

International Logistics (MKT 9774)

Zicklin School of Business
Baruch College
The City University of New York

Spring 2002

Student Notes

Objective

The purpose of this course is for the student to develop skills in and knowledge of international logistics in the following areas:

1. Issues.
2. Players and their roles.
3. Physical flow, information flow and associated decisions, and financial flow.
4. Physical facilities and equipment.
5. Sources of information about the field of international logistics.

At the conclusion of this course the student should:

1. Have skills and knowledge sufficient to discuss these topics at a high level with other interested parties (e.g., executives in international logistics firms).
2. Have sufficient knowledge to begin to consider whether a career in international logistics aligns well with their individual aspirations.

This course will aim to be contemporary.

Methodology

The approach to this course will take the form of a moderated discussion. The schedule for discussion topics follows on page 5 and may be adjusted by student interest and current developments in the field. Suggested readings for topics will be provided and students are expected to come prepared on these matters.

Guest speakers will be used as appropriate.

The ability to take clear, accurate, meaningful notes is an important skill in the business world. You are encouraged to use this course to develop this skill.

Along the way expect to discover tools and techniques that can help you analyze opportunities in International Logistics and other areas.

Grading

Students will be graded on the basis of their demonstrated ability to single out key issues, think critically about them, and express cogent and complete fact-based arguments emphasizing analysis, conclusion and recommendation.

Ability is demonstrated in two ways, class participation and written examination, and both are equally important.

Each class, save the first, the midterm examination, and the final examination will include 15 minutes for a written, in-class examination of the material covered in the prior class.

Basis for Grading

Participation

Participation is a matter of making relevant comments and asking relevant questions that lead to a deeper understanding of the matter at hand. Participation means collegiality (i.e., shared power and authority vested among colleagues), attention to and consideration of the viewpoints of others.

0 points – not showing up for class.

1 point – showing up, but not participating.

2 points – occasional participation.

3 points – consistent participation.

Maximum points is 42 over 14 sessions.

The 15 Minutes

The 15 Minutes is a written examination at the beginning of each session regarding the material covered to date. It is intended to reinforce the learning and serve as a useful guide to the student as to his or her strengths and weaknesses to this point.

0 points – examination, for whatever reason, is not handed in.

1 point – examination shows a minimum acceptable understanding of the material.

2 points – examination shows a reasonable understanding of the material; can participate meaningfully in a discussion of the material.

3 points – examination shows an excellent understanding of the material; can lead a discussion of the material.

Maximum points is 36 over 12 sessions.

Midterm

The midterm will comprise questions selected from those chapters in Stock and Lambert that have been assigned as reading. Questions can also come from other material presented in class, such as from a guest speaker.

0 points – examination, for whatever reason, is not handed in.

15 points – examination shows a minimum acceptable understanding of the material.

35 points – examination shows a reasonable understanding of the material; can participate meaningfully in a discussion of the material.

45 points – examination shows an excellent understanding of the material, can lead a discussion of the material.

Final

The final will comprise questions selected from those chapters in Stock and Lambert that have been assigned as reading. Questions can also come from other material presented in class, such as from a guest speaker.

0 points – examination, for whatever reason, is not handed in.

15 points – examination shows a minimum acceptable understanding of the material.

35 points – examination shows a reasonable understanding of the material; can participate meaningfully in a discussion of the material.

45 points – examination shows an excellent understanding of the material; can lead a discussion of the material.

Use of Textbooks and Notes

Stock and Lambert¹, the textbook required for the course, and your notes may be used during discussions and examinations. You are asked to do your own work and use your own material.

Exercise in Keeping Current

The Exercise in Keeping Current is intended to assure the student is keeping abreast of relevant and significant issues in the marketplace as they relate to the material under discussion. This is accomplished by reading newspapers, trade journals, business magazines, textbooks and web sites. Conversations with experts are also encouraged (i.e., build and nurture your network of contacts). This exercise results in the preparation of a booklet of sorts taking the following form:

- Cover page – your name and contact details
- Issue pages(s) – each page identifies the issue (e.g., Mismatch of Supply Chain Cycle Times) and references the relevant chapters in Stock and Lambert as well as the session of the class in which this issue was discussed. Write a brief paragraph or two as to how each attachment (see below) is related to the issue. This paragraph should include a reference sufficient for the reader to find the attachment.
- Issue attachments – attached to each issue page is a complete clipping, photocopy, or print from a web site related to the issue. Underline or highlight those passages in the attachment supporting the points made in the summary paragraph.

