

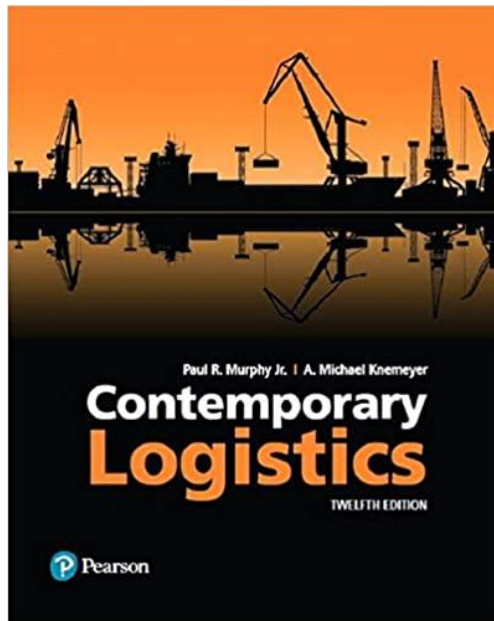
BUSI 301, Principles of Logistics, Syllabus (3 credits)

COURSE DESCRIPTION

This course provides an introductory overview of principles and practices of logistic operations. Students gain a basic understanding of how organizations achieve a competitive advantage through supply chain management, logistics theories and concepts, transportation, warehousing, customer service, third-party logistics, inventory control, manufacturing operations, and operations management in high-performance business environments.

REQUIRED TEXTS & RESOURCES

Murphy, P. R. and Knemeyer, M. (2017). Contemporary logistics (12th ed.). Pearson Publishing. ISBN: 978-0134519258



NOTE: The Point University Bookstore may offer the textbook(s) for this course in other formats. Information can be found at www.pointuniversityshop.com

COURSE SCHEDULE

Each course begins on a Wednesday with a Getting Started module before moving into the week 1-7 content. The introduce yourself forum is required during the Getting Started module in order to be counted present during this half-week of instruction. The introduce yourself forum is open from the start of the course to the first Sunday. All posts are due by Sunday at 11:59 p.m. Participation is required to be marked present for this time period. Keep in mind that in future weeks, forum due dates may be different.

Unless stated otherwise, graded assignments are due on the last day of the course week (Sunday). <http://point.edu/course-schedules/>

Preview Week	Course Introduction	
	Review the Syllabus	
	Review Preview Week Introduction	
	Participate in Course Orientation	
	Introduce Yourself Forum (registers attendance)	Mandatory
Week 1	Part I: Overview of Logistics	Graded Assignments
	Reading Chapter 1: An Overview of Logistics; pages 2 - 21	N/A
	Reading Chapter 2: Supply Chain Management; pages 22 - 40	N/A
	Review Lecture PPT Presentation Chapter 1 and Chapter 2	N/A
	Review Support Video(s) Chapter 1 and Chapter 2	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Integrated Logistics Chains	Due Week 1, Initial Post Day 5 (Friday): Response to Peer(s) Day 7 (Sunday)
	Week 1: Case 2.1 Assignment 1: To Invest or not to Invest? That is the question, page 38	Due Week 1 Day 7 (Sunday)
	Week 1: Quiz 1 – Chapter 1 and Chapter 2	Due Week 1 Day 7 (Sunday)
Week 2	Part I: Overview of Logistics	Graded Assignments
	Reading Chapter 3: Strategic and Financial Logistics; pages 42 - 53	N/A
	Reading Chapter 4: Organizational and Financial Logistics; pages 54 - 76	N/A
	Review Lecture PPT Presentation Chapter 3 and Chapter 4	N/A
	Review Support Video(s) Chapter 3 and Chapter 4	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Supply Chain Strategies	Due Week 2, Initial Post Day 5 (Friday): Response to Peer (s) Day 7 (Sunday)
	Week 2: Case 3.1 Assignment 1: Brant Freezer Company, page 53	Due Week 2 Day 7 (Sunday)
	Week 2: Quiz 2 – Chapter 3 and Chapter 4	Due Week 2 Day 7 (Sunday)
Week 3	Part II: Supply Chain Management	Graded Assignments
	Reading Chapter 5: The Supply Chain Management Concept; pages 78 - 95	N/A
	Reading Chapter 6: Procurement; pages 96 - 110	N/A
	Review Lecture PPT Presentation Chapter 5 and Chapter 6	N/A
	Review Support Video(s) Chapter 5 and Chapter 6	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Customer Satisfaction	Due Week 3 (Friday), Initial Post Day 5: Response to Peer (s) Day 7 (Sunday)
	Week 3: Case 5.1 Assignment 1: Johnson Toy Company page 93	Due Week 3 Day 7 (Sunday)
	Week 3: Quiz 3 – Chapter 5 and Chapter 6	Due Week 3 Day 7 (Sunday)
Week 4	Part III: Elements of Logistics Systems	Graded Assignments

