Course Description

This course focuses on supply chain development, planning and execution, with an emphasis on Logistics, which includes Transportation Operations. Modern global logistics must be studied within the context of supply chain integration and management. The lectures are intended to provide the necessary background for future studies in Logistics. The lectures will include topics that relate to modern Logistics and its technology-enabled components. The topics are constantly evolving, but representative topics are Transportation Planning, Supply Chain Integration & Management, Supply Chain Execution, and Product Lifecycle Management. The course is taught from a customer/supplier perspective, examining modern commercial solutions for the Logistics problem. This includes a wide range of perspectives, from Small-and Medium-sized Enterprises (SMEs), larger Original Equipment Manufacturers, and large public sector organizations. The central theme of the course focuses on consumer and industrial demand in relation to demographic change, and the subsequent impact on Mega-Hub, Intermediate and Regional Logistics models.

Course Objectives/Learning outcomes

This course is designed as an indepth study. However, you will not be required to demonstrate statistical, mathematical or information systems expertise. We will however:

- Develop a conceptual understanding of basic demand driven logistics models; specifically how they are used in a globalized market.
- Understand the important relationships between domestic demographic shift, and consumer/industrial demand and supply strategies
- Explore the importance of componentization and sub-assembly design in the development of national and global supply chain integration strategies and transportation planning models.

Textbooks

*A Practical Guide to Transportation and Logistics*, by Michael B. Stroh
ISBN: 978-0-9708115-1-6
Projects, Examinations, and Grading

- Mid-Term Examination: 25%
- Project Term Paper: 25%
- Final Examination: 35%
- Class Participation/Discussion: 15%

Total 100%

Mid-Term Examination: Mostly short discussion questions to test your conceptual knowledge of the material we have covered to date. *If you do all of the homework readings and participate in class, this examination will not be difficult.*

Project Term Paper: You will be required to choose a relevant topic that is of interest to you, and prepare a 15 Page term project paper. This means that you must deliver 15 pages of well researched material, and that *does not* include the Introduction, Abstract, Conclusion and Bibliography. Please choose your topic by the end of the 5th week of class. At that time you will hand-in a simple, one paragraph introduction to the topic.

  Include:
  - Why you chose the topic.
  - Why it is of importance in public policy arena.

You will have to hand in a draft of the project paper by mid-November. (see schedule). At that time you should be well into developing the final report. *This is your chance to show your research, analytical, organizational, and written skills. Start early and don't procrastinate !!!*

Final Examination: The final exam will be in essay format and will allow you to demonstrate your newly acquired knowledge and skills. *The exam will test your understanding of the readings as well as the methodological concepts that we have covered in class.*

Readings: We will some class meeting to discuss selected readings from the papers. Depending on the size of the class, each of you will sign-up and present one or two selected reading to the class for discussion.

Class Participation/Discussion: You can't learn if you don't participate, or if you don't show up for class! Since there will only be informal role calls, it is wise to show up for class meetings. *Remember, you get 15% of your grade for just showing up and participating !!!*

Course Policies

1. Attendance and up-to-date lecture notes are your responsibility.
2. No late or make-up exams are given unless the appropriate arrangements have been made well in advance with the instructor.
3. Assignments are to be handed in at the beginning of class on the day they are due. Late assignments will be accepted up to the start of the following class session, but with a 20% penalty. Assignments that are not turned in after this grace period will not be accepted.
4. No incomplete grades will be given, and,
5. The GMU Honor Code is in effect with regard to honesty, personal integrity and plagiarism.
Statement on special needs of students (aka: reasonable standard accommodation language), as follows:
If you are a student with a disability and you need academic accommodations, please see me and contact the Disability Resource Center (DRC) at 993-2474. All academic accommodations must be arranged through the DRC.

Online Student Journal
New Voices in Public Policy: I will consider nominating the very best papers in this course for publication in New Voices in Public Policy. New Voices is a student- and faculty-reviewed journal that shares SPP's finest student work with the rest of the world.

SPP Policy on Plagiarism
The profession of scholarship and the intellectual life of a university as well as the field of public policy inquiry depend fundamentally on a foundation of trust. Thus any act of plagiarism strikes at the heart of the meaning of the university and the purpose of the School of Public Policy. It constitutes a serious breach of professional ethics and it is unacceptable.

Plagiarism is the use of another’s words or ideas presented as one’s own. It includes, among other things, the use of specific words, ideas, or frameworks that are the product of another’s work. Honesty and thoroughness in citing sources is essential to professional accountability and personal responsibility. Appropriate citation is necessary so that arguments, evidence, and claims can be critically examined.

Plagiarism is wrong because of the injustice it does to the person whose ideas are stolen. But it is also wrong because it constitutes lying to one’s professional colleagues. From a prudential perspective, it is shortsighted and self-defeating, and it can ruin a professional career.

The faculty of the School of Public Policy takes plagiarism seriously and has adopted a zero tolerance policy. Any plagiarized assignment will receive an automatic grade of “F.” This may lead to failure for the course, resulting in dismissal from the University. This dismissal will be noted on the student’s transcript. For foreign students who are on a university-sponsored visa (e.g. F-1, J-1 or J-2), dismissal also results in the revocation of their visa.

To help enforce the SPP policy on plagiarism, all written work submitted in partial fulfillment of course or degree requirements must be available in electronic form so that it can be compared with electronic databases, as well as submitted to commercial services to which the School subscribes. Faculty may at any time submit student’s work without prior permission from the student. Individual instructors may require that written work be submitted in electronic as well as printed form. The SPP policy on plagiarism is supplementary to the George Mason University Honor Code; it is not intended to replace it or substitute for it.

Course material can be found at the following URL

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Week 4: Intermediate Logistics & Regional Distribution  
Suggested Reading: Lester Stroh Ch:2

Week 5: Class Presentations (one paragraph paper outline due)  
Suggested Reading: Stroh Ch:3

Week 6: Outsourced Global Value Chains  
Suggested Reading: Stroh Ch:3

Week 7: Class Presentations  
Suggested Reading: Stroh Ch:4

Week 8: Global Logistics: Technological Innovation  
Suggested Reading: Stroh Ch:4

Week 9: Mid-term Exam  

Week 10: Global Logistics: Process Innovation  
Suggested Reading: Stroh Ch:5

Week 11: Class Presentation  
Suggested Reading: Stroh Ch:5

Week 12: Enterprise Integration: Distributed C²  
(Paper Draft Outline Due)  
Suggested Reading: Stroh Ch:6

Week 13: Guest Speaker (If available)  
Suggested Reading: Stroh Ch:6

Week 14: Networked and Virtual Organizations  
Suggested Reading: Stroh Ch:7

Week 15: Class Presentations (Exam Review and Papers Due)  
Suggested Reading: Stroh Ch:7

Week 16: Final Exam