

**FISHER COLLEGE OF BUSINESS  
DEPARTMENT OF MARKETING AND LOGISTICS  
COURSE SYLLABUS**

- TERM:** Winter 2005
- COURSE TITLE:** BUS M&L 780, Logistics Management
- COURSE TIME/  
PLACE:** Tuesday and Thursday – 3:30 PM to 5:18 PM / Schoenbaum Hall 220
- CATALOG  
DESCRIPTION:** *Prerequisites:* BUS M&L 650, BUS MGT 330, and BUS MGT 331.  
Management of logistics activities and costs including customer service, inventory, transportation, lot quantity costs, warehousing, and information systems.
- INSTRUCTOR:** Matias G. Enz  
Fisher Hall, Room 356  
(614) 247-8746 (office)  
E-mail: [enz.2@osu.edu](mailto:enz.2@osu.edu)  
Website: WebCT
- OFFICE HOURS:** Tuesday and Thursday 1:30 PM – 3:00 PM and other times by appointment.
- REQUIRED TEXT:** *Fundamentals of Logistics Management*, First Edition, Lambert, Stock, and Ellram (1998).
- Course materials including cases, PowerPoint slides, assignments and outside readings will be available on my website or as handouts.
- COURSE  
OBJECTIVE:** To provide an understanding of the key logistics concepts and the issues affecting the movement and storage of goods. Particular emphasis will be placed on providing a broad and general exposure to business logistics. This will include the development of a basic understanding of the concepts and techniques important to analyzing business logistics problems. The course will also examine how the various logistics activities are related to each other and other functional areas within a business. Finally, the course strives to develop management and control techniques/skills that are critical in the area of logistics.
- COURSE  
FORMAT:** The course will be conducted by a combination of lecture, discussion, in-class exercises, quizzes and case analysis. The lecture will cover the assigned topic, but will not necessarily cover the material as presented in the text. You are expected to attend all classes and to be prepared to discuss and/or apply assigned readings. Students may be called upon by name to discuss assigned topics and concepts. Students will also be expected to actively participate in team projects and papers.

**GRADING:**

Grades will be based upon performance on the following:

Assignment	Points
Exam 1	100
Exam 2	100
Industry Logistics Analysis and Presentation	100
Career Assessment Project	50
Participation	50
TOTAL	400

1. *Exams.* Two exams will be given. The exams will consist of questions and/or exercises drawn from the readings, lectures, presentations, and class assignments. You are responsible for the material even if it is not emphasized during the lectures. Past experience strongly suggests you will learn much more (and thus perform better) in the class if you have completed the reading assignment prior to class. Exams will focus on the chapters contained in the class schedule; however, due to the nature of the course and subject matter, all exams will have some comprehensive elements. There will be no make up exams except in extraordinary situations, which require approval before the scheduled exam. Each exam will account for 100 points towards the final grade.
2. *Industry Logistics Analysis and Presentation.* Each student team will complete an analysis of the logistics characteristics/challenges of a particular industry. The objective of this project is to gain an understanding of how course concepts affect the operations of companies across a variety of settings. Each team will be required to examine a distinct instructor approved industry. Industries will be assigned on a first-come, first-serve basis. The completed analysis will be due March 1. In order to share findings, your team will give a presentation about your industry to the class during the period March 1 – March 8. The paper and presentation account for 100 points towards the final grade (75 points for the paper and 25 points for the presentation). I have attached a copy of my grading templates for your information.
3. *Logistics Career Assessment Project.* Each student team will complete a logistics career assessment project. The objective of this project is to gain an in-depth understanding of the different professional opportunities in logistics. The teams will be assigned a specific logistics career opportunity on a first-come, first-served basis. Each team will be responsible for identifying a specific company and contact person to serve as resources for the research. The expected deliverable is a paper (due on February 17) that will be graded according to the template provided at the end of this syllabus. The papers submitted by each group will be posted on the course web page in order to share findings across the groups. The project will account for 50 points towards the final grade.

4. *Class Participation.* Participation will be based on attendance, preparation for class, frequency of participation, quality of participation, organization, and conciseness. Participation may also consist of in-class and team discussion of projects and in-class case presentations. At the beginning of each session, students will be called upon name to solve quizzes about the topics discussed in the previous class. Each correct answer will count for 5 points. Additionally, students will evaluate the performance of the other students on their team with respect to the projects. Comments will be submitted in a sealed envelope and must be turned-in by the individual student and not by another team member. I will consider all of these potential inputs in the evaluation of class participation that accounts for 50 points towards your final grade.

