

Adjunct Professor: Robert P. Imbriani

**BARUCH COLLEGE
INTERNATIONAL SUPPLY CHAIN MANAGEMENT
MKT 4460 – QMWA-29836
Fall 2017**

CLASS DATE/TIME: Monday & Wednesday 19:30 hrs. to 20:45 hrs.
Building Vertical Campus - Room VC 4-180
REQUIRED TEXT: No Textbook will be required.
Information and reference material will be provided on Blackboard, through handouts, in class and referrals to websites.

SUGGESTED READING: Various Trade Publications as indicated on the “Supplemental Reading List” and current newspapers and news reports on International Trade and Logistics. Note: Some publications will be made available in class.

COURSE DESCRIPTION:

This course will include an in-depth review and evaluation of surface, water, air and intermodal transportation systems within the framework of a total distribution network and supply chain management. Trade-offs between transportation and the other components of the distribution system (warehousing, inventory control, communications, packaging, cargo handling, order cycles, forecasting, etc.) as well as with production and marketing are evaluated.

Elements of the domestic and international transportation system discussed include U.S. and foreign transportation networks and regulatory frameworks: Transportation and logistics management; cargo handling systems; intermodalism; vessel/aircraft characteristics; advanced technologies and communication systems; cost, price and rate making; organization and management of carriers; transportation marketing, and the future of transportation and logistics management. The course will also provide updated information on new regulatory and industry issues. This course will provide a practical working knowledge of international logistics, supply chain management, documentation and regulatory issues, which can be applied to real life situations.

BY THE END OF THE COURSE, STUDENTS WILL:

- Have a solid understanding of all aspects of domestic and international transportation and logistics management practices and issues
- Know Who’s Who in international trade
- Possess a working knowledge of the sources of information, services and regulatory issues relating to international business logistics
- Have an understanding of the equipment and facilities utilized and available in International Logistics
- Possess insight into the impact and application of technology and communications on logistic systems
- Understand and be able to prepare the primary commercial and transportation documentation

required in international trade.

BY THE END OF THE COURSE, THE STUDENT'S SHOULD:

- Be prepared for an entry level position in international logistics
- Have developed sufficient skills and knowledge to discuss international business logistics with others in the industry

METHODOLOGY/WEEKLY ASSIGNMENTS:

The course will be presented in a format of moderated discussion. The schedule for these discussions will be as outlined in this syllabus under **Class Topics**. Student participation in the interactive learning process is essential. Case studies will be used to reinforce logistics and supply chain principles.

The student's ability to take clear, accurate and meaningful notes is an important part of this course and can be used to develop such skills for use in business. There will be no textbook, so retention of handouts and information provided on Blackboard is essential.

Reading assignments and topics will be supplemented by various handouts. Guest speakers December be scheduled to address the class.

Students will be responsible for reading The Journal of Commerce and or other trade publications on a regular basis and should be prepared to discuss in class current issues relating to international transportation and logistics management. This includes familiarity with reading sailing and flight schedules. Copies of topical articles will be distributed on a regular basis. Students should become familiar with and use the various sources of reference materials noted below under the heading of **Supplemental Reading List and Related Websites**.

EXAMINATIONS AND GRADES:

Students will be graded on the basis of their demonstrated ability to understand and discuss the topic in a coherent and fact based manner. Ability is demonstrated in a number of ways, class participation, attendance, projects and written examinations. All are important factors in the final grade.

There will be a mid-term and final exam. In addition, students should expect the possibility of several short assignments and/or quizzes based on reading assignments or discussions. A relevant term project will also be assigned. Written exams will include a variety of question types, to include true and false, fill-in, multiple choice and written essay. Answers to essay questions will hold additional weight, since in the business world, not all situations can be answered with a true or false answer.

The final grade will be calculated on the following basis:

Projects/Quizzes	15%
Class Participation	
Attendance	5%
Participation	5%
Term Project	20%
Mid-term	25%
Final Exam	30%
Total	100%

CONTACT: Adjunct Professor Robert P. Imbriani can be contacted during the day at:
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Office Hours: 1 hour prior to class (International Business/Marketing Department Adjunct Staff Office)
Room B12-210-S Telephone 646-312-3336

SUPPLEMENTAL READING LIST

Books and References

Airline Flight Schedules
Ocean Carrier Sailing Schedule
Leonard's Guide: National Warehouse & Distribution Directory
Leonard's Guide: Motor Freight Directory
Primedia's The Official Intermodal Guide
Export/Import Traffic; Murr, Alfred
The Ultimate Guide to Export Management; Cook
Traffic Management Planning, Operations and Control;
Tyworth, Cavinato and Langley
ICC Guide to Export-Import Basics
ICC INCOTERMS 2010
Transportation Telephone Tickler
U.S. Customs Regulations
U.S. Export Administration Regulations
U.S. International Traffic in Arms Regulations

Magazines

Air Cargo World
Airports International
American Shipper
Chilton's Distribution Guide
Container News
Containerization International
Inbound Logistics
Journal of Commerce
Logistics
Railroads
Shipping Digest
Traffic Management
Traffic World
Transportation & Distribution
World Trade Magazine

