

SYLLABUS
LOGISTICS MANAGEMENT
(MKT 722 / OTM 722)

Lecture: T/R 2:30PM – 3:45PM, 3335 Grainger Hall

Instructor: Peter B. Lukszys

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COURSE DESCRIPTION

Logistics Management provides a practical, management perspective of the following areas of logistics: distribution, transportation, order fulfillment, sales and operations planning, importing/exporting, global logistics, introduction to logistics portions of ERP systems, third party logistics, managing people & change within the supply chain, the greening of the supply chain, key performance indicators, and recent supply chain technologies such as RFID. The course is designed for MBA students who have had little or no previous coursework or professional experience in logistics.

To promote methods of approaching real-world business problems, an integrated case study was developed for this course where students analyze aspects of the logistics system of PharmaMetrix, a hypothetical manufacturer of biotechnology products. Working in teams, the students analyze customer, supplier and inventory data to recommend its warehouse layout, transportation system and carriers, and U.S. distribution center location.

COURSE OBJECTIVES

1. To build a working understanding of logistics principles and to expose students to the language of logistics
2. To understand current challenges faced by supply chain professionals and to provide a basis for thinking through these challenges
3. To view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive advantage
4. To appreciate the importance that managing change and managing people play in the success of an organization
5. To prepare students for career opportunities or internships

COURSE MATERIAL

A required course packet of case studies and readings is available for purchase from the Copy Center located in Grainger Hall. Additional readings are available on-line via the courseweb and library e-reserve site. To provide recent articles and to help control course material costs, a textbook is not required. I will occasionally distribute copies of recent articles (e.g. Wall Street Journal) that relate to a topic we are discussing in class.

Case Studies

- Barilla SpA, Harvard Business School (case A)
- Deere & Company Worldwide Logistics, Ivey School of Business
- Necanko, Inc., Ivey School of Business
- Note on the US Freight & Transportation Industry, Harvard Business School
- Holt Renfrew, Ivey School of Business
- RFID at the METRO Group, Harvard Business School
- Dell: Selling Directly, Globally (2007), The University of Hong Kong
- Evolution of the Xbox Supply Chain, Stanford Graduate School of Business
- Strategic Planning at UPS, Harvard Business School
- Mini logistics cases from Bowersox, Closs & Cooper
 - Integrated Logistics
 - Specialty Metals

Textbook (optional)

- Bowersox, Closs, Cooper, Supply Chain Logistics Management. 2nd Edition, copyright 2007. ISBN-13: 978-0-07-294788-5

GRADING

25%	Midterm Exam
25%	Final Exam
20%	Class contribution
15%	Assignments
15%	PharmaMetrix project and related assignments

Exam and assignment grades will be posted throughout the semester on-line at <http://courses.bus.wisc.edu>, which will give you an indication of how you are doing in the course. Upon request, I can provide feedback to you on how you are doing in the course and an estimate of your current course grade following the midterm exam.

It is expected that assignments are submitted on-time via the courseweb. I will accept late homework assignments up to 48 hours past the due date. Late homework assignments will receive a deduction of two letter grades per 24 hours late (e.g. assignment turned in 12 hours late with normal grade of A would be reduced to grade of B).

It is expected you complete both the midterm exam and final exam during the scheduled dates and times. Please email me in advance if you anticipate any conflicts as early as possible during the semester. I will extend reasonable consideration for make-up exams; however, it is expected and preferred you complete exams on the scheduled dates and times.

COURSE LEARNING APPROACHES

TEACHING METHODS

Case studies	Lecture
Integrative case study designed for course	Exams
Industry speakers	Meet the instructor lunch
Discussion on current topics in logistics	Research presentation
Plant trip	

CURRENT LOGISTICS TOPICS DISCUSSION

It is important to keep abreast of current trends within logistics. We will discuss current logistics topics and what's in the news at the beginning of class. You are encouraged to participate in this dialogue and to share examples of recent articles or events in the news that relate to the class content.

Examples of logistics journals and other publications: [Supply Chain Management Review](#), [Harvard Business Review](#), [Wall Street Journal](#), [The Economist](#), and [Business Week](#).

You can also contribute to the class by posting articles and your comments in the "News Forum" on the courseweb (<http://courses.bus.wisc.edu>). Provide a short summary of the article and your comments or incites of how the article relates to the course.

RESEARCH PRESENTATION ON A CURRENT LOGISTICS TOPIC OF INTEREST

This assignment provides an opportunity to learn more about an area of logistics or SCM that interests you or about an area we didn't cover in class. Your classmates possess a vast amount of experiences – this assignment also provides a venue for you to share knowledge with your classmates. Your presentation will be graded and will count $\frac{1}{4}$ of your class contribution grade (i.e. 5% of course grade). You will work in self-selected teams for this assignment. Assignment details are posted on the courseweb.

MEET THE INSTRUCTOR LUNCH

It is not unusual for business deals to be conducted outside of the office - over lunch, dinner or at sporting events. A "Meet the Instructor" lunch will be scheduled during the semester. The lunch will be an informal way to get to know me outside of the classroom and serves as a forum to exchange feedback on the course. The lunch is optional.

