GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

J. Zurcher
F.93

BA 2410: Introduction to Logistics and Physical Distribution, Fall 1993, 3(3-0)

TEXT: Profitable Logistics Management, Don Firth (McGraw-Hill, Canada, Rev. Ed., 1988)

PREREQUISITE: None

COURSE DESCRIPTION: This course provides an introduction to the use of logistics as a strategic management tool to achieve superior customer service. It provides an introduction to all of the activities involved from the supply of raw materials to delivery to the customer including customer order processing, production scheduling, warehousing, location analysis, inventory control and transportation, and material handling. An overview of the integrated logistics concept is presented by considering the interdependency of these activities and the role of logistics in creating an effective marketing strategy to maximize customer service and company returns.

COURSE SCHEDULE: Tuesday evenings from September 7, 1993, to December 14, 1993. The classes will be 3 hours in length each evening.

INSTRUCTOR: Jan Zurcher, Customer Service Manager (Logistics Quality), Weyerhaeuser Canada.

OFFICE HOURS: Instructor will be available to students 30 minutes before and after classes for general questions. Other time will be made available as needed by the students. Contact numbers: 539-8507 (work) and 532-2621 (home).

COURSE OBJECTIVES:

1. To acquaint students with the basic concepts and business impacts of integrated logistics
2. To help students develop a knowledge of the terminology associated with logistics
3. To provide students with an introduction to the basic elements of integrated logistics - customer service standards, order processing, warehousing, location analysis, production planning, sales forecasting, materials handling, purchasing - and to understand their interrelationships
4. To help students apply the principles and concepts of integrated logistics to case studies to improve analytical and problem solving skills
5. To acquaint students with future directions in the field of logistics

GRADING:		
	Case Studies	10%
	Review Questions	15%
	Article Review	5%
	Mid-term Exam	20%
	Project	20%
	Final Exam	30%
		100%

COURSE CONTENT

Week 1 **Overview**

To provide students with an overview of the course
To discuss course objectives and student objectives
To jointly establish class norms and expectations
To provide students with an understanding of the broad scope of integrated logistics
To have students understand the business benefits of integrated logistics

Week 2 **The Driver of the System: Customer Service**

To help students understand the importance of customer service in creating effective integrated logistics
To introduce students to key aspects of customer service
To provide students with some basic concepts and tools to measure customer service performance
To provide students with an opportunity to examine the ordering process and to use the concepts of integrated logistics to identify opportunities to improve customer service

Week 3 **The Transportation System**

To examine the role of transportation in logistics and its relationship to customer service
To help students discover the variety of modes available for transporting goods
To introduce students to the terminology and equipment associated with the major modes
To provide an introduction to the interpretation of freight tariffs
To provide students with an overview of methods to determine the most appropriate form of transportation to meet customer service needs

Week 4 **Transportation Legislation**

To introduce students to the nature and extent of legislation governing the movement of goods in Canada and the United States
To help students examine the various aspects of deregulation and its impacts on both carriers and shippers

Week 5 **Carrier Selection**

To help students gain an understanding of the complexity of supplier contract negotiations
To help students relate supplier service to customer service
To have students participate in a simulated negotiation process

Week 6 **Transportation Problems**

To help students understand the nature and complexity of distribution planning problems and some of the tools available to solve them
To provide students with an opportunity to apply tools to a routing problem
To provide students with an opportunity to apply tools to selecting a distribution centre location

Week 7 **Warehousing as a Customer Service**

To help students understand the role of warehousing in meeting customer needs
To introduce students to the primary and secondary functions of warehousing
To have students become familiar with warehousing terminology, equipment and operations

Week 8 **Mid-term Exam**

Week 9 **Inventory Management**

To introduce students to the concept that inventory is a common thread that ties all logistics activities together
To help students examine how inventory management techniques affect the level of customer service
To provide tools to the students to illustrate how various inventory management techniques affect overall returns to a business

Week 10 **Sales Forecasts and Production Planning**

To provide students with an understanding of the impacts of sales forecasting on the logistics chain
To provide students with an introduction to various forecasting methods
To introduce students to the use of linear programming as a tool to assist in the production planning process

Week 11 **Inbound Logistics**

To introduce students to the roles of inbound logistics in providing customer service
To familiarize students with the terminology and key operations of inbound logistics
To identify and describe a variety of materials management techniques including Kanban, JIT, DRP, MRP
To have students examine some of the key issues within inbound logistics operations including basic supplier appraisal tools

Week 12 **International Logistics**

To introduce students to some of the factors that impact international logistics activities
To introduce students to the major international distribution channel strategies
To identify the key issues that relate to global logistics

Week 13 **Logistics Design: Current**

To introduce students to the problems and opportunities involved in logistics systems analysis
To present a form of financial model for demonstrating the overall impacts of various logistics decisions

Week 14 **Logistics Design: Future**

To provide an overview of the possibilities created by such developing computer capabilities as artificial intelligence and expert systems
To identify for students the future challenges that logistics professionals might face

Week 15 **Final Exam**

Fall 1993