

# Professional Designation in Logistics and Supply Chain Management (PLS)

by



AMERICAN SOCIETY OF TRANSPORTATION AND LOGISTICS, INC.®

## Information Booklet for 2010

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- Career enhancement
- Tangible measurement of professional accomplishment
- Learn the language of your customers
- Global recognition

Brought to you in India by:



**KnoWerX Education (India) Private Limited**

## About KnoWerX

Since 1992, the founders of KnoWerX Education (India) Private Limited (KnoWerX) [www.knowerx.com](http://www.knowerx.com) have been relentlessly working with a vision to be a leader in providing knowledge to run businesses better. The mission of KnoWerX is to empower and recognize individuals and organizations to be successful through life-long learning.

KnoWerX is a resource for individuals for best-practices knowledge and certification in respective areas. KnoWerX is also a resource for organizations for providing training to their employees and using consultancy services. KnoWerX is also putting its efforts in collecting, sorting, organizing and making available business process knowledge in easy to learn forms. The benefits to individuals are better ability to perform, better pay and faster growth. The benefits to organizations are better operational efficiency, more profit, higher growth and better ability to stay ahead than competition. The service providers additionally benefit by improving skills of their employees and having more satisfied customers.

More than 8,800 individuals have taken more than 21,600 certification exams through KnoWerX in India spanning across I.T. companies, consultancy firms, manufacturing companies, distribution companies, logistics service providers, BPO service providers, business schools, and other organizations. More than 60 corporate customers have tapped the knowledge of KnoWerX constantly through various training and consultancy assignments.

## About AST&L

The American Society of Transportation & Logistics, Inc. (AST&L) [www.astl.org](http://www.astl.org) is a not-for-profit premier professional organization for transportation and logistics professionals. Founded in 1946 in the United States of America by a group of industry leaders, AST&L strives to promote and ensure the highest level of global standards through professional certification in the field of transportation and logistics.

AST&L's mission is to promote and facilitate education and certification in the fields of transportation, logistics, and supply chain management. AST&L's membership of shippers, carriers, educators, consultants and third-party logistics individuals are dedicated to continuing education and are committed to raising the professional standards in the transportation and logistics industry.

## About AST&L Certification

AST&L certification is a way to validate your knowledge and experience. AST&L provides transportation and logistics industry professionals with globally recognized credentials, the PLS (Professional Designation in Logistics & Supply Chain Management) and CTL (Certification in Transportation and Logistics).

AST&L's basic certification, the **Professional Designation in Logistics & Supply Chain Management (PLS)**, is targeted at the professionals seeking a basic understanding of the key strategies for improving customer service and increasing the efficiency of their logistics and supply chain operations. The level of certification requires a bachelor's degree or three (3) years of industry experience. The purpose of PLS is to recognize individuals who have completed a course of study examining the strategies for improving logistics and supply chain operations and are seeking to apply this knowledge within their profession. The PLS consists of one exam and requires recertification within five years. The PLS acts as a waiver toward the CTL certification.

AST&L's advanced certification, **Certification in Transportation and Logistics (CTL)**, requires a bachelor's degree along with passing six (6) of the eleven (11) exam modules. In the eleven (11) exam modules, three (3) are required modules and eight (8) are optional modules. The three required modules are: Transportation Economics and Management, Logistics Management, and, International Transportation and Logistics. The eight (8) optional modules are: General Management Principles and Techniques, Lean Logistics, Logistics Analysis, Supply Chain Management, Logistics and Supply Chain Strategy (waiver available for PLS designee), Finance and Risk Management, Warehousing and, Creative Component (a 3,000 to 5,000 word paper).



“I find that PLS has been a very relevant program. It helped me to standardize and organize my experiences about transportation and logistics. Now I am able to converse about problems and opportunities in transport, logistics and related stages of supply chain in internationally relevant terminologies.”

– **Shashank Tilak, CPIM, CSCP, PLS**

(Mr. Shashank Tilak is a B. Tech. from I.I.T. Bombay and G.I.I.E. from I.I.I.E. Mumbai. He has more than three decades of experience in project management, application development, etc. Currently, he is a consultant and a trainer.)



