

Course # and Name as it appears in the catalog
MKTG 371 -- Business Logistics

Credit Hours: #3

Scheduled hours per week

Lecture: #3

Hybrid

online

Lab: #

Other: #

Catalog Course Description: Logistics is a course in advanced logistical concepts. It is designed to provide the student with an in-depth foundation in logistics. Students will understand the role procurement and specifically logistics, plays in achieving the goals of a government facility, private company, manufacturing firm, or a small or large business firm. Students completing this course will obtain skills in research, analysis, writing, speaking, listening, and observing.

Pre-requisites: MKTG 230

Co-requisites: na

Course Learning Outcomes:

Upon completion of this course, the student should be able to:

- Demonstrate an understanding of the advanced dimensions of purchasing and logistics.
- Further develop understanding of the terminology and basic skills required to function within the purchasing/logistics environment.
- Understand the roles procurement and logistics play in various organizations including government, private companies, manufacturing, service industry, professional offices of any size.
- Improve skills in research, analysis, writing, speaking, listening, and observing.
- Explore the general background information about the many possible career opportunities available in the purchasing/logistics career field

Topics to be studied:

The supply chain concept – An overview of the various supply chain members and their primary function

- Logistic Interfaces - The basic dimensions of logistics and how it is applied to the other functions of the procurement/materials management process
- Order management and customer service
- Protective packaging and Material handling
- The domestic transportation system; including the various types of carriers
- Distribution center, warehouse and plant location
- Inventory management
- International logistics
- Ethics in logistics

Relationship of Course to Program or Discipline Learning Outcomes:

Bachelors of Science in Business Administration	
(BSBA) Program Outcomes	

<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing including complex report generation. 	X
<ul style="list-style-type: none"> Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective. 	X
<ul style="list-style-type: none"> Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business. 	
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities. 	X
<ul style="list-style-type: none"> Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data. 	X
<ul style="list-style-type: none"> Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department. 	
<ul style="list-style-type: none"> Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis. 	X
<ul style="list-style-type: none"> Be admission-ready for a Master of Business Administration program if desired. 	X

Bachelors of Applied Science in Business Administration	
(BASBA) Program Outcomes	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> Communicate effectively and professionally both orally and in writing including complex report generation. 	X
<ul style="list-style-type: none"> Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business. 	X
<ul style="list-style-type: none"> Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities. 	X
<ul style="list-style-type: none"> Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department. 	
<ul style="list-style-type: none"> Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to-consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes. 	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X

<p>Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</p>	X
<p>The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</p>	
<p>5/3/2016</p>	

Special requirements of the course:

na

Additional information:

na

Prepared by: Jeff Holland

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