



جامعة دبي  
UNIVERSITY of DUBAI

COLLEGE OF BUSINESS ADMINISTRATION  
MBA Course Syllabus  
Semester: .....

Course code & No.: MOLM 720  
 Course Title: Global Logistics and Transportation Management  
 Prerequisites: MBA 645 (Strategic Management)  
 Faculty Member: .....  
 Contact Details: Email: .....; Phone: .....  
 Class Hours: Time: ..... Days: ..... Room: .....  
 Office Hours: Time: ..... Days: ..... Room: .....

**Brief Course Description:** (As in UD Catalog)

The course focuses on the importance of International Supply Chain Management (SCM). The coverage includes an overview of international logistics, global strategy for Logistics & SCM, structuring the global supply chain, international sourcing & distribution, role of ports & airports in international product movement, economics of international air & ocean carriers, freight forwarding industry, security & risk management for international supply chain.

**Course Objectives (CO):** Upon completion of this course, students should be able to:

1. **Review** international logistics practices and co-ordination
2. **Develop** capacity to analyze warehousing, material handling and packaging activities of UAE/GCC companies.
3. **Evaluate** importance of international SCM for firms' operations.

**This course contributes to the following MBA OLM program concentration objectives (MBA OLM PCO):** At the end of this program, students should be able to:

MBA LOM PCO	*Objectives	Linked to MBA PO
1	<b>Perform</b> value-adding operations on various business processes (i.e., manufacturing, service production and delivery, distribution, supply.....).	5
2	<b>Analyze</b> optimization plans for operations decisions such as new product development, supply chain capacity planning, process technology planning, factory automation, and production systems planning in UAE.	5
3	<b>Use</b> knowledge and skills developed to add value to the firms in the UAE/MENA region.	5

**Course Learning Outcomes (CLO):**

Upon completion of this course, students should be able to demonstrate the following outcomes (With linkage to CO):

1. **Conduct** network design Of UAE/GCC international Supply Chain (SC) Companies
2. **Compare** the information needed by these companies to coordinate international logistic operation
3. **Evaluate** strategic alternatives for global logistics companies
4. **Analyze** Inventory, warehousing, material handling & packaging activities of these companies.
5. **Develop** intermodal logistics solutions in the context of the UAE/GCC

**Blooms Taxonomy**

(The following levels of Bloom's taxonomy have been used while developing the above CLO)

Bloom's level	3.Application (AP)	4. Analysis (AN)	5. Synthesis (S)	6.Evaluation (E)
CLO #	1	4	1,5	2,3

**CLO Mapping:** This table maps CLO's to: CO

CLO	Linked to CO	Linked to MBA PCO	Linked to PO
1	1	2	5
2	1	1	5
3	1	3	5
4	1	3	5
5	1	3	5

**CLO Assessment Scheme**

CLO	Class Work (marks)		Final Exam (marks) 30%
	Cases & Problem Solving 35%	Group Project 35%	
1	10		6
2	10		6
3	15		6
4		15	6
5		20	6
<b>Total</b>	<b>35</b>	<b>35</b>	<b>30</b>

**Case Assignment**

The instructor will assign a set of 5 cases from different sources with adaptation to the local environment of UAE. These cases will be used as part of group assignments. At least one group assignment will require class presentation. Each individual case will deal with a management problem that is designed to reflect the characteristics of the local environment (UAE/GCC). Each case will require data analysis, interpretation, and recommendations to management. Each student is expected to spend about 105 hour's out-of-class time on readings, cases, and problem solving as follows:

**Out-of-Class Time**

Assignments and Cases	Approximate Out-of-Class Time
Case # 1 (Individual assignment)	5 hours
Case # 2 (Individual assignment)	5 hours
Case # 3 (Individual assignment)	5 hours
Case # 4 (Group assignment)	10 hours
Case # 5 (Group assignment)	10 hours
Problem Solving	25 hours
Preparation for Presentation	10 hours
Readings (textbook, journal articles and supplemental readings)	35 hours

**Team/Individual Project**

Depending on the size of the company you chose the task to be a team project if Co. is big with >100 employees or individual project if the Co. is small with <50-100 employees. Describe the environment for your supply chain in UAE/GCC.

