

NAME OF THE COURSE		BUSINESS LOGISTICS				
Code	EUB409	Year of study	2nd			
Course teacher	Neven Šerić, PhD, Full professor Ivana Kursan Milaković, PhD, Assistant professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	1. Acquire theoretical and practical knowledge for logistics systems evaluation, their enhancement and logistics system optimization. 2. Gain practical experience in using the marketing metrics for business logistics enhancement. 3. Adopt theoretical and practical insights for efficient supply chain management.					
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Main learning outcome: 1. Evaluate different business logistics and supply chain management platforms with an aim of strengthening the business efficiency.  Individual learning outcomes: 1. Valorize the possibilities and the potential of different logistics models in business practice. 2. Estimate different logistics solutions in purchasing and selling context. 3. Valorize different tactic and strategic concepts of supply chain management. 4. Evaluate marketing metrics within the business logistics domain. 5. Critically assess practical logistics solutions for the purpose of logistics system enhancement.					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises/seminar			
	Topic	Hours	Topic	Hours		
	Introduction to business logistics. Logistics vs. Distribution activities – distinction.	2	Marketing metrics in business logistics and project group directions. Practical assignment and discussion.	2		
	Politics of logistics in a modern business framework.	2	Determining the topics for group projects. Practical assignment and discussion.	2		
	Costs in logistics business operations and cost management of the logistic function.	2	Group projects' brainstorming. Practical assignment and discussion.	2		
	Purchasing logistics.	2	Group projects' brainstorming. Practical assignment and discussion.	2		

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	Inventory management logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Physical distribution management.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Storage business management.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Sales function logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Customer communication logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Logistics function management strategies.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Supply chain management logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Business intelligence and logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
	Hotel business logistics.	2	Workshop: group project presentations and critical reviews. Discussion.	2		
Format of instruction	x lectures x seminars and workshops x exercises <input type="checkbox"/> on line in entirety x partial e-learning x field work		x independent assignments x multimedia <input type="checkbox"/> laboratory x work with mentor x (other)			
Student responsibilities	Students are responsible for attending the lectures (minimally 50%) and exercises (minimally 50%). Two group assignments (thematic and metrics with presentations) represent the course signature requirement. In addition, students are required to conduct several individual assignments in order to get the course signature. Projects (thematic and metrics) represent two preliminary exams and, if passed, are equivalent to the final exam along with the minimally two positively graded individual assignments dealing with logistics business simulation problems.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of	Class attendance	1	Research	option 1	Practical training	1
	Experimental work		Report	option 1	(Other)	
	Essay	option 1	Seminar essay	option 1	Field research (Other)	option 2

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ECTS credits is equal to the ECTS value of the course)	Tests	option 1	Oral exam	option 1	(Other)	
	Written exam	option 1	Projects	3	(Other)	
Grading and evaluating student work in class and at the final exam	During the semester students are obliged to develop two group projects: thematic one and the one covering marketing metrics, whereby they represent a signature requirement. Professor decides upon the number of students in the group/project. All activities that are assigned ects scores can be traded for the optional activities in terms of the same number of scores. Professor conducts the exam procedure independently.					
	Grading system for the written work and written exams: 0-49 fail (1) 50-65 satisfactory (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)  The course/exam is passed if the students attended 50% of the lectures and 50% of the exercises (except if they have confirmation that justifies the lecture non-attendance, e.g. Vice Dean confirmation, Erasmus coordinator confirmation etc.) and have positively graded written works/projects and exams, which qualifies them for the criteria fulfillment based on the ects scores per each activity. If the requirements for the final grade are not fulfilled, students have the possibility, in accordance with the professor, to acquire optional activities along with written and/or oral exam. Final grade is formulated as an average grade of all written and graded works, whereby the course is considered passed only if students achieved positively graded written and/or oral exam (for students who did not fulfilled the final grade criteria with different work(s) during the semester).					
Required literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	Lambert, D. M. (ed.): <i>Supply Chain Management</i> , 3rd ed., Supply Chain Management Institute, Sarasota, 2008.				1	yes
	Faris, P. W., Bendle, N. T., Pfeifer, P. E., Reibstein, D. J., <i>Marketing metrics: 50+ metrics every executive should master</i> , Pearson Education Inc., New Jersey, 2006.				1	yes
Optional literature (at the time of submission of study programme proposal)	Bentyn, Z., Šerić, N., Luetić, A. (2020), Development of business strategies based on logistics performance of the Republic of Croatia, <i>Ekonomski Vjesnik/Econviews</i> 1/2020, pp. 133-149					
	Slone, Reuben E., Dittman, J. Paul, Mentzer, John T.: <i>The New Supply Chain Agenda</i> , Harvard Business Press, Boston, 2010. Van Weele, A. J., <i>Purchasing &amp; supply chain management</i> , Cengage Learning EMEA, 2010. Monczka, R. M., Handfield, R. B., Guinipero, L. C., Patterson, J. L., Waters, D., <i>Purchasing and Supply Chain Management</i> , Cengage Learning EMEA, 2010. Šerić, N., Rozga, A., Luetić, A. Relationship between Business Intelligence and Supply Chain Management for marketing decisions, <i>Universal Journal of Industrial and Business Management</i> Vol. 2(2), February 2014, pp. 31–35  Authorized lectures and materials on the Moodle platform Thematic videos from YouTube channel Business cases and news from Business journal portal/journal ( <a href="http://www.poslovni.hr">www.poslovni.hr</a> ) Business cases and news from Lider portal ( <a href="http://www.liderpress.hr">www.liderpress.hr</a> ) Business cases and news from Inbound logistics portal ( <a href="http://www.inboundlogistics.com/cms/">http://www.inboundlogistics.com/cms/</a> ) Business cases and news from Institute for Supply Management portal ( <a href="https://www.instituteforsupplymanagement.org/index.cfm?SSO=1">https://www.instituteforsupplymanagement.org/index.cfm?SSO=1</a> )					

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	<p>Business cases and news from QStock Inventory portal (<a href="http://www.qstockinventory.com/">http://www.qstockinventory.com/</a>)</p> <p>Articles and whitepapers from Deloitte portal (<a href="https://www2.deloitte.com/hr/hr.html">https://www2.deloitte.com/hr/hr.html</a>)</p> <p>Business cases from <a href="https://businesscasestudies.co.uk/">https://businesscasestudies.co.uk/</a></p> <p>Articles and news from EU Single Market portal (<a href="http://ec.europa.eu/internal_market/scoreboard/performance_per_policy_area/public_procurement/index_en.htm#maincontentSec2">http://ec.europa.eu/internal_market/scoreboard/performance_per_policy_area/public_procurement/index_en.htm#maincontentSec2</a>)</p> <p>Case studies and assignments (prepared by professor)</p>
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Evaluation of class attendance and fulfillment of student obligations (course teacher)</li> <li>• Teaching supervision (vice dean)</li> <li>• Analysis of studying successfulness (vice dean)</li> <li>• Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center)</li> <li>• Exams, conducted by the course teacher, refer to all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)</li> </ul> <p>The learning outcomes are verified through written works and exam procedure conducted by the professor. Periodically the course content, practical assignments, and exams are evaluated, as a way of verifying the learning outcomes' adequacy (vice dean).</p>
Other (as the proposer wishes to add)	<p>The possibility for students to participate in practical student projects. The option for meeting the companies' representatives for the purpose of networking and potential employment.</p>