COURSE DESCRIPTION

Transportation and Logistics Management is designed to provide students with an understanding of the strategic and tactical elements of supply chains. This course will address the relationships between supply chain entities and behavioral management issues which influence the management of those relationships. Integrative tools will be introduced and used to analyze and evaluate alternative courses of action regarding a firm's supply chain.

The focus of this class is on both theoretical and practical issues. At the end of the class, it is expected that the student will have a clearer understanding of how supply chains function and work. The teaching method will be a combination of case analysis, lecture and class discussion.

Sweeping changes have been taking place in corporate and intercompany logistics and supply chain management. These changes are altering the prevailing operational and competitive paradigms in many industries. This course covers the creation and management of innovative product flow systems spanning procurement, operations, transportation and distribution.

Transportation and Logistics Management will have three recurring themes:

1. Innovative product flow system design requires breaking out of old paradigms, and seeing the product flow process from a strategic, integrative perspective.
2. Changes to product flow require parallel changes to management systems and structures, such as planning, measurement, compensation, and organization.
3. A well-defined change management process is essential.

The course will explore these themes by (1) developing a broad understanding of the essentials of supply chain management and logistics, (2) integrating supply chain and logistics system design with corporate and competitive strategy, (3) exploring current trends in product flow innovation, such as intercompany operating partnerships and channel restructuring and (4) developing knowledge of logistics management, including inter-functional coordination and change management.

COURSE MATERIALS

- Readings, articles, and case studies as assigned
- Blackboard
LEARNING GOALS AND OBJECTIVES
1. To provide an understanding of the role and function of Transportation and Logistics Management in the context of a competitive society and in relation to other functional areas of management responsibility.
2. To develop an understanding of Transportation and Logistics Management interrelationships.
3. To introduce system design concepts for planning of Transportation and Logistics Management.

Teaching Method
This course will be comprised of discussion sessions, case studies, and readings from both the text book and supplemental sources. Also, guest executives will provide perspective on the application of topics discussed in class.

Performance Assessment
• Midterm Exam 20% Tuesday, October 21st
• Group Project 20% Due Tuesday, November 18th
• Final Exam (Cumulative) 30% Tuesday, December 9th
• Cases, Assignments and Active Class Participation 30% Throughout the semester

TextBook
It is expected that students will be able to read the course texts on their own. The focus of this class will not be on the textbook. Instead, students are expected to participate in class lectures and discussions

Class Participation
Students will be expected to complete the assigned readings prior to class. Class participation will be based on students’ ability to intelligently discuss the readings and answer questions relevant to the assigned topics. Additionally, we will spend time at the beginning of each class describing emerging issues in transportation and logistics management, so please come prepared to participate accordingly.

Course Norms
• Active participation is expected in this course in order to gain the most benefit and learning from the subject matter. You are expected to complete all assigned readings and prepare for each class.
• If you will miss a class, please make arrangements with the instructor for any material that will be missed, preferably in advance.
• Silence your phones, blackberries, computers, etc. before class. If you must take a phone call urgently during class, exit the room quietly and quickly to minimize disruptions.
• You may not use any electronic device during the class unless otherwise indicated by the instructor.
• All technological devices must be shut down prior to starting an exam.
• Rubrics for this course are available for your reference and are posted on Blackboard.

Email Addresses:
By Friday, September 12th, please send an email to me from the email address that you prefer I use to communicate with you this semester. Please type “22:799:679” in the subject field of the email. In the event that I assign additional readings, articles, etc. for class for the following Tuesday, I will make every effort to send them to you by the end of day the Thursday prior.

Blackboard:
Students will be expected to visit the class Blackboard site often to access material for the course, updates to the course schedule, and additional information.

Examinations:
Examinations may consist of essay, true/false, and/or multiple choice questions. Content for examination questions will be developed from class discussions, assigned readings, case studies and guest lectures.

Academic Integrity
All students must follow Rutgers’ Academic Integrity Policy as made effective on September 1, 2011. Refer the below link for actions that are considered to be violations of this Policy.
http://academicintegrity.rutgers.edu/policy-on-academic-integrity

Case Study Reports
Two (2) case studies will be assigned throughout the semester. Both case studies will be individual assignments. Both cases will be discussed in the class as a group discussion.

Case Study Paper Requirements:
• Must include:
  o Identification of the problem(s) facing the company
  o Analysis of the issues(s)
  o Recommended solutions or strategies to address the issues
Reference to material either covered in class material or through additional research
The questions in the case study should be used as guidelines, but do not need to be answered explicitly in the paper or presentation.

- 3-4 pages in length with 12 point font, double spaced, not including any tables or exhibits that may be included as reference/addendum.
- All references must be cited appropriately

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**Group Paper**

A comprehensive case study will be assigned during the 3rd class on September 16th and will be due as a group paper on November 18th. Students will be expected to complete their projects in groups of approximately four people.

The specific requirements for this paper will be discussed in class on September 16th.

**Presentation Requirements:**
- 20 minutes in length, maximum, with 5 additional minutes for questions
- All team members must speak during the presentation
- PowerPoint slides are required and should, at minimum, include the following subject headings:
  - Problem/Situation Diagnosis
  - Issue Analysis
  - Recommendations

The list of case source material and case schedule will be posted on Blackboard. You are responsible for obtaining the case material for this course.

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**Course Schedule**

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Sep. 2</td>
<td>Introductions and mutual expectations Course introduction and syllabus review Supply Chain Management overview Review of LSCM, Chapter 1 “2011 CSCMP State of Logistics Report” “Gartner Top 25 Supply Chains”</td>
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<tr>
<td>Sep. 9</td>
<td>Logistics and Customer Value Measuring Logistics Costs and Performance</td>
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<td>Sep. 16</td>
<td>Matching Supply and Demand LSCM, Chapter 4</td>
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<td>Date</td>
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<td>Sep. 23</td>
<td>Creating the Responsive Supply Chain</td>
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<td>Group Exercise</td>
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<td>Sep. 30</td>
<td>Case Study 1 – Class Discussion</td>
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<td>Strategic Lead Time Management</td>
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<td>Oct. 7</td>
<td>The Synchronous Supply Chain</td>
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<td>Complexity and the Supply Chain</td>
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<td>Oct. 14</td>
<td>Transportation Management</td>
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<td>Oct. 21</td>
<td><strong>Mid-Term Exam (Chapters 1-8)</strong></td>
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<td>Oct. 28</td>
<td>The Era of Network Competition</td>
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<td>Nov. 4</td>
<td>Case Study 2 – Class Discussion</td>
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<td>Managing the Global Pipeline</td>
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<td>Nov. 11</td>
<td>Managing Risk in the Supply Chain</td>
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<td>Overcoming Barriers to Supply Chain Integration</td>
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<td>Nov. 18</td>
<td>Creating a Sustainable Supply Chain</td>
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<td>The Supply Chain of the Future</td>
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<td><strong>Supply Chain Group Project – Papers Due</strong></td>
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<td>Nov. 25</td>
<td>Group Project Reviews</td>
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<tr>
<td>Dec. 2</td>
<td>Semester Review and Summary</td>
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<tr>
<td>Dec. 9</td>
<td><strong>Final Exam (Cumulative)</strong></td>
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