Unit Outline*

TRLO8530

Logistics Project Management

G2-OFF, 2011
Shanghai

Professor Mei SHA

Business School

www.business.uwa.edu.au

This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

Logistics Project Management is referred to as logistics service project management. The content includes: introducing the basic concepts, analyzing the characteristics and processes, and providing analytical methods for Logistics Project Management from the perspective of both buyers and providers of logistics service projects, and supply chain integration.

Unit content

The unit covers subject matter related to the basic concepts in logistics project management, analysing the characteristics and processes, and providing analytical methods for logistics project management from the perspective of both buyers and providers of logistics service projects, and supply chain integration.

The goal of the unit

The goal of the unit is to assist you to develop an understanding of how to manage logistics projects.

Learning outcomes

The student will be able to:
1. understand basic concepts of logistics service projects and the significance of logistics service project management in logistics management and supply chain management
2. appreciate the theoretical framework of logistics project management
3. use analytical methods effectively
4. learn how to improve the level and capacity of operations management in supply chain

Educational principles and graduate attributes

In this unit, you will be encouraged to:
• Develop competencies to work more effectively in teams through the completion of a group case analysis project relating to your selected logistics context.
• Demonstrate self-management and independent learning skills through the completion of an exam.

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

Team Based coursework: The group coursework will assist you in assessing logistics project using different methods from various perspectives. It will also assist you to develop team spirits through the completion of group discussion and coursework.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

I will greatly appreciate any comments and opinions regarding this lecture which will benefit the future students and improve future lectures. Please feel free to contact me by email or telephone if you have any questions or suggestions on this subject.
Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.

Seminars represent an important part of your learning experience. One purpose of the seminars is to give you an opportunity to improve your understanding and technical competence. Seminar discussions and questions are used to encourage you to play an active role during the seminar sessions. The seminar questions consist of multiple-choice type problems and will be handed out only during the seminar.

You must attend and participate in the seminars. Except for extenuating circumstances, absence from classes will not be permitted. Permission will not be granted for reasons due to work commitments. Please also note that students who come late and/or leave early for each seminar session will be deemed absent.

CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td>Name:</td>
</tr>
<tr>
<td>Prof Mei Sha</td>
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<tr>
<td>Email:</td>
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<tr>
<td><a href="mailto:meisha@shmtu.edu.cn">meisha@shmtu.edu.cn</a></td>
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<tr>
<td>Phone:</td>
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<td>Consultation hours:</td>
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<td>Lecture times:</td>
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<tr>
<td>16 April to 24 April 2011</td>
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<tr>
<td>Lecture venue:</td>
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<td>Room 110 in the Management Building at Shanghai Maritime University</td>
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</tbody>
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TEXTBOOK(S) AND RESOURCES

Recommended/required text(s)

3. Donald J. Bowersox, Supply Chain Logistics Management, the McGraw-Hill Companies, 2005

Reference readings:

1. Martin Christopher, Logistics and Supply Chain Management, 3rd edition, Prentice Hall, 2005
2. Kim Sjöström, Packaging Logistics Review, Econpap, Printed in Finland by Edita, Helsinki, 2000
### Additional resources and reading material

- Books
- Journals
- Closed reserve
- Databases
- Websites

### UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Topic</th>
<th>Lecture</th>
<th>Seminar/tutorial/questions</th>
<th>Independent activity (e.g. readings)</th>
</tr>
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<tbody>
<tr>
<td>Introduction to the unit and main definitions of logistics project management</td>
<td>Saturday 9:00-11:30</td>
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| Strategic Alliances of SCM and its Requirements to Logistics Service | Saturday 13:30-17:00 | 1. Framework of Strategic Alliances  
2. Retailer-Supplier Partnerships  
3. Manufacturer-Supplier Partnerships  
4. Distributor Integration  
5. Requirements to Logistics Service Projects |                                     |
| Buyers of Logistics service and its requirements                      | Sunday 9:00-11:30 | 1. Auto industry  
2. Medical industry  
3. Petrochemical and chemical industry  
4. Fast-moving consumer goods industry  
Electronics and IT industry |                                     |
| Providers of Logistics service and its expertise                       | Sunday 13:30-17:00 | 1. 3PL  
2. Traditional Logistics providers  
3. Organizational Structure  
4. Project team  
5. Project Manager |                                     |
| Bid Invitation and Bidding of Logistics Service Projects               | Monday 6:30-9:30  | 1. Organizations for Bid Invitation and Bidding  
2. Bid Invitation  
3. Process of selecting the Logistics providers  
4. Bidding  
5. Process of obtaining the Logistics Service Projects |                                     |
| Packaging-logistics Factors affecting Logistics project management     | Wednesday 6:30-9:30 | 1. Measurement of packaging logistics parameters  
2. Trade-offs among packaging, marketing, logistics and the environment  
3. Integrating packaging suppliers into the supply chain |                                     |
### Logistics - Project Design and Management for Network Configuration

- **Friday 6:30-8:30**
  1. Data Collection
  2. Model and Data Validation
  3. Solution Techniques
  4. Key Features of a Network Configuration DSS

### Logistics - Project Design and Management for Inventory Management and Risk Pooling

- **Saturday 9:00-11:30**
  1. A Single Warehouse Inventory
  2. Risk Pooling
  3. Centralized versus Decentralized Systems
  4. Managing Inventory in the Supply Chain
  5. Practical Issues

### Plan Management for 3PL Projects

- **Saturday 13:30-17:00**
  1. Project Plan management
  2. Tools and Methods
  3. Control Management for 3PL Projects
  4. Risk Management for 3PL Projects

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### ASSESSMENT MECHANISM

#### The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

#### Assessment mechanism summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>Group coursework</td>
<td>20%</td>
<td></td>
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<tr>
<td>Written examination</td>
<td>80%</td>
<td>18th May 2011</td>
<td>Students failing to complete this exam successfully and achieve a passing mark for it will receive a grade of FC (“Failed Component”) for the unit.</td>
</tr>
</tbody>
</table>

**Note 1:** Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

**Note 2:** The grade FC indicates failure to complete an identified essential assessment component and means failure of the unit.

**Note 3:** Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.
**Assessment components**

**Group coursework**

The goal of this assessment is for students to analyse the case of logistics project in groups with various roles and make the decision of investment after assessment of project. Students will allocate themselves into 5 groups and each group is given a project to complete during the fixed time. After the discussion, each group would be asked to submit a final report of the case.

**Assessment Item Exam**

The open-book final exam on May 18 2011 will be a formal three hours and ten minute examination. Questions will come from all material covered in the unit (lectures, readings, cases and discussion).

**Student Guild**

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Website: http://www.guild.uwa.edu.au

**Charter of Student Rights and Responsibilities**


**Appeals against academic assessment**

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals).