



Lincoln University

BA 361 – Business Logistics – Supply Chain Management COURSE SYLLABUS 2018

Instructor: Prof. Aharon Hibshoosh, Ph.D.
Lecture Schedule: Thursday, 9:00 AM – 11:45 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 2 (M2)
Office Hours: Mon and Wed 11:45am to 12:30pm or By appointment
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Textbooks: Paul R. Murphy and Michael A. Knemeyer (2014), Contemporary Logistics 11th edition, Pearson. ISBN 9780132953467 and ISBN 0132953463. We will also use Ronald H. Ballou (2004), Business Logistics/Supply Chain Management and Logware CD Package (5th Edition) , Pearson, ISBN-13: 978-0131076594 and ISBN-10: 0131076590.

Last Revision: February 1, 2018

CATALOG DESCRIPTION

This course provides an overview on how supply chain pertains to business decision-making from managerial perspective. The course covers the topics related to design and management of flow and storage activities of in-bound and out-bound transportation, inventory management, and the associated information processing systems requirements. (3 units)

Prerequisites: BA 304, BA 360, BA 307 and recommended Marketing Channels (No course number designed yet).

COURSE DESCRIPTION

The course will follow the catalog description. The problems of physical distribution and material management methods and information systems are studied in relation to the marketing mix (product, price, promotion and channel policies. Components include transportation, warehousing inventory control and place theory. The textbook Contemporary Logistics by Wood and Murphy will furnish the skeleton for the course. We would augment the coverage with an advanced treatment of the subject by Balou's classical text and software, and by construction of logistics models using instructor handouts. This material will be augmented by the material from variety of sources that will build some

introductory quantitative and qualitative familiarity and practice. Our focus will be on establishing introductory understanding of firm operation in its supply chain. For the marketing student, all of the course's prerequisites are essential.

EDUCATIONAL OBJECTIVES

In our course we will aim at: a) Learning institutional aspects of channel functioning in general, and management of logistics operations in particular in their institutional and entrepreneurial setting. b) Comprehending Logistics leading role within the supply chain effort in the firm and the economy c) Conceiving logistics as an international operation, d) Understanding how the institutions and their management of logistics operations are being transformed by the presence of a new information technology and its future developments.

METHODOLOGY

Homework and assignments vary in nature. They may include case reading, and or reporting summaries of field trips, Questions for chapter review, projects, case analysis, etc. Field trips are required. The easiest and most effective way to understanding the operation of an airport a hub or a warehouse is to visit one. The class will meet at a pre-announced sight where attendance will be taken. The students are responsible for furnishing their own transportation although we may assist by creating a list of riders and drivers. A field report is required after each visit. A student who cannot make the field trip will be assigned a short paper with a pre-specified number of pages long on a related logistics/ supply chain topic.

The HW are typed assignments consisting usually of common individual problems as well as group specific assignments. For the common problems My teaching assistant evaluates the assignments under my direct guidance, and issues a preliminary grade. If any student has a question about the evaluator's comments and/or grade, he/she should first discuss it with the teaching assistant, and then with me if there are further questions. However, all HW assignments must be submitted through CANVAS. We are using the CANVAS software for all HW collection, submission time monitoring and grade assignments. Hence, all files are submitted *only* through CANVAS. No hard copy is turned in unless specifically requested. In particular, there may be two group files which will be living documents. One such living document would be dedicated only to the group's assigned semester project, if assigned. This living document will be processed and revised as the project progresses and according to the instructor comments, throughout the semester. The second living document would contain the cumulative answers to a collection of primarily quantitative homework problems which will be assigned routinely. Every student must be listed with CANVAS. A course attending student must belong to a group. Any adding student must inform the teaching assistant his/her adding status and group number. Group switching is not allowed, except under extenuating circumstances and subject to the instructor approval.

HW is due by 1AM of the course day as instructed by CANVAS. If you are late, you still may use an automatic extension of 8 hours and submit the HW by 9 AM of the course day through CANVAS. CANVAS has a built in time cut off function and would not allow submission past the deadline or the deadline extension. No further extension would be

provided. Hence, any homework passed the due date extension deadline would not be accepted for grading.

In reporting to CANVAS, every student must list on his/her assignment by the following order the following information: Student ID, Last Name and First Name- as appear on the enrolment sheet and group number. In reporting group work all group members must reported on the assignment in this format but only one submission per group is allowed.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

STUDENTS RULES OF CONDUCT

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Plan to stay during the whole class period. Attendance may be taken at least one time in of each class. In the case where more than one attendance is taken, only students attending all attendances would be considered as present.
- Students may not read other materials (newspapers, magazines) during class an no multitasking is allowed.
- Students are not allowed to come and go during class sessions.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate in your group.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- During the exam all recording devices of any form must be closed and stored in closed bags. (See also Examination Policy).
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd of foul language.

COURSE LEARNING OUTCOMES¹

As a result of your study you should be able to:

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Identify which types of utilities are created by inventory and transportation. Link those to output sought in the design of marketing channels.	PLO 1	ILO 1b, ILO 2b	Homework, case analysis

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

2	Internationally compare and explain the differences in the share of the logistics sectors in the GDP.			Homework, case analysis
3	List the needs for warehousing space and compare designs of warehouse alternatives.			Homework, case analysis
4	List attributes of the functionality of XMLs schemas in supply chain integration.			Homework, case analysis
5	Approximately, estimate the share of the logistics/supply chain budget dedicated to Transportation versus inventory and to an inbound logistics versus outbound one.	PLO 2	ILO 1b, ILO 2b, ILO 4b	Homework, case analysis
6	Compare advantages and disadvantages of alternative modes of transportation.			Homework, case analysis
7	Compare alternative models of inventory control. Derive optimal inventory control policies.			Homework, case analysis
8	Construct the Hotelling model and some selected extensions. Derive the rival's optimal spatial retail prices, and trade areas.			Homework, case analysis
9	Construct tables for the Transportation and Transshipment problems.			Homework, case analysis
10	List indicators of customer service and demonstrate qualitative understanding of their measurement. Understands that customer service is the driving force behind current designs of supply chains.	PLO 4	ILO 4b, ILO 5b, ILO 6b	Homework, case analysis, course project
11	Assess how IT Contributes to channel integration and to the integration of firm's department. Compare the rate of integration of suppliers and intermediaries	PLO 4	ILO 4b, ILO 5b, ILO 6b	Homework, case analysis, course project

COURSE SCHEDULE

Topics

*Chapter**

Part I : Introduction to Logistics and the Supply Chain

Introduction and Over View of Logistics

Logistics and the Supply Chain

1, 5

Information Technology and Logistics

2

Strategic and Financial Logistics

3

Review of Organization and Management Issues in Logistics
and the Supply chain

4, 5

Customer Service, Demand Management, and Order Management

7

Procurement (Purchasing)

6

Part II: Elements in the Logistics Mix

Transportation Infrastructure

12

Transportation Management

13

Inventory Management

8

Facility Location and Distribution Centers

9

Warehousing

10

Packaging and Material Handling

11

Elements of International Logistics would be taught throughout the course.

Modeling

We will use the model of firms Location and Price Competition to understand Logistics Competition. We will also teach a variety of Inventory models. This supports the substantive material of the Book. The quantitative material will be taught in parallel to the material in the textbook, primarily as an early mid semester material.

*Chapters in Paul R. Murphy and Michael A. Knemeyer (2014), Contemporary Logistics 11th edition.