Title of Course: Global Logistics
Revision: Spring 2012

I. Catalog Description and Credit Hours of Courses:
A study of logistics functions that involve sourcing, production, distribution, and marketing of products and services in the global marketplace. (3 credit hours)

II. Prerequisites:
MK301 and MG301 with a minimum grade of “C,”; consent of instructor

III. Purpose or Objectives of the Course:
A. To develop an understanding of the state of the art of strategic management thinking as it applies to firms with global operations and logistics functions.
B. To develop a capacity for analyzing operations and logistics problems on a functional, business, and company-wide basis.
C. To develop an understanding of the key criteria utilized in multinational locations sites selection, global facilities configurations, and international sourcing networks’ development.
D. To gain an appreciation of the complexities associated with implementing changes in functional, business, and corporate strategies, and discuss approaches to handling such complexities within a global operations and distribution framework.

IV. Student Learning Outcomes:
Upon completion of this course the students will be able to:
A. explain the key influences impacting the operational effectiveness of global logistics.
B. describe the legal and financial impacts of global shippers and buyers.
C. explain the implications of government regulations and how to develop sourcing and marketing strategies to take advantage of opportunities as well as avoid challenges.

V. Expectations of Students:
A. Students are expected to be fully participating members of this course, including class discussions, individual and team projects, case studies presentations, and other class assignments.
B. Students are also expected to conduct themselves in an academically honest manner to preserve the integrity of the classroom and learning environment.

VI. Course Content or Outline:
A. Global Operations and Logistics 3 Hours
   1. Global Operations and Logistics
   2. Forces of Globalization
3. Flow Management
4. Case Study

B. Global Operations Strategies 6 Hours
   1. Strategic Role of Operations
   2. Global Market Forces
   3. Technological Forces
   4. Global Cost Forces
   5. Political and Macroeconomic Forces
   6. Case Study

C. Global Marketing Strategies 6 Hours
   1. Changing Consumer Behavior
   2. Global Versus Local Marketing
   3. The Global Product
   4. Global Market Approach

D. Supplier Network Development 6 Hours
   1. The Evolving Concept of Outsourcing
   2. The Supplier Partnership
   3. Framework of Analysis

E. Physical Distribution 9 Hours
   1. Channels of Distribution for Physical Products
   2. Architecture of Physical Distribution Network in a Global Operation
   3. Logistics Service Firms and Third-Party Logistics

F. Global Supply Chain Management 6 Hours
   1. Supply Chain Effectiveness
   2. Domestic to Global Supply Chains
   3. Vertical Integration Issues in Supply Chains

G. Information Management for Global Logistics 3 Hours
   1. Characteristics of a Logistics Information Management Systems
   2. Capabilities of Technologies in Logistics
   3. Logistics Organization and Its Relationships to Information Management
   4. Role of Information Management in Logistics

H. Performance Measurement and Evaluation of Global Logistics 6 Hours
   1. Operations and Logistics Control
   2. Measuring Performance in Functional Integration
   3. Measuring Performance in Sectorial Integration
   4. Key Activities Needs for Performance Information

VII. Textbook and/or Other Required Material or Equipment:

A. Textbook


B. Periodicals
   1. Logistics Management
   2. Journal of Business Logistics
   4. Transportation and Distribution
   5. International Journal of Logistics Management
   6. Harvard Business Review

VIII. Basis for Student Evaluation

A. Performance on regularly scheduled examinations

B. Performance on final examination

C. Performance on case studies and/or team projects

D. Performance on homework and/or quizzes

E. Quality participation on in-class activities and other experiential exercises