WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE TITLE: Logistics: Physical Distribution  
COURSE NUMBER: BMK 344

I. RATIONALE:

Marketers recognize the growing importance of technological advancements in logistics, specifically in the marketing area of physical distribution, to achieving business success by creating value through domestic and global supply chains.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Understand the foundations of supply chain management.

Learning Outcomes: The student will:

A-1 Gain an understanding and appreciation of 21st-century supply chains.  
A-2 Learn the definition of logistics and how it relates to customer accommodation.  
A-3 Investigate procurement and manufacturing in terms of various quality issues.  
A-4 Understand how information technology interfaces with physical distribution.

GOAL B: Understand supply chain logistics operations.

Learning Outcomes: The student will:

B-1 Become familiar with various issues related to inventory and its associated costs.  
B-2 Learn about transportation infrastructure, including principles and regulations.  
B-3 Assess various strategies for transportation pricing, administration and documentation.  
B-4 Develop knowledge about warehousing operations, ownership arrangements and decisions.  
B-5 Learn about packaging and materials handling.  
B-6 Realize how and why logistical operational integration is important.
GOAL C:
Understand supply chain logistics design.

Learning Outcomes: The student will:

C-1 Study global strategic positioning in terms of international integration, security and sourcing.
C-2 Achieve an understanding of network integration in terms of warehouse requirements and related total costs.
C-3 Learn and critique various strategies for logistics design and operational planning.

GOAL D:
Understand logistics administration challenges and opportunities.

Learning Outcomes: The student will:

D-1 Understand how to develop and manage internal logistics relationships.
D-2 Learn about and apply various tools to assess operational, financial, and social performance.
D-3 Gain an awareness and appreciation for social issues in logistical performance and measurement.