**ASSIGNMENTS AND DUE DATES:**

You are expected to approach each assignment with the professionalism required of you in the “real” world. This is particularly relevant for your interactions with companies and practitioners as part of fulfilling the requirements of this course. Each assignment is due at the beginning of class but may be submitted any time prior to the due date. A 50% penalty will be assessed for submissions within 24 hours after the assignment is due (one day late). A 100% penalty will be assessed for submissions more than 24 hours after the assignment is due. Correct spelling, grammar, and punctuation are expected and will be considered in the grading of all assignments.

**GRADING SCALE:**

The grading scale is guaranteed. You will receive no less than the grade listed within the appropriate interval.

Grade	Numeric Range	Quality Points
A	368-400 points	4.0
A-	360-367 points	3.7
B+	352-359 points	3.3
B	328-351 points	3.0
B-	320-327 points	2.7
C+	312-319 points	2.3
C	288-311 points	2.0
C-	280-287 points	1.7
D+	272-279 points	1.3
D	240-271 points	1.0
E	0-239 points	0.0

**ATTENDANCE AND TARDINESS:**

Class attendance should be considered mandatory; however, I will not always take attendance. I will call on students by name to answer questions, respond to in-class exercises, to comment on key concepts, and particularly at the beginning of each class to solve quizzes. Missing these opportunities will result in a reduction in participation points. In-class quizzes, exercises, and participation cannot be made up without a valid medical excuse or bona fide family emergency. If you miss a quiz, participation, or exercise due to tardiness, you will not be able to make up the covered material.

**ACADEMIC  
INTEGRITY:**

All tests, written exercises, and papers are to be your own work. Each team will be held to the same standards as individuals concerning academic integrity. All tests are to be individual work with no discussion or collaboration with others permitted. In-class assignments may be either individual or group work as directed by the instructor. Students are expected to adhere to the code of conduct as outlined in the university catalog. Any incidents of academic misconduct such as cheating, plagiarism, copying others' work, etc., will result in zero points being awarded for the assigned work or exam. Breaches of academic integrity may also result in other action being taken by the university.

**AMERICANS  
WITH  
DISABILITIES  
ACT:**

If you have a disability, as defined by the Americans with Disabilities Act (ADA), which requires classroom accommodation or auxiliary aids, please inform me of your needs during the first week of class so that I can take appropriate action. .

**COURSE  
DISCLAIMER:**

The schedule, policies, and assignments contained in this course syllabus or on my website are subject to change in the event of extenuating circumstances, class progress, or by mutual agreement between the instructor and the students.

**OTHER:**

All cellular phones, pagers and other electronic communication devices are to be turned off during class.

**EXTRA CREDIT:**

There are two ways in which you can earn extra credit for the course. You may only receive credit for fulfilling one of the two options (not both). Successful fulfillment of each option is worth the same maximum extra point allotment (6 points).  
Your first option is to earn credit by attending up to three (3) regular meetings of the Transportation and Logistics Association (TLA) here on campus. The TLA meets weekly during the quarter. You may also reference the TLA website at: <http://www.osutla.com>. Each meeting is worth 2 points (you may attend a maximum of 3 meetings for a total of 6 possible points). Make sure to sign-in for each of the meetings you attend – the TLA will provide me attendance lists at the end of the quarter.  
The second option is to write a short paper on an instructor assigned topic. The student interested in this option will be responsible for requesting me a topic to write about. The paper should be well-researched and well-written though no longer than 3 pages in length. The deadline for all extra credit submissions is March 10, 2005.

## CLASS SCHEDULE:

**Note:** I may revise this schedule to accommodate class progress, more in-depth focus or discussion where warranted, or to take advantage of guest speakers or tours if the opportunity should arise. We will attempt to stay as close to this schedule as possible.

<u>Date</u>	<u>Topic</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
January	4: Course Overview/Introduction		
	6: The Role of Logistics	CH 1	
	11: Customer Service I	CH 2	
	13: Customer Service II	CH 2	
	18: Order Processing and Information Management	CH 3	
	20: Inventory I	CH 4	Career Choice Due
	25: Inventory II	CH 4-5	
February	27: Inventory III	CH 5	Industry Choice Due
	1: Materials Flow	CH 6	
February	3: <b>EXAM I</b>		
	8: Transportation I	CH 7	
	10: Transportation II	CH 7	
	15: Warehousing I	CH 8	
	17: Warehousing II	CH 8-9	Career Project Due
	22: Supplier Relationships	CH 10	
	24: Global Logistics	CH 11	
March	1: Presentations		Industry Analysis Due
	3: Presentations		
	8: Presentations		
	10: Logistics Strategy and Supply Chain Management	CH 12~15	Extra credit Submission
	15: <b>EXAM II</b>		

