



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Business logistics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Dr. Assoc. Prof. Andrius Jaržemskis Other(s):	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Mandatory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face to face, virtual	Autumn semester	English

Requirements for students	
Prerequisites: International Marketing, Global business	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed

This subject aims to educate

- the ability to analyze and apply the main indicators of macro and micro environments;
- the ability to assess the company's strengths and weaknesses, opportunities corresponding to its activities and possible dangers;
- the ability to coordinate marketing actions and assess their effectiveness in global markets.
- the ability to select distribution channels by applying knowledge of the principles of product distribution.

The student will acquire competences and understanding of logistics and marketing connections, the place and importance of logistics in making marketing decisions. The student will understand the peculiarities and differences of logistics of supply (procurement of raw materials, components, goods) and distribution of manufactured products, will be able to make decisions related to storage, inventory management, transportation, packaging, logistic marking, and other logistic operations.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to describe the origins of logistics and types of logistics activities, the factors determining the development of logistics, the significance of logistics for manufacturing, trade, and service companies, and will be able to evaluate the macro and micro environmental indicators of business logistics.	Interactive inclusive lecture, seminar and discussion, studies of literary sources, familiarization with video material of individual topics, group (team) project and its presentation at the seminar	Multiple choice tests, assessment of group work and analysis and presentation of a research paper.
Will be able to explain and apply business logistics knowledge when choosing distribution and supply systems, their operating principles		
Will understand and be able to explain global value chains, their characteristics, differences, competitive advantage, marketing actions and their relevance in global markets.		

Will understand and be able to explain the specifics and importance of the location of terminals, distribution and consolidation centers in business.		
Will understand and be able to explain storage, transportation, packaging methods, choose transport solutions depending on the size, volume, nature of the product (raw material), location in the value chain.		
Will understand and be able to explain the significance of business logistics in business competitiveness and marketing decisions, assess the company's strengths and weaknesses, opportunities and threats.		

Content: breakdown of the topics	Contact hours						Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	Contact hours	Self-study hours	Assignments
1. Definition and understanding of logistics, history and tendencies. Micro and macro logistics. Customer's approach and logistic's provider's approach. Push and pull logistics. Outsourcing logistics: 3PL and 4 PL.	4		2				6	10	Christopher, M. 2020. Logistics and Supply Chain Management. Chapter 1. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 7. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course.
2. Logistics competitiveness. Levels of client services. Logistics and marketing. Just-In-Time Logistics. Distribution strategy and role in marketing.	4		2				6	10	Christopher, M. 2020. Logistics and Supply Chain Management. Chapter 2, Chapter 4. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 7.
3. Logistics economics, structure of logistics costs, logistics cost according to te logistics functions. Logistics costs in the final product prices.	4		2				6	10	Christopher, M. 2020. Logistics and Supply Chain Management. Chapter 3. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 3. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 5.
4. Global business and logistics. Value chains, supply chains, vertical alliances. Geography of supply of commodities and row materials. Strategic intra-industrial trade	4		2				6	10	Christopher, M. 2020. Logistics and Supply Chain Management. Chapter 5, Chapter 8, Chapter 10.

relations and logistical support. Stock management.									Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 7. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 8..
5. Infrastructures and location. Consolidation of goods and raw materials flows. Role of consolidation and distribution warehouses. Terminals and warehouses role in logistics.	2		1				3	5	Christopher, M. 2020. Logistics and Supply Chain Management. Chapter 5, Chapter 9. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 6. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 9.
6. Environment, energy, labour policy impact on logistics. The global policies, EU policies, green logistics, reverse logistics.	2		1				3	5	Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 4. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course.
7. Transport concepts and economic rationale. Co-modality, internodal, multimodal transportation.	2		1				3	5	Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 5. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course.
8. The legal framework and documentation for logistics and trade operation. Formality for customs, risk sharing in transport operations, insurance, damage compensation.	2		1				3	5	Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 7. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 13, Chapter 14.
9. Maritime logistics. Shipping and ports. Deep sea shipping, short sea shipping. Containerisation, raw materials logistics.	2		1				3	5	Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 3, Chapter 5. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 12.
10. Airborne logistics. Airports, airlines, global parcel distribution operators. Concept,	1		0,5				1,5	4	Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 5.

