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BMKT 491.01: Special Topics - Opportunities and Challenges in Logistics and Transportation

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**Fall 2022 Special Topics:
Opportunities and Challenges in Logistics and Transportation**

CRN 73706: BMKT 491-01 & 73729: MBA 694-V62 (3 credits)

Tuesday/Thursday 11:00 am-12:20 pm

GBB 119 and Zoom <https://umontana.zoom.us/j/3632457049>

Dr. Simona Stan

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Office Hours:

Tuesday 1-2 pm & Thursday 4-5 pm

Or e-mail for appointment

Course Description:

The North American logistics market generated about one trillion USD in economic value during 2020 and it is forecasted to grow about 5% annually given the increasing interdependence between logistics and firm-level business activities in the economy (Statista). In the US it is estimated that about 10% of GDP is logistics; and about 9 million Americans work in logistics related jobs with an expected growth of 4% annually. The current logisticians earn an average salary of about \$80,000 in the US and they are in high demand. So... Logistics is BIG! Logistics is IMPORANT. And now you have a great opportunity to learn what it means and how you could benefit professionally from it.

Logistics is defined as the movement and storage of goods, services, and related information between point of origin (suppliers) and consumption (customers). Therefore, the study of logistics is essential in today's global interconnected supply chains, where it brings companies together through transportation, warehousing, and inventory management. This course provides a practical, management perspective on the main areas of logistics that include distribution, transportation, inventory management, key operational and financial performance indicators, sustainable logistics practices and an introduction to logistics technology. Through a mix of class lectures, assigned textbook chapters, business articles, current news, guest speakers and practical applications, students will learn both the theory and the realities of the logistics world that is critical for business success. The course is designed for students who have had little or no previous coursework or professional experience in logistics. This course is open to business majors with junior standing or higher, including graduate students at master level. With instructor and advisor consent, this course is also open to non-business majors.

Learning Objectives:

1. To gain a working understanding of logistics principles and the key activities performed and to expose students to the language of logistics
2. To gain an appreciation of logistics not as an operational business function but as a strategic function that creates value and competitive advantage for the client company and its partners in the value-added network
3. To understand current challenges faced by supply chain and logistics professionals and to provide a basis for thinking through these challenges
4. To gain working knowledge of the main transportation modes and industries: trucking, ocean shipping, intermodal, rail, air, pipelines.
5. To expand applied data analysis skills by analyzing logistics operations data and making

business decisions that results in key financial outcomes

6. To prepare students for career opportunities in logistics and transportation

Course Materials:

All the required course materials (readings, lecture notes) recommended additional resources, tests, and assignment and application instructions will be posted in Moodle. The Moodle course is organized by topic as outlined in the course schedule. Make sure you complete all readings for each topic and submit the corresponding assignments by the listed deadlines.

Grading Criteria:

Tests (3 @ 15% each)	45%
Assignments (3 @ 15% each)	45%
Course Participation & Citizenship	10%

Course grades are assigned on a plus minus scale as follows (grades are not curved):

A (93% or more); A- (90-92.9%); B+ (87-89.9%); B (83-86.9%); B- (80-82.9%)
C+ (77-79.9%); C (73-76.9%); C- (70-72.9%); F (below 70%)

Tests: The course covers six topics. Each of the three tests covers two topics. Expect multiple choice and true/false questions that cover the assigned readings (posted in Moodle), the course lectures and the content provided by the guest speakers. Everything covered in the time frame allocated to the two respective topics is fair game. Therefore, you should complete the readings diligently and pay attention in class. These tests will have limited time (1 hour) from the moment you open them until you submit your answers. The tests will be available in Moodle over a period of several days before the listed deadline (Saturday midnight of the respective week) when they close and will not be reopened anymore. Make sure to plan your time accordingly. The tests are open book - open notes, but you must work individually with no collaboration – failing to do so is cheating and will result in a failing grade in this class and possibly additional academic consequences.

Assignments: Expect three written assignments and/or practical applications to be done individually or in teams. These will be announced and explained in class and posted in Moodle at the appropriate time. Make sure you pay attention and follow class/Moodle constantly.

Course Participation and Citizenship: Note that if you are an undergraduate student, you are expected to be personally in class, every class period. For graduate students, as per our graduate business programs' policies and the additional course fees you pay, you have a choice of attending class in person or in zoom, or if your work schedule doesn't permit live attendance, asynchronously online. Please let me know what your situation is so I know what to expect in terms of your class participation and to provide you with alternative modes of contribution to class. If you are an online student, I expect you to watch all class recordings and to contribute significantly to the course by recommending articles and providing opinions, questions for guest speakers ahead of time etc. You are all expected to conduct yourself in a professional manner in all aspects – come to class prepared, do not disrupt class, participate actively in the class discussions, engage with the guest speakers in a competent, respectful, and professional manner, and be mindful of the utilization of our limited class time.

Graduate Increment: This course is designed to include both undergraduate students (from any major) and graduate students (especially MBAs). As such it is expected that the MBA students perform at a higher level than the undergraduates. Specifically, MBA students will be asked to

perform different/additional assignments/applications; Be held at a higher level of accountability for class participation; Play a leadership role in the course.

Disability Accommodations:

Students with disabilities will receive reasonable accommodations in this course. To request course modifications, please contact me within the first two days of class. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

Academic Integrity:

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. The following message about academic integrity comes from the Provost's office:

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times." (Section V.A., available at <http://www.umt.edu/student-affairs/dean-of-students/default.php>). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code. Reference to the COB Code of Professional Conduct at <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

Mission Statements and Assurance of Learning

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

Students first: We educate the whole person
 Experiential learning: We create experiences that matter
 Thought leadership: We create rigorous and relevant knowledge
 Stewardship: We value people, planet and profit

As part of our assessment process and assurance-of-learning standards, the COB has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess fundamental business knowledge in the core disciplines of Accounting, Finance, Management Information Systems, Management and Marketing.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem-solving skills.

Course Topics (schedule subject to change due to guest speaker availability and course flow – updates will be posted in Moodle):

Week	dates	Topic	Assignments*
1	T 8/30	Topic 1. Introduction to logistics and its role in the supply chain	
	R 9/1		
2	T 9/6		
	R 9/8		
3	T 9/13	Topic 2. Order and inventory management	
	R 9/15		
4	T 9/20		
	R 9/22		Test 1 over topics 1 and 2
5	T 9/27	Topic 3. Modes of transportation	Assignment 1 submission
	R 9/29		
6	T 10/4		
	R 10/6		
7	T 10/11	Topic 4. Operations and economics of select transportation modes	
	R 10/13		
8	T 10/18		
	R 10/20		Test 2 over topics 3 and 4
9	T 10/25	Topic 5. Storage and warehousing	Assignment 2 submission
	R 10/27		
10	T 11/1		
	R 11/3		
11	R 11/10	Topic 6. Sustainability and technological innovation. The future of logistics and transportation	
12	T 11/15		
	R 11/17		
13	T 11/29		
	R 12/1		Test 3 over topics 5 and 6
14	T 12/6	Careers in logistics and transportation	Assignment 3 submission
	R 12/8		

*Note: All tests and assignments will be submitted in Moodle by **Saturday midnight** of the week in which they are assigned.