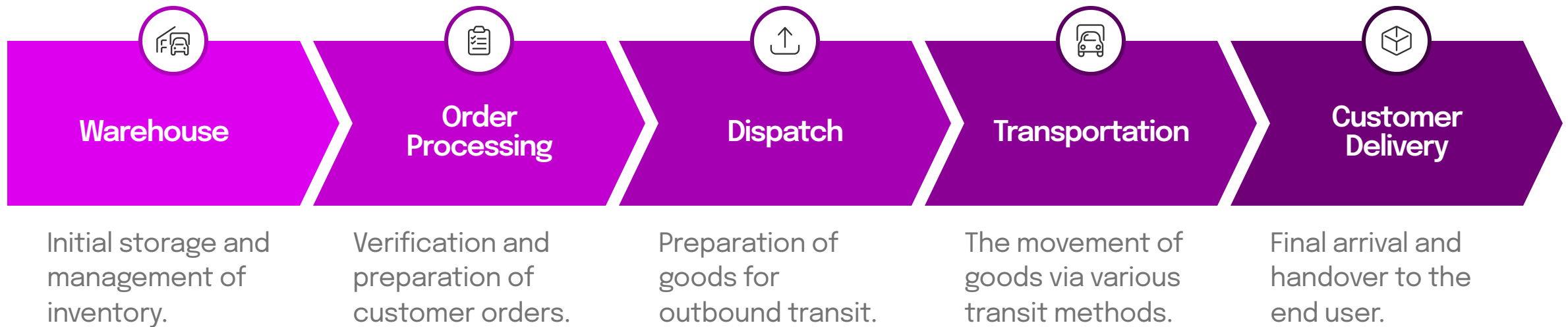


Module 1 – Logistics & Supply Chain Industry Awareness

BBA Logistics & Supply Chain Management | Industry Readiness & Interview Skills

Understanding Logistics

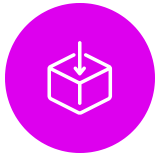
The core process flow of goods from origin to destination



Logistics covers the detailed planning, movement, and storage of goods to ensure efficient delivery from origin to destination.

Understanding Supply Chain Management

Coordinating the journey from raw materials to end customers



Suppliers

Upstream providers of raw materials.



Distribution

Logistics and transportation channels.



Manufacturing

Processes for production and assembly.



Retailers

Point-of-sale interfaces for consumers.



Warehousing

Strategic storage and inventory management.



Customers

Final end-point demand.

Logistics focuses on tactical movement, while SCM provides the strategic coordination of the entire integrated business network.



Comparison Overview

Logistics vs. Supply Chain Management

Logistics and Supply Chain Management are often used interchangeably, but they represent distinct functions within a business framework.

- **Logistics:** Focuses on the internal movement, storage, and transportation of goods to ensure customer satisfaction.
- **Supply Chain Management:** A broader, multi-organizational network focused on end-to-end integration, strategic sourcing, and value creation.

Logistics is a specialized subset of the broader Supply Chain Management framework.

Two Essential Flows in a Supply Chain

Understanding the interplay between physical movement and information exchange

Physical Flow



The tangible movement of items through the value chain, including raw materials acquisition, manufacturing, warehousing, and final delivery.

