Logistics and Transportation Management
SCM206 Fall 2015
Syllabus

START DATE: August 17, 2015

PLACE AND TIME:
This is an on-line course so there are no regularly scheduled “face-to-face” class sessions. The course material includes annotated material and PowerPoint slides for each chapter along with relevant video content as supplemental material for each chapter. The instructor can be contacted by e-mail or by phone and appointments can be made to meet in person if needed.

Students will read the textbook, watch on-line content, read both journal articles and case studies and report on them, and tour supply chain operations to develop an understanding of core concepts. Case Studies, Discussion Board posts and Blogs will enable students to share ideas with other class members in order to enhance the learning experience of all. Discussion Board questions will be based on reading materials from the textbooks, assigned journal articles and other web-based material.

The professor can be contacted by e-mail or by telephone for any questions. If a student wishes to have a face-to-face conversation, this can be set up at mutually convenient times to meet in Bryan Room 421 at UNCG. I do have office hours on Thursdays from 1:00 to 3:30 p.m.

FACULTY MEMBER:
Dr. Larry R. Taube E-Mail: ltaube@uncg.edu
Department of Information Systems and Operations Management
Phone Numbers: (336) 334-4987 (office) and (336) 209-0833 (cell)

APPOINTMENT TIME:
See Office Hours above; I can also be seen by appointment. Please send an e-mail message to arrange a date and time. I am always very interested in meeting with you to discuss our course and your career in Logistics and Transportation!
BRIEF DESCRIPTION OF THE COURSE:

This course presents core knowledge related to the areas of Transportation, Logistics and Distribution (TLD) management within supply chain operations. It provides deep insight into the key functional areas and complex activities required with moving goods through the supply chain from manufacturing to the end customer. Particular focus will include apparel distribution, operations servicing large retail customers, domestic and global transportation, and services meeting end-consumer requirements.

CREDITS:
3.0 credit hours

FOR WHO PLANNED:
This is a required course for the undergraduate Supply Chain Management Concentration, which is part of the Bryan School's Online Degree Completion (ODC) Program. The material should also be valuable for anyone who is interested in TLD and supply chain operations.

This link provides more information about the ODC program:
http://bae.uncg.edu/isscm/undergraduate/bs/scm-concentration/

STUDENT LEARNING OUTCOMES:

After completing the course students will be able to successfully:

1. Evaluate multiple methods and tools used by today’s Supply Chain managers in Transportation, Logistics and Distribution (TLD) Operations.
2. Discuss contemporary issues facing carrier management including profitability, industry consolidation, security, insurance availability, and labor shortages.
3. Evaluate various domestic and international transportation modes/alternatives and provide strategic recommendations for a series of customer deliveries.
4. Evaluate design structures for integrated customer-centric and supplier-centric logistics.
5. Describe the specific functional elements involving cycle time, velocity, and inventory in order to achieve warehousing operational effectiveness in both cost and service.
6. Analyze a variety of plant layouts and locations for contemporary, customer-focused warehousing facilities as part of a total logistics network.
7. Apply learned methodologies to the analysis of various logistical systems and practical supply chain scenarios and case studies.
8. Highlight and explain supply chain technologies for transportation management, warehousing management and customer service focused systems.
9. Focus on relevant warehouse measurements for distribution operations that underscore plant performance, customer service and cost optimization.
REQUIRED TEXTS, READINGS, & REFERENCES:

There are two books required for the course. The first is a Custom Text from Prentice Hall; the author is Dr. Taube (ISBN: 9780536420862). This will be used for the Distribution & Warehouse Section of the course. We will also be using materials from a second book, which is a Custom Transportation Text from Cengage; the author is Dr. Coyle (ISBN: 9781285138619). Most of this material is available on the course's Canvas site, so it is probably NOT necessary to have your own copy. Custom books were created to select specific areas of coverage versus an entire text in an effort to minimize the book costs. Both books can be ordered from the UNCG on-line bookstore. It is also important that participants keep abreast of current events that are relevant to the subject of economic development, and attempt to relate them to course materials.

Supplemental readings and other materials relevant to this course are accessible through our Canvas online course management software. You must have an active UNCG email account to access Canvas.

