

**INTERNATIONAL LOGISTICS
LOGT 4232**

Dr. Stephen M. Rutner – Spring Semester, 2012
GEORGIA SOUTHERN UNIVERSITY

CATALOG DESCRIPTION

"An examination of the global market for international logistics and transportation services. This includes the role of shipping and air transportation in international business logistics and their impact on world trade. Also covered are issues in the management of ocean shipping, the import/export process, the roles of international agents, and international sourcing decisions. Field trips may be required."

STATEMENT OF OBJECTIVES AND SCOPE

In the next century, the idea of national borders may come to an end. However, in business today, the idea of international business has already reduced the impact of country borders. This class is designed to help the business leader of the next century to understand, to work within, and to gain competitive advantage using international operations.

Many companies are using international operations to reduce costs, improve quality, and to enter new markets. Some examples include McDonald's, Xerox, L.L. Bean, Frito-Lay, and General Motors. Each of these companies uses international logistics to provide better service to its customers. Furthermore, these example companies attempt to create significant value for their customers by using international logistical services.

In recognition of the new emphasis on providing the best comparative net value for the customers, international logistics represents a key bundle of resources which can be applied successfully to this end. In effect, this formally recognizes the fact that customer value can be created through the provision of elements of customer service such as product availability, timeliness and consistency of delivery, and ease of placing orders, etc. The net impact is that international logistical service is fast becoming recognized as an essential element of customer satisfaction in a growing number of product markets throughout today's world. Also, it is now evident at this time that logistics represents a key corporate suprasystem which is responsible for the creation of value for the external customer, and which facilitates and helps to integrate other functions throughout the firm, the supply chain and the world.

In total, international logistics costs can exceed 25% of the cost of doing business (or about 50% of marketing costs), and logistics-related assets (including inventory) can represent as much as 50% of a company's total assets. Consequently, expert management of logistics offers significant potential for enhancing customer satisfaction, and thus improving corporate profitability and return on assets.

Smart executives are finding ways to more efficiently manage the international logistics system to maximize customer service, and profits while minimizing costs.

COURSE OBJECTIVES

The objectives of this course are:

1. To provide the student with a basic understanding of international logistics and how customer value can be created through logistics;
2. To appreciate the role of international logistics and its interrelationships with other key suprasystems in the business firm;
3. To identify critical issues and challenges for logistics managers in today's business environment;
4. To become familiar with some of the basic concepts and approaches which are helpful for analyzing and resolving international logistics problems; and
5. To develop an interest in the field of international logistics.

PREREQUISITES

LOGT 3231 – Principles of Transportation

REQUIRED COURSE MATERIALS

Text: David and Stewart, *International Logistics*, 3rd Edition, Mason, OH: Cengage Learning, 2010.

Most needed additional materials will be posted on my website (www.rutner.com). So, check there for assignments, slides, support files, etc.

OFFICE HOURS

Professor: Stephen M. Rutner, Ph.D.
Office: CIT 1130
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E-Mail: srutner@georgiasouthern.edu
Web Page: www.rutner.com
Office Hours: TR 2:00-3:15 p.m., also by appointment
(i.e., I will find a time that fits your schedule!!)

Class Schedule: TR 11:00 a.m. – 12:15 p.m. CIT 3202

STRUCTURE OF COURSE

This course meets twice a week throughout the semester. The principal types of classroom activities include the following:

- Lectures to expand upon, illustrate, and supplement the material in the text;
- In class assignments, examples, and projects;
- Examinations and quizzes to provide feedback and positive reinforcement regarding the level of knowledge and insight which is being gained throughout the course; and
- Group projects examining an international logistics companies or current topics.

Two examinations that will be given this semester:

- The exams will be Exams #1 and the Final Exam each will count equally towards the final course grade. Each will be worth 200 points.
- Both exams will consist of 30-50 multiple-choice type questions along with 3-4 short essay questions. Also, there may be a take home portion.
- The examinations are TENTATIVELY scheduled as listed at the end.

Also, there will be various assignments during the quarter. This will include specific problems, hand-out assignments, and mini-cases. The total of these will count for 100 points.

An individual or two person project will be required. It will consist of a 10-15 minute presentation on a specific international logistics topic. This is an important portion of the grade and will count for 150 points.

Finally, class participation will be required. This will include both discussions in class and keeping current on logistics literature. There are a number of points to keep in mind about participation. First, attendance is not required, but is a necessary step for participation. Attendance alone does not equate to participation. Each student is required to add to the class discussion. This area will count for 150 points of the final grade.

