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OBJECTIVES AND PHILOSOPHY

The U.S. economy is becoming increasingly global in nature. We are marketing and distributing more products in foreign nations, locating plants and other facilities internationally, and are in turn buying from foreign companies. There are a host of factors associated with this increased globalization that touch upon almost every aspect of supply chain management. The primary objectives of this course are for you to gain a broad overview of supply chain management from an international perspective. This overview will include an introduction of new topics (such as international air transportation) as well as topics that you may have previously learned about (such as channel intermediaries and documentation) from an international outlook. While we will be learning about international issues, the overall theme of the course is supply chain management, and the individual topics that we cover will be introduced within the context of supply chain management.

In addition to the course's knowledge objectives, an important goal is to improve your interpersonal, communication, leadership, negotiation, and presentation skills. As such, a large portion of your grade will be based on class participation including group exercises, case studies, and team presentations, which will be a part of most class sessions. The College of Business Administration at the University of Nevada is very interested in collaborative learning, and I try to incorporate these principles into my teaching. Because of a sincere interest in building performance, I make a practice of being highly available and accessible to students. I am generally available by phone on Monday through Friday, and will do my best to return your messages on the same day in which they are received. In addition, I am highly accessible via e-mail.

COURSE MATERIALS

TEXT: Wood et al. (2003), *International Logistics*, is available in the university book store.
REQUIRED

Additional, short articles and exercises will be distributed in class, during the semester.

GRADES

Your final course grade will be a weighted average of examinations and participation.

Examination I	200
Examination II	200
Examination III	200
Participation	200
Country Assessment	<u>200</u>
Total	1000 Points

The examinations may be a mix of multiple choice and problems/short answer questions or may be entirely multiple choice. Make-ups, if authorized, will be in an essay format and may be more difficult for you. Only **university-approved** excuses will be accepted.

PARTICIPATION

A portion of your grade will come from participation in group exercises, class participation, and various in-class activities. In terms of class discussion, both the quantity and *quality* of your comments, questions, and insights will be considered. One goal of this class is to create a professional environment in which you can interact. Professional and courteous behavior on your part is expected. Unprofessional, disruptive, or discourteous behavior, including unnecessary talking while others are presenting their points during class discussion will result in a lower participation grade, as will absences and tardiness.

Most classes will involve group exercises. The purpose of these exercises will be to give you a more in-depth understanding of specific areas of international supply chain management, and to improve your interpersonal, leadership, and presentation skills. You will be randomly assigned to a team. In addition to receiving participation points based on team effort, you will also evaluate and be evaluated by your team members.

Your participation in these exercises is vital to the success of the class, and to your overall grade. Thus, absences and tardiness will work to your detriment in class in the same way they do in the workplace. You will miss important information and let down your work team. Chronic absenteeism may result in administrative drop procedures outlined by the College of Business Administration.

Please note: Assignments will be turned in with the names of group members. Adding the name of an absent student to an assignment will constitute cheating and will result in a grade of zero for all group members. A second occurrence will result in a course grade of "F" for all group members.

Should you be absent from a class, it is your responsibility to contact the professor, prior to the next class session, to obtain any materials or handouts that you may not have received.

Since most assignments involve group discussion, it will be impossible to replicate that learning experience if you miss a class. Only documented, university approved excuses will be accepted. If you miss an in-class exercise and have such an excuse, see the instructor for a makeup exercise. I

will provide an opportunity for an extra credit assignment worth the equivalent of one missed in-class case due to an absence. Please note that if you miss four or more cases or in-class exercises (some lectures will have multiple exercises/cases in the same class session), you will automatically lose a letter grade from your final grade in the course.

The vast majority of group exercises will consist of in-class case studies. Your group will be required to turn-in a written summary of your analysis of the case, which will also be done in class. The evaluation criteria of your case analyses are given below. At least some of the questions on each examination will be based on the case studies and ensuing class discussions.

The use of cases in the classroom allows for problem identification, search for solutions, and documentation of decisions and builds a bridge from the classroom to “on-the-job” performance. Documentation and justification of decisions achieves a two-fold purpose: 1) they sharpen the learner’s decision-making process, and 2) in real life they provide data that general management can understand concerning the “what” and “why” of the actions that take place in the decision-making process of the organization.

INSTRUCTOR’S EVALUATION: CASE STUDIES

A. Presentation: Organized in a logical manner

B. Content:

1. Identifies the problem
2. Good, concise businesslike analysis
3. Conclusions logically flow from analysis
4. Integrates relevant text and classroom material

SUGGESTIONS FOR SUCCESS

1. **ATTEND CLASS:** Above all else, this is key to your successful performance in this course. Cooperative learning, in which the student plays an active role in group discussions and problem solving, has proven to be an effective and interesting way to master a subject. There is a Chinese proverb that states:

I hear I forget

I see I remember

I do I understand

By both seeing and doing the subject matter, you should be in a better position to maximize performance.

