LSCM 4530 – Fall 2014
E-Logistics in Supply Chain Management

CLASSROOM
Date and Time: M, W, & F 11:00AM – 11:50AM
Location: BLB 055
Final Exam: M, Dec 8th, 10:30AM – 12:30PM

INSTRUCTOR
Dr. David R. Nowicki
Office: BLB 338B
Phone: (940) 565-3673
Email: https://learn.unt.edu/
(Please use the email provided within Blackboard Learn for all email communications.)
Office Hours: M, 1:00PM – 2:00PM; and F, 9:30AM – 10:30AM; or by appointment.

CATALOG DESCRIPTION
Comprehensive inquiry in the role of e-commerce and logistics relationships. Special attention is afforded to resource and technology interdependencies, exchange governance mechanisms and relationship management benchmarking. Emphasis is given to tools for creating value in the supply chain.

COURSE MATERIALS
- ISBN 978-1-4666-3914-0 (hardcover)
- ISBN 978-1-4666-3915-7 (ebook)
- ISBN 978-1-4666-3916-4 (print & perpetual access)

Blackboard Learn:
All course material, assignments, and outside readings will be available within Blackboard Learn. You can access Blackboard Learn using the Internet. The site is password protected. You can learn more about Blackboard Learn by reviewing the on-line student manuals. To login to Blackboard Learn go to https://learn.unt.edu/ and enter your EUID and AMS password.

Blackboard Learn is central to this course. You are expected to log into Blackboard Learn at least once in every 24 hours.

Outside Readings:
Outside readings may be assigned for class sessions as determined by the instructor. Topical issues will be provided from current business readings and sources.
Internet Software: You will need the Internet access and a web browser such as Mozilla Firefox or Internet Explorer. Course materials and assignments will be distributed via the Internet using Learn. You will be responsible for accessing Learn to obtain all course materials. Adobe Acrobat Reader will be required to read some of these materials. Acrobat Reader is available free from www.adobe.com.

Class PowerPoint Presentations: Copies of the PowerPoint slides used during the in-class lectures will not be handed out in class. You should download the files from Blackboard Learn, and then print the slides ahead of time. You may find this useful to follow along while in class, and/or to review the slides for exam preparation.

COURSE OBJECTIVES
Over the last decade, we have witnessed a major shift in business towards globalization. Global supply chains are a source of competitive advantage. The global configurations of firms provide access to cheap labor and raw materials, subsidized financing opportunities, larger product markets, arbitrage opportunities, and incentives offered by host governments to attract foreign capital. These benefits are available to firms today because of unprecedented transnational mobility of capital, information, people, products, and services; tremendous leaps in information and communications technology; and increased opportunities and willingness of businesses to engage in e-commerce. Look at the example below:

Victor Fung describes a typical order for a supply chain managed by his Hong Kong-based company, Li & Fung. A European retailer ordered garments from his company. Decisions regarding styles and colors were not initially determined; however, anticipated demand was communicated up and down the chain. The firm purchased yarn in Korea. A supplier wove and dyed the fabric in Taiwan. Zippers, buttons, and the fabric were transferred to Thailand for sewing, and the garments were in the European retail outlets in five weeks from the start of production. The transaction is both financially and logistically complex involving over half a dozen countries and currencies (Magretta 1998).

While it is easy to buy a good or service from any part of the global within a few minutes using the Internet, the products cannot be shipped using the Internet. We still need to rely on transportation and distribution of goods using traditional modes. This course focuses on the application of different technologies to support logistics operations in supply chains. Specifically the objectives are to:

- Understand the role of information and technology in supply chain integration.
- Understand the role of information and technology applications in managing logistics functions such as purchasing and supply, customer relationship,
distribution, and reverse logistics, particularly in the context of internet-enabled supply chains.

- Develop problem-solving skills using industry examples and analytical tools.
- Explore evolving technologies such as wireless applications and RFID.

**COURSE FORMAT**
The course format is a combination of in-class lectures, in-class discussions and activities, case studies, individual readings, guest lectures, quizzes, and exams. Every session is important. Lectures are designed to introduce or explain some of the principles being discussed. The lecture will cover the assigned topic but will not necessarily present the material as covered in the text or readings. You must read all assigned readings. You must be prepared to discuss and/or apply assigned readings.

