

# North Carolina Wesleyan College - School of Business

## BUS 455 Contemporary Logistics

### Fall 2017

### Syllabus and Schedule

<b>Professor</b>	
<b>Phone</b>	
<b>email</b>	
<b>Office</b>	
<b>Class meets Day/Time</b>	
<b>Class Meets Room</b>	

**Catalog Description** This study involves managing the logistics component of the supply chain practice that is concerned with the forward and reverse flows as well as the storage of goods & services in the business environment; strong focus on the management of these goods and services from their point of origin to their point of utilization; enhancing the development of plans, implementation, and control measures with a significant emphasis concerning quality and efficiency. 3 hours

**Prerequisites** BUS 360 Project Management with a grade of C- or higher.

**Attendance** is required for this class. The ASPIRE attendance policy applies. NCWC catalog page 87.

**Required Textbook** Murphy, P.R. & Knemeyer, A.M. (2018). *Contemporary Logistics (12<sup>th</sup> ed.)*. Upper Saddle River, NJ: Pearson/Prentice Hall.

**General Education Program Goals.** Outcomes for this course include critical thinking and speaking. Students will demonstrate the ability to think about information that they have read, written, heard, observed, or manipulated. Students will be able to demonstrate effective oral communication skills.

**Business Administration Program Mission** The Business Administration Bachelor of Science major program empowers students to be productive, responsible, fulfilled members of dynamic and diverse organizations by providing an experiential, practical, team-based learning approach, designed to develop intellectual skills and knowledge-based competencies. Learning outcomes: 1. Demonstrate knowledge of the principles, procedures and practices of functional areas of business administration. 2. Be proficient in the technical skills and information required to function effectively in a dynamic and complex business society. 3. Speak effectively. 4. Write effectively. 5. Think critically

**Disability Support Services** Students with disabilities who believe that they may need accommodations in this class are encouraged to speak privately with the Instructor and contact Counseling and Disability Service at 252-985-5369 or 252-985-5131 as soon as possible to coordinate and implement accommodations in a timely fashion. Counseling and Disability Services is located in the Student Success Center, Pearsall Classroom Building 192.

<b>REQUIREMENT</b>	<b>POINTS</b>
Exams 3 @ 75	225
Case Studies 3 @ 100	300
Final Exam	200
Research Assignment	275
<b>Total</b>	<b>1000</b>

<b>L</b>	<b>Range</b>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-80
C	73-77
C-	70-72
D+	67-69
D	60-66
F	59

Grades will be posted on <https://my.ncwc.edu>

**Course Learning Outcomes** Each student will:

- 1) Develop an aggregate understanding of what contemporary logistics management involves and how it enhances the operations and success of an organization;
- 2) Grasp an understanding and working knowledge of the various expanses of contemporary logistics management; such as, marketing channels, information technology and financial systems;
- 3) Ascertain and develop skills and understanding of contemporary logistics management as it relates to procurement and supply chain management;
- 4) Examination of contemporary logistics management to include inventory management, facility location, warehousing management, packaging and materials handling, transportation management, and international logistics.

**Means of Assessment**

Each student will conduct an individual research assignment, prepare a written report, and present their findings to the class.

**Research Assignment**

- Individual students will be responsible for producing a 6-8 page written report and an oral presentation to the class concerning their findings of the research assignment.
- The assignment will involve the study of a publicly held organization's logistics management system. The study will include the student's analysis of the organization's existing system as well as recommendations for improvements. The presentation should provide details of the assignment.
- Each student is to select an organization and capture a basic understanding of how the organization utilizes logistics management.
- Once the student's analysis is complete, they are then required to produce a 6-8 page written report that contains background information of the organization; what their research revealed concerning the organization's present condition as it relates to logistics management; their analysis of how well the organization is performing in this area; and what they see as improvements that could be made to enhance the company's ability to manage forward and reverse flows and storage of goods & services in the business environment.
- Proper dress, effective presentation skills, and the utilization of visual aids will be considered when grading the presentation.
- A grading rubric will be utilized for the written report as well as the presentation. Both will be made available to the students at the beginning of the course.

**Case studies**

Students are required to conduct three case studies that are in the course text. These case studies can be quite extensive and require considerable time and attention. Students are required to analyze the cases and then respond to each question in detail.

**Exams**

- Exams will include a variety of assessment options; such as multiple choice, scenario evaluations, true/false, and essay questions.
- The final exam will be comprehensive and may include questions from presentations made by other students, guest speakers, and information gained during site visits at business organizations.

**Other policies and details will be distributed by the instructor**

<b>Session / Calendar Date</b>	<b>Chapter</b>	<b>Assignments</b>
<b>1 /</b>	Introduction Chapter 1: An Overview of Logistics Chapter 2: Logistics and Information Technology	
<b>2 /</b>	Chapter 3: Strategic and Financial Logistics Chapter 4: Organizational and Managerial Issues in Logistics	Case Study 2.1 Just-In-Time in Kalamazoo  Research Assignment Proposal for Professor's approval
<b>3 /</b>	Chapter 5: The Supply Chain Management Chapter 6: Procurement	Exam 1: chapters 1-4
<b>4 /</b>	Chapter 7: Demand Management, Order Management, and Customer Service Chapter 8: Inventory Management	Case Study 6.1 Tempo Ltd.
<b>5 /</b>	Chapter 9: Facility Location Chapter 10: Warehousing Management	Exam 2: chapters 5-8  Outline of the Proposed Research Assignment
<b>6 /</b>	Chapter 11: Packaging and Materials Handling Chapter 12: Transportation	Case Study 10.1 Minnetonka Warehouse
<b>7 /</b>	Chapter 13: Transportation Management Chapter 14: International Logistics	Exam 3: chapters 9-12 Presentations
<b>8 /</b>		Research Assignment Written Paper Presentations Final Exam: chapters 1-14