

AERO 4304

**INTERNATIONAL SUPPLY CHAIN
MANAGEMENT
Spring 2008**

- Instructor:** Stanley J. Ketchel, MBA
Peacock Hall 1
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- Office Hours:** Monday/Thursday 2:00-4:00PM
Friday 9:00-11:00AM
By Appointment
- Course Objective:**
1. To prepare students with a general foundation of international business, multi-national operations, and global supply chain management
 2. To compliment student's knowledge of logistics, supply chain management, and business courses in support of the Aviation Management and Business curriculum
 3. To prepare students for a variety of career opportunities in the aviation industry and/or business
- Technology:** This course uses technology to enhance the learning process. Specifically, Power Point and the Internet are used. Each student is required to complete research on the internet and report on it in class.
- Text:** INTERNATIONAL BUSINESS Environments and operations
John D. Daniels, Lee H. Radebaugh, Daniel P Sullivan
Pearson Prentice Hall
ISBN 13: 9780131869424
- Attendance:**
(For in class sessions) The maximum allowable absences are 7. Anyone who exceeds 7 absences will be withdrawn from the course and will receive an "F" for the course. Three times tardy is equal to one absence. A tardy is recorded if you come in late after I have called your name. It is your responsibility to make sure you are recorded as tardy and not absent when you are late.
- Honesty & Integrity:** Chapter tests and the Final Exam require original work. Chapter tests, the final exam, and test/exam review materials may not be shared, printed or duplicated by mechanical, electronic, or any other process. Unauthorized work sharing or plagiarism will result in an assignment or test/exam grade of zero for all students involved. The college's **Academic Dishonesty Policy** will be followed.
- Cheating:** Any student caught cheating will receive a zero for that test with no make-up test given. Plagiarism will result in a zero and kept on file by the V.P. of Academic Affairs.
- Make-up test:**
(For in class sessions) Will be given for excused absences only and must be scheduled immediately upon returning to class. Excused absences require a medical excuse or notice of official school business by the V.P. of Academic Affairs. Tests should be

taken early with no penalty if a student must be absent on the scheduled test day. Exams should be taken prior to absences if at all possible so you may receive credit for both individual and group work.

Electronic Devices:
(For in class sessions)

College policies regarding the use of electronic devices in the buildings will be enforced. All cell phones, beepers, pagers, and similar devices, will be turned off (or set to vibrate) in the classroom at all times. This includes before, during, and after the class period. **2 POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE EACH TIME YOUR CELL PHONE RINGS, BEEPS, OR MAKES A SOUND DURING CLASS.**

Dress Code:
(For in class sessions)

Students are expected to attend class dressed in normal street clothing and must wear shoes. Pajamas, beachwear, any immodest or inappropriate dress, etc., will not be permitted.

Students with Disabilities:

Any student with a physical or learning disability will be accommodated to the extent possible. Students **MUST** be evaluated by Alan Chastain, Director of Student Services. That office will direct the faculty as to the extent of needed accommodations.

Student Learning Outcomes:

This is what you are expected to learn in this course. Upon successful completion of this course, you will be able to:

1. Demonstrate a knowledge of globalization/ international business and how they affect each other
Demonstrate knowledge and application of managerial competencies
2. Demonstrate a knowledge of the major political, legal, and economic issues facing international business companies
3. Demonstrate a knowledge of different dimensions of global manufacturing strategy
4. Demonstrate a knowledge of the elements of international supply chain management

Learning Activities:

This course is divided into sixteen (16) chapters. Learning activities within each chapter include:

1. Reading the textbook
2. Visiting suggested web sites, conducting recommended web searches
3. Completing chapter quizzes as assigned
4. Preparing for and participating in discussions
5. Completing chapter homework
6. Writing and presenting a case analysis as assigned
7. Completing the assigned exams

A Word about Workload:

This course is designed to require a total of 90-135 hours of concentrated study and work to complete. Consider that each week has 168 hours. In a 15-week semester, this means 6-9 class/study hours each week or in a 5-week summer session, this means 18-37 class/study hours each week. The learning and grade you achieve in this course is a result of the effort you put into it. If you are unable to make this commitment, do not take this course. If you find you are consistently spending more than this amount of time, you may need:

- help with time management and study skills - visit the Academic Support Center
- assistance with identifying learning priorities - talk with your instructor
- pre-requisite content or technology skills - talk with your advisor to re-schedule this course

Assignments:

Assignments are graded learning activities. Assignments, with their corresponding deadlines, are listed in your Course Schedule.

Grades:

Quiz #1	15%
Quiz #2	15%
Quiz #3	15%
Written/Oral Presentation SCM Plan	20% (See below)
Case Studies (4 @ 4 points ea.)	16%
Quiz #4	15%
Class Participation	<u>4%</u>
Total	100%

Grade Scale:

100-90	A
89-80	B
79-70	C
69-60	D
<60	F

International SCM/Logistics Plan:

Academic Objectives

- To develop and assess student's ability to relate academic knowledge to real life application.
- Dynamic Leadership - to develop leadership, reasoning and problem solving skills
- Universal Communication - to develop written communication & global perspective.
- Professional Excellence – to develop computer proficiency, information literacy, honesty & integrity.

