COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES
DEPARTMENT	TOURISM
LEVEL	Undergraduate

COURSE CODE	MNG180	**SEMESTER**	5th
COURSE TITLE	Supply Chain Management & Logistics		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**ECTS**
Lectures, Tutoring Lectures	4	5

COURSE CATEGORY	General Background
COURSE TYPE	Elective
PREREQUISITES	-
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1218/
ECLASS	https://opencourses.ionio.gr/courses/DTO163/

2. TEACHING RESULTS

Teaching Results

Upon successful completion of the course the student will be able to:

- identify the key concepts of supply chain analysis in tourism and supply chain management support processes for products and services
- understands the differentiation of logistics and supply chain management.
- understand the strategic role of supply chains in tourism, the need for a business to operate in a unified EA and the impact of information and communication technologies (ICT) on supply chain management.
- evaluate the efficiency of supply chain processes in tourism and how the maximization of the efficiency and effectiveness of the supply chain management processes is achieved.
- analyze and evaluate the requirements for the design and operation of supply chains in tourism.
- compare supply chains in terms of various parameters that determine their operation

General Skills

3. CONTENT

The aim of the course is to introduce the basic concepts of Supply Chain Management - Logistics, in matters relating to the design, planning and operation of supply networks and the presentation of appropriate distribution systems to satisfy consumers of tourism products and services. In addition, it highlights the strategic role of supply chain management and current trends in supply chain management. The course is the main introductory course in the concepts of tourism supply chain management.

Week 1

Introduction to Service Supply Chains, Construction and Tourism

Week 2

Logistics for the Service sector

Week 3

Introduction to Tourism Supply Chain Management

Week 4

Logistics and value for the customer

Week 5

Tourism Distribution Channels

Week 6

Capacity issues in TSCM

Week 7

Matching supply and demand

Week 8

Cost Measurement and Logistics Performance

Week 9

Complexity and supply chain

Week 10

Tourism Supply Chain Competition

Week 11

Customer Relationship Management in TSCs

Week 12

ICT and TSCM

Week 13

Transport and Storage

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT in teaching Learning support through the electronic platform e-class Use of ICT to communicate with students
TEACHING STRUCTURE	Activity — Semester Workload Lectures — 26 Tutoring Lectures — 26 Literature Study and Analysis — 73 **Course Total** (ECTS: 5) — **125**
EVALUATION OF STUDENTS	Written examination • Problem solving

- Short answer questions
- Multiple choice questions

The evaluation criteria are made known to the students at the beginning of the course.

5. BIBLIOGRAPHY

- Supply Chain, Logistics and Customer Service, (2016), GEORGE MALINDRETOS, Greek Academic Electronic Books and Aids - "Kallipos" Repository
- Logistics Management and Strategy (2013), Alan Harrison, Remko van Hoek Rosili Publications
- Logistics (LOGISTICS) A quantitative approach, (2017), MICHALIS VIDALIS, KLIDARITHMOS PUBLICATIONS LTD
- Introduction to Supply Chain Management-Logistics, (2003), Binioris Spyridon, PASCHALIDIS PUBLICATIONS