economic rationale, pricing policies, business models.								Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 12.	
11. Road and rail transport. Concept, economic rationale, pricing policies, business models.	1		0, 5				1,5	4	Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 3, Chapter 5. Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 12.
12. Variety and logistics attributes of cargo: finished products, components, raw materials, general, dry bulk, liquid bulk, palletised, dangerous, perishable. The concepts and warehousing and transportation regimes.	2		1				3	5	Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 3, Chapter 5. Wood, D. F., Murphy P. R. 2017 Contemporary Logistics, Chapter 10, Chapter 11.
13. Packaging levels, marking, loading and e-tracing of goods: Containers, pallets, boxes, loading units, trailers, sizes and capacities.	2		1				3	4	Jarzemskis, A. E-learning material, slides and descriptions in actual topic in Moodle Course. Rodrigue, J. P. 2017 The Geography of Transport Systems, Chapter 5.
Total	32		16				48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Homework assignments for group work	30	1-14 week	<p>Presentation of structured information and prepared teamwork (in slide format) to the audience. To be evaluated:</p> <ul style="list-style-type: none"> - each student's contribution to group work; - persuasiveness and consistency of presentation; - understanding of the task; - completeness of answers to audience questions, student activity. <p>The group work task consists of five stages, each of which is evaluated from 0 to 2 points in the following intervals:</p> <p>0 – the assignment phase is not completed or the specific student(s) did not participate in the assignment phase either in preparation or presentation and defense during the seminar.</p> <p>0.5 - the stage of the task was performed very superficially, the students who worked in the group were not able to explain how they performed the task, did not answer the questions.</p> <p>1 - the task stage was completed moderately, the prepared work was detailed, but the students were unable to explain how they completed the task, did not answer the questions.</p>

			<p>1.5 - the task stage was completed well, the prepared work was detailed, the students could only partially explain how they completed the task.</p> <p>2.0 - the task stage was completed well, the prepared work was detailed, students were able to explain how they completed the task, answered the questions asked.</p> <p>If group work is not presented, points for one or more stages are not awarded for those stages. Settlement of group work is not mandatory. The final assessment of the group work consists of the sum of the assessments of five stages, the maximum possible assessment is 10 points.</p>
Midterm test	35	8th week	<p>The test consists of 30 multiple choice questions. In the midterm test, questions are presented from 1-6 topics.</p> <p>A 10-point scale is used for the evaluation of the test:</p> <ul style="list-style-type: none"> - 1 correctly answered question out of 30 - 0.33 points; - 2 correctly answered questions out of 30 – 0.66 points; - ... - 30 correctly answered questions out of 30 - 10.00 points; <p>Rounds to two decimal places.</p> <p>Students' knowledge is assessed with a positive grade if correct answers make up at least 50%. answers to all the questions submitted, i.e. at least 15 correctly answered questions out of 30. If fewer questions are answered correctly, the test is considered to be failed, the test must be retaken, and the negative grade of the failed intermediate test is not added to the final test grade, until it is retaken with a positive grade.</p>
Final test	35	16th week	<p>The test consists of 30 closed questions. The final test contains questions from 7-13 topics.</p> <p>A 10-point scale is used for the evaluation of the test:</p> <ul style="list-style-type: none"> - 1 correctly answered question out of 30 - 0.33 points; - 2 correctly answered questions out of 30 – 0.66 points; - ... - 30 correctly answered questions out of 30 - 10.00 points; <p>Rounds to two decimal places.</p> <p>Students' knowledge is assessed with a positive grade if correct answers make up at least 50%. answers to all the questions submitted, i.e. at least 15 correctly answered questions out of 30. If fewer questions are answered correctly, the test is considered to be failed, the test must be retaken, and the negative grade of the failed final test does not add up to the intermediate test grade, until it is retaken with a positive grade.</p>
Extra assignment	-	1-14 week	<p>Students have the right to make a one-time presentation of a selected scientific publication in one of the topics of the 13 subjects. Registration for the presentation is done at least 2 weeks before the desired seminar date. A student is entitled to present only one publication and receive only one additional point. An additional score is added to the final score without weighting.</p>
Final evaluation	100	16th week	<p>The final grade is calculated by adding the midterm test score (if positive), the final test score (if positive) and the cumulative group work score, multiplying each of them by their weights, as well as the supplementary score. If the sum of all assessments, including the additional assessment, exceeds 10 points, the student's final score is considered to be 10.</p> <p>Cumulative score for group work is not mandatory. A student can have a positive final grade from the midterm test and the final test alone. Meanwhile, both passing the midterm test and passing the final test with a passing grade are mandatory.</p> <p>The following principles apply to final grade rounding:</p>