RELATED WEBSITES

CLOExpress, web resources for logistics executives, www.htgx//cloexpress.com
Council of Logistics Management, www.dml.org
Eyefortransport; e-commerce, e-business, new technology & freight transportation
www.eyefortransport.com/index.asp.
Journal of Commerce, www.joc.com
Supply Chain Brain, www.supplychainbrain.com
Supply Chain Council, www.supply-chain.org
Traffic World, www.trafficworld.com
U.S. Department of Commerce, www.export.gov
Warehousing Education and Research Council, www.werc.org

CLASS TOPICS

Date of Class	Topic	Reading
Mon., August 28, 2017	Intro/Course Overview, The Importance of Logistics and transportation to Industry & Society. What is Logistics as Opposed to Transportation	Students must check Blackboard on a regular basis for the posting of information, reading and other assignments. Handouts will also be provided in class.
Weds., August 30, 2017	Who's Who in Int'l Trade Introduction to International Negotiations and INCOTERMS 2010	See Monday, August 28, 2017
Wed., September 6, 2017	INCOTERMS 2010, Landed Cost Advantage Total Logistics Cost	See Monday, August 28, 2017
Mon., September 11, 2017	Transportation Regulations & Regulatory Controls	See Monday, August 28, 2017
Wed., September 13, 2017	International Transportation Modes: Motor Carriers	See Monday, August 28, 2017
Mon., September 18, 2017	International Transportation Modes: Motor Carriers, Continued and Rail	See Monday, August 28, 2017
Mon., September 25, 2017	International Transportation Modes: Air	See Monday, August 28, 2017
Wed., September 27, 2017	International Transportation Modes: Air, Continued	See Monday, August 28, 2017
Mon., October 2, 2017	International Transportation Modes: Ocean	See Monday, August 28, 2017
Wed., October 4, 2017	International Transportation Modes: Ocean Continued. New SOLAS Requirements	See Monday, August 28, 2017
Wed., October 11, 2017	Intermodal and Other Forms of Transportation	See Monday, August 28, 2017
Mon., October 16, 2017	Transportation Contracts, Terms and Conditions	See Monday, August 28, 2017
Wed., October 18, 2017	E Commerce	See Monday, August 28, 2017

Date of Class	Topic	Reading
Mon., October 23, 2017	Warehousing, Distribution, Order Fulfillment & Vendor Managed Inventory	See Monday, August 28, 2017
Wed., October 25, 2017	Midterm	
Mon., October 30, 2017	Review of Midterm and Progress Report on Term Project	
Wed., November 1, 2017	Inventory & Inventory Control	See Monday, August 28, 2017
Mon., November 6, 2017	Insurance and Carrier's liability	See Monday, August 28, 2017
Wed., November 8, 2017	Automation in Logistics and Supply Chain Management	See Monday, August 28, 2017
Mon., November 13, 2017	Transportation Security	See Monday, August 28, 2017
Wed., November 15, 2017	Short and Long Term Logistics Planning	See Monday, August 28, 2017
Mon., November 20, 2017	Judging Logistic and Transportation Quality	See Monday, August 28, 2017
Wed., November 22, 2017	The Effect of Logistics Costs on Product Pricing	See Monday, August 28, 2017
Mon., November 27, 2017	Where does Logistics Management fit in the Corporate Structure	See Monday, August 28, 2017
Wed., November 29, 2017	Case Study	Open Discussion & Internet Research
Mon., December 4, 2017	Case Study	Open Discussion & Internet Research
Wed., December 6, 2017	Case Study The Future of International Logistics	Discussion
Mon., December 11, 2017	Review Term Project Due	
December 14 - 20, 2017	Final Exams Begin – No Date Set Yet For Final Exam	

NOTE: Reading and other assignments should be read and completed before class. Assignments will be posted on Black Board and announced in class.

Cheating and plagiarism are serious offenses. The following definitions are based on the College's Academic Honesty website:

Cheating is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise.

Examples include but are not limited to:

- **Copying from another student during an examination or allowing another to copy your work**
- **Unauthorized collaborating on a take home assignment or examination**
- **Using unauthorized notes during a closed book examination**
- **Using unauthorized electronic devices during an examination**
- **Taking an examination for another student**
- **Asking or allowing another student to take an examination for you**
- **Changing a corrected exam and returning it for more credit**
- **Submitting substantial portions of the same paper to two classes without consulting the second instructor**
- **Preparing answers or writing notes in a blue book (exam booklet) before an examination**
- **Allowing others to research and write assigned papers including the use of commercial term paper services.**

Plagiarism is the act of presenting another person's ideas, research or writing as your own:

- **Coping another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another)**
- **Presenting another person's ideas or theories in your own words without acknowledging them**
- **Using information that is not considered common knowledge without acknowledging the source**
- **Failure to acknowledge collaborators on homework and laboratory assignments**

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. In addition, I am required by College policy to submit a report of suspected academic dishonesty to the Office of the Dean of Students. This report becomes part of your permanent file.