## Global Logistics/Transportation – MKT478ONL - CRN46522

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<thead>
<tr>
<th>Instructor</th>
<th>Guy Gessner, Ph.D.</th>
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<td>Title</td>
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<td>Phone Hours</td>
<td>Mondays 4:00PM-5:00PM</td>
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<td>Online Office Hours</td>
<td>Mondays 4:00PM-5:00PM, use the D2L Online Chat Rooms by date</td>
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<tr>
<td>Location</td>
<td>Online Only</td>
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<tr>
<td>Start Date</td>
<td>01/12/2015 – 5/09/2015</td>
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<td>Course Credits</td>
<td>3.0</td>
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### Required Text


### Suggested Readings

There will be several required and suggested documents to read. These are posted in the Content section or are referenced as a hyperlink in the Resources section. You will be instructed as to the key documents or directed to key references to use to complete your assignments.

### Course Description

This is a 100% online course. No class meetings have been scheduled. In your decision to take an online course you have accepted taking a class in a different environment. This course does not attempt to emulate the on-site classroom experience using computer technology. If you need help the best way is to contact me by email. Based upon the emails received, I may post hints and instructional materials. The primary focus of this course is on acquiring and applying knowledge regarding global logistics and only to a limited extent on quantitative problem solving skills. With a primary focus on knowledge acquisition and its application you will be asked to review materials available on government and industry web sites as well as the textbook. An online course format should be appropriate for the knowledge acquisition requirements of this course.
Institutional Learning Goals and Objectives

A. Academic Excellence – Knowledge

1. Demonstrate an awareness of the many perspectives that inform human experience and understand the responsibilities of a global citizen in the modern world.

B. Catholic & Jesuit Mission & Identity

1. Demonstrate a familiarity with dimensions of the Catholic and Jesuit intellectual traditions as they occur in literature, art, science, and social teaching.

Marketing Program Learning Goals and Objectives

A. Students demonstrate an understanding of international marketing

1. Demonstrate knowledge about the different market environments found in foreign countries

Course-Specific Learning Goals and Objectives

The objective of this course is to provide broad exposure to a range of key topics in global logistics. Students are strongly encouraged to read materials of interest beyond what is required for this course. Upon completion of this course students are expected will have:

1. Demonstrated knowledge of basic concepts of global trade, directional imbalances.
2. Demonstrated knowledge of the challenges in humanitarian and disaster relief logistics.
3. Demonstrated knowledge of the common terms of international trade, transportation contracts and forms.
4. Demonstrate knowledge of the advantages and disadvantage of different or competing modes of transportation.
5. Demonstrate knowledge of inventory management through distribution networks.
6. Demonstrate ability to recognize the logistical challenges of intercontinental freight movements.
**Tentative Schedule**

4 Quizzes and 1 Final Exam - 200 Points in Total

There are 4 true-false, multiple-choice quizzes and 1 final exam. The questions for the quizzes are taken from the material in the textbook. All quizzes and the final exam are open-book and administered through D2L. You need to complete each quiz and the final exam on or before the following dates:

Quiz 1 - From textbook chapters 1,2,3,4 - must be completed by 5:00 PM on January 31 2015. This quiz is worth 25 points. Chapter 5 is not on the quiz.

Quiz 2 - From textbook chapters 6,7,8,9, - must be completed by 5:00 PM on February 28 2015. This quiz is worth 25 points.

Quiz 3 - From textbook chapters 10,11,12,13,14 - must be completed by 5:00 PM on March 28 2015. This quiz is worth 25 points.

Quiz 4 - From textbook chapters 15,16,17,18 - must be completed by 5:00 PM April 25 2015. This quiz is worth 25 points.

Final Exam - This will be available during exam week. This exam is worth 100 points.

You be able to take each test only once.

4 Assignments - 200 Points in Total

There are 4 assignments for this course. Each assignment corresponds to the topics covered for each quiz. Rubrics will be provided indicating how each assignment will be assessed. The topic and schedule for each assignment is listed below:

*Assignment 1 – Due February 14, 2015 – Individual Assignment 1 – 75 points*

This assignment is about the critical role of global logistics in the success of humanitarian and disaster relief. The case study in part 1 of your textbook, “Humanitarian Aid Supply Chains” is an introduction to this assignment. The actual assignment will look at a real application.

*Assignment 2 – Due March 07, 2015 – Individual Assignment 2 – 25 points*

This will be a Part 2 case study from your text book.

*Assignment 3 – Due April 11, 2015 – Individual Assignment 3 – 75 points*

Modes of global transportation, equipment and trade routes.

*Assignment 4 – Due May 02, 2015 – Individual Assignment 3 – 25 points*

This will be a Part 3 case study from your text book.
Course Requirements
You must complete all quizzes, the final exam and all assignments when they are due.

Course Prerequisites
Enrolled as an undergraduate student. Have completed MKT201, MGT101, and MGT 325 or MGT335

Grading Policy
Your final grade is based upon the percentage of 400 points you earn on tests and assignments. 200 points can be earned on tests and 200 points earned on assignments. Grade distributions are: A range (360 to 400 points), B range (320 to 359 points), C range (280 to 319 points), D range (240 to 279 points), F range (below 240). Assignment of +/- grades is at the discretion of the instructor.

Academic Integrity
Students are expected to follow the Canisius College Code of Ethics regarding academic behavior. Referencing source material correctly is important in this type of course.

Disability Policy
If you have any condition, such as a physical or mental disability, which will make it difficult for you to carry out the work as I have outlined it or which will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements. Thank you.