EVALUATION AND GRADING:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total</th>
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<tbody>
<tr>
<td>Discussion Board and Globe Express Posts: 12 @ 10pts each:</td>
<td>120</td>
</tr>
<tr>
<td>Cases: analyze four cases @ 30pts each, and write up in specified format:</td>
<td>120</td>
</tr>
<tr>
<td>Journal Articles: 3 articles @ 25pts each and write up in specified format:</td>
<td>75</td>
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<tr>
<td>Tours/Speakers or Alternate Journal Article: discuss four @ 30pts each</td>
<td>120*</td>
</tr>
<tr>
<td>Profiles of a Transportation AND a Warehousing Firm (2 total @ 80 pts each):</td>
<td>160</td>
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<tr>
<td>Presentation of ONE Profile via You Tube or other method:</td>
<td>70</td>
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<td>665</td>
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*If you cannot attend tours and speakers, you must substitute the supplemental journal articles for credit. Tours/speakers are very valuable components of this course!

All assignments are to be posted in Canvas by the required date. The Course Calendar posted in Canvas provides assignment due dates for all Deliverables.

GRADING (Letter grades): A (618-665); A- (599-617); B+ (579-616); B (545-615); B- (532-614); C+ (519-613); C (478-518); C- (466-477); D (432-465); F (Below 432)

The following criteria will apply to the letter grading of assignments:
A: Student’s work reflects a deep understanding of the different aspects of supply chain management as evidenced by case analysis submissions, assignment, class discussions and performance on the final exam. The student’s work often incorporates outstanding features beyond average expectations.
B: Student’s work meets expectations and reflects a good understanding of the material being covered. The student is able to integrate important concepts of supply chain management in the completion of assignments, case analyses, and participation in online discussion boards.
C: Important expected components are present in assignments, case analyses and the written and oral Profiles presentations, but more details/coverage is needed.
Continuous Improvement of Course: Students are given the opportunity to provide feedback on the course content and instruction. This is a critical element and 100% participation is expected. Use the Course Feedback forum to provide feedback on the course – what you like, what you don’t, suggestions for improvement, etc. You may post anonymously or self-identify whichever you prefer.

ACADEMIC HONOR CODE:
Each student is required to sign the Academic Integrity Policy on all work submitted for the course. Refer to UNCG Undergraduate Bulletin.

STUDENT RESPONSIBILITIES:
The student is expected to actively participate in all electronic discussions and complete all assignments on schedule. Failure to participate will result in a lowering of a student's average. Participation based upon informed synthesis of reading material (assigned as well as other retrieved information by the students from relevant publications) is expected.

COURSE GRADING METHODOLOGY:

Discussion Posts: Canvas discussion forums – one for the introduction / welcome and for each chapter in the textbook – will be used to host student participation. Each week, students are expected to: 1) read the appropriate chapter in the text; 2) review the online content; 3) read the assigned readings, and then 4) contribute to the discussion forums. Each Discussion Forum will correspond to one week’s assigned reading or a pertinent topic related to the covered areas. INCLUDE SPECIFIC FIRM EXAMPLES FOR FULL CREDIT FOR YOUR DISCUSSION! All students are responsible for reading all threads each week. At the end of each week, the instructor will evaluate each student’s contributions and assign a participation grade in the Canvas grade center.

- Level of analysis/argumentation: You must present a thoughtful argument and interpretation, not a mere summary of facts. (Note: it does not matter which side of an issue you argue, only how well or how poorly you make the argument.)
- Use of evidence: The material you select to support your thesis must be relevant and must clearly back up your argument. The best evidence is actual company examples of the points you are making from either personal experience or research!!
- Clarity of communication: You must present the evidence and express your argument in a clear, comprehensible manner.

Case Analysis: Individual case analyses are designed to challenge the student's analytical skills and highlight key learning elements from the course content. The written analysis represents each student's recommendations on the situation(s). Much of the grade beyond a "passing score" depends on the student's ability to go beyond the "average" solution and provide innovative approaches, solutions, and appropriate implementation.

Journal Articles: Academic Journal Articles are presented on specific topics relative to the course material covered. Write-ups include answering the questions provided for each article listed on Blackboard. Write-ups should be presented in a similar format to the Case studies and include a student’s higher level understanding of the subject matter being discussed.

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**Tours and Speakers:** The course provides an opportunity for students within a close proximity of UNCG to take part in plant tours or hear speakers on certain supply chain subject matter. The complete tour/speaker schedule is provided in the Course Calendar section on Canvas. Students who can attend these events are encouraged to join us and receive “real world” insight from industry professionals and see supply chain practices “hands-on”. If students cannot attend there is an alternate journal article requirement. These are listed in the course calendar section and under Assignments. You MUST write up four tours/alternative articles!!

