

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Introduction to Logistics and Supply Chain Management  
**COURSE NUMBER:** BBM 386  
**PREREQUISITES:** BBM 201

**COURSE DESCRIPTION:**

This course provides students with an understanding how decisions regarding logistics and supply chain management creates value and enables a company to meet its strategic objectives. Furthermore, we will conduct a detailed study of supply chain management elements and how they influence the supply chain strategy. Students will become familiar with performance metrics, tools and techniques utilized by supply chain professionals to analyze, recommend and implement solutions to enhance a company's supply chain operations.

**MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:**

Explain key supply chain concepts; evolution of supply chain management globally and within companies; and how enterprise resource planning (ERP) systems enable global supply chain operations to meet their business objectives.

**Learning Objectives:** The student will:

- A-1 Elaborate on benefits of three values created by integrated supply chain management.
- A-2 Explain four levels of functionality resulting from integration of Supply Chain Information Systems.
- A-3

**Learning Objectives:** The student will:

- B-1 Define logistics and explain its role in supply chain management.
- B-2 Explain the benefits of using third- and fourth-party logistics providers and how logistics interfaces with procurement to meet business objectives.
- B-3 Elaborate on the goals, issues, and tradeoffs for several transportation and warehousing options.
- B-4 Outline the various modes of transportation and benefits of each mode
- B-5 Describe reverse logistics and how it redesigns a supply chain.
- B-6 Define total landed cost for materials and product pricing for transportation
- B-7 Explain documentation required to perform transportation services.

**GOAL C:**

Learn the importance why companies must focus on meeting customer satisfaction by deploying Customer Relationship Management as a technique to strength customer relations and remain competitive.

**Learning Objectives:** The student will:

- C-1 Define customer focus marketing and compare transactional to relationship marketing.
- C-2 Discuss the attributes of customer service and operational performance
- C-3 Explain Customer Satisfaction Model and identify focus areas to increase customer satisfaction.
- C-4 Outline methods to achieve customer success by offering value-added services.
- C-5 Explain importance of developing erereqrn i 0-6.l[adds)1Qf)-12 (a)-4 (ct)-2 (i)2 (o)6 (n)-4

- D-1 Discuss three drivers to effective business planning – supply chain visibility, simultaneous resource consideration, and resource utilization.
- D-2 Define how demand, production, and logistics planning are essential to an effective integrated planning process.
- D-3 Describe the Sales and Operations Planning process and eight key areas to achieving excellent business performance making it work effectively.
- D-4

**GOAL G:**

Explore how continuous improvement methodologies are applied to improve product quality and processes that support manufacturing strategies; learn the benefits of several types of benchmarking to

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H-5 Define when and which activities a company should consider outsourcing, and describe the benefits of outsourcing.