

TRAN 431 Section 1, MW: 4:00-5:15pm
(Current as of 8/20/21; subject to change)
Issues in Global Logistics
FALL 2021

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(always the best way to reach me)

Office Hours: MW: 11-12:30 PM
TR: 11-12 PM
or by appointment

COURSE DESCRIPTION

This course examines supply chain management and the role of global logistics in that process. Firms are linking their logistics systems with those of their channel members to form a unified supply chain stretching from raw material sourcing to finished goods delivery. The goal is to eliminate excess time and cost as a way of offering customers increased value. Clearly, transportation is a crucial part of any supply chain, especially one that stretches around the globe. A well-run supply chain can provide a competitive advantage that is very difficult for another firm to duplicate. How to develop and manage a successful supply chain is the focus of this course.

COURSE OBJECTIVES

- A. To develop an understanding of the supply chain concept;
- B. To develop an appreciation for the supply chain as a sustainable competitive advantage;
- C. To develop an understanding of the cost/service tradeoffs available in the supply chain;
- D. To develop an understanding of how to manage a firm's global logistics system within the larger framework of supply chain management.

SCHOOL OF BUSINESS (SB) LEARNING OBJECTIVES

Course objectives are intended to address the school learning goals as discussed below. The SB learning goals are:

- **COMMUNICATION SKILLS:** *Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.* **Implementation:** Students actively participate in class discussion. Furthermore, they analyze a case study and present a written synopsis of their findings. Finally, a term paper is required of all students. **Demonstration of Achievement:** The quality of written work and class participation will be assessed both during and at the end of the semester.

- **QUANTITATIVE FLUENCY:** *Students will demonstrate competency in logical reasoning and data analysis skills.* **Implementation:** Students are required to analyze a fictional firm, identify the key problem, and offer solutions to solving that problem. **Demonstration of Achievement:** Students will provide a written report presenting their analysis and recommendations.

- **GLOBAL AND CIVIC RESPONSIBILITY:** *Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.* **Implementation:** Students will work together with students in Finland and Germany to develop the supply chain component of a business plan for a foreign company. **Demonstration of Achievement:** A final plan will be developed and presented to the firm participating in the project and will be graded by faculty from each participating institution.

- **INTELLECTUAL INNOVATION AND CREATIVITY:** *Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.* **Implementation:** Dealing with students from different countries in different time zones will require flexibility, understanding and empathy in order to successfully accomplish the term project. **Demonstration of Achievement:** The quality of the final report will be a direct reflection of the students' ability to think and act outside their comfort zone.

- **SYNTHESIS:** *Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.* **Implementation:** Work from previous classes, especially Intermodal Transportation, Global Logistics, and Production/ Operations, will be essential to the successful completion of both the case study and the group project. Many sessions from the professional class will be invaluable as well. **Demonstration of Achievement:** The quality of both the case study and the final term project report will be a direct reflection of the students' ability to synthesize information from a variety of sources.

COURSE TEXTBOOK

Simchi-Levi, Kaminsky and Simchi-Levi, *Designing and Managing the Supply Chain*, 4th ed, Irwin/McGraw-Hill, 2021.

EVALUATION AND GRADING POLICY

A. The evaluation of each student is based on performance in the following areas:

1. The class will tentatively divide into groups for the purpose of analyzing the written case study to be posted on Oaks later. One paper will be submitted for the group, with each member receiving the same grade. Details will be provided once I have selected the case.

2. The term project will require students to complete a joint research study addressing supply chain risk management with students from Satakunta University of Applied Sciences (SAMK) in Finland and Ludwigshafen University of Business and Society in Germany. Group composition will be discussed later. Please read the Project Book which is on Oaks before we discuss things in detail. The final report will be submitted via Moodle on a November 22. There are two mandatory meetings pertaining to the project that have not yet been scheduled. One is an Introduction to Moodle (SAMK's Oaks), which we will use for all aspects of the project. This meeting will be held during class time. The other is the project kick-off meeting which is usually held at 8:00AM and includes our German and Finnish partners as well as a representative from the firm hosting the project who will provide background on the organization and the project topic. Finally, each team is required to book a virtual appointment with one of the faculty members (tutors as our European partners say) once per week for a counselling session. The team can choose to meet with me, Professor Daniela Tanhua in Finland, or Dr. Andreas (Andy) Gissel in Germany. More information about everything will be provided later.

3. Each student will complete a peer evaluation of their project group members which is due in the Dropbox on December 2.

4. Each student will take three examinations based primarily on the text. Questions may be short answer, multiple-choice, or a combination of both.

B. These efforts are worth the following percentages of the final course grade:

<i>Exam 1</i>	15%
<i>Exam 2</i>	15%
<i>Exam 3</i>	15%
Group Case	20%
Term Project	25%
Peer Evaluation	<u>10%</u>
	100%

C. There are no predetermined cutoff points for letter grades and no predetermined percentages of various grades to be given to the class.

D. Class attendance is strongly encouraged. That said, these are very uncertain times. What I would ask is that you let me know if you're not going to be "in" class. I'm not concerned with the reason, I just want to ensure everyone is doing OK.