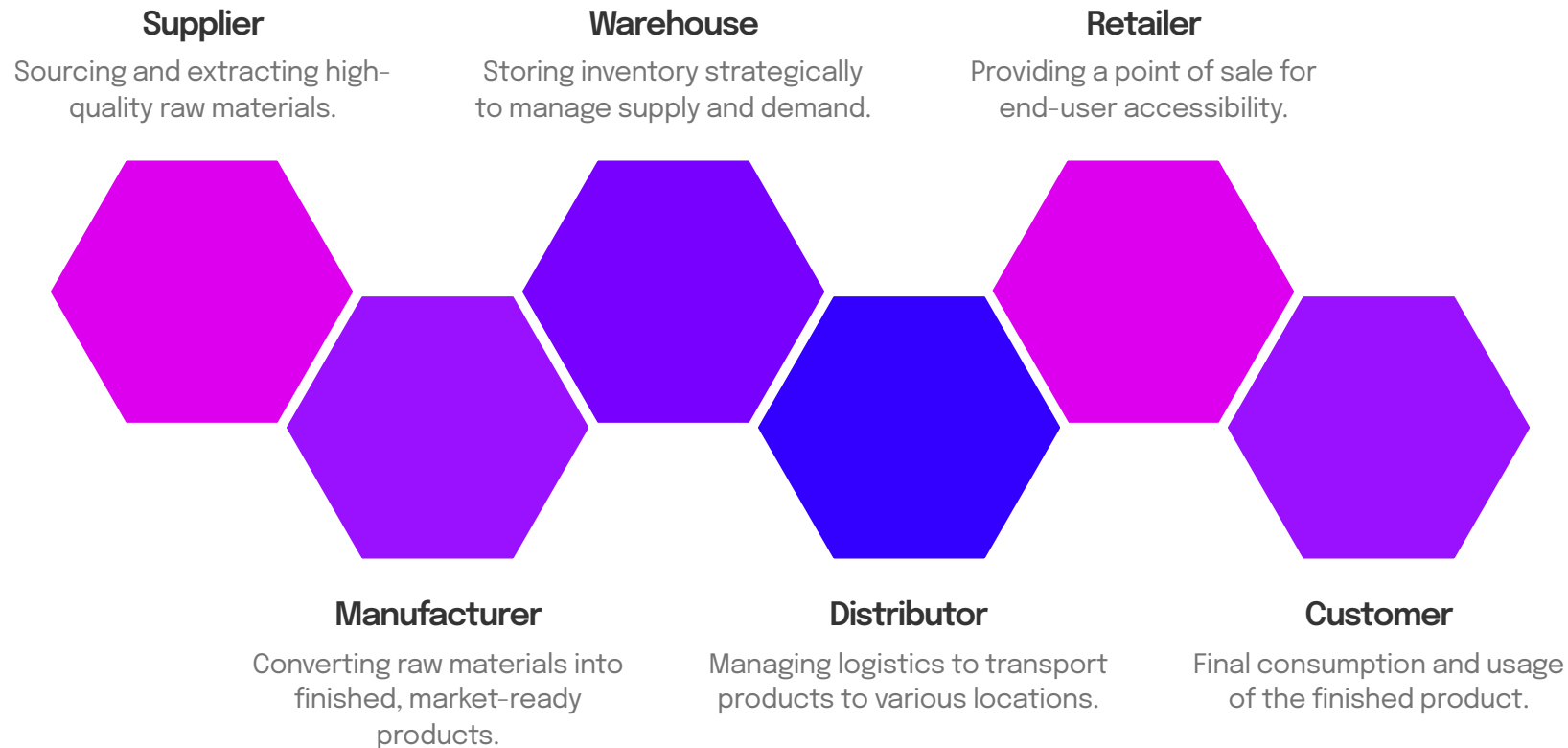
Information Flow



The digital or documented exchange that coordinates the physical process, such as customer order management, demand planning, and real-time tracking.

How a Supply Chain Works

The end-to-end journey from raw materials to the final customer



Each step in the supply chain is essential to ensure the seamless delivery of value from production to the end consumer.

Logistics Service Provider Models

1PL (First-Party)



The business manages its own logistics operations, including transportation and storage, in-house.

2PL (Second-Party)



The business hires an asset-based carrier to provide basic, specific services, typically just transportation.

3PL (Third-Party)



An external provider manages broader logistics functions, such as warehousing, packaging, and freight forwarding, often bundled together.

4PL (Fourth-Party)



A strategic integrator that manages and optimizes the entire supply chain by coordinating multiple 3PLs and vendors, acting as a single point of contact.

Where Logistics Is Used

Key industry applications for logistics and supply chain management

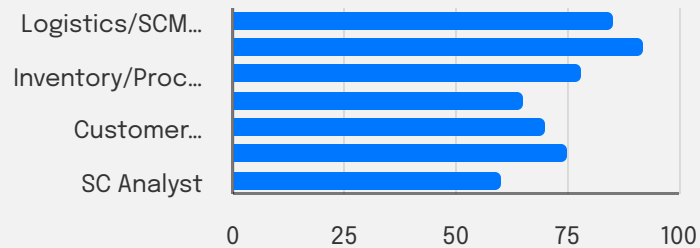


- **E-commerce**
Management of high-frequency fulfillment cycles and streamlined return processes.
- **FMCG**
Efficient distribution networks ensuring constant availability for fast-moving consumer goods.
- **Retail**
Precision inventory replenishment to align warehouse stocks with real-time demand.
- **Manufacturing**
Strategic supply chain management for raw materials and critical components.
- **Cold Chain**
Specialized, temperature-controlled transport for sensitive and perishable items.
- **Last-Mile Delivery**
Optimized final-stage logistics focused on doorstep arrival and customer experience.

Entry-Level Job Roles and Required Skills

Core Logistics & SCM Career Landscape

Core Logistics & SCM Roles Distribution



Communication

Facilitating effective coordination across diverse departments to ensure seamless operational flow.

Technical Proficiency

Excel: Mastery in data tracking, reporting, and maintaining accurate inventory logs.

Operational Skills

Documentation: Managing complex shipment records and strictly adhering to regulatory paperwork.

Problem-Solving

Proactively addressing operational bottlenecks, supply chain delays, and workflow inefficiencies.

Apply Your Knowledge

Interactive steps to solidify your learning and career readiness



Interactive Learning Activities

Perform role-skill mapping by identifying core competencies for 5 distinct job roles using the task table.



Knowledge Revision

Complete 5 critical questions covering key definitions, operational flows, business models, and industry sectors.



Summary & Key Takeaways

Recap the importance of SCM/Logistics in the economy and bridge academic curriculum with industry demands.

Understand the Industry. Build Practical Skills. Prepare for Your Career.