Key (i.e., relevant and significant) issues will be identified in class

This booklet is to be handed in at the beginning of the final examination.

0 points – the booklet, for whatever reason, is not handed in.

10 points – a minimum number of issues are covered in a somewhat off-handed manner.

25 points – all the key issues are identified, but the attachments are few in number; a minimum number of key issues are identified, but the attachments are comprehensive and compelling.

45 points – all the key issues are covered by a set of comprehensive and compelling attachments.

Use at least five different sources.

Booklet Example

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Page 1

Issue #1

e.g., Collaboration Amongst Partners in the Logistics Channel

Relevant Chapters of Stock and Lambert

¹ Stock and Lambert, *Strategic Logistics Management (Fourth Edition)*, McGraw-Hill (2001) ISBN 0-25-613687-4. On reserve in the Baruch Library.

e.g., Stock and Lambert Chapter 1, Logistics' Role in the Economy and the Organization

Relevant Class Sessions

e.g., March 13

Attachment 1 Reference

e.g., Corbett, Blackburn and Van Wassenhove, Partnerships to Improve Supply Chains, Sloan Management Review V40 N4 (Summer 1999), p 71

Attachment 1 Discussion

e.g., a brief paragraph

Attachment n Reference

Attachment n Discussion

Page 2

Attachments 1-n for Issue #1

Page 3 etc.

Repeat example pages 2 and 3 for each issue you wish to discuss.

Extras

The student should expect, from time to time, additional homework items or in-session tests. These Extras will be graded in a fashion similar to The 15 Minutes. These extra points will be then be added to the other grades (see Grading Grid below).

Guest Speakers

Your comprehension of the remarks of guest speakers will be tested through written examination after the speaker has finished. These examinations will be treated as Extras. So, take good notes, be able to describe the speaker's major points, and their relevance to this course.

0 points – examination, for whatever reason, is not handed in.

1 point – examination shows a minimum acceptable understanding of the material.

2 points – examination shows a reasonable understanding of the material; can participate meaningfully in a discussion of the material.

3 points – examination shows an excellent understanding of the material; can lead a discussion of the material.

Grading Grid

Discussion Topics	Participation	The 15 Minutes	Midterm	Final	Exercise in Keeping Current	
Introduction and Basic Concepts						
An Overview of Logistics from the Simple to the Complex - 1						
An Overview of Logistics from the Simple to the Complex - 2						
No class this day						
Transportation - 1						
Transportation - 2						
Warehousing						
Midterm Examination						
What can be learned from the midterm examination?						
Customer Service						
Regulatory Authorities						
Information Systems						
Supply Chain Management						
Tying It All Together						
International Logistics as a Career						
Staying Current Questions, Comments and Other Things Not Talked About So Far						
Final Examination						
Points Earned						0
					Extras	0
					Total Points Earned (maximum of 213)	0
Maximum Points (see International Logistics MKT 9774 Lecture Notes.doc)	42	36	45	45	45	213
					Percentage	

Baruch Grading Schedule

Grade	Grade Point Equivalent	Percentage Equivalent
A	4.0	93.0-100.0
A-	3.7	90.0-92.9
B+	3.3	87.1-89.9
B	3.0	83.0-87.0
B-	2.7	80.0-82.9
C+	2.3	77.1-79.9
C	2.0	73.0-77.0
C-	1.7	70.0-72.9

