

LOGISTICS MODELS
MKT440 – Spring 2011
9:40 – 10:30 M/W/F – Glass Hall 230

INSTRUCTOR: Dr. Ahren Johnston
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TEXT: Business Logistics Management, Ballou, 5th edition
Course Pack of PowerPoint Slides (Bookstore or Blackboard)

OFFICE HOURS: Monday: 10:30 am – 11:30 am and 5:30 pm – 6:30 pm
Wednesday: 10:30 am – 11:30 am and 2:00 pm – 3:00 pm
Friday: 10:30 am – 11:30 am

CATALOG DESCRIPTION:

This course investigates the role of information management and decision support methods in the planning and management of supply chains and related processes. The course addresses techniques and methods used in facility location; forecasting; inventory control; routing and scheduling; purchasing; warehousing and other activities.

PURPOSE OF COURSE:

MKT440 is a business course designed to expose the student to advanced quantitative topics of logistics. The student will be exposed to the functions of logistics and various decisions and problems managers must deal with in managing these functions.

GRADE DETERMINATION:

Grades will be determined based on the following components. .

- 1) Four exams 100 points each – 300 total
- 2) Access Database (Find a Job) Project – 50 points
- 3) Homework Assignments 10 points each – 100 total
- 4) Group Software Evaluation Project – 50 points
- 5) Research Paper (**Graduate Students Only**) – 100 points

Grading Scale

A = 90 to 100% of total points
B = 80 to 89% of total points
C = 70 to 79% of total points
D = 60 to 69% of total points
F = below 60% of total points

Examinations: There will be three exams plus a comprehensive final exam. The lowest exam score will be dropped. Make-up exams will only be given for excused absences with advance notification (see the attendance policy for an explanation of excused absences).

ATTENDANCE POLICY:

Because class attendance and course grade are demonstrably and positively related, the University expects students to attend *all* class sessions or courses in which they are enrolled. The instructor will be reasonable in accommodating students whose absence from class resulted from: 1) participation in University-sanctioned activities and programs; 2) personal illness; or 3) family and/or other compelling circumstances. All other absences will be considered unexcused and may adversely impact your grade.

DISABILITY ACCOMMODATION POLICY:

To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), www.missouristate.edu/disability. Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

NONDISCRIMINATION POLICY:

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at www.missouristate.edu/equity/.

ACADEMIC INTEGRITY POLICY:

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's *Student Academic Integrity Policies and Procedures*, available at www.missouristate.edu/policy/academicintegritystudents.htm. You are also responsible for understanding and following any additional academic integrity policies specific to this class (as outlined by the instructor). Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. If you are accused of violating this policy and are in the appeals process, you should continue participating in the class.

POLICY ON USE OF CELL PHONES IN CLASSES

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Provost prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away. Other exceptions to this policy may be granted at the discretion of the instructor.

DROPPING THE CLASS

Non-attendance will NOT result in being dropped from the class. It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. You should verify that a course you have attempted to drop electronically has been immediately removed from your schedule (otherwise, the class has not been dropped). If the drop is not reflected on your class schedule, then you should immediately notify the instructor and seek assistance from the Office of the Registrar to see if the class can be dropped. You should also retain verification of the drop once it has been reflected on your class schedule. "W" grades will NOT be assigned if a class is not properly dropped by the last date to drop a class. The last date to drop the course and to receive a "W" grade is November 12, 2010.

New University Policy: Students who drop by the drop deadline will receive a "W."

Students may not drop after the drop deadline.

**SPRING 2011 – MKT440
SCHEDULE OF TOPICS***

WEEK OF:

Jan 10	Presentation of Course Requirements and Schedule Chapter 1 – Business Logistics/Supply Chain: A Vital Subject
Jan 17	No Class Monday the 17th – MLK Jr. Day Chapter 2 – Logistics/Supply Chain Strategy and Planning Microsoft Access
Jan 24	Chapter 2 – The Logistics/Supply Chain Product No Class Wednesday the 26th or Friday the 28th Begin work on Software Evaluation Project and Find a Job Project
Jan 31	Chapter 3 – The Logistics/Supply Chain Product
Feb 7	Chapter 5 – Order Processing and Information Systems
Feb 14	Exam I February 17th – (Chapters 1, 2, 3, and 5) Chapter 7 – Transport Decisions
Feb 21	No Class Monday the 21st – Presidents’ Day Chapter 7 – Transport Decisions
Feb 28	Chapter 7 – Transport Decisions Chapter 8 – Forecasting Supply Chain Requirements
Mar 7	No Class – Spring Break
Mar 14	Chapter 8 – Forecasting Supply Chain Requirements
Mar 21	Chapter 9 – Inventory Policy Decisions Software Evaluation Group Presentations March 25
Mar 28	Chapter 9 – Inventory Policy Decisions
Apr 4	Exam II – (Chapters 7, 8, and 9) on April 6
Apr 11	Chapter 13 – Facility Location Decisions
Apr 18	Chapter 14 – The Network Planning Process
Apr 25	Chapter 16 – Logistics/Supply Chain Control Find a Job Projects due on April 27
May 2	Exam III – May 2nd (Chapters 13, 14, and 16) Review for final. No Class Friday the 6th – Study Day
May 11	Comprehensive Final Exam Wednesday, May 11th at 8:45 am

* This schedule is an approximation and is subject to revisions.