

Syllabus and Course Description

Fall Semester of the Academic Year of 2017

Course Title : (Chinese) 物流管理 (English) Logistics Management		Department/ Institute	Business Administration		
		Permanent Course ID	MBA5019		
Instructor: Juh-Biing SHEU (許鉅秉)					
Credits	3	Required/Elective	Elective	Year of Students	MBA or Senior undergraduate students
Required competence or courses that must be previously taken by students: No					
Course Descriptions and Objectives: This major objective of this course is to familiarize students with concepts, basic ideas and functions of logistics management (LM). In addition, advanced logistics management and operational strategies, and hot topics in LM-related areas, such as advanced logistics distribution systems, green supply chain management, and emergency logistics management are introduced. Students are expected to gain comprehensive vision of LM via education with professional knowledge and case studies at not only the operational level but also strategic level in this course.					
Textbooks (please specify titles, authors, publishers and year of publication)	Textbook: Handout References: 1. Bowersox, D.J., D.J. Closs, M.B. Cooper, and J.C. Bowersox. Supply Chain Logistics Management. McGraw-Hill International Editions (華泰書局, 劉朝棟, Tel: 0935-286-372) 2. Published journal papers				
Course Contents			Hours		Remarks
Topics	Outlines	Lectures	Demonstration	Experiment	
	1. Introduction to Logistics Management 2. Logistics Network Configurations 3. Supply Chain Relationship Management 4. Logistics Information Systems (LIS) 5. Logistics-Transportation and Distribution 6. Advanced Logistics Management Strategies 7. Global Logistics 8. Reverse Logistics Management (RLM) 9. Emergency Logistics Management 10. Case Studies 11. Technical Tours 12. Invited Speech				
Features of Teaching (design of materials, pedagogy, evaluation, resources and other facilities): 1. Case study (10%) 2. Literature review (20%) 3. Midterm Examination (30%) 4. Technical Tour/Seminar Reports (5+5%) 5. Term project (20%) 6. Class Discussion & Participation (10%+)					
Office Hours	Time Slot	Location		Contact Information	
	15:00-17:00 (Monday)	Office (Room 610, Management Building II)		jbsheu@ntu.edu.tw (02)3366-1069	
Syllabus					
Week	Date	Contents/Topic			
1	09/12	Course Overview & Introduction (Logistics Management)			

2	09/19	Chapter 1 – Introduction to Business Logistics Management
3	09/26	Chapter 2 – Logistics Operations Integration
4	10/03	Chapter 3 – Supply Chain Relationship Management: Channel Structure DVD: Distribution Channels
5	10/10	National Birthday
6	10/17	Chapter 4 – Supply Chain Relationship Management: Channel Power & Strategies Case Study: GINO Channel Conflict
7	10/24	Chapter 5 – Logistics Information System DVD: for Term Project Guidance
8	10/31	Chapter 6 – Transportation and Distribution Operations for Logistics
9	11/07	Chapter 7 – Logistics Order Process Strategies for E-Commerce Literature review 1
10	11/14	Invited Speech – Professor Yen-Ming Chen (National Kaohsiung University of Science and Technology)
11	11/21	Midterm Examination
12	11/28	Chapter 8 – Global Logistics and Operations Literature review 2
13	12/05	Technical tour –
14	12/12	No Class
15	12/19	Chapter 9 – Reverse Logistics Literature review 3
16	12/26	Chapter 10 – Emergency Logistics Management Literature review 4
17	01/02	Term Project Final Report – Entertainment Supply Chain Management Team 1 – logistics manager Team 2 – marketing manager Team 3 – Financial manager Team 4 – Project coordinator
18	01/09	Final-Exam. Week

✘ **Please adhere to pertinent regulations/laws on intellectual property rights. Do not use pirated textbooks.**

Guidelines for Students:

1. All students are grouped into four teams to conduct: literature review, and term project.
 2. Each team is assigned to complete 1 paper for literature review.
 3. Oral presentation and submission in Powerpt file are required for literature review & term project.
 4. Personal and team performances will be evaluated.
 5. Two-way communication and discussion are strongly encouraged
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