	Reading Chapter 7: Demand Management, Order Management, and Customer Service; pages 112 - 129	
	Reading Chapter 8: Inventory Management; pages 131 - 148	N/A
	Review Lecture PPT Presentation Chapter 7 and Chapter 8	N/A
	Review Support Video(s) Chapter 7 and Chapter 8	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Inventory Management	Due Week 4 (Friday), Initial Post Day 5: Response to Peer (s) Day 7 (Sunday)
	Week 4: Case 7.1 Assignment 1: Hany Andy, Inc., page 127	Due Week 4 Day 7 (Sunday)
	Week 4: Quiz 4 – Chapter 7 and Chapter 8	Due Week 4 Day 7 (Sunday)
Week 5	Part III: Elements of Logistics Systems	Graded Assignments
	Reading Chapter 9: Facility Location; pages 149 - 167	N/A
	Reading Chapter 10: Warehousing Management; pages 168 - 184	N/A
	Review Lecture PPT Presentation Chapter 9, and Chapter 10	N/A
	Review Support Video(s) Chapter 9 and Chapter 10	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Inventory Forecasting and Warehousing	Due Week 5 (Friday), Initial Post Day 5: Response to Peer (s) Day 7 (Sunday)
	Week 5: Project – Part I – Risks and Benefits and Competitive Advantage	Due Week 5 Day 7 (Sunday)
	Week 5: Quiz 5 – Chapter 9 and Chapter 10	Due Week 5 Day 7 (Sunday)
Week 6	Part III: Elements of Logistics Systems	Graded Assignments
	Reading Chapter 11: Packaging and Materials Handling; pages 185 - 203	N/A
	Review Lecture PPT Presentation Chapter 11	N/A
	Review Support Video(s) Chapter 11	N/A
	Online Discussion Questions Asynchronous: Discussion 1: Supply Chain Globalization	Due Week 6, Initial Post Day 5 (Friday): Response to Peer (s) Day 7 (Sunday)
	Week 6: Project – Part II – Supply Network and Modes of Transportation	Due Week 6 Day 7 (Sunday)
	Week 6: Quiz 6 – Chapter 11	Due Week 6 Day 7 (Sunday)
Week 7	Part III: Elements of Logistics Systems	Graded Assignments
	Reading Chapter 12: Transportation; pages 204 - 223	N/A
	Reading Chapter 13: Transportation Management; pages 225 - 243	N/A
	Review Lecture PPT Presentation Chapter 12 and Chapter 13	N/A
	Review Support Video(s) Chapter 12 and Chapter 13	N/A

	Online Discussion Questions Asynchronous: Discussion 1: Offshore Operations to Developing Countries; Warehousing Decisions	Due Week 7, Initial Post Day 5 (Friday): Response to Peer (s) Day 7 (Sunday)
	Week 7: Project – Part III – Manufacturing, Distribution and Inventory	Due Week 7 Day 7 (Sunday)
	Week 7: Quiz 7 – Chapter 12 and Chapter 13	Due Week 7 Day 7 (Sunday)

GRADING POLICIES

Course Evaluation Plan

An assessment instrument (checklist, rubric, quiz, etc.) will accompany each major graded assignment. See the instructions for specific assignment criteria and accompanying grading instruments.

Points Distribution

Graded assignments will be distributed as follows:

Graded Assignments	Points Possible
Preview Week Introductions	20
Discussion Questions / Participation 7 weeks @ 40 pts.	280
4 – Case Study Assignments (50 pts. each)	200
3 – Course Project (50 pts. each)	150
7 – Weekly Quizzes (50 pts. each)	350
Total Points:	1,000

Final Grades

The following scale will be used when calculating final grades:

A	90-100%	D	60-69%
B	80-89%	F	0-59%
C	70-79%		

Final grades will be posted according to the Academic Calendar:

<http://point.edu/academic-calendar/>

COURSE LEARNING GOALS & OBJECTIVES

TIME REQUIREMENTS & COMMITMENTS

This course is 3 credit hours. Regarding time on task, students can expect to spend approximately 16 hours per week for an undergraduate course.

COURSE GOALS AND OBJECTIVES	Program Objective(s)
Goal 1: Develop students to explore the logistics supply chain business and develop skills for organizational performance.	