**TWO Profiles: one Transportation/3PL Firm & one Warehousing/Distribution Center Firm**

Identify a Transportation/3PL Firm within the following categories: truckload, ocean container/ocean bulk, inland water, 3PL, pipeline or rail intermodal/carload/unit train. Provide two or three suggestions for EACH profile to Dr. Taube by 9/7/15; he will assign you one. Your individual Profile should include ALL of the following topics:

- Types of equipment - categories and number as well as capacities
- Territory served
- Services offered
- Key financials (Revenues; Operating Income; Net Assets; Cash)
  and financial ratios (ROA; Debt/Equity; Coverage; Current)
- Company Website and its functionality
- Bibliography with at two full-text articles from trade and business press

*Repeat* the above set of instructions with a Warehousing/Distribution Center Firm. You should probably focus more on their locations and the services provided by each location.

**Students must submit their targeted two firms for approval/discussion via Canvas 9/7/15.**

The Transportation/3PL profiles is due on 10/27/15, and the Warehousing Firm is due on 12/5/15. You should design a 5 minute presentation that discusses ONE of the two profiles. This will be submitted online via Canvas (also due on 12/5/15).

Each Firm Profile should include the following sections:

- **Introduction:** List the objective of the paper and scope of your analysis.
- **Body:** This includes the main sections of your paper.
- **Conclusion:** Discuss your conclusions about the competitiveness of the firm(s).
- **References:** List all the references you used in your paper.
- **Appendix sections:** Tables, annual reports, statistics, and other relevant information.

**Presentation:** Each student must submit a corresponding presentation, preferably in an Annotated (voice-over) PowerPoint presentation or You Tube video format. You need to present orally **ONLY ONE** of the two companies you wrote a Profile on!
SCM 206 Fall 2015 Course Calendar

See Canvas Calendar!!

Helpful Internet Sites

The following websites may be useful for your reference and to enhance your learning experience:

- www.supplychainlink.com
- www.inddist.com
- www.logisticsworld.com
- www.trafficworld.com
- www.nawd.org
- www.mhed.org
- www.warehouselogistics.org
- www.packagingdigest.com
- www.exportinstitute.com
- www.tradecompass.com
- www.supply-chain.org
- www.nistevo.com
- www.clm1.org
- www.nitl.org
- www.cpfr.org
- www.transporttopics.com
- www.mmh.com
- www.mhia.org
- www.warehousemag.com
- www.americanshipper.com
- www.automotivesourcing.com
- www.logisticsworld.com
- www.gartner.com
- www.scdigest.com

Certainly, the above sites may be very useful for both your profile papers and for your career interests! They can also serve as sources for company examples for your article summaries and for your discussion board posts!
Course Governance and Expectations

PREAMBLE – OUR COMMITMENT
The administration, faculty, staff, and students of the Bryan School of Business and Economics at UNCG are committed to professional and ethical behavior in all areas of their academic and professional lives. The principles and expectations established in this document and the addendums encompass many aspects of professional behavior and integrity. It is not an exhaustive list, since change is part of life both inside and outside the university.

This set of Guidelines constitutes a statement of values and expectations; concerns and issues are still best addressed by conversations between the individual faculty member and student. If further discussions are necessary, please contact the faculty member’s Department Head.

EXPECTATION OF ALL LEARNING COMMUNITY MEMBERS
The first sentence of the UNCG Student Code of Conduct is: “Members of the UNCG community respect fundamental principles for ensuring a campus environment conducive to peaceful and productive living and study. These principles include five values: honesty, trust, fairness, respect, and responsibility.” All university members (students, faculty, and staff) have a responsibility to uphold these five values, and this is true in the Bryan classroom environment and related academic activities.

ACADEMIC INTEGRITY POLICY: You must abide by the UNCG Academic Integrity Policy on all assignments (papers, projects, tests, quizzes etc.) that are part of this course. Failure to abide will result in appropriate consequences as spelt out in the policy. See http://sa.uncg.edu/handbook/academic-integrity-policy/

FACULTY / STUDENT GUIDELINES:
The Bryan School has develop a set of guidelines on student behavior and expectations in and out of the classroom as well as what you should expect of me as faculty member. I will encourage you to read through those guidelines by the end of the first week of class. Here is a link to the .pdf file for those guidelines. See: http://www.uncg.edu/bae/faculty_student_guidelines.pdf

Footnote 1: This document does not constitute a binding contract between students and the University.

Footnote 2: Portions of these Guidelines were modeled after the Professional Standards developed by the College of Business at Illinois State University. We thank them for their contributions!

Footnote 3: The syllabus has been developed to cover all of the pertinent subject matter. It is being presented in a final format. However, if needed dates, schedules and topics may be adjusted.