

**College of Business and Technology**  
**Department of Technology**  
**Course Syllabus**

**Advanced Logistics Management**

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**TECH 5306**

Fall 2007  
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**Course Description:**

A study of industrial distribution with emphasis on logistics management of materials, communications and financial processes involved in getting a product from the point of manufacture to the point of use, including service after the sale.(80% lecture, 20% laboratory)

**Textbook:**

Christopher, Martin (2005). *Logistic and supply chain management: Creating value-adding networks*, 3<sup>rd</sup> Ed. Edinburgh Gate, UK: Pearson Prentice Hall

**Course Objectives:**

At the conclusion of this course, the successful student will understand the scope of supply chain management, with particular emphasis in the area of logistics and industrial distribution. This understanding will include the abilities to ...

1. Discuss the evolution and interrelationship of the fields of logistics, industrial distribution, and supply chain management.
2. Discuss the components of a supply chain, including interfaces internal and external to a firm.
3. Discuss the principal elements involved in managing a logistics system and a supply chain.
4. Discuss the response of institutions of higher education to the demands for development of professionals in the fields of logistics, industrial distribution, and supply chain management.

**Course Competencies**

1. Computer-Based Skills – The student will demonstrate competency in internet search skills and word processing by completing homework, case study and special assignments.
2. Communication Skills – The student will demonstrate verbal skills in classrooms discussions, and writing skills in completing homework, case study and special assignments.
3. Interpersonal Skills – This competency will not be specifically addressed in this course.
4. Problem Solving (Critical Thinking) – The student will utilize conceptual thinking, gathering and analysis of data, creativity and innovation in structuring responses to homework, case studies and special assignments.
5. Ethical Issues in Decision Making and Behavior- The student will have opportunities to incorporate ethical considerations into discussions of practical applications of course material.
6. Personal Accountability for Achievement – The student will complete assignments on schedule, citing information sources as appropriate.

## 7. Competence in Technology Principles –

### a. *Competence in major field and grounding in other major technology core areas:*

Through discussion among class members, student will recognize the generalizability of presented material to the various career fields represented by the class members.

### b. *Exposure to, and appreciation for industrial experienced such as industrial tours, work-study options, cooperative education, and senior seminars:*

It is anticipated that at least one local industrial distribution professional will address the class and conduct an open Q&A session during the semester.

## **Course Requirements:**

### **Attendance:**

Though attendance is important, two (2) absences and/or two (2) “lates” are acceptable during the semester, and will not impact a student’s final grade. However, each additional absence will result in a deduction of 3 percentage points from the student’s final grade, and each additional late will result in a deduction of 1 percentage point from the student’s final grade. (“Late” is arriving up to 10 minutes after the scheduled beginning of class; beyond that is classified as an absence.)

### **Homework Assignments:**

Specific assignments will be made during several class periods. Each assignment is due at the beginning of the designated class period and must be produced with a word processing program. Handwritten or hand printed documents will not be accepted for credit. Each student may “pass” on one (1) assignment without impacting the final course grade.

### **Examinations:**

Periodic examinations will be a combination of multiple choice, fill-in-the-blank, matching, short answer and essay questions. “Scantron cards” and “Blue Books” will not be needed; answers will be recorded on test papers.

The Final Exam will include highlights from previous examinations, making it a comprehensive final exam. If a student takes all examinations on schedule, the lowest score (excluding the Final Exam) will be dropped from the calculation of the final grade. The Final Examination is not eligible to be dropped. A “missed” examination must be taken before the next scheduled class period, to avoid a ten percentage point deduction for that examination.

Each exam score will be rounded-up to the next full point, but there will be no rounding-up during calculation of final course grades. Therefore, an exam grade of 89.1% (“B”) becomes 90% (“A”), but a final course grade of 89.9% remains a “B”.