**GRADING**
Grading will be based on your performance on the following evaluation instruments:

<table>
<thead>
<tr>
<th>Evaluation Element</th>
<th>Points</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Resume</td>
<td>40</td>
<td>4%</td>
</tr>
<tr>
<td>B. Professional Development</td>
<td>80</td>
<td>8%</td>
</tr>
<tr>
<td>C. Syllabus Quiz*</td>
<td>20</td>
<td>2%</td>
</tr>
<tr>
<td>D. Assignments**</td>
<td>350</td>
<td>35%</td>
</tr>
<tr>
<td>E. Quizzes**</td>
<td>260</td>
<td>26%</td>
</tr>
<tr>
<td>F. Final Exam</td>
<td>250</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Total</strong>*</td>
<td>1000</td>
<td>100%</td>
</tr>
</tbody>
</table>

* You have an unlimited amount of tries for the syllabus quiz, but you will have to finish the quiz no later than **5 PM on Wednesday, Sept. 3rd, 2014**. **You need to take the syllabus quiz at least one time in order to pass the course.**

** No assignments or quizzes will be dropped.

*** Minimum to pass the course is 500 Points.

You will not be allowed to resubmit or retake assignments, quizzes, exams or any other graded material.

Letter grades are determined by considering both your “absolute” points earned and your performance “relative” to other students in class. First, your total points earned will be compared to an absolute scale and a grade determined as per Table 1. Then, your class standing (rank) will be determined based on your total points earned, and a grade determined based on your relative ranking as per Table 1. The final grade will be no lower than the higher of the two grades (absolute or relative).

This is “higher of the two grades” policy is subject to a **minimum of 500 points to pass the course** and at least one attempt at the syllabus quiz before 5 PM on W, September 3rd, 2014. However, earning 500 points does not entitle you to pass the course.
<table>
<thead>
<tr>
<th>Grade</th>
<th>Absolute</th>
<th>Relative</th>
<th>Rank Band</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100</td>
<td>Top 20%</td>
<td>1-20%</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
<td>Next 40%</td>
<td>21-60%</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
<td>Next 20%</td>
<td>61-80%</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
<td>Next 10%</td>
<td>81-90%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
<td>Bottom 10%</td>
<td>91-100%</td>
</tr>
</tbody>
</table>

Table 1. Absolute and Relative Grades

A few examples of grading are shown in Table 2.

<table>
<thead>
<tr>
<th>Absolute</th>
<th>Absolute Grade</th>
<th>Relative Rank</th>
<th>Course Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>A</td>
<td>10</td>
<td>A</td>
</tr>
<tr>
<td>88</td>
<td>B</td>
<td>15</td>
<td>A</td>
</tr>
<tr>
<td>78</td>
<td>C</td>
<td>55</td>
<td>B</td>
</tr>
<tr>
<td>82</td>
<td>B</td>
<td>25</td>
<td>B</td>
</tr>
<tr>
<td>49</td>
<td>F</td>
<td>85</td>
<td>(D or F)*</td>
</tr>
</tbody>
</table>

*Depends on whether or not the student has at least 500 points.

Table 2. Examples of Final Grades

RESUME ASSIGNMENT

Time to start thinking about graduation! Got your resume ready? You should! In order to assist you in preparing for your (eventual) job search, the logistics faculty would like to ensure that your resume is ready. Your assignment is to create and submit a resume. You will also have an opportunity to make it available to prospective employers. Important things to note are as follows:

- The logistics faculty will use this resume to send to companies that contact us throughout the semester. No resume updates will be accepted during the semester after the initial submission; no exceptions. Make sure it is your very best.
- You have the right to request your resume NOT be distributed to potential employees. If you request “no distribution” we will not release your resume to prospective employers upon their request.
- Submit your resume and other associated details via the Assignment Tab in Blackboard Learn.
- The deadline is 5 PM on September 3rd, 2014.
- To receive full points, name your resume file using your last name and your anticipated graduation semester and year (Lastname_GraduationTerm_GraduationYear.doc). For example, “Nowicki_Spring_2014”. Failure to properly name your file will result in a 50% penalty.
- Acceptable formats are pdf, doc, and docx. No credit given for other formats.
• No resumes will be accepted after 5 PM on W, September 3rd, 2014.
• Submit separate resumes for each logistics course you are enrolled in.