EXPECTATIONS

- Have fun! Looking back, my years in business school were some of the most rewarding times of my life. When else will you be surrounded by a talented group of individuals with similar career and life goals? Make the most of it. *Carpe diem.*
- Professionalism. There are many right ways to approach and to look at logistical problems. If your view of a problem discussed in class is different than a view of your classmates, it's fine to challenge their position in a professional way. In fact, if you don't agree with a viewpoint, I expect you to challenge it. However, don't personalize issues – just stick to the facts when challenging viewpoints. Following this approach makes for healthy class discussions where we can learn from the perspectives of others.
- Push yourself. I encourage you to take controlled risks in the classroom to expand your learning. For example, if you know you have difficulty speaking in front of groups, volunteer to be your team speaker during one of the early presentations in the course. If it does not go well, that's okay. Your team can support you in future presentations and give you a chance to improve. Making mistakes and learning from them in this environment is a much smarter move than waiting until the VP of Operations asks you to present at an all-employee meeting with 2 hours notice. This is just one example of working outside your comfort zone in a controlled environment. Take advantage of learning in an academic setting!
- Attendance. I expect you to attend class on a regular basis and be on-time. If you can't make it or will be late, as a courtesy please let me know via email.

I have made an effort not to schedule mandatory class activities (e.g. midterm exam) on religious holidays. If you have a conflict between a required class activity and a religious holiday that you observe, please let me know via email during the first two weeks of the course and we can work out an alternative means for you to complete the class activity.

I will extend reasonable consideration to accommodate you for university-related extracurricular activities that conflict with our class. I expect you to notify me within the first two weeks of the course of any known conflicts.

- Class conduct. I expect that you put the same amount of energy into preparing for class as you would an important business engagement. The emphasis of this course is on learning.

Academic honesty is expected and required. Any academic misconduct will be referred to the Dean of Students and enforced per University policy.

Thanks for enrolling in this course! I hope you enjoy it and have a great semester.

Course Schedule

#	Date	Day	Topics	Readings	Assignments
1	2-Sep	T	Course Introduction	Syllabus	
2	4-Sep	R	Necanko case study, Analyzing logistics systems	Necanko case study	Case prep questions*
3	9-Sep	T	Driving Forces of 21st Century Supply Chains	BCC chapter 1 (e-reserve)	Resume (not graded)
4	11-Sep	R	Integrated Logistics case study, The work of logistics	BCC chapter 2 (e-reserve)	Questions 1-5 of Integrated Logistics case study
5	16-Sep	T	Transportation fundamentals	Notes from the US Transp. Industry, LTL pricing handout	
6	18-Sep	R	Plant Trip - EMD Chemicals (tentative date): SAP order processing and warehousing demo	Warehouse management reading (optional)	
7	23-Sep	T	Holt Renfrew case study	Case Study: Holt Renfrew	Case prep questions*
8	25-Sep	R	Global Logistics - importing & exporting goods, Specialty Metals case analysis	Import-Export hand-out	Specialty Metals cost analysis
9	30-Sep	T	Third Party Logistics (3PL's) and Outsourcing	3PL whitepapers (courseweb)	
10	2-Oct	R	Deere & Co. case study	Deere & Co. case study	Case prep questions*
11	7-Oct	T	PharmaMetrix Workshop 1 - Demand Analysis	ABC analysis handout	

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12	9-Oct	R	Best Practices in Sustainable Logistics	The Greening of Wal-Mart's Supply Chain (courseweb)	PharmaMetrix assignment 1
13	14-Oct	T	Barilla SpA case study	Barilla SpA case study	Case prep questions*
14	16-Oct	R	Midterm Examination - in class		
15	21-Oct	T	PharmaMetrix Workshop 2 - Forecast Analysis	Ballou p. 281-284 (courseweb)	
16	23-Oct	R	RFID Lab tour, Engineering campus	Concepts in RFID (hand-out)	
17	28-Oct	T	RFID at the METRO Group case study	RFID at the METRO Group case study	Case prep questions*
18	30-Oct	R	Inventory Management: Concepts & Today's challenges or CSCMP event in Milwaukee	Inventory management concepts (hand-out)	
19	4-Nov	T	PharmaMetrix Workshop 3 - Analyzing Inventory, Warehouse Operations, and the Logistics Network		PharmaMetrix assignment 2
20	6-Nov	R	Xbox case study	Evolution of the Xbox Supply Chain case study	Case prep questions*
21	11-Nov	T	Information Technology - Logistics Enterprise Systems	ERP vs. WMS? - whitepaper (courseweb)	
22	13-Nov	R	Guest Lecture: Emerging Trends in Logistics & Supply Chain Finance (Dr. Ed Marien)		
23	18-Nov	T	Sales & Operations Planning (S&OP)	S&OP reading (TBD)	
24	20-Nov	R	UPS case study	Strategic Planning at UPS case study	Case prep questions*

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25	25-Nov	T	Supply Chain Leadership		
26	27-Nov	R	No Class - Thanksgiving Holiday		
27	2-Dec	T	Course wrap-up, PharmaMetrix project - time to work in teams		
28	4-Dec	R	Team Presentations - PharmaMetrix Project		Executive summary, team presentation
29	9-Dec	T	Team Presentations - PharmaMetrix Project		Executive summary, team presentation
30	11-Dec	R	Final Exam		

* Pick 3 cases to submit