MKTG 0373 – Introduction to Business Logistics
SPRING Quarter 1999

Instructor Information:

Name: Dr. Jimmy Lawrence
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FAX: 844-2234
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Web Page: www.auburn.edu/~lawrejd

Class Hours: Monday and Wednesday, 3:00PM – 5:30PM
Room 152 Lowder Business Building

Office Hours: Monday By Appointment
Tuesday 1:30PM – 3:30PM
Wednesday By Appointment
Thursday 10:00AM – 11:30AM 2:30PM – 4:30pm
Friday 9:00AM – 11:00AM

** NOTE #1 ** These hours are tentative and subject to change.
Tentative hours for each week will be posted on the
office door of Suite 105 on Mondays.

** NOTE #2 ** Other times are available by appointment.

Required Resources:

ISBN #: 0-314-06507-5

NOTE: Supplemental Readings, Articles, Cases, etc. may be assigned during the quarter.

Prerequisites:

MKTG 0331, Junior Standing, and a Cumulative GPA of 2.0 or Higher

Course Description:

Fundamentals of physical distribution activities and their interrelationships in the management of the distribution process.
Course Objectives:

1. To learn the concepts of business logistics.
2. To understand the systems approach involved in logistics/supply chain management.
3. To appreciate the role of logistics in all business operations.
4. To continue to develop business decision-making skills relative to the impact of logistics concerns in the decision process.
5. To expose students to the career possibilities in logistics.
6. To contribute to your personal and professional development.

Course Policies:

1. Each student is encouraged to interact with the instructor to assist in learning the course material, to apply logistics concepts to their individual academic major, and to receive assistance on career education/job search issues. If you cannot schedule an appointment through the office hours listed on this syllabus, please contact the instructor to schedule an appointment.

2. Attendance and Commitment – Once you graduate and you have begun employment, you will be evaluated on whether or not you are present; whether you are pleasant and easy to work with in team settings; how you conduct and present yourself; and whether or not you are productive. For this reason, our approach in class will be to prepare you for this type of working environment. Specifically during this class, you will be expected to be present, to be attentive, and to be prepared to participate.

   ** Attendance will be recorded at the beginning of each class, and will be checked after the break. Successful attendance includes being in class for the entire classroom session each meeting day. Leaving after the first half of the class equates to a full absence, without the prior notification of the instructor. If you arrive late, it is your responsibility to see me that class period at the break or immediately after class to record your attendance – if the instructor is not notified by the end of that class period, you will be counted absent for the day. Students are expected to arrive on time; to take the appropriate break and to return to class on time; and to stay until the class concludes.

   ** Excessive absences (4 or more class periods) which are not University-Authorized Excuses and/or prior arrangements with the instructor will result in a one-half letter grade penalty of 20 points. Unexcused absences in excess of 8 or more absences will result in a grade of “F” for the course. Attendance may be used as a factor in determining borderline grade situations at the end of the quarter.
Course Policies: (Continued)

2. Attendance and Commitment – (Continued)

“Commitment” for this course is defined as your attendance, interest, participation, respect, creativity, and willingness to go the extra mile, etc. These areas of performance may be used in borderline grade situations at the end of the quarter, and for students requesting recommendations.

** A seating chart will be devised by the end of the 4th class meeting for the purposes of learning your names and for test administration purposes. This chart will be constructed by the instructor to enhance class participation through mixing academic majors throughout the room for discussion purposes, and to allow students to meet their classmates.

3. Each student is responsible for all reading assignments, all discussion topics, all materials presented in class, any additional assignments, and any administrative matters discussed in class. It is expected that all assignments and readings will be completed prior to the class they are assigned for discussion.

4. It is the policy of Auburn University to provide accessibility to its programs and activities and reasonable accommodation for persons defined as having disabilities under the Americans with Disabilities Act of 1990. Students desiring additional information should contact the Program for Students With Disabilities Office, 1244 Haley Center, 844-2096. IT IS THE INDIVIDUAL STUDENT’S RESPONSIBILITY TO INITIATE THIS PROCESS WITH THE DISABILITIES OFFICE.

5. THE EATING OF FOOD, THE DRINKING OF BEVERAGES (OTHER THAN BOTTLED WATER), AND THE USE OF ANY TOBACCO PRODUCTS IS PROHIBITED IN THE CLASSROOM. It is strongly preferred that hats not be worn in the classroom. The wearing of hats will be considered a negative in terms of the “Commitment” portion of this course.

6. The Instructor reserves the right to make any changes/additions to this syllabus at any time during the quarter. All changes will be announced in class.

7. All of your work in this course must be your individual work. There will be activities oriented to group activity, however all examinations should be the work of the individual. Any infractions regarding Auburn University’s policies on cheating will result in a grade of “0” for the course, and the student will be subject to the penalties for academic dishonesty.
READING ASSIGNMENTS: Textbook readings will follow the enclosed course outline. If additional materials are referred to, or passed out in class, it is expected that you will have read these materials for the appropriate class session. Students are expected to read ahead and be prepared for each session. The course outline is a guide and we may speed up or slow down as needed. It is the responsibility of the individual student to keep up with assignments if class is missed. Make a friend in class and check with them for missed assignments and deadlines.

PROBLEMS, CASES, AND OTHER ASSIGNMENTS: Assignments will be frequently made during the quarter from various end-of-the-chapter questions, cases, problems, scenarios, etc. Assignments are due at the beginning of the class that they are due. For assignments involving multiple questions, one question will be selected for grading. These assignments will be graded satisfactory or unsatisfactory: your performance on these assignments will only subtract points from your grade (each assignment is worth 1% of your total grade – 5 points deducted for each late or unsatisfactory assignment). “Acceptable” work indicates that you made a good faith effort to complete the assignment. Make copies for yourself if you like, as assignments will not be returned. One “unacceptable” grade will be thrown out at the end of the quarter.