Schedule

Date	Discussion Topics	Pre-Class Assignment
1. January 30, 2001	Introduction and Basic Concepts	None
2. February 6, 2001	An Overview of Logistics from the Simple to the Complex – 1	Stock and Lambert Chapters 1 (Logistics' Role in the Economy and the Organization) and Chapter 5 (Financial Impact of Inventory). Scan Chapter 6 (Inventory Management).
3. February 13, 2001	An Overview of Logistics from the Simple to the Complex – 2	EXTRA: Build a Strategic Profit Model and use it to deal with questions 10 and 11 in Chapter 5, p. 221. Read Stock and Lambert Chapter 8 (Transportation) pp. 312-335, 342-346, and Chapter 10 (Warehousing) pp. 390-405, 421-422, 426-429.
February 20, 2001	No class this day	

Date	Discussion Topics	Pre-Class Assignment
4. February 27, 2001	An Overview of Logistics from the Simple to the Complex – 3	Stock and Lambert Chapter 13 (Global Logistics)
5. March 6, 2001	Financial Control of Logistics Performance; Financial Flow in the Logistics Channel	Stock and Lambert Chapter 16 (Financial Control of Logistics Performance)
6. March 13, 2001	Guest Speaker on International Transportation	
7. March 20, 2001	Midterm Examination	
8. March 27, 2001	Review of the Mid-Term Examination	
9. April 3, 2001	Customer Service	Stock and Lambert Chapter 3 (Customer Service)
10. April 10, 2001	Supply Chain Management	Stock and Lambert Chapter 2 (Supply Chain Management)
11. April 17, 2001	E-Business	Stock and Lambert Chapter 4 (Order Processing and Information Systems)
12. April 24, 2001	Logistics Strategies	Stock and Lambert Chapter 14 (Global Logistics Strategies)
13. May 1, 2001	Culture Change	
14. May 8, 2001	Guest Speaker on International Logistics as a Career	Stock and Lambert Chapter 15 (Organizing for Effective Logistics)
15. May 15, 2001	Other Topics of Value	
16. May 22, 2001	Final Examination	

Supporting Material

You may find the following journals and websites of use during this course, particularly with regards to the Exercise in Keeping Current. You are not expected to subscribe to any journals or websites.

Journals

American Shipper, the Monthly Journal of International Logistics, subscription \$60 per year, call 800-874-6422, www.americanshipper.com

Traffic World, the Logistics News Weekly, subscription \$174 per year, call 800-331-1341, www.trafficworld.com

Websites

AMR Research, <http://www.amrresearch.com/>.

AMR Research is a leading provider of business application and technology research and advisory services for global organizations. The company's research initiatives are focused on Enterprise Commerce Management, a blueprint that enables clients to organize, plan, manage, and maximize disparate investments in Enterprise Management, E-Procurement, Customer Relationship Management, Supply Chain Management, and other strategic business applications.

CLOExpress, web resources for logistics executives, <http://cloexpress.com/>.

This is portal to a large number of other sites.

Council of Logistics Management, www.clml.org.

Eyefortransport; e-commerce, e-business, new technology & freight transportation,
<http://www.eyefortransport.com/index.asp>.

Supply Chain Council, <http://www.supply-chain.org/>.

The Supply-Chain Council was formed in 1996-1997 as a grass roots initiative by forward thinking individuals representing companies including AMR Research , Bayer, Compaq Computer, Pittiglio Rabin Todd & McGrath (PRTM), Procter & Gamble, Lockheed Martin, Nortel, Rockwell Semiconductor, and Texas Instruments.

The site is divided into a "public" and a "member's only" section. Non-members are welcome to browse the public section information including the Supply-Chain Operations Reference-model (SCOR) Overview materials, IT vendors, consultants, and researchers that support SCOR, calendar of upcoming events, links to other related organizations, and general information on the association.

For a nominal annual fee, members have access via password to the current version of SCOR, complete contact information on all members, email access to committee dialog on SCOR, given at Council conferences, and research study results conducted by members and others under the auspices of the Council.

Warehousing Education and Research Council, <http://www.werc.org/>.

A professional association for those in warehousing and distribution. WERC is a non-profit organization with over 4,000 individual members who work for manufacturers, retailers, wholesalers, distributors, warehousing and logistics service providers, consultants and others who provide products and services to the warehousing industry.

Contacting the Instructor

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I will be available two hours before each class somewhere, yet to be decided, on the Baruch campus.

I will stay after class if required.

Note: the last train leaves Grand Central at 12:17AM