GRADING POLICIES

As mentioned previously, each exam, assignment, etc. has a point value. Based on the values of these assignments, final course grades will be based on the following minimum standards.

| Item | Points | Total |
|---------------|----------|-------|
| 2 Exams | 200 each | 400 |
| 2 Cases | 100 each | 200 |
| Participation | | 75 |
| Quizzes | 50 each | 150 |
| Presentation | | 100 |
| Assignments | | 75 |
| Total | Possible | 1000 |

| Grade | Points | Percent |
|-------|--------------|---------|
| A | 900 and over | 90% |
| B | 800 – 899 | 80% |
| C | 700 – 799 | 70% |
| D | 600 – 699 | 60% |
| F | Under 600 | |

The professor reserves the right to add extra credit assignments throughout the quarter. Any extra credit assignments will add points directly to the end total.

EXAMINATION MAKEUP POLICY

General course policy is that no makeup examinations will be given unless a student can prove in writing that circumstances of an extraordinary nature necessitated an absence from a particular examination. Since examination dates have been announced well in advance, employment interviews or plant visits will not be a valid excuse for missing a regularly-scheduled examination. All of the exam dates for this course have been announced as of the first day of class. Students should view these dates as firm, and schedule other commitments around the exam dates.

Providing that a valid excuse has been approved by the instructor, anyone missing one of the first three regularly-scheduled exams will be permitted to take a special makeup exam during the last week of class. This makeup exam will consist of fifty (50) questions, and will be comprehensive over the material from the first three exams. This exam will be given on near the end of the quarter based on the student's and professor's schedules.

Any student missing more than one examination, for whatever reason, will not be offered any opportunity to take the comprehensive makeup, and will not receive a passing grade for the course. Any student in this situation is encouraged to re-take the entire course at a time when circumstances may permit attendance at all of the regularly-scheduled examinations.

The offering of any makeup examination is entirely at the discretion of the instructor. Each situation will be dealt with as fairly and objectively as possible.

ATTENDANCE POLICY

Although prompt, regular attendance will prove to be helpful to students in this course, there is no easy way to require and monitor attendance on a random basis. Attendance at all scheduled class meetings is mandatory. None of our classroom interactions can be replicated outside of that context. We are scheduled for approximately 30 meetings (*cf.* the syllabus). Missing four classes or equivalents will yield an automatic, grade penalty of one letter grade off your final grade. Missing eight or more classes or equivalents will yield an automatic, two letter grade penalty. Late arrival or early departure is equivalent to missing a class. Please note that there are only a few types of EXCUSED absences according to GSU Policy: illness, death in the family or representing the university. In all of these cases, some form of valid documentation will be required. Finally, there are three days of critical outside class time required events. If you miss any one of these events, you will fail the course. Please ensure now that you have no conflicts. Due to the nature of these days, there is no possible way to make them up until a future semester.

CLASSROOM POLICIES AND ETIQUETTE

We must deal with selected administrative matters. To the extent that a policy is not discussed, University policy applies.

- Wireless devices (cellular phones, iPods, game devices, or any comparable device) may not be used for any reason during class. Laptop computers may be used for note taking only. Usage that violates these guidelines may result in sanctions that range from seizure of the electronic device(s) to administrative withdrawal from the class.
- Students will display name tents at all class meetings. That requirement is relaxed during examinations.
- Active participation is always valued. The protocol for speaking aloud requires that a student wishing to speak must raise a hand and wait until I audibly recognize that contributor before speaking.
- Rude or disruptive behavior is impermissible. I am the sole arbiter of “rude” or “disruptive” in my classroom.
- Violations of this policy will be met with sanctions ranging from ejection from one class to administrative withdrawal from the course. Those who act with maturity and grace will not be impacted.

INCLEMENT WEATHER POLICY

If inclement weather (e.g., snowstorm, hurricane, etc.) makes it difficult or impossible for a significant number of students to be in class on an exam day, the examination will be postponed until the next regularly-scheduled class period. While this policy probably will be an inconvenience to those who are able to get to class, it will assure all students that everyone takes the same exam under identical circumstances. The idea of giving a make-up exam to large numbers of students simply is not feasible in a class as large as Logistics 4232. Thus, everyone will need to be as flexible as possible if an exam date needs to change due to inclement weather.

