BUSINESS MARKETING & LOGISTICS 780
LOGISTICS MANAGEMENT
SPRING 2004

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Lecturer, Transportation & Logistics

COURSE & CALL NO. 10:30 Section  BUS M&L 780 03691-2 & BUS M&L 780M 03693-3
12:30 Section  BUS M&L 780 03692-8 & BUS M&L 780M 03694-9

CLASS MEETS 10:30 – 12:18 Section  Monday & Wednesday  Schoenbaum Hall, Room 200
12:30 – 2:18 Section  Monday & Wednesday  Schoenbaum Hall, Room 215

COMMUNICATIONS I am not on campus full-time. To minimize the inconvenience to you, I will make myself as accessible as I can by telephone at home. The line is both my residence and my business number. Monday through Friday, 8 am to 5 pm is fair game. If you wake me during those hours, that's my problem, not yours. You can also call during evenings (after 5:00) and on weekends, but I do need for you use your judgment and be kind about when and why you are calling after hours. If it can wait until M-F 8 am to 5 pm, please wait.

Campus Phone:  (614) 292-9229
Home Phone:  (740) 965-2731  Not a long distance call from Columbus
Home Fax/Data:  (740) 965-6843  Not a long distance call from Columbus
Campus Office:  245 Fisher Hall
Campus Mailboxes:  500 Fisher Hall - Marketing & Logistics Office
-or-
045 Fisher Hall – Street Level Mailroom (Lecturer Section)

Email:  robeano.2@osu.edu
URL:  http://fisher.osu.edu/~robeano_2

Note on 740 phones: The 740 area code is NOT a long distance toll from Columbus. It is the same cost as any other local call but you will have to dial the area code. You may need to precede the area code and number with a “1” from some phones.

Note on Email: It is my job is to be accessible to you but I also need you to be accessible to me as well. To that end, I expect you to check your "osu.edu" email daily. If you chose to use another "outside" email address, it is your responsibility to arrange with the OSU Office of Information Technology (OIT) to route your OSU email to your outside email address. All it takes is a telephone call to OIT at 688-HELP or you can set it up on-line. Go to:
http://8help.ohio-state.edu/mail_forwarding.html
COMMUNICATIONS (Continued)

Note on Internet: I maintain a low-tech web page at:

http://fisher.osu.edu/~robeano_2/

The site contains a file area for this course that you will find very helpful including the latest revised syllabus, latest class schedule and all lecture slides. This way you can print the slides you want instead of paying for a full set of reprints. It is your responsibility to regularly check the site for changes. All lecture slides for any given week will be posted the weekend before. There are two exceptions: Slides used the first and last days of the quarter are posted after the class is over class.

Namplates: It is important that I learn to match names and faces. With approximately 100 of you this quarter, that is not an easy task. I need your help. Our tiered classrooms have provisions for 3 inch by 9 3/4 inch engraved nameplates. These can be obtained inexpensively at some bookstores or at Grade-A-Notes. Because they are easy to lose, the most cost effective way is to print your own on heavy card stock. The website includes a downloadable MS-Word template that prints two 3 inch by 9 3/4 inch "nameplates" on any laser or ink-jet printer. Use the heaviest card stock your printer will handle.

NOTE: This is going to be extra difficult for the 10:30 section which is in a “flat” room this quarter. The desks in flat rooms have no nameplate slots and precious little surface area to spare. I will still expect both sections to use a nameplate every day we meet including exam days.

OFFICE HOURS

Location: Fisher Hall Room 245 by appointment or walk-in.

I prefer Monday and Wednesday before 10:00. I am normally not on campus on any other days. If that will not work for you, let me know and we will arrange something that does work for you. I understand that there are many times the telephone just will not suffice and face-time is needed. Please let me know when that occurs. Office visits can be used to talk about the course, job searches, resumes, or whatever else helps your studies or career planning.

REQUIRED TEXT


COURSE DESCRIPTION

"Management of logistics activities of the firm from the viewpoint of both the provider and user of logistics system components." - OSU Bulletin

"This is a course in logistics management, a term which means a total system approach to the management of all of the activities involved in physically moving raw materials, finished goods, and in-process inventory from point of origin to point of use or consumption. Effective logistics management can improve a firm’s marketing effort by establishing consistent and dependable customer service levels. In mature markets, customer service represents the most efficient and effective method for a firm to gain a sustainable competitive advantage."
COURSE DESCRIPTION  Also, logistics costs can exceed 25% of the cost of doing business (or about 50% of marketing costs) and the assets employed by logistics can represent as much as 50% of a company’s total assets. Consequently, better management of logistics activities offers significant potential for improving corporate profitability and return on assets." - Douglas M. Lambert, PhD.