			<ul style="list-style-type: none"> - 9.5–10 – 10 (excellent); - 8.5-9.4 - 9 (very good); - 7.5-8.4 - 8 (good); - 6.5–7.4 – 7 (on average); - 5.5–6.4–6 (satisfactory); - 4.5-5.4-5 (weak). - less than 4.4 - negative scores (4, 3, 2, 1).
--	--	--	---

Assessment strategy for extern student (without class participation)	Weight, %	Deadline	Assessment criteria
Individual homework assignment	30	Coordinated separately with the professor when the student is ready and accepted.	<p>Presentation and defense of structured information and prepared homework.</p> <ul style="list-style-type: none"> - student's contribution to group work; - persuasiveness and consistency of homework presentation; - understanding of the task; - completeness of answers to the teacher's questions. <p>The homework task consists of five parts, each of which is evaluated from 0 to 2 points in the following intervals: 0 - part of the task is not completed. 0.5 - part of the task was performed very superficially, the student was unable to explain how he performed the task, did not answer the questions. 1 - part of the task was completed moderately, the prepared work was detailed, but the student was unable to explain how he completed the task, did not answer the questions. 1.5 - part of the task was completed well, the prepared work was detailed, the student could only partially explain how he completed the task. 2.0 - part of the task was completed well, the prepared work was detailed, the student was able to explain how he completed the task, answered the questions asked.</p> <p>Homework not submitted will not be graded. Homework settlement is not mandatory. The final homework grade consists of the sum of the five stage grades, the maximum possible grade is 10 points.</p>
Midterm test	35	Coordinated separately with the professor when the student is ready and accepted.	<p>The test consists of 30 multiple choice questions. In the midterm test, questions are presented from 1-6 topics. A 10-point scale is used for the evaluation of the test:</p> <ul style="list-style-type: none"> - 1 correctly answered question out of 30 - 0.33 points; - 2 correctly answered questions out of 30 – 0.66 points; - ... - 30 correctly answered questions out of 30 - 10.00 points; <p>Rounds to two decimal places.</p> <p>Students' knowledge is assessed with a positive grade if correct answers make up at least 50%. answers to all the questions submitted, i.e. at least 15 correctly answered questions out of 30. If fewer questions are answered correctly, the test is considered to be failed, the test must be retaken, and the negative grade of the failed intermediate test is not added to the final test grade, until it is retaken with a positive grade.</p>
Final test	35	Coordinated separately with the professor when the student is ready and accepted.	<p>The test consists of 30 closed questions. The final test contains questions from 7-13 topics. A 10-point scale is used for the evaluation of the test:</p> <ul style="list-style-type: none"> - 1 correctly answered question out of 30 - 0.33 points; - 2 correctly answered questions out of 30 – 0.66 points; - ... - 30 correctly answered questions out of 30 - 10.00 points; <p>Rounds to two decimal places.</p>

			Students' knowledge is assessed with a positive grade if correct answers make up at least 50%. answers to all the questions submitted, i.e. at least 15 correctly answered questions out of 30. If fewer questions are answered correctly, the test is considered to be failed, the test must be retaken, and the negative grade of the failed final test does not add up to the intermediate test grade, until it is retaken with a positive grade.
Final evaluation	100	16th week	<p>The final grade is calculated by adding the midterm test score (if positive), the final test score (if positive) and the cumulative group work score, multiplying each of them by their weights, as well as the supplementary score. If the sum of all assessments, including the additional assessment, exceeds 10 points, the student's final score is considered to be 10.</p> <p>Cumulative score for group work is not mandatory. A student can have a positive final grade from the midterm test and the final test alone. Meanwhile, both passing the midterm test and passing the final test with a passing grade are mandatory. The following principles apply to final grade rounding:</p> <ul style="list-style-type: none"> - 9.5–10 – 10 (excellent); - 8.5–9.4 - 9 (very good); - 7.5–8.4 - 8 (good); - 6.5–7.4 – 7 (on average); - 5.5–6.4–6 (satisfactory); - 4.5–5.4–5 (weak). - less than 4.4 - negative scores (4, 3, 2, 1).

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Jarzemskis, A.	2019	The e-course of Global operations and logistics.	E-edition.	Vilnius University virtual teaching environment.
Christopher, M.	2020	Logistics and Supply Chain Management.	6 ^h Edition	Pearson.
Rodrigue, J. P.	2017	The Geography of Transport Systems	4 th Edition	Routledge.
Optional reading				
D. F. Wood, P. R. Murphy.	2017	Contemporary Logistics	10 th Edition	Prentice.