“PLS is truly focused on the complete supply chain. The study material is about finance, marketing, logistics, materials, manufacturing and every business function that can have an impact on the supply chain performance. Every person in an organisation where SCM is a business driver, will benefit from the certification.”

– **Piyush A. Shah, CPIM, CSCP, PLS**

(Prof. Piyush Shah is a B.E. and an M.M.S. from Mumbai University. Currently, he is an Assistant Professor in Operations Management with the NMIMS University, Mumbai.)



During my post graduation at NITIE, I learned various tools and techniques on Human Effort Engineering, Systems Efficiency Engineering, and Systems Design, Installation & Improvement Management. Yet for me there was dearth of more structured, rational approach toward logistics and supply chain management. PLS course acted like a catalyst to synchronize all tools and techniques I learned in silos. PLS gave me a great sense of achievement and provides the confidence I need to move forward in the domain of logistics and supply chain management.

– **Prashant Shivsharan, PLS**

(Mr. Prashant Shivsharan is a B.E. and P.G.D.I.E. (MBA) from NITIE, Mumbai. Currently, he is involved in managing the demand chain of his organization, Hindustan Motors Ltd., Chennai.)

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# Professional Designation in Logistics and Supply Chain Management

Due to an overwhelming request for an entry level industry certification, the American Society of Transportation and Logistics (AST&L) now offers the Professional Designation in Logistics and Supply Chain Management (PLS) to professionals seeking an understanding of the key strategies for improving customer service and increasing the efficiency of their logistics and supply chain operations. The purpose of the PLS is to recognize individuals that have completed a course of study examining the strategies for improving logistics and supply chain operations and are seeking to apply this knowledge within their profession.

You may also want to visit <http://www.astl.org> and <http://www.itli.co.in>.

## Prerequisites

You must have a bachelor's degree or three years of professional experience.

## PLS Designation

This designation is granted to those who have successfully passed the comprehensive examination. Either the full expression or the initials may be used after the individual's name on business cards, stationery, etc.

## Recertification

The PLS designation requires recertification every five years. Requirements for recertification include attending an industry-related conference, industry-related education program or completing a module in the AST&L CTL Certification Program.

## Exam Requirements

Professional Designation in Logistics and Supply Chain Management (PLS) consists of only one examination. The text book for PLS exam is:

- *Logistics and Supply Chain Management: Creating Value-adding Networks*, 3<sup>rd</sup> edition, Christopher, Martin, Pitman Publishing, 2005, ISBN 978-0-273-68176-2, 320 pages.

Other suggested readings include CSCMP definition of logistics (<http://cscmp.org/aboutcscmp/definitions.asp>), SCOR Overview (<http://www.supply-chain.org>), and a limited number of readings available on the Internet (such as <http://www.ascet.com>).

## Topics Covered

### Logistics and Competitive Strategy

Supply Chain Management vs. Logistics  
Competitive Advantage  
Supply Chain vs. Value Chain  
Mission of Logistics Management  
Supply Chain and Competitive Performance  
Competitive Environment

### Logistics and Customer Value

Marketing-Logistics Interface  
Delivering Customer Value  
Customer Service Defined  
Impact of Stock outs

Customer Service-Customer Retention  
Market-Driven Supply Chains  
Customer Service Objectives  
Customer Service Priorities  
Service Standards

### Logistics Cost and Performance

Logistics and Profitability  
Logistics and Shareholder Value  
Logistics Cost Analysis  
Total Cost Analysis  
Logistics Costing  
Customer Profitability

Product Profitability  
Activity Based Costing

### **Creating the Responsive Supply Chain**

Push-Pull Supply Chains  
JIT  
Agility  
Responsiveness

### **Strategic Lead-Time Management**

Time-Based Competition  
Lead Time  
“Pipeline” Management  
Lead Time Gap

### **Supply Chain Synchronization**

Extended Enterprise/Virtual Supply Chain  
Information in the Virtual Supply Chain  
Implications of the Virtual Supply Chain  
Quick Response Logistics  
Quick Response Production  
System Dynamics  
Collaboration  
Vendor Managed Inventory

