

# College of Business

Tennessee State University

## Semester and Year Course Syllabus

### **LOCATOR INFORMATION: AWC272**

Course Name: MKTG4400 Logistics

Credit Hours: 3

Contact Hours: T 5:30PM-8:30 PM

### **INSTRUCTOR:**

Name: Xiaoming Li

Office: AWC K441

Phone: 6159637073

E-mail: <https://elearn.tnstate.edu>

Office Hours: 1:00-5:00 PM Tuesday, 2:00-4:00 PM Wednesday, 1:00-5:00 PM Thursday

### **REQUIREDTEXTBOOK & MATERIALS:**

Required Text: Contemporary Logistics (2011), Paul R. Murphy Jr., Donald Wood, Tenth Edition, Pearson Prentice Hall, ISBN: 0136110770.

### **COURSE DESCRIPTION:**

Analysis of logistic and transport services. Contemporary issues in: customer service; distribution operations; purchasing; warehousing location, design and operation; carrier selection; transportation costing and negotiation.

Prerequisites: MKTG 3010 or MGMT 3020.

### **COURSE OBJECTIVES:**

- Appreciate the role of the logistics in a business organization and among organizations.
- Comprehend standard terminology, basic models, and new concepts for designing and planning logistics systems.
- Understand a broad understanding of important issues influencing the logistics management and supply chain management.

### **ACADEMIC INTEGRITY:**

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student

Conduct will be followed for incidents of academic misconduct.

**REASONABLE ACCOMODATIONS:**

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

**CODE OF STUDENT CONDUCT:**

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

**ATTENDANCE& LATE WORK:**

I will take attendance in each class period. Material covered during an absence is the responsibility of the student, except in cases where the student has a university sanctioned reason for the absence; Students missing from a class with no valid excuse will receive a grade of zero for that day's class work. Late arrivals and early departures will be considered as partial attendances. Irregular attendance will lead an "F" grade.

**TEACHINGSTRATEGIES:**

This is a fast-paced course that is primarily lectures, multi-media presentations, class discussions, and group-projects oriented.

**ASSIGNMENTS& EVALUATION CRITERIA:**

**Examinations:** The examinations will be given as indicated in the detailed schedule. Absence from a scheduled examination without my prior approval will result in a score of zero for the examination. Make up examinations will be allowed only if you obtain my approval prior to missing the examination.

**Topic Quizzes:** Topic quizzes will be given randomly.

**Group Project:** Each group needs to submit a research report that includes, but is not limited to, executive summary, introduction, literature review, model/methodology, and conclusions.

The point distribution for the examinations, quizzes, and the group project is as follows:

Exam 1	maximum points = 15
Exam 2	maximum points = 15
Final Examination	maximum points = 20
Topic Quizzes	maximum points = 20
Group Project	maximum points = 30
Total	maximum points =100

**GRADING SCALE:**

Total points earned (maximum = 100)	Semester letter grade
90-100	A
80-89	B
70-79	C
60-69	D
Less than 60	F

“A” 4.0 Excellent, work of exceptional quality which indicates the highest level of attainment in a course.

“B” 3.0 Good, work above average which indicates a high level of achievement.

“C” 2.0 Work of average quality representing substantial fulfillment of the minimum essentials of a course.

“D” 1.0 Poor, representing passing work but below the standards of graduation quality.

“F” 0.0 Failure, representing unacceptable performance in credit course.

**Course Content/Outline:**

MODULE #	TOPIC	ESTIMATED WEEKS	CHAPTER
1	Logistics and the Supply Chain	2	1, 5
2	Logistics and Information Technology	1	2
3	Strategic and Financial Logistics	1	3
4	Organizational and Managerial Issues in Logistics	1	4
	<b>Exam 1</b>		
5	Procurement	1	6
6	Order Management and Customer Service	1.5	7
7	Inventory Management	1.5	8
	<b>Exam 2</b>		
8	Distribution Center and Warehouse Management	1.5	9, 10
9	Protective Packaging and Materials Handling	1	11
10	Transportation Management	1.5	12, 13
11	International Logistics	1	14
	<b>Final Exam</b>		