

Request for Undergraduate Course Change – Page 3
Additional Information Required for Undergraduate Course Change

College: LCOB Department/Division: MKT, MGT & MIS Current Alpha Designator/Number: MKT 350

Rationale for changes:

Define the rationale for EACH type of change here.

The new title, Supply Chain Logistics, more clearly reflects the current terminology used in the marketing literature.

MARSHALL UNIVERSITY - COLLEGE OF BUSINESS

COURSE SYLLABUS

Course Title and Number: Business Logistics (MKT 350)

Semester: Spring 2009

Text: None – assigned readings will be provided or available from on-line sources

Instructor: Name: Dr. Fred H. Mader
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Office Hours: 8:30-9:00 MWF;
9:50-11:00 MWF;
3:00-4:00 W;
and by appointment

Course Description: The University catalog describes this course as, “A supply chain approach is used to explain activities that create an efficient flow of products from point of origin to point of consumption in order to satisfy customer requirements.” The course will focus on contemporary issues and basic issues as they apply to companies operating locally, regionally, nationally, or internationally.

Prerequisites: None

Course Format: Lecture, discussion, and oral case analysis will constitute the basic presentation format. The Internet, videos, and slides may be incorporated as warranted.

Desired Learner Outcomes/Objectives: One cannot expect a single course in logistics management to provide an in-depth understanding of the field. Rather, students can expect to be introduced to a broad range of topics dealt with on a daily basis by any logistics manager. Students will be made aware of the importance of logistics as a business function which, in the past, has often been taken-for-granted by top corporate management.

Evaluation: The course grade will be earned according to the following components.

<u>Grade %</u>	<u>Grade Component</u>
60	<p>EXAMS: Three exams will be administered. Each will be non-cumulative. Both objective and short answer/essay questions may be utilized. Exams will be weighted equally. Dates for exams will be announced 2 weeks in advance.</p> <p>Note: Do not miss exams. Make-ups will be given only for valid (in the eyes of the instructor) excuses. Any exam taken outside the regular time slot without a validated excuse and prior notification will result in a 15 percent penalty on that exam score.</p>
20	<p>MENU OPTION: You will choose ONE from several logistics project options. Both written and oral communication may be required. Details will be provided at the appropriate time.</p>
20	<p>INVOLVEMENT: Since no textbook is being used, outside readings will be utilized to stimulate discussion about current topics. Each student's daily participation and discussion leader responsibilities will be evaluated.</p>
2	<p>BONUS: "What's News in Logistics" is an opportunity for you to earn up to TWO additional percentage points to be added to your cumulative average at the end of the semester. By so doing, you can become aware of the dynamic nature of the logistics field and help yourself in what might otherwise be a borderline situation.</p> <p><u>Mechanics:</u> Part of one class meeting each week will be designated for "What's News." You can then explain, submit a one paragraph summary, and submit a copy of <u>current</u> articles (internet, newspaper, magazine, trade, or professional). A maximum of one point can be earned for each of the remaining weeks according to the following schedule: short newspaper article or note = 1/2 point, short magazine article or note = 1/2 point, major newspaper, magazine, trade, or professional journal article = 1 point. Internet site information will be evaluated on a per instance basis.</p> <p>Note: decisions regarding the point value of any explanations/submissions are totally at the discretion of the instructor. Conversion of point totals to percentage additions will be as follows: 14 or more points = 2%, 11 or more points = 1.5%, 8 or more points = 1.0%, and 4 or more points = 0.5%. No percentage increase will occur if the point total is below 4.</p>

Grade Assignment: A = 90 and up, B = 80 - 90, C = 70 - 80, D = 60 - 70.

Attendance: Attendance will be monitored DAILY and used in final borderline grade decisions.

TENTATIVE COURSE SCHEDULE

<u>Week of:</u>	<u>Topic</u>
	INTRODUCTION
JAN 12	Definition and Overview
JAN 19	The Supply Chain Focus
	Delivering Customer Service
	LINK ISSUES
JAN 26	Transportation
FEB 2	Transportation Management
FEB 9	Traffic Management
	NODE ISSUES
FEB 16 & 23	Warehousing and Materials Handling
MAR 2	Inventory
MAR 9	International Logistics
	ADMINISTRATIVE ISSUES
MAR 16	Facility Location
MAR 23	SPRING BREAK --- HAVE FUN!!!!
MAR 30	Logistics Relationships and Info. Systems
APR 6	Gearing Up and Measuring Success
APR 13	Funding to Make It Happen
APR 20	Future Directions
APR 27	Wrap-Up
	Final: Tuesday, May 5, 10:15 -12:15

NOTE: The last date to drop this class with a “W” grade is March 20.
Any changes to this syllabus will be provided in writing.

April 17, 2009

Curriculum Committee:

I am writing this letter to clarify the rationale for the requested course name change for MKT 350 from Business Logistics to Supply Chain Logistics. Several years ago I began teaching the course from a Supply Chain perspective because that then-emerging concept had a lot of intuitive appeal. I chose to change the catalog description and hold the name change until I was certain that the Supply Chain concept was not just a flash-in-the-pan.

Changing the name now makes sense. The Supply Chain approach is an accepted and growing phenomenon. The national professional organization has changed its name from the Council of Logistics Management to the Council of Supply Chain Management Professionals. The textbook I have used in the past and already adopted for Fall 2009 is titled *Supply Chain Logistics Management*, written by three national leaders in research/publications. In addition, the name change matches the current content/delivery of the course. The change would also be supportive of the possible Supply Chain concentration that Dr. Subedi has indicated that he may want to develop.

Finally, let me address those who are concerned about “academic ownership” of Supply Chain courses/programs. There is none. True Supply Chain content is the marriage of channels of distribution, operations management, logistics, and information systems. It requires coordination across all of these functions. That is why Supply Chain programs are housed under Logistics, Management, Marketing; as well as other units.

Sincerely,

Fred H. Mader