### **Managing the Global “Pipeline”**

Globalization

Global Visibility  
Global Organization  
Local to Global Roll-Up

### **Managing Supply Chain Risk**

Supply Chain Vulnerability  
Supply Chain Risk Profiles  
Managing Supply Chain Risk  
Robust Supply Chains

### **Supply Chain Integration**

The Logistics Vision  
Traditional Organizations  
The Logistics Organization  
Logistics as Change Agent  
Benchmarking

### **The Era of Network Competition**

New Organizational Paradigm  
Supply Networks  
Future Supply Chains  
Business Transformations  
Implications of Transformations for

### **Logistics**

Supply Chain Orchestration  
3PL-4PL

Please also refer to the Professional Designation in Logistics and Supply Chain Management (PLS) Study Guide. The PLS Study Guide is available on request from KnoWerX on no charge basis once you register for the PLS exam.

## ***Exam Form and Format***

Exam questions are in multiple choice format. There is a three-hour time limit to complete the exam, although it may be completed in a shorter time period. A score of 70% or higher is required to pass the exam; a candidate who scores below 70% may take the exam again.

## ***Exam Schedule***

On an exam date, the three-hour exam can be taken in a morning administration. The schedule of each administration is as follows:

<b>Reporting Time</b>	<b>Exam Begins (Approx.)</b>	<b>Exam Ends (Approx.)</b>
08:30 a.m.	09:00 a.m.	01:30 p.m.

## ***Sourcing Text Book***

Currently, the exam fee includes the cost of the text book that will be given free to you.

## ***Exam Preparation Method***

Candidates may prepare for the examinations in various ways. Candidates usually prepare individually by means of home study using text books. Other methods of preparation include group studies and corporate trainings.

The number of hours of study required to prepare for the exam depends on many factors, including but not limited to, one's background (education and/or work experience in similar field), learning ability, stress, study environment, etc. It can vary significantly from one person to another person.

## Exam Registration

### Exam Registration Fee

The fee of PLS exam payable in advance before the registration deadline is Rs.25,340 (Rs.20,705 + 10.3% service tax, rounded off to Rs.10 + Rs.2,500 towards cost of the text book). The retake fee of PLS payable in advance before the registration deadline is Rs.16,710 (Rs.15,150 + 10.3% service tax, rounded off to Rs.10).

Full-time students of recognised universities and institutes pay a discounted fee of Rs.20,550 (Rs.18,635 + 10.3% service tax, rounded off to Rs.10) without the text book, payable in advance before the registration deadline. The corresponding discounted retake fee for full-time students is Rs.15,040 (Rs.13,635 + 10.3% service tax, rounded off to Rs.10), payable in advance before the registration deadline.

Please note that AST&L members do not get discounts on the exam registration fees in India. Please also note that due to cost of administrative overheads, any excess fees paid will be refunded only if the excess amount is above Rs.100.

### Important Dates

Exam Date	Registration Deadline	Change / Rescheduling Deadline	Cancellation Deadline	Medical Emergency Document Submission Deadline
<b>30-Jan-2010</b>	11-Dec-2009	15-Jan-2010	22-Jan-2010	05-Feb-2010
<b>01-May-2010</b>	12-Mar-2010	16-Apr-2010	23-Apr-2010	07-May-2010
<b>07-Aug-2010</b>	18-Jun-2010	23-Jul-2010	30-Jul-2010	13-Aug-2010
<b>30-Oct-2010</b>	10-Sep-2010	15-Oct-2010	22-Oct-2010	05-Nov-2010

### Exam Centres

The Exams can be given in the following cities of India:

