COURSE PURPOSE

Logistics was narrowly defined as physical distribution. However, the definition by the US Council of Supply Chain Management Professionals (US Council of Logistics Management) is explicitly stated as:

“Supply Chain Management encompasses the planning and management of all activities involved in sourcing and procurement, conversion, and all Logistics Management activities. Importantly, it also includes coordination and collaboration with channel partners, which can be suppliers, intermediaries, third-party service providers, and customers. In essence, Supply Chain Management integrates supply and demand management within and across companies.”

Alternatively,

“Logistics Management is that part of Supply Chain Management that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers' requirements.”

The logistics and supply chain management are synonymous terms for some. However, the logistics management typically studies the physical process on the supply chain including procurement, manufacturing, warehousing, inventory, transportation, and distribution globally and domestically, with the accompanying information. The supply chain, on the other hand, emphasizes on the cross functional as well as cross organizational relationships. Such relationships are beyond physical movements or information transactions. They also include coordinated responsibilities, organizational alliances and financial collaborations.

The 3rd-party logistic providers offer a broader number of customized service functions and are characterized by a longer-term mutually beneficial relationship with shippers/customers. The purpose of this course is to offer an overview of the logistics sector. The students may expect to learn a general understanding of the state-of-art, trends and future perspectives of logistics sector. Furthermore, for each respective industry, we will introduce its services, market structure, and information technology, operations and pricing management. In the end, we will conclude with the strategic issues of the sector.

TEXTBOOK


SOME RECOMMENDED REFERENCE BOOKS

[c] 林正章, 吳錦山, 黃昌宏, 包學超(2005), 全球運籌環境下國內第三方物流之發展問題與挑戰,交通部運輸研究所。
[d] 林正章, 李淑秋 (2008), 台灣物流業變化的趨勢, 2007台灣物流年鑑, 經濟部商業司。
[e] 林正章 (2000), 《快遞運輸業的發展歷史、現況及趨勢》, 2000 中華民國物流年鑑, 162-178, 經濟部商業司。

COURSEWORK REQUIREMENTS
[a] Regular class attendance (15%); [b] 1-2 home work (15%); [c] one paper oral/presentation (15%); [d] 1 quizzes (30%); [e] an industry paper (with presentation)/a final team project (with presentation) (25%).

COURSE STRUCTURE, SCHEDULE AND READING ASSIGNMENTS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Textbook</th>
<th>Papers</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logistics/Supply Chain</td>
<td>Bowersox Chs 1/2</td>
<td>1 paper</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; week (9/17)</td>
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<tr>
<td>3PL Definition, Overview, Classification</td>
<td>Blanchard Ch. 12</td>
<td>2 papers</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; - 4&lt;sup&gt;th&lt;/sup&gt; weeks (10/1&amp;8)</td>
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<tr>
<td>Operations</td>
<td></td>
<td>2 papers</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; week (10/15)</td>
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<tr>
<td>Alliances</td>
<td>Bowersox Ch 15</td>
<td>4 papers</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; - 7&lt;sup&gt;th&lt;/sup&gt; weeks (10/22&amp;29)</td>
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<tr>
<td>ABC costing</td>
<td></td>
<td>2 papers</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; week (11/5)</td>
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<tr>
<td>Pricing</td>
<td></td>
<td>2 papers</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; week (11/12)</td>
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<tr>
<td>Customs, trade documents</td>
<td>Long Chs 10/11</td>
<td>Guest speaker</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; week(11/19)</td>
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<tr>
<td>Security</td>
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<td>2 papers</td>
<td>11&lt;sup&gt;th&lt;/sup&gt; week (11/26)</td>
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<tr>
<td>Information</td>
<td></td>
<td>2 papers</td>
<td>12&lt;sup&gt;th&lt;/sup&gt; week (12/3)</td>
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<tr>
<td>Innovation/Growth strategies</td>
<td></td>
<td>2 papers</td>
<td>13&lt;sup&gt;th&lt;/sup&gt; week (12/10)</td>
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<td>Speaker/field trip</td>
<td></td>
<td></td>
<td>14&lt;sup&gt;th&lt;/sup&gt; - 15&lt;sup&gt;th&lt;/sup&gt; week (12/17&amp;24)</td>
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<td>Quiz</td>
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<td></td>
<td>16&lt;sup&gt;th&lt;/sup&gt; week (12/31)</td>
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<td>Final presentation</td>
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<td>17&lt;sup&gt;th&lt;/sup&gt; – 18&lt;sup&gt;th&lt;/sup&gt; weeks (1/7 &amp; 1/14)</td>
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READING ASSIGNMENTS
1. Logistics/Supply chain management
2. Logistics sector overviews
3. Operations

4. Alliances

5. Costing

6. Pricing

7. Security