

# Unit 2: What is Logistics?

## Syllabus

### OVERVIEW & PURPOSE

The purpose of this unit is to provide a general overview of the logistics industry. It will introduce students to the activities of logistics management and will discuss the different components of logistics. This lesson will also familiarize students with the different transportation modes that are an integral part of logistics. At the end of this lesson, students should have a general understanding of logistics and be able to participate in the problem-solving processes that are part of logistics management.

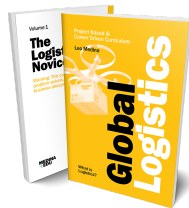


### COURSE LEARNING OBJECTIVES

1. Define, discuss, and evaluate the activities of logistics management
2. Identify the key activities and modes of transportation that are an integral part of logistics management

### MATERIALS NEEDED

- Computer
- Internet Access
- Text Book



### DESCRIPTION OF ACTIVITIES

For each module please expect the following activities:

- Read through the lesson/session contents (including articles) and watch videos
- Stimulating Discussion
- Take a short quiz on the material presented
- Complete a written assignment with open-ended responses
- Demand Forecasting Project
- Customer Service Project
- Group Project Presentation

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## FOUR WEEK LESSON OUTLINE

### Week 1: Theory & Stimulating Discussion

- 2.1 Logistics
- 2.2 Military Logistics
- 2.3 Demand Forecasting
- 2.4 Customer Service
- 2.5 Transportation

### Week 2: Case Study Research, Data Mining & Research Essay

- Research and investigate questions 1 & 2
- Write Research essay
- Case Study 1: Demand Forecaster
- Case Study 2: Customer Service

### Week 3: Collaborative Project Idea, Creation & Development and Problem Solving

- Project 1: Demand Forecasting
- Project 2: Customer Service

### Week 4: Project Presentations

- Group presentations before classmates