### **Evaluation:**

Letter grades for the course will be assigned according to the traditional format:

A = 90-100%    B = 80 – 89%    C = 70 – 79%    D = 60 – 69%    F = Below 60%

Final course grades will be calculated in the following manner:

Periodic Examinations	40%
Final Examination	40%
Homework, Case Studies, special assgts	20%
Attendance	(as stated above)

### **Course Outline and Schedule:**

Initial plan... subject to changes announced in class

08/28/07 Class Introduction: Syllabus and Intro to logistics and industrial distribution

09/04/07 Ch 1: Supply chain and competitive strategy

09/11/07 Ch 2: Logistics and customer value

### **Exam I**

09/18/07 Chapters 4-6

09/25/07 Chapters 4-6

10/02/07 Chapters 4-6 and Exam **II**

10/09/07 Guest speaker

10/16/07 Chapters 7-9

10/23/07 Chapters 7-9

10/30/07 Chapters 7-9 **and Exam III**

11/06/07

11/13/07 Guest speaker

11/20/07 Chapters 12-14

11/27/07 Chapters 12-14

12/04/07 Chapters 12-14 **and Exam IV**

review for Final Exam

12/11/07 **Final Exam**

### **Disability Statement**

"If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111. The telephone number is 566-7079 (TDD 565-5579)."

### **Availability of Instructor**

- The best way to contact me is by direct e-mail at [jmiller@uttyler.edu](mailto:jmiller@uttyler.edu). However, you must put TECH 5306 in the subject line, or your message may be trashed before it is opened.
- The second best way is by phone (903.663.8105). If I am not available, leave a note with my Administrative Assistant, and I will return your call as soon as possible.
- The worst way to contact me is to randomly try to catch me in my office, but you are welcome to visit at almost any time that I am there. You may want to call my Administrative Assistant, to set up an appointment.

**Additional references, beyond required textbook:**

Note: Two references marked with asterisk(\*) will be the principle outside sources used by instructor during this course.

Alexander, R.S., Cross, J.S., & Hill, R.M. (1967). *Industrial marketing*. (3rd Ed.) Homewood, IL: Richard D. Irwin, Inc.

Ames, B.C., & Hlavacek, J.D. (1984). *Managerial marketing for industrial firms*. New York: Random House

Boone, L.E., & Johnson, James C. (1973). *Marketing channels*. Morristown, NJ: General Learning Press.

Bowersox, D.J., Smykay, E.W. & LaLonde, B.J. (1968). *Physical distribution management* (Rev. Ed.). New York: The MacMillan Company.

Frey, A.W. (Ed.). (1965). *Marketing handbook*. New York: The Ronald Press Company.

Goodman II, L.E. (1998). The determinants of commitment in the distributor-manufacturer partnership. (Doctoral dissertation, Nova Southeastern University, 1998). *Dissertation Abstracts International*, 59(10), 3891. (UMI No. 9909244).

Luter, R.R. (1974). Needed: A uniform curriculum for distributive education. In *Current perspectives in distributive education*. Dubuque, IA: Kendall/Hunt Publishing Company.

Marks, N.E. & Taylor, R.M. (1966). *Physical distribution and marketing logistics: An annotated bibliography*. Chicago, IL: American Marketing Association.

Mendershausen, H. (1958). Economic problems in Air Force logistics. *The American Economic Review*, 48(4) 632-648.

\*Miller, J.E. (2003). Curricular emphasis in industrial distribution programs and programs of similar theme. (Doctoral dissertation, Texas A&M University, 2003). Personal copy of author.

\*Murphy, P.R. Jr., Wood, D.F. (2004). *Contemporary Logistics*, 8<sup>th</sup> Ed. Upper Saddle River, New Jersey: Pearson Prentice Hall

Parker, D.D. (1962). Improved efficiency and reduced cost in marketing. *Journal of Marketing*. April. Vol. 26, 15-21.

Ring, L.J., Newton, D.A., Borden, N.H. Jr., & Biggadike, E.R. (1984). *Decisions in marketing*. Plano, TX: Business Publications, Inc.

Smith, L. G. (Ed.). (1965). *Reflections on progress in marketing*. Chicago, IL: American Marketing Association.

Supply-Chain Council. (2002). *Supply-Chain council: Plan*. Retrieved from [http://www.supply-chain.org/about\\_us.htm](http://www.supply-chain.org/about_us.htm) on April 15, 2003.

Texas A&M University. (2000a). *History of industrial distribution at A&M*. Retrieved from <http://etid.tamu.edu/history> on July 7, 2000.

Turner, J.D. (1989). Communication between industrial distribution education and the industrial distribution industry: The total higher education industrial distribution program. (Doctoral dissertation, Clemson University, 1989). *Dissertation Abstracts International*, 50(06A), 1552. (UMI No. 8922934).