Bengaluru	Chennai	Delhi	Hyderabad	Kolkata
Mumbai	Nagpur	Nasik	Pune	As per need

### Exam Registration Procedure

- Fill in the Examination Registration Form (in the prescribed MS-Excel sheet) & send it as an e-mail attachment to one of the e-mails nearest to your city *bengaluru@knowrx.com* | *chennai@knowrx.com* | *delhi@knowrx.com* | *hyderabad@knowrx.com* | *kolkata@knowrx.com* | *mumbai@knowrx.com* | *nagpur@knowrx.com* | *nasik@knowrx.com* | *pune@knowrx.com*. If you do not have the MS-Excel form, please download from [http://www.itli.co.in/Exam\\_Registration\\_Form\\_201001.xls](http://www.itli.co.in/Exam_Registration_Form_201001.xls) or send a request through e-mail. We will e-mail you immediately.
- Use one of the following three methods to make the payment:
  - Make the payment by Mumbai or at par cheque / DD payable at Mumbai, favouring "KnoWerX Education (India) Private Limited" & courier it along with the filled-up Examination Registration Form. OR

- Deposit the cheque/DD (please do not deposit cash) favouring “KnoWerX Education (India) Private Limited”, in the bank account mentioned below & send your filled-up Examination Registration Form by e-mail to one of the e-mails nearest to your city *bengaluru@knowrx.com* | *chennai@knowrx.com* | *delhi@knowrx.com* | *hyderabad@knowrx.com* | *kolkata@knowrx.com* | *mumbai@knowrx.com* | *nagpur@knowrx.com* | *nasik@knowrx.com* | *pune@knowrx.com*. Please mention the payment details in your mail (cheque or DD number). OR
- Make the payment by Electronic Fund Transfer from ICICI/HDFC bank to the respective bank account of KnoWerX. Send the filled-up application form with transaction details, by e-mail to one of the e-mails nearest to your city *bengaluru@knowrx.com* | *chennai@knowrx.com* | *delhi@knowrx.com* | *hyderabad@knowrx.com* | *kolkata@knowrx.com* | *mumbai@knowrx.com* | *nagpur@knowrx.com* | *nasik@knowrx.com* | *pune@knowrx.com*. Please mention the payment details in your mail (transaction number in case of EFT).
- Account Details:
  - ICICI:
 

Account number	: 1074 05 000014
Account name	: KnoWerX Education (India) Private Limited
Account type	: Current
Branch	: Shop No. 54 and 55, Saraf Choudhary Nagar, Thakur Complex, Kandivali (East), Mumbai – 400 101
Branch code	: 1074
MICR Code	: 400 229 056
IFSC	: ICIC0001074
  - HDFC:
 

Account number	: 0182 2320 000422
Account name	: KnoWerX Education (India) Private Limited
Account type	: Current
Branch	: Thakur Enclave Sankul, 90 Feet Road, Thakur Complex, Kandivali (East), Mumbai – 400 101
Branch code	: 0182
MICR Code	: 400 240 035
IFSC	: HDFC0000182
Swift code	: HDFCINBB

As we send all communications by courier, while specifying your mailing address in the Examination Registration Form, please be sure that someone is always there in the daytime to receive courier documents at that address, and hand-over to you the same day. Please avoid giving the address of a large organisation, as our experience shows that courier documents may get lost, or reach late, or handled carelessly. If a document returns back for whatever reason, we will resend it only after recovering a shipping and handling charges of Rs.100 fro you.

If you stay outside India and want us to courier to an address outside India, the courier charges will be charged extra. We prefer that you give us an address in India for couriering.

## ***After You Have Registered***

### **Confirmation Notice**

After your registration has been processed, KnoWerX will provide you with a registration confirmation. If you have not received your confirmation within two weeks before the scheduled exam date, contact

KnoWerX immediately. Each confirmation lists the candidate's name, address, and KnoWerX ID number; the test location; reporting time; and other important information. You should verify that the information on the confirmation is correct. If any information is not correct, you should contact KnoWerX immediately.

## **Changes**

To change your exam centre within India, send a written request to KnoWerX no later than 14 days before the scheduled exam date (no fees is required to be paid). To reschedule your registration to the next available examination date in India (if the registration deadline for the next examination date has not already passed), send a written request to KnoWerX along with a processing fees of Rs.2,230 (Rs.2,020 + 10.3% service tax, rounded to Rs.10) no later than 14 days before the scheduled exam date. You may reschedule an exam registration for the next available examination date only once.