Assignment Description

This report is designed to provide the student with opportunity to develop a 'Supply Chain Distribution' portion of an international marketing plan. Utilizing the reading assignments, lectures and outside research the student will be expected to prepare a cross-border supply chain/logistics plan for a real (not fictitious) company. This report is to be for a single geographic market (i.e. Mexico, Japan) and must include the necessary attributes of a brief company profile - description of product/service - cultural analysis - economic analysis – business customs – financial (currency/exchanges rates) – principle trading partners, trade restriction if any – legal issues. The detailed portion of the report will include terms of sale, methods of payments, distribution channels, mode of transport selection and traffic concerns, packaging, shipping costs, documentation, and claims. Keep in mind that the report should be focused on the ***supply chain/logistics portion*** of the market plan and the majority of the effort should be concentrated in that area.

Technical Requirements

Written Summary Report

The summary report should be word processed using standard course formatting. Layout should be in formal report style using appropriate headings. Citations should be documented appropriately in the body of the report. A works cited page should be included. Copies of reference articles should be attached as an appendix to the report. This international logistics plan report should be no more than 4-5 pages plus appendixes.

Oral Presentation

The presentation should be prepared using PowerPoint software, be 8-10 minutes long and highlight key findings from the research. Each Student will present his/her business plan to the class as if the class were the Vice President of Supply Chain Management or International Logistics for the company they are doing the business plan on. The presentation should be 10-12 minutes in length, not including questions. The presentation should include visuals of all charts, graphs, etc. included in the written business plan.

Oral Presentation Criteria

Name _____ Date _____

Symbols: **X=Yes**

Title of Presentation _____ **O=No**

- I. SUBJECT AND PURPOSE.** Did speaker? _____
A. Properly limit his/her specific purpose? _____
- II. CONTENT AND ORGANIZATION.** Did speaker? _____
A. In introduction: _____
1. Get interest? _____
2. Have clear and complete pattern of organization? _____
3. Adequately amplify ideas (expound) _____
4. Use visual aids effectively? _____
5. Employ sound **evidence/reasoning?** _____
B. In Conclusion: _____
1. Effectively provide focus/finality? _____
- III. DELIVERY.** Did speaker? _____
A. Use body expressively: _____
1. Have good eye contact? _____
2. Stand acceptably? _____
3. Gesture effectively? _____
B. Use voice expressively: _____
1. Speak distinctly? _____
2. Use adequate vocal variety? _____
- IV. LANGUAGE AND STYLE.** Did speaker? _____
A. Pronounce words correctly? _____
B. Avoid slang? _____
C. Use good grammar? _____
D. Use good oral style? _____
- V. OVERALL EVALUATION.** Did speaker? _____
A. Suggest competence in his/her approach? _____

VI. GENERAL COMMENTS:

GRADE: _____

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Week	Lesson	Homework	Notes
1	Introduction	Read Chapter 1	
2	Lecture Discussion Chap 1	Review Chapter 1	
2	Complete Discussion Chap 1	Read Chapter 2	
3	Holiday		
3	Lecture Discussion Chap 2	Review Chapter 2	
4	Complete Discussion Chap 2	Read Chapter 3	
4	Lecture Discussion Chap 3	Read Chapter 4	
5	Lecture Discussion Chap 4	Case Study 1, Review Chap 1,2,3,4	
5	Exam 1 Chapters 1,2,3,4	Read Chapter 5	Case Study 1 Due
6	Lecture Discussion Chap 5	Review Chapter 5	
6	Complete Discussion Chap 5	Read Chapter 7	
7	Lecture Discussion Chap 7	Read Chapter 8	
7	Lecture Discussion Chap 8	Read Chapter 9	
8	Lecture Discussion Chap 9		
8	Complete Lecture Discussions as needed	Case Study 2, Review Chap 5,7,8,9	
9	Exam 2 Chapters 5,7,8,9	Read Chapter 11	Case Study 2 Due
9	Lecture Discussion Chapter 11	Read Chapter 12	
10	Lecture Discussion Chapter 12	Read Chapter 13	
10	Lecture Discussion Chapter 13	Read Chapter 14	
3/17/2008	Spring Break		
3/19/2008	Spring Break		
11	Lecture Discussion Chapter 14		
11	Complete Lecture Discussions as needed	Case Study 3, Review Chap 11-14	
12	Exam 3 Chapters 11,12,13,14	Read Chapter 15	Case Study 3 Due
12	Lecture Discussion Chapter 15	Review Chapter 15	
13	Complete Discussion Chap 15	Read Chapter 16	
13	Lecture Discussion Chapter 16	Review Chapter 16	
14	Complete Discussion Chap 16	Read Chapter 17	
14	Lecture Discussion Chapter 17	Review Chapter 17	
15	Complete Discussion Chap 17	Read Chapter 20	
15	Lecture Discussion Chapter 20	Review Chapter 20	
16	Complete Discussion Chap 20	Case Study 4	
16	Complete Lecture Discussions as needed	Review Chap 15,16,17,20	Case Study 4 Due
TBA	Int'l SCM Plan Presentation		
	Final Exam Chapters 15,16,17,20		