



**International Business Management Program
Faculty of Business Administration
First Semester, Academic Year 2014**

I. Course Code: MK 324
Course Title: Logistics and Supply Chain Management
Course Type: Core Course
Number of Credits: 3(3-0-6)
Prerequisite: MG 109
Class Time: Monday / Wednesday 09.30-11.00 AM
Course website:

II. Course Description

The scope of logistics and supply chain management, material management procedures, finished goods, service order management, management of goods and services and transportation of goods.

III. Instructor: Narutap Euathrongchit (Pat)

Position: Part Time Lecturer
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Telephone: 086 658 8234

IV. Course Objectives

Upon completing this course, students should be able to:

1. Understand the basic logistics concept in a format that is useful for management decision making.
2. Understand the concepts and the interrelated parts between the logistic and supply chain so that the student can apply a strategic thinking to various business activities such as physical distribution, materials management, transportation management.
3. Understand and apply the planning, organizing and controlling in the area of business activities that has a crucial impact to the logistic/supply chain. Areas which are emphasized include transportation, inventory maintenance, order processing, purchasing, warehousing, material handling, packaging, customer service standard, and production.
4. Learn to apply the logistics/supply chain concept to the international business so that the student will gain an in depth understanding and learn to control logistics cost effectively.

V. References

Required:

Langley/Coyle/Gibson/Novack/Bardi, Managing Supply Chain: A Logistics Approach, 9th edition, Cengage Learning, 2013

Supplemental reading:

As assigned by instructor

VI. Expectations

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. All assignments, case analysis, and home works must be submitted on time

VII. Course Policies

1. Academic Honesty

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

2. Handing in Assignments

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

3. E-mail

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

4. Attendance

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

5. Disruptions to class

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

VIII. Course Assessment Scheme

The course is designed to provide a basic operating framework for discussing key exporting concepts. This material is a set of lectures, a documentary, presentation, two quizzes and formal examinations.

1. Class Discussion and Participation (10%)

This grade will be based on your participation in the class room and written summary of the material that you have learned in each chapter . Also, you are expected to read or view the weekly homework assignments and submit them at the end of the class.

2. Case Study Reports (10%) - Individual/ Pair Work

This case study reports are based on the instructor choosing a case study from the text book or the handout cases. The students are expected to write analytical summary of the case study and providing recommendations or remedy of the case. The assignment will require critical thinking skills as well as knowledge gained from the course.

3. Quizzes (10%) - Individual

These 2 quizzes, each worth 5%, assess the student's completion of all required readings from the course as well as information delivered during the lectures. The quizzes will be in a short answer format.

4. Logistics and Supply Chain Report (20%) - Group work

This assignment involves students working in group to create logistics and supply chain analytical report of the assigned topic using the key concepts studied in class over the course of the semester

5. Midterm Exam (20%) - Individual

6. Final Exam (30%) - Individual

Both the midterm (20%) and final examination (30%) will assess the student's grasp of key objectives throughout the course. The exams will include both essay answer questions on key concepts studied throughout the course as well as short case studies.

IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

Class Discussion and Participation	10%
Quizzes	10%
Case Study Report	10%
Logistics and Supply Chain Report	20%
Midterm	20%
Final	30%
Total	100%

Individual (70%)

Pair work / Group (30%)

X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class.

Week	Topic	Hours	Teaching & Learning Activities, Instructional Media	Due
(1)	Course Introduction	1.5		
(1-2)	Supply Chain Management Overview <ul style="list-style-type: none"> • The rate of change • Supply Chain Concept • Supply Chain network • Cost/Value • Transportation Management 	4.5	Lecture, Case Study , Discussion and Homework Problems Required reading: <i>Chapter 1</i>	
(3)	Role of Logistics in Supply Chain <ul style="list-style-type: none"> • What Is Logistics? • Logistics interfaces with manufacturing/operations/marketing • Approaches to Analyze Logistics System 	3	Lecture, Case Study , Discussion and Homework Problems Required reading: <i>Chapter 2</i>	Assigned Topic For Group Report
(4-5)	Demand Management and Customer Service <ul style="list-style-type: none"> • Demand Management • Traditional forecasting • Order fulfilment and order management • Customer service • Expected cost stockouts • Channel Distribution 	6	Lecture, Case Study , Discussion and Homework Required reading: <i>Chapter 7,8</i>	2 Case Analysis Due
(6)	Procurement and Supply Chain	3	Lecture, Case Study	

	<p>Management</p> <ul style="list-style-type: none"> ◆ Material management ◆ Procurement ◆ Importance of item and service purchased ◆ Electronic procurement 		, Discussion and Homework Problems Required reading: <i>Chapter13</i>	
(7)	Mid Term Review	1.5	<i>Quiz 1 (5%)</i>	
	Midterm Examination Period			
(8)	<p>Transportation System</p> <ul style="list-style-type: none"> ● Role of Transportation ● Transportation Selection Decision ● Modes of transportation 	3	Lecture, Case Study and Discussion Required reading: <i>Chapter10</i>	1 st Progress Report Due
(9-11)	<p>Inventory Decision Making</p> <ul style="list-style-type: none"> ◆ Fundamental Approaches to Managing Inventory ◆ Fixed order quantity approach (Certainty) ◆ Fixed order quantity approach (Uncertainty) ◆ Just-in-time approach 	9	Lecture, Case Study , Discussion and Homework Problems Required reading: <i>Chapter 9</i>	2 Case Analysis Due
(12-13)	<p>Warehousing Decision</p> <ul style="list-style-type: none"> ● Role of warehousing ● Basic warehouse decisions ● Warehousing operation ● Warehousing layout and design ● Packaging ● Role of Packaging ● Packaging materials ● Material handling equipment 	6	Lecture, Case Study and Discussion Required reading: <i>Chapter 11–</i>	
(14)	<p>Supply Chain Relationship</p> <ul style="list-style-type: none"> ◆ Logistics relationships ◆ Third party logistics 	3	Lecture, Case Study and Discussion Required reading: <i>Chapter 4–</i>	

	♦ Types of third party logistics			
(15)	<p>Supply Chain Performance Measurement</p> <ul style="list-style-type: none"> • Dimensions of supply chain performance metrics • Developing supply chain performance metrics • Performance categories 	3	<p>Lecture, Case Study, Discussion and Hoework Problems</p> <p>Required reading: <i>Chapter 5</i></p>	Final Report Due
(15)	Final Review	1.5	<i>Quiz 2 (5%)</i>	
(16-17) Final Examination Period				