

MKTG 4823, N01, SUPPLY CHAIN MANAGEMENT AND LOGISTICS

FALL FALL 2018, 3CR, AUGUST 15 – DECEMBER 14, 2018

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Minna Rollins (D.Sc.)

OFFICE LOCATION:

Miller Hall, Department of Marketing and Real Estate

OFFICE HOURS:

On campus Wednesdays 10.00-3.00

Virtual office hours by appointment

CONTACT INFORMATION:

Phone: 770-847-81-51, leave a message and your

Email: mrollins@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email or via CourseDen email

COURSE INFORMATION

DESCRIPTION

This course is an introduction course to logistics and supply chain management (SCM). The wide range of topics in will be explored such as global dimensions of the supply chains, the role of logistics in SCM, measuring the performance of the supply chains, order management and customer service, and the future challenges of the SCM.

PREREQUISITES

MKTG 3803 (GPA 2.00 or above required 2.00 and College of Business Major/Minor)]

DELIVERY METHODS

Online

TEXTBOOKS AND MATERIALS

TEXTBOOK 1

John J. Coyle; C. John Langley, Jr.; Robert A. Novack; Brian J. Gibson, "Supply Chain Management: A Logistics Perspective", 10th Edition (rent or buy)

ISBN: 978-1-305-85997-5

OTHER COURSE MATERIALS

Lecture notes, videos, and article are located in CourseDen), no additional cost for students

COURSE POLICIES

COURSE DEN

Course is taught using CourseDen, final exam will be given in class, location and time will be announced after first week of classes

CLASS TECHNOLOGIES

MS Word, PowerPoint, Adobe

ASSIGNMENTS

Syllabus quiz and survey

Syllabus quiz is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. You have two attempts. Fill out the survey.

Chapter quizzes

You have 30-45 minutes to complete each quiz depending on the quiz. Quizzes are open 1-2 weeks.

Case presentation

You will create a case presentation in the randomly assigned virtual teams. We will use case from our textbook. Guidelines are located in CourseDen in the Orientation module.

Case presentation evaluation (individual)

Everyone evaluates all, but their own, case presentations. You will be given a survey tool to do this. You will have 7 days to watch the presentation and complete evaluation.

Final exam

We will have a comprehensive final exam. This will be in class exam. Three time slots will be available.

GRADING

Chapter quizzes (individual)	20%
Case study presentation (group)	30%
Case presentation evaluations	20%
<u>Final exam (in-class)</u>	<u>30%</u>
Total	100%

A 0-100 scale will be used for all the assignments and assessments. Group evaluation is a mandatory assignment, but it is not a graded assignment.

BASIC EXPECTATIONS/RULES

- Check coursedeen at least three times a week, preferably daily.
- Read all assigned readings (articles, book chapters, lecture notes, videos) provided in weekly learning modules.
- Make-up exams or online quizzes: Make-up exams are given only if you have a valid excuse, such as you have been hospitalized during an exam week. Documentation is always required and make up exam is taken

the Department of Marketing and Real Estate. If you miss an exam due to technical difficulties you will not get a chance for make-up exam.

Exception to this rule is technical problems at the University's IT system. Technical difficulties such as your internet connection is down in your apartment complex are not an excuse to miss an exam or not to submit your assignment. Use RCOB's computer labs to take exams. Make sure that you check your browser etc. to confirm that everything is working properly before taking exams. Sample quiz is open all semester for that purpose.

- Show an overall level of respect, courtesy, and professionalism toward both classmates and professor in all communication (in classroom, email, chats, discussion etc.) Use spell check when you write emails.
- If you have any questions about the course material, ask help before the due dates and exams. If you have technical problems with courseden, contact helpdesk.
- Email and phone policy: I reply to your emails and answer your phone calls as soon as I can during regular business hours Monday – Friday 9.00 – 17.00 EST. Please, use CourseDen email. If your email/phone call has not been responded with 24 hours, please email/call again.
- Please, review: Common Language for Course Syllabi file.
- There are one or two extra credit opportunities during the semester. These are posted in CourseDen.

COURSE CALENDAR

WEEK 1, AUG 15 – 19

Module 0 Orientation to SCM

Syllabus, MKTG4823 N, Dr Rollins, Fall 2018

Readings:

- Orientation to the course presentation and orientation recording
- Ch1 SCM: Overview
- Video: Working in virtual teams

Assignments:

- Syllabus quiz (mandatory)
- Introduce yourself (Discussion board)
- Contact your team and decide how to collaborate

WEEK 2, AUG 20-26

Readings:

- Ch2 Global dimensions of SCs
- Videos
- Article(s)

Assignments:

- Quiz ch2

WEEK 3, AUGUST 27-31

Readings:

- Ch3: Role of logistics in SCs
- Video and article

Assignments:

- Chapter quizzes: Quiz ch4

WEEK 4, SEP 4-9

Readings:

- Ch 4: Distribution and Omni-Channel Network
- Video
- Article

Assignments:

- Quiz ch 4

WEEK 5, SEP 10-16

Assignments:

- Case presentations from Group 1, Group 2, Group 3, due Sep 11, 11:59PM, CASE assignments and groups will be in Courseden, orientation module
- Case presentation evaluations due Sep 16, 11:59PM

WEEK 6, SEP 17-23

Readings:

- Ch5 Sourcing Materials and Services
- Articles
- Video

Assignments:

- Quiz ch5

WEEK 7, SEP 24-30

Readings:

- Ch6: Producing Goods and Services
- Video/article

Assignments:

- Quiz ch6

WEEK 8, OCT 1-7

Readings:

- Ch 7: Demand management
- Video/article

Assignments:

- Quiz ch 7

WEEK 9, OCT 8-14

Readings:

- Ch 8: Order Management and Customer Service

Assignments:

- Quiz ch 8

WEEK 10, OCT 15-21

Assignments:

- Case presentations from Group 4, 5, and 6 (due Oct 16, 11:59)
- Case presentation evaluations due Oct 16

WEEK 11, OCT 22-28

Readings

- Ch9: Managing inventory in the SC
- Video and articles

WEEK 12, OCT29-NOV4

Readings

- Ch 11: Transportation – Managing the Flow of the SC
- Video and article

Assignments:

- Quiz ch 11

WEEK 13, NOV 5-11

Readings:

- Ch 14 SC Technology – Managing Information Flows
- Video/article

Assignments:

- Quiz ch14

WEEK 14, NOV 12-18

Readings:

- Ch15: Strategic Challenges and Change for the SC
- Article/video

Assignment:

- Quiz ch 15

Thanksgiving break Nov 19-25

WEEK 15, NOV 26-DEC 2

Assignments:

- Case presentations from groups 8, 9, and 10 (due Nov 27, 11:59PM)
- Case presentation evaluations (Due Dec 2, 11:59PM)
- Final exam in class (three time slots are available)

WEEK 16, DEC 3-8

Assignments:

- Final exam in-class (three time slots are available)

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.