

**BUSML 4380**  
**ADVANCED LOGISTICS MANAGEMENT**  
**Autumn 2023**

Instructor: Dr. Xinyi (Kate) Ren

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Classroom: Gerlach Hall 275

Office Hours: Wednesdays from 3:45 PM to 4: 45 PM and by appointment on Zoom

Class: Mondays and Wednesdays\*

Session 4845: 12:45PM - 2:05PM

Session 4954: 2:20PM - 3:40PM

\*Please attend the session you signed up for

**COURSE DESCRIPTION**

Advanced Logistics Management is the second course in the logistics major sequence. This course is designed to give students a managerial knowledge of basic concepts and principles. These include core logistics functions, cost integration, and operations within the supply chain. It also includes relationships with suppliers, customers, and other firm functions. We will approach issues from a dual perspective of managing logistics to reduce cost and create a competitive advantage.

This course is intended as a complement to BUSML 3380, Introduction to Logistics. There may be some overlap and topics may not be covered in the same order as 3380. In general, 4380 will go more deeply into topics than 3380 to prepare future logisticians for follow-on courses, internships, and careers.

**COURSE OBJECTIVES**

The objectives of this course are to provide the students with: An understanding of the role of logistics in national and multinational business and government activity; An understanding of some of the individual components of logistics and their interrelationships within individual companies and supply chains; An understanding of analytical tools and techniques useful in solving logistics problems; The analytical and problem-solving skills necessary to develop solutions for a variety of logistics problems; Knowledge about the professional opportunities in the field of logistics management.

The teaching method will be a combination of lecture, class discussion, and cases.

**MODE OF DELIVERY:**

This course will be taught in an in-person format. Lectures will be delivered via an in-person classroom learning experience. Attendance and participation in all sessions are expected and will be counted towards your class participation score.

**COURSE MATERIALS**

**Required Case:**

“Quiet Logistics (A)” Harvard Business School (115001)

Purchase link: <https://hbsp.harvard.edu/import/1076932> (\$4.25 for 1 case)

**Recommended Textbook:**

Contemporary Logistics; Paul Murphy and A. Michael Knemeyer; 12th edition, Prentice-Hall, ISBN 978-0-13-451925-8

In addition, **Carmen** will be used to post course materials, announcements, and changes to the course outline. Please check Carmen on a regular basis to stay current with the course.

**COPYRIGHT**

**Students are NOT permitted to record course lectures, classroom discussions, or any other aspects of this course** without the prior express written permission of the instructor. All of the material from this course, including but not limited to the syllabus, slides, handouts, videos, and other teaching materials, are copyrighted by the instructor and university. Individuals should not give these materials to others or post them on any website without the instructor's written consent.

## GRADES

The final grade will be determined by the weighted average of the following.

<u>Grade Components</u>	<u>Percentage</u>
Class Participation	15%
Popular Press Summaries	5%
Case Write-up	5%
Team Project Written Report	15%
Team Project Presentation	15%
Exam 1	20%
Exam 2	25%
<b>Total</b>	<b>100%</b>

### Participation

Students are expected to attend all classes and actively engage in class discussions. Effective participation demonstrates mastery of reading and case materials. **Full attendance does not mean earning all the points for participation!** You to think about how you can contribute to the class discussion. This can be through asking thoughtful questions, providing thoughtful responses to my questions, or questions from your classmates, or sharing stories and insights from your own experiences.

**Laptops and Cell Phones:** Using electronic devices during class time should be limited. Consistent typing sounds from laptops during lectures create distractions for both the students and the instructor. Your participation grade will be impacted if you use electronic devices to browse the internet, check email, text, etc.

**Your professional behavior and class participation/preparedness also contribute to your participation score.** Each student is expected to conduct himself/herself professionally as expected of business students, who are future participants of the business world. Disruptive, inappropriate, and/or unprofessional behavior will not be tolerated in any case.