## **Cancellations**

To cancel your registration, send a written request to KnoWerX no later than 7 days before the scheduled exam date. You will be refunded Rs.10,500 if normal registration fees was paid, and Rs.8,000 if retake registration fees was paid. You will receive the cancellation amount after 4 to 6 weeks after the exam date.

## **Medical or Other Emergencies on Exam Day**

Only the following documented excuses are acceptable reasons for missing your scheduled exam:

- a serious illness (either yourself or an immediate family member)
- a death in the immediate family
- a disabling traffic accident

If you miss an exam for one of the reasons listed above, send a written explanation to KnoWerX within 10 days following your exam date. One of the following should accompany your written explanation:

- a letter from a physician or other professional on letterhead (which includes the title, address, and telephone number of the professional) giving the reason for your absence
- the appropriate death notice

You have two choices after you have missed the exam:

- Reschedule your exam to the next exam date. For doing this, you must pay a processing fees of Rs.6,680 (Rs.6,060 + 10.3% service tax, rounded to Rs.10) to KnoWerX.
- Cancel your exam and take the refund. You will be refunded Rs.12,500 if normal registration fees was paid, and Rs.10,000 if retake registration fees was paid. You will receive the cancellation amount after 4 to 6 weeks after the exam date.

## ***On the Day of the Exam***

### **What You Must Bring**

- A primary identification, which must include a recent photograph and signature, such as a
  - Valid driver's license
  - Valid passport
  - Valid voter's identification card
  - Valid PAN card
  - Valid company identification card
  - Recent notarized passport photograph with signature.

If you do not bring these items on exam day, you will be denied admission to the examination. You will be considered as absent or failing to appear for the exam, and you will forfeit the full exam fee. There are no exceptions to this policy.

- A secondary identification, which must include your signature, such as a
  - Valid credit card
  - Valid debit card
- Ballpoint pen with an extra blue/blank ink refill.
- A simple, nonprogrammable calculator.

## **During the Exam**

No breaks are scheduled during any exam. If you must leave the room during an exam, notify the test centre manager before doing so. Timing will not stop during a break.

The specific rules pertaining to the conduct of the examinations are printed on the front of the examination book. Read them carefully before answering the first question. Candidates are expected to exercise honest and ethical behaviour during the exams.

Misconduct: The test centre manager is authorized to dismiss you from a test session for

- creating a disturbance
- giving or receiving help
- using notes, books, wristwatch calculators, digital assistants, or other aids
- attempting to remove scratch paper from the testing room
- attempting to remove test questions (in any format) from the testing room
- failing to follow the test centre manager's directions.

If you engage in any of these forms of misconduct, your exam will not be scored and your fees will not be refunded. Furthermore, acts of misconduct may result in

- cancellation of your prior or current exam scores
- revocation of your certification

In addition, because the entire question data bank, each exam form, and all exam materials are copyrighted and are the legal property of AST&L, legal action will be taken against anyone who violates the copyright laws by distributing examination content or materials through any form of reproduction. Oral or written communication during the exam is strictly prohibited.

## ***After the Exam is Over***

### **Pass-Fail Information**

You will receive your exam results approximately four to six weeks after the exam date through an e-mail. If you have not received your results after eight weeks, contact KnoWerX. A score of 70% or higher is required to pass the exam; a candidate who scores below 70% may take the exam again.

### **Retaking Exams**

If you fail an exam, you must wait 30 days before retaking the same exam.

### **AST&L PLS Certificate**

Candidates who attain AST&L PLS status will receive a personalized certificate approximately six to eight weeks after receiving the passing score.

## **Frequently Asked Questions**

Q: Why should I do AST&L certification?

A: Individuals go through AST&L certification programs for one or more of the reasons listed below:

- Career enhancement
- Tangible measurement of professional accomplishment
- Learn the language of your customers
- Global recognition
- An opportunity to acquire management qualification
- Demonstrate your understanding of the fundamentals of the profession
- Validate your knowledge
- Validate your experience
- Keep current with changes occurring in the field
- Waiver for AST&L CTL Logistics and Supply Chain Strategy (LSCS) module

Q: What are the benefits to organizations from AST&L certification programs?