E. College of Charleston Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by

form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive an XXF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the XX to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others' exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the *Student Handbook* at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>

F. Disability Statement: Any student eligible for and needing accommodations because of a disability is requested to speak with the professor during the first two weeks of class or as soon as the student has been approved for services so that reasonable accommodations can be arranged. For more information, visit the disability services website:

<http://disabilityservices.cofc.edu/>

G. Center for Student Learning: The Center for Student Learning's (CSL) academic support services provide assistance in study strategies, speaking & writing skills, and course content. Services include tutoring, Supplemental Instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at <http://csl.cofc.edu> or call (843) 953-5635.

I especially encourage you to take advantage of the Writing Lab. Trained writing consultants can help with writing for all courses; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. The Writing Lab is available Monday-Thursday 10-9; Friday 10-12 noon; and Sunday 4-9 beginning Monday, Sept. 7, 2020. For more information, please visit <http://csl.cofc.edu/labs/writing-lab/>.

H. Mental & Physical Wellbeing: At the college, we take every student's mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to Student Health Services (843.953.5520). And if you find yourself experiencing any mental

health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling Center (professional counselors at <http://counseling.cofc.edu> or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting "4support" to 839863, visit <http://counseling.cofc.edu/cct/index.php>, or meet with them in person 3rd Floor Stern Center). These services are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

I. Food & Housing Resources: Many CofC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support (<http://studentaffairs.cofc.edu/about/salt.php>). Also, you can go to <http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php> to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need. Please also consider reaching out to me if you are comfortable in doing so.

J. Inclement Weather, Pandemic or Substantial Interruption of Instruction: If in-person classes are suspended, faculty will announce to their students a detailed plan for a change in modality to ensure the continuity of learning. All students must have access to a computer equipped with a web camera, microphone, and Internet access. Resources are available to provide students with these essential tools.

K. OAKS (for all instructional modalities), including Gradebook, will be used for this course throughout the semester to provide the syllabus and class materials and grades for each assignment, which will be regularly posted.

L. Continuity of Learning (for hybrid classes with face-to-face meetings): Due to social distancing requirements, this class will include a variety of online and technology enhanced components to reinforce continuity of learning for all enrolled students. Before the drop/add deadline, students should decide whether the course plan on the syllabus matches their own circumstances. During the course of class, in response to the development of COVID-19, the course delivery mode could be switched among face-to-face, online, or hybrid. The students need to make sure that their study will not be interrupted by the change of the delivery mode.

M. Recording of Classes (via ZOOM): Class sessions may be recorded via both voice and video recording. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class.

N. Other items

For other matters not specified in this syllabus, we comply with the common policy of the College. Of particular note are the following:

1. No major test or final examination may be given during the last week of classes (seven days prior to the designated last day of classes). A major test is defined as an examination worth 20% or more of the final course grade. No test, exam, or other assignment of any weight may be given on or due on Reading Day. Other assignments, such as semester-long projects, quizzes, homework and papers may be due during the last week of classes or during the regularly scheduled final exam period.

a. This policy does not apply to final laboratory examinations, oral examinations, portfolio or exhibition critiques, individual or group in-class presentations, performance courses, activity classes, bachelor's essays, tutorials, and/or independent study projects. In exceptional circumstances, the Provost (or Provost's designee) may waive these restrictions.

2. Email is the official means of communication at the College. You should be reading all email you receive from the school, most especially if it is from me.

Meeting	Class Schedule Topic	Assignment
25-Aug	Course Introduction	
30-Aug	Intro to Supply Chain Management	Ch. 1
1-Sep	Inventory Management & Risk Pooling	Ch. 2
6-Sep	Cont'd	
8-Sep	Network Planning	Ch. 3
13-Sep	Cont'd	
15-Sep	Supply Contracts	Ch. 4
20-Sep	Cont'd	
22-Sep	Exam 1	Chs 1-4
27-Sep	Information	Ch. 5
29 Sep	Cont'd	
4-Oct	Integration	Ch. 6
6 Oct	International Project Kick-Off @8:00 AM on Webex/Class meets @ normal time	
11-Oct	Cont'd	
13-Oct	Project Plan Workshop @8:00 AM on Webex	
18 Oct	Regular Class meeting: Distribution Strategies	Ch. 7
20-Oct	Fall Break-No Class	
22-Oct	Cont'd	
22-Oct	Project Plan Due in Moodle	
25-Oct	Cont'd	
27-Oct	Strategic Alliances	Ch. 8
1 Nov	Cont'd	
3 Nov	Procurement & Outsourcing	Ch. 9
8 Nov	Exam 2	
10 Nov	Cont'd	
15-Nov	Coordinated Product/Supply Chain Design	Ch. 10
17-Nov	Cont'd/Group case due in Dropbox	
22-Nov	Risk Management & Global Logistics	
22-Nov	Final Report Due in Moodle	
29-Nov	Cont'd	Ch. 13
30-Nov	Project Presentation-TBD	
1-Dec	Customer Value	Ch. 12
6 Dec	Smart Pricing/Group Case Due	Ch. 15
10 Dec	Cont'd/Peer Evaluations Due in Dropbox	
10 Dec	Exam 3, 3:30-5:30PM	
		Chs 9, 10, 12, 13, 15