### Popular Press Summaries:

Students will **work in groups** to submit one current newspaper (journal) article on a topic that addresses logistics challenges in practice. These articles can be downloaded from online sites, blogs, newspapers, industry journals, etc. In addition to the article (or link to the article), students must submit a one-two paragraph summary of the logistics

challenge discussed in the article and three to five questions linked to the article. **Students should submit the article as well as the summary through Carmen no later than 11:59 pm the day before the class when the article is discussed.**

### **Case Write-up:**

Each student is required to hand in one case write-up, and it will account for 5% of your grade. *This is an individual assignment.* Students should write the case completely independent of other students in the class. **Students should answer the questions indicated for the case on the syllabus, Appendix A.** The write-ups should be no more than two pages double-spaced. Please put **your name and session number** on all submissions. Hand-written write-ups, whether in paper format or electronic format, are NOT accepted.

**The case write-up should be submitted to Carmen and is due on September 26 at 11:59 pm. Late submissions will not be accepted.**

The Write-up should consist of logistics insights you gained from the reading and should be written in your own words – not restate the fact of the case with just sentences copied from the article. **Sentences copied directly from the case need to be marked with quotes and should not comprise more than 10% of your write-up.** Grading will be based both on content and writing composition. **Points will be deducted from the write-up that has** (1) incomplete sentences or arguments, (2) arguments that are not explained or supported by facts from the case or classroom knowledge (3) extensive grammar mistakes or typos. Please treat the case write-up as a business document that you write as a business professional.

### **Team Project Written Report and Presentation**

*Students will work in groups to complete this assignment.* The project will consist of a written report and an oral presentation.

With the growing impact of new technologies, it is important to understand their actual and potential impact on supply chains, as well as related managerial issues concerning implementation. The array of new technologies entering the supply chain space is vast and growing. Examples include drones, omnichannel retailing, self-driving vehicles, 3D

printing, artificial intelligence, robots, etc.

The team project for the course is to pick one of these technologies or related managerial issues, briefly describe the state-of-the-art and then examine the managerial issues related to its implementation. Please note that the main focus is not on the technology/issue itself but instead on its implementation at the firm level. As managers, implementation is the issue you are most likely to face. **Teams are welcome to meet with the instructor to discuss ideas early on.**

#### **Team Project Deliverables:**

**1. A one-page outline of your project is due September 11.** This outline should briefly describe the technology that you plan on investigating and the sources that you plan to cite. No grade is awarded for this outline. It is included to ensure that you are on track to complete the project.

**2. A 5-7 page double-spaced write-up of your project (including any exhibits) is due by October 3 at 11:59 PM.** This is a formal paper. Grading will be based on both content and writing composition. The grade awarded will be the same for all team members unless there is evidence of disparities in participation or effort among team members. In this case, the instructor reserves the right to differentiate grades among team members. **Peer evaluations will be conducted at the end of the project.**

**3.** The oral presentation will consist of a **10-minute** in-class presentation. The focus of the presentation will be to brief the class on the technology and how it impacts firm operations that are discussed in the written report. The presentation should be summarized in a set of PowerPoint slides and submitted to Carmen by **October 3 at 11:59 PM.**

**Proper citations.** All direct quotes should be clearly indicated. Information from secondary sources that is not a direct quote should also be cited. A list of citations should be included at the end of the paper. See the following website for information on citing your work: <https://guides.osu.edu/citation>

## Exams

Two **in-person** exams will be used to measure the mastery of material for content knowledge. Exams may consist of multiple choice, short answer, and short essay questions. The exams are required. Any absence not covered by a valid excuse (per university policy) may result in a grade of zero for the exam and probable failure for the class.

**Absence to the exam without a university approved excuse OR an excuse after the start of the exam will result in a grade of zero WITHOUT make-up opportunity.**

Missed exams for which a valid documented excuse is presented may be made up by the completion of an exam that will be substantially different from the originally scheduled exam. In cases of prolonged absence, students need to contact the Undergraduate Office so that a member of the staff, such as the advisor, can email all your professors simultaneously.