CLASS SESSIONS: Class will include lectures; discussions of textbook readings, articles and cases; hopefully practitioner visits; problem solving; and group work. The group work will involve discussions/solution development of cases, scenarios, or problems from a cross-functional perspective (you and others from different majors), and from a disciplinary perspective (you and members from similar/same majors). It is expected that all members of the group will participate and any member is subject to being called upon for the group’s “solutions” or for follow-up questions. Each student is expected to be prepared for class, to participate, and to ask questions. In addition, any material presented or discussed in class is potential material for exams.

BONUS POINTS: There will be several opportunities to earn bonus points during the quarter primarily by attending selected College of Business events. These events will be discussed in class.
WRITTEN EXERCISE: Each student will submit a 5-Page paper (typed, size 12 font, double-spaced) assessing/applying the logistics process to their academic area of interest. The paper should have 4 main sections which will include: 1) an overview of an industry (history, recent changes, international presence, economic significance to the US) OR an overview of a company; 2) an outline of one major process in your industry’s/company’s area of operations affected by logistics; 3) an assessment of how you as a potential manager would monitor AND evaluate that process; and 4) a list of references. The 5-page maximum does not include the list of references. (100 Points)

EXAMS

There will be three exams for Spring Quarter – two during the quarter worth 150 points each, and a final exam worth 200 points. The exams plus the written assignment (100 points) will combine for a total of 600 points possible. The composition of the exams will include some combination of multiple choice; matching; problems; short answer; and short discussion type questions.

TWO REGULAR EXAMS – One will fall just prior to mid-quarter, and one will occur 2-3 weeks prior to the end of the quarter. You will be given at least one week’s notice of these exams. DO NOT MISS EXAMS – the only acceptable excuse for missing an exam are official university-authorized excuses or prior arrangement with the instructor which will be difficult to obtain. Any excused absences will require proper documentation, and any falsification of documents or excuses will be considered academic dishonesty.

FINAL EXAM – The final exam is comprehensive – all material covered during the quarter will be subject to inclusion on the examination. The exam will be given on the day and time specified by the university for our class time slot. This date is firm and no adjustments will be made. The Final Examination for this course will be Tuesday, June 8th from 8:00AM until 10:30AM in Room 152 Lowder Building.

The grade policy is as follows:

| Exam #1 (Chapters 1-4, 9 and 10) | 150 Points Possible |
| Exam #2 (Chapters 5-8, 11 and 12) | 150 Points Possible |
| Written Assignment | 100 Points Possible |
| Final Exam (Comprehensive) | 200 Points Possible |

Subtotal | 600 Possible Points
Less Reduction for
Unacceptable Homework Assignments  ?
Less Reduction for
Excessive Absences  ?
Plus Bonus Points  ?

GRADING SCALE:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage of 600 Points</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90%</td>
<td>540</td>
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<tr>
<td>B</td>
<td>80%</td>
<td>480</td>
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<tr>
<td>C</td>
<td>70%</td>
<td>420</td>
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<tr>
<td>D</td>
<td>60%</td>
<td>360</td>
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<td>F</td>
<td>Below 360</td>
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EXAM POLICIES

Your grade in this course will be based on your knowledge, proficiency and ability to apply the information covered in the course. Please do not think that your grade will always be “curved” based on the performance of others, and also be careful not to think that your time and effort equate to a certain grade because of “how much you put into the course”.

1. Each student is required to bring their Auburn University Student ID Card with them to all examinations.

2. During examinations, no student will be allowed to wear dark glasses, any headgear that has a bill/visor, or any type of headphones.

3. For any calculator used in an examination, the calculator must be taken out of its case and the memory cleared of all data. Calculators may be inspected prior to or during examinations.

4. Any infraction of the Auburn University Rules and Regulations regarding cheating will result in a grade of zero for the course.

5. The exams will be returned as promptly as possible and we will review the exams in class. If an error is made in the grading of an exam, the error must be brought to the attention of the instructor within one week of the review session. After one week, the no correction in the grade will be made.

6. Make-Up Exams are only given for university-excused reasons, and the instructor MUST be notified that you are missing the exam prior to, or the day of the exam. The time and date of the make-up will be determined by the mutual agreement of both the student and the instructor.
<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>CHAPTERS</th>
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<tbody>
<tr>
<td>March 29</td>
<td>1, 9</td>
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<tr>
<td>April 5</td>
<td>10, 2, 3</td>
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<td>April 12</td>
<td>3, 4, 4A</td>
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<td>April 19</td>
<td>4, 4A</td>
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<td>April 21st</td>
<td>First Examination</td>
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<td>April 26</td>
<td>5</td>
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<td>May 3</td>
<td>6, 7, 8</td>
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<td>May 10</td>
<td>8, 11, 12</td>
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<td>May 17</td>
<td>12</td>
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<td>May 19th</td>
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<td>May 24</td>
<td>13, 14</td>
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<td>May 31st</td>
<td>Memorial Day – University Holiday</td>
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<tr>
<td>May 31</td>
<td>15</td>
</tr>
<tr>
<td>June 8th</td>
<td>Final Examination</td>
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*** First Examination – Wednesday, April 21st (Chapters 1-4, 4A, 9 10) ***

*** Second Examination – Wednesday, May 19th (Chapters 5-8, 11-12) ***

*** Final Examination *** Tuesday, June 8th – 8:00AM – 10:30AM ***