



**YAŞAR UNIVERSITY**  
**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**  
**INTERNATIONAL LOGISTICS MANAGEMENT**  
**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Service Management in Logistics	LOGI 376	3	3	0	3	5
<b>Course Type</b>						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						
3. Prerequisites Courses						
3.1. Compulsory Prerequisites Courses						
3.2. Elective Prerequisites Courses						

Language of Instruction	English
Level of Course	Undergraduate (First Cycle)
Prerequisites Course(s) (compulsory)	N/A
Special Pre-Conditions of the Course (recommended)	N/A

Course Coordinator	Assist. Prof. Dr. Özgür Kabadurmuş	E-mail: ozgur.kabadurmus@yasar.edu.tr
Course Instructor(s)	Assist. Prof. Dr. Özgür Kabadurmuş	E-mail: ozgur.kabadurmus@yasar.edu.tr
Course Assistant(s)/Tutor (s)		
Aim(s) of the Course	Service Management in Logistics is an elective course in logistics education that provides students the basic skills and knowledge to identify, analyze, and solve service management and logistics problems.	
Learning Outcomes of the Course	<ol style="list-style-type: none"><li>1. Defining the basic concepts of service management and logistics</li><li>2. Demonstrating and applying the methods for formulating operations service management in logistics</li><li>3. Practicing the basic methodology to analyze operations in service management</li><li>4. Practicing the basic methodology to design better operations in service management and logistics</li><li>5. Analyzing and investigating specific service management and logistics problems</li></ol>	

<b>Course Content</b>	This course provides general and specific information about service management in logistics that will serve to strengthen the student's ability to design and manage service operations in logistics. We will investigate the best practices and processes for managing the logistics service managements. Also, this course will address the design and evaluation of service performance in logistics.
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<b>COURSE OUTLINE/SCHEDULE (Weekly)</b>			
<b>Week</b>	<b>Topics</b>	<b>Preliminary Preparation</b>	<b>Methodology and Implementation (theory, practice, assignment etc)</b>
1	Intro to service management		Theory
2	Understanding services, differences between products and services, logistics services	Related chapter and reading	Theory, real-life business cases and problem solving
3	Customers- The focus of service management. Globalization of services	Related chapter and reading	Theory, real-life business cases and problem solving
4	Service strategy and competitiveness.	Related chapter and reading	Theory, real-life business cases and problem solving
5	Technology and its impact on services and their management	Related chapter and reading	Theory, real-life business cases and problem solving
6	Design and development of services and service delivery systems	Related chapter and reading	Theory, real-life business cases and problem solving
7	Midterm Exam	15 hours	Exam
8	Supply chain services and their management	Related chapter and reading	Theory, real-life business cases and problem solving
9	Locating facilities and designing their layout	Related chapter and reading	Theory, real-life business cases and problem solving
10	Managing demand and supply in services	Related chapter and reading	Theory, real-life business cases and problem solving
11	Queuing and simulation	Related chapter and reading	Theory, real-life business cases and problem solving
12	Service quality and continuous improvement	Related chapter and reading	Theory, real-life business cases and problem solving
13	Tools and techniques for performance measurement	Related chapter and reading	Theory, real-life business cases and problem solving
14	Presentations	Submit the Report and Presentations	Presentations
15	Final Exam	15 hours	Exam

<b>Required Course Material (s) /Reading(s)/Text Book (s)</b>	<ul style="list-style-type: none"> <li>• Service Management: An Integrated Approach to Supply Chain Management and Operations, Haksever, C. and Render, B., 2013: Pearson.</li> <li>• Davis, F. W., &amp; Manrodt, K. B. (1994). Service logistics: An introduction. International Journal of Physical Distribution &amp; Logistics Management, 24(4), 59-68.</li> <li>• Seth, N., Deshmukh, S. G., &amp; Vrat, P. (2006). A conceptual model for quality of service in the supply chain. International Journal of Physical Distribution &amp; Logistics Management, 36(7), 547-575.</li> <li>• Gil Saura, I., Servera Frances, D., Berenguer Contri, G., &amp; Fuentes Blasco, M. (2008). Logistics service quality: a new way to loyalty. Industrial Management &amp; Data Systems, 108(5), 650-668.</li> </ul>
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ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	35
Attendance	-	-
Quiz	-	-
Assignment (s)	2	10
Project	1	10
Laboratory	-	-
Field Studies (Technical Visits)	-	-
Presentation/ Seminar	1	10
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	-
Other (Placement/Internship etc.)		
<b>TOTAL</b>		<b>65</b>
<b>Contribution of Semester Activities/Studies to the Final Grade</b>		<b>65</b>
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>		<b>35</b>
<b>TOTAL</b>		<b>100</b>

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To ascertain how to become a manager in national and international logistics companies.					X
2	To identify various activities of logistics: purchasing, stock management, warehouse and transportation management, quality, sale and distribution, transporting, handling, traffic management, packaging, customer relationship management and reverse flow in supply chain management				X	
3	To explain modes of international transportation including road, sea, air, pipeline and multi-modal transportation systems		X			
4	To distinguish and explain the concepts in supply chain management and logistics					X
5	To develop efficient logistics and supply chain strategies by using appropriate theory, tools and methods, to design logistics systems and make decisions that will support the mission and goals of business.					X
6	To analyze companies from a managerial point of view				X	
7	To evaluate logistics and supply chain management practices critically, identify and analyze problems in logistics processes.					X
8	To create innovative solutions for logistics problems to achieve a higher performance in logistics activities and developing recommendations for performance improvements					X
9	To recognize the main actors, challenges and dynamics of the international logistics			X		
10	To identify and distinguish the legal framework of international logistics operations, and assess conformity of logistics operations to the national and international rules and regulations			X		
11	To recognize the importance and the need of adaptation to the rapidly evolving global business environment.					X

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary Preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)	2	Number	2	4
Presentation/ Seminars	1	Number	10	10
Quiz and Preparation for the Quiz	-	Number	-	-
Mid- Term(s)	1	Number	15	15
Project (s)	1	Number	10	10
Field Studies (Technical Visits, Investigate Visit etc.)	-	Number	-	-
Practice (Laboratory, Virtual Court, Studio Studies etc.)	-	Number	-	-
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	15	15
Other (Placement/Internship etc.)		Number		
<b>Total Workload</b>				124
<b>Total Workload/ 25</b>				4.96
<b>ECTS</b>				<b>5</b>

ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)
<ul style="list-style-type: none"> <li>• Students must have the course book.</li> <li>• Students must attend at least 70% of the course timetable during the term.</li> <li>• Students are expected to be prompt at all times and to participate in all learning activities during class sessions.</li> <li>• It is expected that all special assignments such as term papers, projects, or research papers to be completed on the scheduled dates.</li> <li>• The project must be submitted in a hard copy (and an electronic copy must be submitted to the course lectures website). E-mails are not accepted.</li> <li>• All academic honesty violations or alleged violations (Cheating on an examination, Plagiarism, Unauthorized collaboration) will not be tolerated and they are subject to disciplinary penalties.</li> </ul>

ASSESSMENT and EVALUATION METHODS:	
Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation.	
<b>PREPARED BY</b>	Assist. Prof. Dr. Özgür Kabadurmuş
<b>UPDATED</b>	08/09/2015
<b>APPROVED</b>	