1. Introduction: Should include
  - a. Culture
  - b. System
  - c. Physical processes
2. Literature Review- paper & sources that describes your current SC challenges, how these SC challenges have been solved elsewhere. Research on Best practices/Academic Research/ Industry standards.
3. Solution: Specify how you would redesign the SC, Control SC, funding, locate resources etc.
4. Generate alternative solutions at strategic level & discuss its S/W.
5. Recommend:
  - a. Supply chain solution
  - b. How it will be implemented & operated
  - c. Cost benefit analysis

6. Implementation plan
7. Identify risk associated with the project.
8. Draw Conclusion
9. Include Bibliography/Citation

Maximum page length 10 (double line) excluding tables, Use Prime Solver Excel for your Computations.

Each MBA course is assessed by a combination of class work (assignments/ quizzes, group work, simulations), and an examination. Class work constitutes 70% of the course grade and one examination at the end constitutes 30% of the course grade. Each course grade is distributed as under:

% Marks	Grade	Quality Points
➤ 95	A	4.0
90-94	A-	3.7
87-89	B+	3.5
83-86	B	3.0
80-82	B-	2.7
Below 80	F (Fail)	0

**Teaching Methods:** Teaching methods used in this course are Interactive learning, lectures, Case studies, Excel-Prime Solver- Solving Analytical Problems

**Use of Modern Instructional Technology:** Moodle Learning System.

Weekly/Daily Teaching Plan				
Day Week	Topic	Ch	Content	Assignment / Reading
1	Global Operations Management & Global sourcing & trade	1 2	Introduction to International Logistics-Regional logistics Assessment Global Sourcing-Terms of sale & Inco terms International Trade pattern	TB Chap 1
2	Global Supply Chain Management  Strategic Planning Costing and Pricing in Transportation	3 4	Efficiency in a supply chain channels relationships, Managing the supply chain, Marketing channels Location Theory & Network Design Material Requirement Planning (MRP), Forecasting, Benchmarking, Reverse Logistics	TB Chap 3, SR Chap 5
3	Global freight Transportation Management	5	Traffic management Trade & Equipment balance Mode Selection & Carrier Management Transportation regulation Transportation economics Packaging	TB Chap 5
4	Mode and Carrier Selection	6	Intermodal Equipment Managing Intermodal Transport Roadway Transport Railroad Transport Inland Shipping pipelines	TB Chap 6, SR Chap 2
5	Maritime Shipping	7	Ships & Shipping equipment Shipping Co. Operations Maritime economics Shipping regulation Managing ocean carriers.	TB Chap 7
6	Air transportation	8	Air cargo operations Aviation economics Aviation regulation Managing air carriers	TB Chap 8, Case study 1 The environmental & economic impact of an air cargo, Airport, by Eric Bernhard
7	Ports & Facilities	9	Ports & facility functions	TB Chap 9

			Ocean ports Air ports Warehousing Free trade zones	
8	Customs & Regulations	10 11	Managing the customs function, UAE customs services & regulation Trade documents – Bills of Lading, Insurance & Liability	TB Chap 10,11
9	Presentations		Presentation of team reports related to UAE/GCC SCLM Companies	
10	Presentations		Presentation of team reports related to UAE/GCC SCLM Companies	
11			Final Examination (Comprehensive)	

### Educational Resources

Educational Resource	Description
<b>Text Book Required (TB)</b>	International Logistics, Global Supply Management by Douglas Long, ISBN-13: 978-1402074530
<b>Supplementary Reading (SR)</b>	Transportation (AISE), 6 <sup>th</sup> edition by John J. Coyle; Edward J Bardie; Robert A Novack. South Western Publishers; 2006; ISBN 0324314434