OBE Approach

SUPPLY CHAIN AND LOGISTICS MANAGEMENT:

Enhancing Competitive Edge & Customer Satisfaction

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PREFACE

To better understand this particular field of Logistics and Supply Chain Management, using the negation approach of "what it is not; what it is; and its effects on the students" is deemed by the authors to be a preferred option in writing this Preface.

WHAT IT IS NOT?

- It is NOT just a human activity focused in the building of the pyramids to the defeat of the British Army in the American War of Independence due to poor logistics; but the relationship between demand creation and physical supply.
- It is NOT just a thought of constructing a tower or an act of going to battle as mentioned in Luke Chapter 14: Verses 28-32 of the Holy Bible; but the planning and thoughtful attention relegated on how it will be done.
- It is NOT just the conscious efforts that were dedicated to relieve hunger and famine in the African continent; but the linkages and coordination necessary between and among, different channels and entities.

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WHAT IT IS?

- IT IS a network of manufacturing and logistics sites that develop, plan, and source, make and deliver products that meet customers' needs.
- IT IS a set of approaches and systems used to efficiently integrate suppliers, manufacturers, warehouses, and distribution centers.
- IT IS the design and management of seamless, value added processes across organization boundaries to meet the real needs of the end customers.

WHAT WILL BECOME OF THE STUDENT?

- They will become **AWARE** that this field of study is about managing relationships in order to achieve more profitable outcome for all parties involved in the chain. It is beyond shipping, transport and physical movements.

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