## Career Assessment Project Grading Template

Team: \_\_\_\_\_

Career: \_\_\_\_\_

Points Possible	Points Awarded	Project Element
5		<p><b>Executive Summary:</b> Is the executive summary a “stand alone” document? Was the summary clearly stated and concisely supported?</p>
15		<p><b>Position Description:</b> Does the paper provide specific and accurate details regarding the following position attributes?</p> <ul style="list-style-type: none"> <li>- Objectives and responsibilities for the position</li> <li>- Typical activities performed</li> <li>- Challenges/difficulties/problems associated with the position</li> <li>- Types of information needed to effectively perform in the position</li> <li>- Technology and tools used in the position</li> <li>- Soft skills required in the position</li> <li>- Performance evaluation metrics for the position</li> <li>- Types of interaction with other functional areas</li> </ul>
20		<p><b>Position Evaluation vis-à-vis Course Concepts:</b> What course concepts might be particularly relevant for someone in this type of position? What types of information could be added to the course to help prepare students who are interested in this type of position?</p> <ul style="list-style-type: none"> <li>- Strategic level information</li> <li>- Operational level information</li> <li>- Personal development information</li> </ul>
10		<p><b>Career Assessment:</b> Does the paper indicate the knowledge and personal skills that are needed in order to ensure long-term success in this career?</p> <ul style="list-style-type: none"> <li>- Typical career path for the position</li> <li>- Ways to stay current in the position</li> <li>- Activities inside of company that support career development</li> <li>- Activities outside of company that support career development</li> <li>- Fit between career and personal life</li> </ul>
Total Points		

## Industry Logistics Analysis Grading Template (Presentation)

Team: \_\_\_\_\_

Industry: \_\_\_\_\_

Points Possible	Points Awarded	Project Element
5		<p><b>Executive Summary:</b> Is the executive summary a “stand alone” document? Was the summary clearly stated and concisely supported?</p>
20		<p><b>Industry Overview:</b> Does the paper demonstrate a clear and accurate understanding of the industry environment and the main characteristics that affect logistics decisions within the industry?</p> <ul style="list-style-type: none"> <li>- Characteristics of products and markets in the industry</li> <li>- Map of an example supply chain in the industry</li> <li>- Identification of key players within the industry (competitors and channel members)</li> <li>- Trends, challenges and opportunities in the industry that impact logistics</li> <li>- Global characteristics of the industry as they relate to logistics</li> </ul>
30		<p><b>Logistics Elements Description:</b> Does the paper provide insightful research about the industry with respect to key logistics elements (customer service, inventory carrying costs, lot quantity costs, order processing and information costs, warehousing costs, and transportation costs)</p> <ul style="list-style-type: none"> <li>- Characteristics of each element</li> <li>- Primary elements affecting the industry</li> <li>- Sources of competitive advantage in the industry</li> <li>- Opportunities for improvement within the industry</li> <li>- Competing logistics strategies across the industry</li> </ul>
20		<p><b>Logistics Elements Analysis:</b> Does the paper provide insightful analysis as to the drivers of the logistics elements?</p> <ul style="list-style-type: none"> <li>- Structural characteristics</li> <li>- Company specific characteristics</li> <li>- Competitive characteristics</li> <li>- Market characteristics</li> <li>- Supply chain characteristics</li> </ul>
Total Points		

## Industry Logistics Analysis Grading Template (Presentation)

Team: \_\_\_\_\_

Industry: \_\_\_\_\_

Points Possible	Points Awarded	Project Element
5		<b>Organization and Preparation:</b> Clear, action-oriented objective stated up front; complete and accurate audience analysis; ideas sequenced logically and smoothly; comfortable with the material; no manuscript; questions answered skillfully; effective ending summary; and time limit observed
5		<b>Visual Aid Usage:</b> Appropriate to audience and setting; appropriate to topic and content; readability assured through adequate size and clarity; paraphrased rather than read visual; design simple, clean and appealing; and error free
5		<b>Delivery - Overall:</b> Eye contact used; irritating non-words avoided; stories and language appropriate to audience; appropriate dress; body language appropriate; confident appearance; conversational tone – not recited; and clear articulation
5		<b>Delivery - Specific:</b> Easy open posture, strong not slouched; movement free and natural; face relaxed; breathing deep; strong projection – not forced; passion for ideas; maintained strong connection to audience; adjusted presentation to accommodate needs of the audience; and watched/listened to audience throughout the presentation
5		<b>Content:</b> Information accurate and current; major points included; major points adequately supported and developed; and statistics, anecdotes, and/or quotes used appropriately
Total Points		