2. Read all assigned materials. The text provides important background information that will help you to better understand the lecture material. You will be expected to read assigned cases *prior* to the class session for which they are assigned, and perform an initial, individual analysis.

3. Study in a group with students from the class. Question each other and tutor each other when needed (both the tutor and tutee benefit).

INTERNATIONAL COUNTRY TRANSPORTATION ASSESSMENT

Purpose: To have student teams gain insights and understanding of the transportation structure, issues and carriers for a country besides the United States

- Group Responsibility (200 points each presentation)
 - Grades for this assignment will be based on the nature and extent of the information collected (150points) and the creativity and effectiveness of the presentation (50 points)
 - Output will be a 20-minute PowerPoint (PPT) Presentation (200points) to be submitted electronically to the professor by 3:00PM the night before the presentation. The PPT file must be submitted to the professor, however, if the 3:00PM deadline is not met, the team must bring 25 copies of a 6-slides to a page handout for the class.

- Assigned Groups and Presentation Dates

• Group	Country	IMAWOLF Product	Presentation Date
• Group 1	China	TBD	April 28
• Group 2	Uruguay	TBD	April 28
• Group 3	South Africa	TBD	April 28
• Group 4	South Korea	TBD	April 28
• Group 5	Brazil	TBD	April 28

- Your Group has the responsibility for assessing and arranging for the transportation issues for your assigned IMAWOLF Product, and any IMAWOLF Product's part you decide on, to your assigned country. IMAWOLF Products are currently assembled in the Reno/Sparks area and have materials and components suppliers that are located in Reno. Your assignment is composed of four (4) parts:

- First, to assess and present a Profile of the Country to include, but not necessarily be limited to:
 - Location and size (e.g. sq miles/kilometers and compared to US) (World Map or Visio)
 - Topography (coastal, rivers, mountains, etc., which impact transportation) (Topographical Map)
 - Principle cities and political divisions which would have an impact on transportation (Political Map)
 - Population distribution/profile
 - ◆ \$/capita
 - ◆ Educational levels
 - ◆ Other indicators of standard of living
 - Principle products for the country (top 3-5 in each of the following categories)
 - Overall (produced in the country)
 - Exported to the world
 - Exported to the US
 - Imported from the world
 - Imported from the US
- Second, assess the Country Transportation Structure and Capabilities to include, but not necessarily be limited to:
 - Principle mode(s)
 - ◆ Truck, rail, waterway, ocean, and air serving international and domestic transportation needs

- Share (%)
 - Description(s) of equipment (size, capacity, type/style, etc.)
- ◆ Principle carriers/companies
 - Name 2-3 in each category and discuss size, etc.
- Principle modal infrastructures [Map(s)]
 - ◆ Linehaul
 - Highways, railways, & waterways
 - Type, capacity, etc.
 - ◆ Terminals
 - Airports, seaports, rail yards
 - Size, capacity, throughput (depth of water, length of runways, runway capacity, # of berths, etc.)
- Third, select a major city for the air import of finished IMAWOLF Product to enable the launch of the product in the country. Map and explain the transportation flow/process, including approximate time and price, and carriers you would use from Reno to this airport and a selected final destination 200-600km from the airport.
- Fourth, for the selected major city utilize containerized ocean for the steady state marketing of IMATERP Product as a longer-range strategy. Map and explain the transportation flow/process, including approximate time and price, and carrier(s) you would use from Reno through a significant port in your country for transportation to your selected city.
- Be sure to include any current news articles or other current factors that might impact supply chain management now and in the future in your assigned country

SCM 458: SPRING 2004 SCHEDULE

Week	Topic and (Chapter)
Jan 21	Course Overview and Introduction to International Supply Chain Management (Chapter 1)
Jan 28	Ocean Transportation (Chapter 4, and pages 126-135)
Feb 4	Ocean Transportation, Air Transportation (Chapter 7)
Feb 11	Air Transportation
Feb 18	First Examination
Feb 25	Work Day for Group Presentations
Mar 3	Importing and Exporting: Channel Intermediaries and Documentation (Chapter 11)
Mar 10	Importing and Exporting: Channel Intermediaries and Documentation/ Global Distribution (Chapter 13)
Mar 24	Global Distribution
Mar 31	Second Examination
Apr 7	Differences in National Culture and Political Economy Trade Theory
Apr 14	Logistics of Famine Relief (Chapter 15) Ethics and Social Responsibility in International Supply Chain Management
Apr 21	European Logistics Systems
Apr 28	Group Country Presentations
May 7	Third Examination

Occasionally changes in the syllabus may be announced in class. It is your responsibility to be aware of any changes.