Now, my take on the course: This course is a good deal more than an introduction to logistics. It pulls together pieces of your earlier courses and what you know about mathematics, physics, chemistry, history, economics, accounting, finance, marketing, engineering, computers, and business law all under the umbrella of Business Logistics. This course is about thinking of the firm as both market and logistics driven. *It is about the management of trade-offs.*

TEACHING METHOD  The teaching method will be a combination of lecture, class discussions on assigned topics, and possibly some case analysis. Areas covered are outlined in the attached schedule of assignments including: the role of logistics in the economy and organization; customer service; logistics information systems; materials handling, computerization, and packaging issues; purchasing; global logistics; organizing for effective logistics; methods to control logistics performance; supply chain management; and implementing logistics strategy. For most of you, the hardest aspect of this course is its *breadth.* In short, I am going to be asking you to think like a manager. Initially, most of you will find it very difficult to get your arms around so many varied business issues at the same time.

We will depend heavily on the text. To this we will add some outside speakers and a tour or two depending on time. I like a lot of discussion and argument. How much of this we actually have is entirely up to you. It takes two or more of us to have a discussion. If everything is one way, then it is just a lecture. I am going to challenge your thinking and I expect you to challenge mine. We’ll both learn.

Our text is worth reading. If you do, and do so carefully, I can almost assure you of two things. First, every other logistics course you ever take is going to be a great deal easier. Second, you will know more *in general* about logistics than many, if not most, of the people who manage it for a living every day. The preface to Ron Ballou’s latest book has a quote by Thomas Carlyle that made me chuckle: “*No book that will not improve by repeated readings deserves to be read at all.*” Well, this book deserves to be read and I expect you to read it.

COURSE OBJECTIVES  The objectives of this course are to provide the student with:

- An understanding of the **role of logistics** in national and multinational business and government activity.

- An understanding of the **individual components of logistics** and their interrelationships within individual companies and within the supply chain.

- An understanding of a variety of **analytical tools** and techniques useful in solving logistics problems.
COURSE OBJECTIVES
(Continued)

- 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.

TESTS & GRADING

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<tr>
<th>Test</th>
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<tr>
<td>Midterm I</td>
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<td>Midterm II</td>
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<td>Final Exam</td>
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<td>Class Participation</td>
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**IMPORTANT NOTE:** This course has common exams Spring Quarter 2004. That means that my two MW sections and Dr. Cooper’s TR section will take combined exams on **Tuesday** evenings at 5:30 PM to 7:18 PM. The exact dates are listed in the class schedule.

There are no make up exams without prior arrangement. The only exception is hardship. Professor Cooper or I will decide that on a case-by-case basis.

The only people who should have a university related conflict with the combined exam schedule are those of you taking 780 MW who also take 5:30 PM courses that have their first meeting of the week on Tuesdays. If this applies to you, be sure to see me not later than the 4th class meeting to decide the best course of action for you.

Graduating seniors will be required to take the final exam.

A word on "class participation"... it does **not** mean "perfect attendance equals an A+," Participation is discussion, your comments, thoughts, opinions, and in general interaction with the other students and with the instructor.

The exams will not be curved. If any curving of grades takes place, it will be on course grades only, and then only up and never down.

"**I believe everyone is average until I find out otherwise. Most of you will prove me wrong in one direction or the other.**" **You** are one who decides the direction, not me.

RETENTION OF TESTS

Materials submitted by students to satisfy course requirements will be graded and returned at the earliest possible date. Failure of students to claim or otherwise make arrangements for return of their exams or papers in a reasonable time will be interpreted as abandonment and the exams or papers will be destroyed. This includes final exams. If you want your final exam back, please provide me with a self-addressed, stamped 4.25 inch X 9.50 inch #10 envelope.
ATTENDANCE

Normally, attendance is not taken. The exams will do that for me. Experience shows that this course has a strong correlation between attendance and grades. People who miss class generally do not do as well as those who do not miss class. There are a few exceptions when attendance will be taken:

- During the first two weeks or until the class roster stabilizes.
- On days that we have scheduled guests or take off-campus tours.

DISABILITIES

If you feel that you need an accommodation based on the impact of a disability, please contact me privately to discuss your needs. Also, contact the Office for Disability Services (ODS) at (614) 292-3307 or visit them at 150 Pomerene Hall. ODS will coordinate all accommodations for students with documented disabilities.

RECORDING

Audio, video, or still photograph recording of lectures on any media, permanent or temporary, is not permitted. The only exceptions will be those authorized in writing and then only when recommended by the Office for Disability Services (see above). The presence of, or even suggestion of recording in a classroom discourages openness and spontaneity in students, guest speakers, and the instructor.

USE OF ELECTRONICS IN THE CLASSROOM

The use of cell phones, pagers, radio frequency equipped devices and the like are prohibited in the classroom. They are to be turned off. If you have an urgent reason for needing your cellphone or pager on in the classroom, see me and I will make exceptions when warranted.

ACADEMIC MISCONDUCT

As defined in Faculty Rule 3335-23-04(A), academic misconduct is “any activity that tends to compromise the academic integrity of the university, or subvert the educational process”.

You will be given written or verbal instructions from time to time in regards to exams, etc. These instructions are to help simplify the process of deciding what is misconduct and what is not. They do not replace the process of deciding what is misconduct and what is not. The ultimate responsibility for what you do or do not do rests with you. Academic misconduct (cheating) in any form will not be tolerated.