PROFESSIONAL DEVELOPMENT IN LOGISTICS

The UNT Professional Program in Logistics is very proud of its close relationship with industry and our emphasis on professionalism. You are required to participate in two professionalism events. Each event is worth 40 of your final grade. For each event you attend you must complete the on-line Professionalism assessment within one week after the event ends. The Blackboard grade book will reflect your participation after you complete the on-line professional assessment and as soon as I receive the signature sheets. Sometimes it may take a week or two to receive the signature sheets.

The on-line professionalism assessment is located within the Professionalism section in Blackboard Learn. The last day to submit/complate a Professional Development activity is EOB on December 3rd, 2014.

Events that qualify for Professional development in logistics include:

Logistics Executive Lecture Series:
Registration:
http://www.cob.unt.edu/logisticscenter/students/lectureseries/speakers.php

This semester the Logistics Executive Lecture Series will feature six Friday Noon to 1 PM sessions allowing students to meet and actively interchange with a logistics executive:

1. Friday, September 12 – David Little, Vice President Logistics & Optimization, Martin Marietta Materials
2. Friday, October 10 – Lynn Gravley, President & CEO, NT Logistics
3. Friday, October 24 – Joe Bongiovanni, Senior Vice President Distribution, The Apparel Logistics Group
4. Friday, October 31 – Dave Malenfant, Vice President of Global Supply Chain, Alcon Labs
5. Friday, November 14 – Joe Bowe, Vice President Distribution Transportation, Pier 1
6. Friday, November 21 – James Gowan, VP Supply Chain & Chief Sustainability Officer, Verizon

Onboarding Program Sessions:
Registration:
http://www.cob.unt.edu/logisticscenter/students/onboarding/onboarding.php

Onboaring program sessions for this fall include:
1. Friday, September 5 – Professional Dress for Logistics – presented by JCPenney Ron Harper, Vice President Supply Chain Operations
   Dave Stark, Supply Chain Strategy Director
You must RSVP to attend the Logistics Executive Lecture Series and Onboarding events. The RSVP systems will allow registrations until midnight the Wednesday prior to the event on Friday. Students who do not RSVP, arrive late to the lecture or depart early may not receive credit.

You are strongly encouraged to attend multiple speakers, LogSA activities, and professional association meetings. You must have any other events, including LogSA or College of Business distinguished speakers, approved by me in advance! I will accept an alternative only if an outside speaker is present. A list of the LogSA, CoB distinguished speakers, and the professional association meetings are on Blackboard Learn.

EXAMS AND QUIZZES
There will be 14 assignments, each worth 25 points. There will be 13 quizzes, each worth 20 points. The quizzes will be on-line and consist of multiple choice, T/F, and short answer questions. You will be given one attempt for each quiz. Once you begin the attempt you must finish within the allotted time given. The quizzes will test you on the material from my lectures, guest speakers, and the assigned readings.

The assignments will be one or more questions that will require you to combine the knowledge you obtain from class and the readings with your own research. An example might be: Describe how a company uses CRM and e-Logistics to improve its performance? Assignments may also be quantitative in nature testing your problem solving skills. The completed assignment will be in MS-Word document uploaded in Blackboard Learn.

FINAL EXAM
The course includes one comprehensive final. Exam will be open book, open notes and will cover assigned readings and all material covered in class including lectures, articles, and discussions. Exams may include a combination of true/false, multiple choice, number problems, and short-answer type questions. The exams require the student to pull together key logistics, supply chain, and technology concepts to devise an answer and are intended to test understanding, not memorization skills.
MISSING AN EXAM, QUIZ, OR OTHER GRADED ASSIGNMENT

Quizzes, or other graded assignments (except exams) cannot be made up. If you must miss an exam due to unavoidable circumstances, you must contact me in advance. If the circumstances merit, I will schedule a make-up exam. These situations will occur on an exception basis and must be justified on extraordinary circumstances.

In order to be considered for the makeup of an in-class exam, you must notify me before the day of the in-class exam in two of the following four ways: e-mail, in-person, or phone call/voice message. Failure to provide prior notification will result in a failing grade for the exam. Exceptions will only be made in very extreme cases. Documentation may be required to schedule a make-up exam.