	Objective 1.1: Students recognize the importance of logistics and supply chain management in delivering goods and services to the end user.	7.1
	Objective 1.2: Students identify the participants and pathways available in logistics planning.	7.1
	Objective 1.3: Students describe the key decisions involved in managing logistics and the supply chain.	7.1
	Objective 1.4: Students relate logistics principles to functional areas of business.	7.1
Goal 2: Develop students to describe the process of designing a logistical structure and propose the business plan for sound decision-making.		
	Objective 2.1: Students solve problems in logistics management, such as transport and vehicle routing decisions, purchasing and supply scheduling decisions, or storage and handling decisions.	7.1
	Objective 2.2: Students identify and evaluate logistics service providers, such as freight forwarders, customs brokers, in geographic areas.	7.1
	Objective 2.3: Students discuss the logistics function within an integrated vertical system of transportation.	7.1
	Objective 2.4: Students evaluate customer service, information flow, inventory control, materials management, order processing, packaging, physical distribution, purchasing, transportation, warehousing, and supply chain management.	7.1
Goal 3: Engage students to think innovatively to identify real opportunities to establish a logistical flow of principles through modern concepts and applications of the business environment.		
	Objective 3.1: Students identify the role of logistics in the context of supply chain and how logistics impacts other areas of the transportation system flow.	7.1
	Objective 3.2: Students explain the external change drivers in the global economy and their impact on global supply chain.	7.1
	Objective 3.3: Students apply the value-added roles of logistics on both a macro and micro level.	7.1
	Objective 3.4: Students evaluate the importance of management activities in the logistics function	7.1
Goal 4: Develop students to apply key drivers of supply chain performance and their inter-relationships with strategy and other functions of the company to advance inventories and strategic alliances.		
	Objective 4.1: Students recognize the scope and importance of good performance measures and their relevance to growth and profitability.	7.1
	Objective 4.2: Students discuss the critical issues in technology selection and implementation process for the critical importance of outbound-to-customer logistics system.	7.1
	Objective 4.3: Students describe the role and importance of inventory management and apply the role of transportation in the supply chain system.	7.1
	Objective 4.4: Students discuss and apply application, design, production, and assessment of products, services, and systems within the logistics system.	7.1
Goal 5: Equip students in analyzing and solving logistics problems and making decisions in logistics planning and scheduling.		

	Objective 5.1: Students gain knowledge in the history, laws and regulations, and common practices used in the logistics of warehousing and transportation systems.	7.1
	Objective 5.2: Students apply knowledge and skills in the application, design, and production of technology as it relates to the transportation, distribution, and logistics industries.	7.1
	Objective 5.3: Students reinforce, apply, and transfer their knowledge and skills to a variety of interesting and relevant activities, problems, and settings to apply managerial decision-making.	7.1
	Objective 5.4: Students integrate the role of logistics in a variety of scenarios and investigate methods for analysis and business problem solutions.	7.1

DISABILITY SERVICES

Point University is committed to providing qualified students with disabilities an equal opportunity to access a Point education through the provision of reasonable and appropriate accommodations and support services. Accordingly, Point complies with Title IX (<https://point.edu/title-ix>) of the Educational Amendments of 1972 and the subsequent reauthorization of that act, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 and subsequent amendments to that act. For more information about Disability Support Services, see the “Consumer Information” section of the website (<http://point.edu/disclosures>) and the “Student Services” section of this catalog, or contact the Director of Disability Services and College Section 504 Coordinator, at disability.services@point.edu.

COURSE EXPECTATIONS

Attendance

A student is expected to actively participate in each week of the class in which he or she is enrolled. Active participation each academic week includes submitting classwork in one or more of the following activities within the course during the week they are due: discussion forums, assignments such as (but not limited to) projects, papers, presentations, case studies, quizzes, or exams. Students may be absent up to 25% of the class. After absences exceed 25% of the session or term’s total – in either consecutive or cumulative days – the student will be withdrawn from the class roster and assigned a grade on the basis of work completed at the time of withdrawal unless, because of exceptional circumstances, prior arrangements have been made with the professor and the Chief Academic Officer.

Students representing the university, such as student-athletes, remain responsible for submitting work online within the week it is due to be counted present. No student will be disadvantaged while representing the university. However, the responsibility is on the student to notify faculty no later than one week before missing class for any reason, to ensure time for content to be made available to them and for make-up work to be considered and arranged. It is expected that students will limit their absences outside of these required absences, as they will be dropped if they overcut the allowed number of absences.

The full attendance policy is found in the catalog (<https://point.edu/catalogs/>).

Etiquette & Netiquette

Students are expected to be respectful and well-mannered towards the instructor and their peers, whether in the physical classroom or the online course site. For guidance on meeting this expectation, particularly in the online environment, please see the materials provided during student orientation or reach out to advising.center@point.edu.

Policies

For academic policies governing attendance, late assignments, and student support, please refer to the Academic Catalog directly (<https://point.edu/catalogs/>).

COPYRIGHT AND FURTHER DISSEMINATION

All content within this course is intended for transformative, educational, and informational purposes under ([Fair Use](#)). These materials are not to be distributed or disseminated outside of this course for public use or profit-making ventures due to outside copyright laws. These materials are intended solely for education, personal training, and/or career building. All other uses are strictly prohibited.

Due to Copyright restrictions courses are unpublished thirty days after the completion of a course. If you wish to maintain access to your personal materials, save them before submitting to the course, or download them before the course is unpublished.