In determining the final course grade, the following scale is used to convert points into letter grades:

A = 93 - 100%	C = 73 - 76.99%
A- = 90 - 92.99%	C- = 70 - 72.99%
B+ = 87 - 89.99%	D+ = 67 - 69.99%
B = 83 - 86.99%	D = 60 - 66.99%
B- = 80 - 82.99%	E = 0 - 59.99%
C+ = 77 - 79.99%	

## STUDENTS WITH DISABILITIES

Any student with special needs should bring this to the attention of the instructor as soon as possible, but no later than the second week of class. In addition, you should contact the Office for Disability Services (ODS) at (614) 292-3307 or visit them at Baker Hall. ODS will coordinate accommodations for students with documented disabilities.

## MAKE-UP EXAM POLICY

Exams may not be missed for the convenience of the student. **The dates of the major exams are shown on the Course Schedule (page 9 of this syllabus).** It is expected that

you will schedule your activities around these exam dates. If a major exam is missed due to an approved university absence, you must inform the instructor before the exam. Original documentation supporting your absence must be submitted to the professor. There will be no make-ups for missed exams without university-approved documentation. An exam, whether regularly scheduled or make-up, that is missed without an approved excuse will be assigned a grade of ZERO.

## **GENERAL**

Students are **STRONGLY** encouraged to see the professor at the first sign of any problem or lack of understanding. Do not wait until it is too late!

## **ACADEMIC INTEGRITY**

**I take academic misconduct very seriously.** The Fisher College Honor Code and the University Academic Misconduct Policy are strictly enforced. Please familiarize yourself with both. A useful description of academic misconduct is available at <https://oaa.osu.edu/academic-integrity-and-misconduct>.

**Prohibited activities include but are not limited to the following:**

- **Plagiarism.** All work must be properly cited for all assignments, including case write-up. Direct quotations from other work, including class material, must be clearly indicated with quotation marks and proper references.
- **Copying from other students or allowing other students to copy from you.** Facilitating copying or cheating by other students is contrary to the University's Code of Academic Integrity.
- **Recording exam questions** (by taking pictures, screenshots, writing on a piece of paper, etc.) and sharing them with other students is **PROHIBITED** and **VIOLATES** academic integrity. Any student with such behavior will be reported to the Office of Academic Affairs **IMMEDIATELY**.

**Using artificial intelligence (AI) tools, including but not limited to ChatGPT, to complete individual or team assignments violates the university's academic integrity policy.** These generative AI tools should **NOT** be used in the completion of course assignments. Any violation will be reported to the Office of Academic Affairs **IMMEDIATELY**.

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487).

## ADVANCED LOGISTICS MANAGEMENT (BUSML 4380) – Autumn 2023

### Course Schedule

Class	Date	Topics	Assignments and Due Dates
1	23-Aug	Course Introduction	
2	28-Aug	Supply Chain and Logistics Overview	
3	30-Aug	Information Technology and Logistics	
	4-Sep	No Class - Labor Day	
4	6-Sep	Information Technology and Logistics	
5	11-Sep	Team Project Workday	Team Project outline due on September 11
6	13-Sep	Mid-Term Exam Review	
7	18-Sep	Mid-Term Exam	
8	20-Sep	Procurement and Global Logistics	
9	25-Sep	Inventory Management	
10	27-Sep	Quiet Logistics Case	Case write-up due on September 26
11	2-Oct	Team Project Workday	
12	4-Oct	Team Project Presentations	Team Project Written Report and Presentation Due on October 3
13	9-Oct	Final Exam Review	
<b>Final Exam: October 11 in-person during regular class time</b>			

## **Appendix A – Quiet Logistics Case Write-up Questions**

1. What was Quiet Logistics (QL) competitive edge over other U.S. fulfillment companies?
2. How should QL decide when to open a new facility and expand their capital base to fund it?
3. How should QL decide whether or not to expand into new product lines or logistics channels?
4. Should QL continue to focus on expansion or start focusing on improving process efficiency?