

SYLLABUS

DIVISION: Business and Engineering Technology

REVISED: Spring 2014

CURRICULA IN WHICH COURSE IS TAUGHT: Marketing, Warehousing & Distribution Specialization

COURSE NUMBER AND TITLE: BUS 255, Inventory and Warehouse Management

CREDIT HOURS: 3 HOURS/WK **LEC:** 3 HOURS/WK **LAB:** 0 **LEC/LAB COMB:** 3

I. CATALOG DESCRIPTION: Emphasizes the relationships of inventory and warehouse management to customer service and profitability of the wholesale distributor. Focuses on the role of computerized systems and resulting information for effective management of inventory and the warehouse under various conditions.

II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES: As a required course for all students enrolled in Marketing with a Warehousing & Distribution specialization, BUS 255 will address the following Marketing—Warehousing and Distribution Specialization Program Outcomes. DCC Marketing—Warehousing and Distribution Specialization graduates will demonstrate the ability to:

- think logically and analytically in proposing plans and creating strategies that may be considered in complex warehousing and logistics issues facing organizations;
- recognize and evaluate the components of a warehousing and logistics organization including layout, material handling, communications, shipping utilities, and building design;
- understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
- demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
- understand the concepts necessary to address warehouse and logistics tradeoffs between space and time in optimizing a modern warehousing and logistics organization while recognizing the social and ethical responsibilities within an organization to function effectively in the environment.

The students, upon completion of the course, will be expected to understand how business enterprises manage the various aspects of logistics, product distribution, transportation, warehousing, and inventory control. Students will be familiar with the vocabulary and concepts associated with the content items listed in section IV and VI.

The student will be able to demonstrate an understanding of the warehousing and inventory principles outlined in the course description and apply these principles in individual and group activities.

III. REQUIRED BACKGROUND/PREREQUISITIES: This course has no general required course prerequisites. MKT 100 is a recommended prerequisite. If students have developmental studies requirements, MTE 1, and MTE 2, must be completed prior to enrollment.

IV. COURSE CONTENT:

- Introduction to Wholesaling
- Warehouse Profiling
- Measuring and Benchmarking
- Receiving and Put-aways
- Storage and Retrieval Systems
- Picking Systems
- Order Operations
- Unitizing and Shipping
- Warehouse Layout Philosophies
- Computerization of Operations
- Workforce Design and Development

V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE (Place X by all that apply)

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| <input checked="" type="checkbox"/> Communication | <input checked="" type="checkbox"/> Personal Development |
| <input checked="" type="checkbox"/> Critical Thinking | <input checked="" type="checkbox"/> Cultural and Social Understanding |
| <input checked="" type="checkbox"/> Information Literacy | <input type="checkbox"/> Scientific Reasoning |
| <input checked="" type="checkbox"/> Quantitative Reasoning | |

VI. LEARNER OUTCOMES

VII. EVALUATION

Wholesale Operations Introduction Recognize and evaluate different wholesale operations, various roles in supply chains, manager responsibilities, and logistics coordination.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam
Elements of Benchmarking and Best Practices Identify, comprehend and explain the Benchmarking and "World Class Warehousing" operation principles.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam
Warehouse Fundamentals Identify, comprehend, and explain the various factors of warehousing operation fundamentals.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study and Research Project • Digital Exam
Wholesale Activity Profiling Identify, comprehend, and explain the various wholesale activity profiling philosophies and policies within organizations.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam
Profile and Activity Measurements Understand, identify, and measure various warehouse performance activities and practice results.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam
Storage and Retrieval Systems Understand, identify, and explain the various warehouse storage and retrieval systems.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study and Research Project • Digital Exam
Warehouse Equipment Understand, identify, and explain the various warehouse equipment requirements along with advantages and disadvantages of each.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam
Inventory Picking Systems Understand, identify, and explain the various warehouse order picking operation philosophies and processes.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study and Research Project • Digital Exam
Emerging Technologies in Industry Recognize and evaluate different emerging technologies in computerization of modern and future warehousing.	Evaluation method <ul style="list-style-type: none"> • Discussion • Case Study Activities • Digital Exam