ACADEMIC DISHONESTY

The policy of the College of Business Administration is that any academic dishonesty shall result in a grade of "F" for the course. This policy will be enforced strictly in this course. Please refer to *Hilltopics* or *The Eagle Eye* student handbook for a discussion of academic dishonesty.

ADDITIONAL COURSES OFFERED IN LOGISTICS

LOGT 3231: Principles of Transportation

LOGT 3232: Business Logistics

LOGT 4231: LIT Operations

LOGT 4232: International Logistics

LOGT 4233: Logistics Executive in Residence

LOGT 4263: Seminar in Intermodal Transportation

LOGT 4830: Special Topics in Logistics

LOGT 5835: LIT Independent Study

LOGT 7432: Logistics Fundamentals and Strategy (MBA)

International Logistics - LOGT 4232
Course Outline – Spring Semester, 2012

| Day | Date | Section and Topics | Ch | Due | Topic | Who |
|-----|-------|-----------------------------|------|-----|-------------------------|-------------------------------|
| T | 1/17 | Course Overview | 1 | | US Culture | Dr. Rutner |
| R | 1/19 | Culture | SP | | | Comp Day for Sim/Port Tour |
| T | 1/24 | Culture | SP | | Gift-giving world-wide | |
| R | 1/26 | Government | 2 | | Woman and Int'l Jobs | |
| T | 1/31 | Int'l Trans Issues | 2 | | Georgia Exporters | |
| R | 2/2 | Trans Around the World | 2 | A1 | NAFTA: effects on US | |
| T | 2/7 | Comp Day for Sim/Port Tour | | | | |
| R | 2/9 | Intermodal & | 3 | | Int'l Pipeline Projects | |
| T | 2/14 | Int'l Land Trans | 3 | | Japanese Distribution | |
| R | 2/16 | Documentation and Insurance | 9/10 | | Maritime Disasters | |
| T | 2/21 | Int'l Ports and Facilities | 3 | A2 | Brazil Infrastructure | |
| R | 2/23 | Int'l Intermediaries | | A3 | Port of Singapore | |
| F | 2/24 | Tour Garden City Terminal | | | Savannah | |
| S | 2/25 | Ports of Call Simulation | | | CIT Computer Lab | |
| S | 2/26 | Ports of Call Simulation | | | CIT Computer Lab | |
| T | 2/28 | Importing | 4 | | ASEAN | |
| R | 3/1 | Exporting | 4 | | DP/Danzas | |
| T | 3/6 | Terms of Sale and Payment | 6/7 | C1 | JETRO | |
| R | 3/8 | Exam 1 | | | | |
| | 12-16 | Spring Break | | | have fun, be safe | |
| M | 3/19 | Last day to Withdraw | | | | |
| T | 3/20 | Int'l Air Trans | 12 | | Japan's "Open Skies" | |
| R | 3/22 | Int'l Air Trans | 12 | A4 | Trends in Air Cargo | |
| T | 3/27 | Ocean Ships and Shipping | 11 | A5 | EU Air Deregulation | |
| R | 3/29 | Ocean Ships and Shipping | 11 | | ILWU Strike | |
| T | 4/3 | Practical Ocean Shipping | * | | Maersk/Sealand | |
| R | 4/5 | Bulk Ocean Carriers | 11 | | WTO Battles | |
| T | 4/10 | Chartering | 11 | C2 | FTZ's World Wide | |
| R | 4/12 | Ocean Liner System | 11 | | Container Ship Update | |
| T | 4/17 | Ocean Liner System | 11 | | Shipping Lanes/Times | |
| R | 4/19 | Int'l Distribution and EU | 17 | A6 | China's Trans System | |
| T | 4/24 | Special Topics & Review | * | | | |
| R | 4/26 | Comp Day for Sim/Port Tour | | | | |
| T | 5/1 | Comp Day for Sim/Port Tour | | | | |
| R | 5/3 | Comp Day for Sim/Port Tour | | | | |
| R | 5/10 | ** FINAL EXAM – 10am | ** | | | |

LOGISTICS 4232 - INTERNATIONAL LOGISTICS
Syllabus Addendum

THINGS TO DO BEFORE THE NEXT CLASS!!

- Bookstore:
- Buy the Textbook
 - Get the H-ITT device
- Internet:
- www.rutner.com
 - int'l links
 - Read Culture Material
 - Chapter Slides

REQUIRED COURSE MATERIALS

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| F | Under 600 | |

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