A: Some of the benefits to organizations from AST&L certification programs are listed below:

- Create a common understanding, vocabulary, processes, and frameworks within their entity to address their transportation and logistics challenges and opportunities
- The proven knowledge and organizational skills to strategically streamline operations
- The tools to effectively manage global supply chain activities where suppliers, plants, distributors and customers are located around the world.
- The ability to interact with existing resources and your ERP system to increase the efficiency of the workplace environment
- Boost productivity, collaboration, and innovation
- The skills to create consistency and foster collaboration through best practices, common terminology, and corporate-wide communication.

Q: Will I get a job, an increment or a promotion after completing AST&L certification?

A: AST&L certifications help you increase your knowledge, like any other qualification, in management stream. So, it should lead to a new job, an increment or a promotion but this can not be said with certainty as these sway heavily in both positive and negative directions with changes in demand and supply equation of skilled man-power in the job market. In general, AST&L certified professionals are preferred over non-certified professionals in the relevant fields. This should in turn lead to better opportunities for you, compared to others, in the job market, increments and promotions, in the relevant fields.

Q: For which class of industry the AST&L knowledge is most useful?

A: The AST&L knowledge is useful to many classes of industries, including but not limited to:

- Mining and Quarrying
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- Transportation
- Warehousing
- Express Delivery Services
- Information (Media)
- Real Estate and Rental and Leasing
- Computer Systems Design and Related Services
- Management Consulting Services
- Business Schools
- Computer and Management Training
- Education
- Health Care
- Accommodation and Food Services
- Other Services, including Civic Organizations

Q: What is the difference between APICS and AST&L certification programs?

A: While APICS certification programs are more tilted towards materials management aspects of supply chain management and operations management, AST&L programs are more tilted

towards logistics and transportation management aspects of the supply chain management. It is obviously better that an individual demonstrates knowledge of all aspects.

Q: Which certification program is suitable for me – CTL or PLS?

A: PLS is basic certification and CTL is advanced certification. It is recommended to complete PLS first and then go for CTL. By doing PLS first, you not only get an additional designation, but you also get waiver for one of the CTL exams.

Q: For which level of management the AST&L knowledge is most useful?

A: The AST&L knowledge is useful at all levels of management starting from junior managers to presidents. This knowledge helps to manage the transportation and logistics in most optimum way.

Q: Is AST&L education is appropriate for me?

A: AST&L education is appropriate for individuals working in:

- Transportation
- Logistics
- Distribution
- Operations
- Supply chain management
- Procurement
- Materials management
- Purchasing
- Finance and cost accounting
- Manufacturing information systems

Q: Do I have to be an AST&L member for taking AST&L certification exams?

A: No, you need not be an AST&L member.

Q: Do AST&L members get a discount on the exam registration fees?

A: No, they do not get a discount.

Q: Can I show up at the test site if I did not receive notification that I was registered?

A: No, you must contact KnoWerX first to confirm you are registered. No candidate will be allowed in the testing centre if he/she is not registered.

## **Who Should You Contact?**

If you have any question, contact:

### **KnoWerX Education (India) Private Limited**

C-1 Avon Plaza-I, Thakur Complex  
Kandivali (East)  
Mumbai – 400 101

Toll free for sales inquiries (within India only): 1 800 10 36 400

<i>bengaluru@knowerox.com</i>	(022)425 66 461	<i>chennai@knowerox.com</i>	(022)425 66 462
<i>delhi@knowerox.com</i>	(022)425 66 463	<i>hyderabad@knowerox.com</i>	(022)425 66 465
<i>kolkata@knowerox.com</i>	(022)425 66 466	<i>mumbai@knowerox.com</i>	(022)425 66 464
<i>nagpur@knowerox.com</i>	(022)425 66 467	<i>nasik@knowerox.com</i>	(022)425 66 468
<i>pune@knowerox.com</i>	(022)425 66 469	<i>info.tcd@knowerox.com</i>	(022)425 66 435



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