FINAL GRADES

In keeping with university policy and privacy acts, grades will not be given out over the telephone. The department staff is not allowed to be give to you your grades. Do not call or stop by the department office to ask for your grade. You may check your grade on-line using Blackboard Learn, or schedule an appointment to receive your final grade and a review of your performance.

GRADE APPEALS, WITHDRAWALS, & INCOMPLETES

Please refer to the UNT Undergraduate Catalog for policies governing these actions. If you have any questions, please contact me for clarification. Please note: I only use an incomplete for extraordinary circumstances. An incomplete grade will not be used simply to provide more time to complete the course requirements.

If you disagree with how any assignment or examination was graded, you must submit a written appeal by email or letter before the start of the next class period. The email or letter must clearly state the rationale for the appeal and provide evidence to support your position. Appeals that do not provide supporting rationale and specific reference(s) to course materials will be returned without consideration.


The UNT academic calendar was taken directly from http://www.unt.edu/catalogs/2014-15/calendar.htm. Make sure to verify this is still an accurate calendar prior to making any decisions.

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 25</td>
<td>First Class Day</td>
</tr>
<tr>
<td>Aug. 25–29</td>
<td>Student-requested schedule changes may be made during add/drop.</td>
</tr>
<tr>
<td>Aug. 29</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Sept. 1</td>
<td>Labor Day (no classes; university closed)</td>
</tr>
<tr>
<td>Sept. 9 –Nov. 3</td>
<td>Student may drop a course with written consent of instructor.</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of W may be recorded.</td>
</tr>
<tr>
<td>Oct. 6 –Nov. 21</td>
<td>Instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>Nov. 10</td>
<td>Beginning this date a student who qualifies may request a grade of I, incomplete. (See “Grading system” in the Academics section of this catalog.)</td>
</tr>
<tr>
<td>Nov. 21</td>
<td>Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.</td>
</tr>
<tr>
<td>Nov. 27-30</td>
<td>Thanksgiving Break (no classes; university closed)</td>
</tr>
<tr>
<td>Nov. 29 –Dec. 5</td>
<td>Pre-finals Week</td>
</tr>
<tr>
<td>Dec. 4</td>
<td>Last Class Day</td>
</tr>
<tr>
<td>Dec. 5</td>
<td>Reading Day (no classes)</td>
</tr>
<tr>
<td>Dec. 6-12</td>
<td>Finals</td>
</tr>
</tbody>
</table>

**STUDENT CONDUCT**

Students are expected to act in a professional manner reflecting the norms of conduct reflective of the modern corporate workplace. As a minimum, students need to be familiar with and adhere to all principles as described by the Center for Student Rights and Responsibilities (www.unt.edu/cssr). The CSSR posts copies of the Student Code of Conduct and Student Handbook on this website. Students are responsible for being knowledgeable of and adhering to the guidelines provided. However, I personally respect you as an individual and look at you as a junior executive in the profession of business. Laptop use is only permitted for taking notes in class and as permitted by the instructor.

**Acceptable Student Behavior:** Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr.
ACADEMIC INTEGRITY
Cheating, plagiarism, or other inappropriate assistance on examinations, abstracts, or cases will be treated with zero tolerance and will result in a grade of “F” for the course. Any work on the quizzes or assignments is to be treated identically as an in-class test: the work should be entirely yours with ABSOLUTELY NO outside help or assistance. When working on the papers, you must not discuss your work with anyone unless specifically approved by the instructor. Copying or using material from papers previously submitted by other students (at UNT or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “cutting and pasting” from other sources, even if properly footnoted does not meet the criterion of submitting your own work and will result in a failing grade for the course.

The examination instructions are very clear regarding what materials may be used on the exam. If you “preprogram” your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual’s exam, you will receive a failing grade for the course.

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

Academic integrity policy is available at http://vpaa.unt.edu/academic-integrity.htm. You are strongly encouraged to review the policy.

AMERICANS WITH DISABILITIES ACT
The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with a disability. If you have an established disability as defined in the Act and would like to request accommodation, please see me as soon as possible. I can be contacted at the location and phone number shown in this syllabus. Please note: University policy requires that students notify their instructor within the first week of class than an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have any questions or if I can be of assistance.
STUDENT EVALUATION OF TEACHING EFFECTIVENESS

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

The survey is available through a link on my.unt.edu as well as sete.unt.edu.