

GLOBAL LOGISTICS STRATEGY

TLOG 5653

Dr. Stephen M. Rutner – Summer Semester, 2003

THE UNIVERSITY OF ARKANSAS

CATALOG DESCRIPTION

"**TLOG5653 Global Logistics Strategy** (SP) – Transportation and logistics activities of multinational firms with emphasis on transportation, customer service, inventory control, facility location, global sourcing, customs documentation, and the role of government in importing and exporting. Attention given to current events and their effect on the marketing and logistics activities of U.S.-based organizations."

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:

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

PREREQUISITES

TLOG 5633 – Business Logistics Systems or permission of the instructor

REQUIRED COURSE MATERIALS

Text: Wood, Barone, Murphy & Wardlow, *International Logistics*, 2nd Edition, NY: Amacon, 2002.

Also, the PowerPoint slides used in the class are required and available on the CD provided. The CD also contains readings for the week and other items. The website will have any changes that are made during the semester.

OFFICE HOURS

Professor:	Stephen M. Rutner, Ph.D.
Office:	WCOB 246D
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Web Page:	www.rutner.com
Office Hours:	MW 1:00-2:30 p.m. and T 5-6 p.m. (my be at distance site)
Class Schedule:	TR 6:00-9:20 p.m.

STRUCTURE OF COURSE

This course meets once 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 examples, projects, and case discussion;
- Examinations to provide feedback and positive reinforcement regarding the level of knowledge and insight which is being gained throughout the course; and
- Individual assigned presentations to covering specific international logistics topics.

GRADING POLICIES

As mentioned previously, there are a number of components to your grade for the semester. 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
1 Case	100 each	150
Participation		100
Presentation		150
Total	Possible	800

Grade	Percent
A	90%
B	80%
C	70%
D	60%
F	

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.

Examinations:

Two examinations 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.

Case:

Due to the short time in the summer semester, there will be only one case due. This case will challenge the class members to apply the materials learned throughout the semester and will be a large portion of the course evaluation. Students will work in groups of three or four members per team. Each team will turn in one case evaluation on the assigned date. Furthermore, class time will be devoted to discussing the groups' decisions.

Individual(s) Presentation

Every student will now complete at ONE 15-20 minute presentation during the semester on a specific international logistics topic. This is an important portion of the grade and will count for 150 points.

Class Participation

Class participation will count 100 points towards your grade!! This is a key part of the class, and you need to participate to have a successful learning experience.

As with any graduate class, I expect the students to do an excellent job. Grading of assignments, cases, etc. will be based on my expectation of your high levels of excellence.

EXAM/ASSIGNMENT MAKEUP POLICY

General course policy is that no makeup assignments will be accepted unless a student can prove in writing that circumstances of an extraordinary nature necessitated an absence from a particular examination. Since assignment dates have been announced well in advance, employment interviews or plant visits will not be a valid excuse for missing a regularly-scheduled assignment. All of the assignment 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 these dates.

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 daily basis. Thus, this important aspect of the course is left up to each individual student. However, as stated previously, participation is a key part of the overall grade.

Arriving late and/or leaving class early, however, is extremely disruptive and annoying to the instructor and to other students taking the course. For this reason, anyone attending class should plan to stay until all material has been covered, and the instructor has dismissed the class. Otherwise, it would be better not to show up at all, and thus avoid inconveniencing others.

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 may not be feasible in this class. Thus, everyone will need to be as flexible as possible if a critical 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 note that a group project does not allow a person to use another's work. Please refer to *Catalog of Study – Academic Regulation (Academic Honesty)* for a discussion of academic dishonesty.

ADDITIONAL GRADUATE COURSES IN LOGISTICS AND TRANSPORTATION

- TLOG560V Special Topics in Logistics
- TLOG5633 Business Logistics Systems
- TLOG5643 Strategic Issues in Transportation Management
- TLOG5653 Global Logistics
- TLOG5663 Supply Chain Management
- TLOG5673 Transportation & Logistics Modeling

HOW TO SUCCEED

The key to success in the class consists of a number of simple steps.

- Attend all classes
- Participate in class
- Keep up with the material throughout the term
- Don't snivel!

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Course Outline – Summer Semester, 2003

Date	Topic	Wk	Ch	Due	Individual Assignments	Individual
5/20	Intro and Class overview Global Environment	1			Cultural traits of US Tariffs, Protect. & WTO	Dr. R Dr. R
5/22	What is Culture Business Culture	2	3	A1		
5/27	Political Environments Legal Systems and Issues Regional Organizations	3	1	A2	Gift-giving world-wide Woman and Int'l Jobs NAFTA: effects on US	
5/29	Global Transportation Gov't Role in Trans. Int'l Land Transportation	4 5	2	A3	ASEAN China's Domestic System Japanese Distribution	
6/3	Int'l Ports and Facilities Importing & Exporting Int'l Intermediaries	6 7	9 13 14 10	C1	Port of Singapore Japan External Trade Org. Arkansas Exporters	
6/5	Mid-Term Exam	8			(note: wk 9 was Spr Break)	
6/10	Terms of Sale & Payment Docs and Insurance Int'l Air Transportation	10 11	11 12 7		Interview Export Mgt Co In-depth one FTZ Japan's "Open Skies"	
6/12	Ocean Ships and Shipping Chartering Bulk Ocean Carriers	12 13	4 5	A4 A5	Shipping Lanes/Times Jones Act Russian Poultry Mkt	
6/17	Work on Case Time to Catch Up					
6/19	The Ocean Liner Conference System	14	6	C2	Container Ship Update ILS Strike	
6/24	Int'l Warehousing Special Topics	15 16	17	A6	L.A. Logistics	
6/26	**** Final Exam ****				6-9pm	

Spare Topics:

Foreign Direct Inv in Arkansas
 Expropriation Examples
 China & Human Rights

Asian Market Crisis
 Dept of Commerce Services
 WTO Battles/Decisions