

Lectures in Logistics and International Transportation as an ESP module for Master One Students

0. Lecture 0. Objectives of the Module and Generalities about logistics and supply chain

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0.1.Objectives

The preliminary objective of studying English as an ESP (English for Specific Purposes) for Arab students following a Master's degree in Logistics and International Transportation is to empower them with specialised terminology connected to their field. This specialised/technical vocabulary will help students comprehend English texts about logistics and international transportation, facilitating their capability to research in English within their domain. The course aims to ensure that students master the meanings of these terms in English while also providing accurate Arabic translations, thus bridging the gap between their native language and specialised English terminology.

It is essential to note that these lectures are not focused on literary English but are explicitly tailored as ESP courses. They are meticulously developed not as translation courses but as programs planned to enrich the student's vocabulary pertinent to their field. By concentrating on the specific lexicon of logistics and international transportation, the course helps expel any fears associated with using English in a professional and academic context. Occasionally, the teacher will employ a bilingual approach due to students' varying English proficiency levels. However, this approach is utilised sparingly to prevent students from becoming reliant on Arabic and boost consistent English use. This ensures that students become proficient in the language, enabling them to confidently engage in their studies and future careers while promoting a deep understanding of the English terms and their Arabic equivalents in the logistics discipline.

0.2. Generalities about logistics and supply chain

Supply chain management (SCM) has become very popular in recent years. This is evidenced by marked increases in practitioners' academic publications, conferences, professional development programs and university courses. While interest in SCM is immense, it is clear that much of the knowledge about SCM resides in narrow functions such as purchasing, logistics, IT and marketing. This growing area of knowledge needs more attention.

This chapter introduces logistics and SCM and contains some primary definitions of these two concepts. Some obstacles, prerequisites, and infrastructures of modernised logistics, SCM, and global SCM are also illustrated.

0.3.Definition of Logistics

Logistics is an integral part of our everyday life. Today, more than ever, it

influences many human and economic activities. The word “logistics” is derived from the Greek adjective “logistikos”, meaning “skilled in calculating”. The first administrative use of the word was in Roman and Byzantine times when there was a military administrative official. However, some researchers believe that the term logistics comes from the French word “logis”, meaning dwelling, initially designated the art of organising the transportation, resupplying, and housing of the troops of an army (that of Napoleon). From the 1960s on, the term logistics has been used in business to refer to the means and methods related to a company’s physical organisation, especially the flow of materials before, during, and after production (Langevin & Riopel, 2005). Since the 1990s, logistics have been given increased attention in academia and industry.

Logistics is a diverse and dynamic function that has to be flexible and change according to the constraints and demands imposed upon it and the environment in which it works. Therefore, many terms have been used, often interchangeably, in the literature and business world. One quite widely accepted view shows the relationship as follows (Baker, 2006)

Logistics = Supply + Materials Management+ Distribution.

Logistics is also concerned with the raw material’s physical and information flows and storage forms until the final distribution of the finished products (Baker, 2006). Logistics deals with planning and controlling material flows and related information in organisations in the public and private sectors. Its mission is to get the suitable materials to the right place at the right time while optimising a given performance measure (e.g. minimising total operating cost) and satisfying the given set of constraints (e.g. a budget constraint). The critical issue is to decide how and when raw materials, semi-finished and finished goods should be acquired, moved and sorted. Logistics problems also arise in firms and public organisations that produce services. This is the case in garbage collection, mail delivery, public utilities and after-sales service (Ghiani et al., 2004). The question of the most appropriate definition of logistics and its associated namesakes (=same names) is always interesting. There is a multitude (=large number) of definitions that can be found in textbooks and articles. A selected few are:

- “Logistics is... the management of all activities which facilitate movement and the co-ordination of supply and demand in the creation of time and place utility” (Heskett et al., 1973).
- “Logistics management is... the planning, implementation and control of the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customer requirements” (CSCMP, 2006 cited in Riopel et al. 2005).

Text/terms exploration and definition

- **Supply chain management (SCM)** إدارة سلسلة التوريد: The management of goods and services flow, encompassing all processes that transform raw materials into final products, implicates actively facilitating a business's supply-side activities to maximise customer value and gain a competitive edge in the marketplace.
- **Practitioners** الممارسون: Individuals actively engaged in a profession or occupation.
- **Academic publications** المنشورات الأكاديمية: Scholarly articles, journal papers, conference papers and books published to contribute to the knowledge in a particular field of study.
- **Conferences** المؤتمرات: Gathering experts and professionals in a specific field to discuss recent developments in science and share new knowledge.
- **Professional development programs** برامج التطوير المهني: Courses and training sessions designed to help individuals improve their skills and knowledge in their professional field.
- **University courses** الدورات الجامعية: Educational classes offered by universities to provide knowledge and skills in various subjects.
- **Purchasing** الشراء: The acquiring of goods or services for a business or organisation or individuals.
- **Logistics** اللوجستيات: The detailed organisation and implementation of a complex operation implicating the management of the flow of goods from the point of origin to the point of consumption to meet customer requirements/needs.
- **IT** تكنولوجيا المعلومات: Information Technology, the use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.
- **Marketing** التسويق: Promoting, selling, and distributing a product or service.
- **Prerequisites** المتطلبات الأساسية: Conditions or requirements that should be met before something else can happen or be done.
- **Infrastructures** البنية التحتية: The basic physical and organisational structures and facilities needed to operate a society or enterprise.
- **Global SCM** إدارة سلسلة التوريد العالمية: The management of supply chain operations on a global scale, involving the coordination and integration of logistics, procurement, and supply management activities over multiple countries and regions.
- **Economic activities** الأنشطة الاقتصادية: Actions that involve the production, distribution, and consumption of goods and services.
- **Administrative official** المسؤول الإداري: A person responsible for managing and implementing policies and regulations within an organisation or government.
- **Physical organisation** التنظيم المادي: The arrangement and management of physical resources, such as materials, equipment, and facilities, within a company.
- **The flow of materials** تدفق المواد: The movement and transportation of raw materials, components, and finished products within and between businesses.