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## **OBJECTIVES AND PHILOSOPHY**

This course will provide you with a thorough overview of the concept of logistics management, a term which denotes a total systems approach to the management of all those activities involved in physically moving and storing materials and information through the supply chain. Effective logistics management can improve a firm's marketing effort by establishing consistent and dependable customer service levels.

In mature markets, customer service represents the most efficient and effective method for a firm to gain a sustainable competitive advantage. Also, logistics costs can exceed 25% of the cost of doing business (or about 50% of marketing costs) and the assets employed by logistics can represent as much as 50% of a company's total assets. Consequently, better management of logistics activities offers significant potential for improving corporate profitability and return on assets.

In addition to the course's knowledge objectives, an important goal is to improve your interpersonal, communication, leadership, and presentation skills. As such, a large portion of your grade will be based on class participation including group exercises and case studies, 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: Lambert, Stock, and Ellram (1998), *Fundamentals of Logistics Management*, 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	250
Examination II	250
Examination III	300
Participation	<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 logistics 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 activity due to an absence. Please note that if you miss three 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).

SCM 477: FALL 2004 SCHEDULE

**Week Topic and (Chapter)**

- Aug 25 Course Overview and Introduction to Logistics Management (Chapter 1)
- Sep 1 Transportation Management (Chapter 7)
- Sep 8 Transportation Management (Chapter 7)
- Sep 15 Warehousing Decisions, Materials Handling, and Packaging (Chapter 8)
- Sep 22 **First Examination**
- Sep 29 Warehouse Tour
- Oct 6 Channel Intermediaries and Postponement (pages 507-512)
- Oct 13 Inventory Management (Chapters 4 and 5)
- Oct 20 Inventory Management (Chapters 4 and 5)
- Oct 27 **Second Examination**
- Nov 3 Demand Management and Customer Service (Chapter 2)
- Nov 10 Location and Network Configuration
- Nov 17 Logistics and Supply Chain Information Systems (Chapter 3)
- Dec 1 Performance Measurement (Chapter 13)
- Dec 10 **Third Examination** (9:45-11:45 am)

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