Course Description

School/Faculty/Department Rangsit International College

Program General Education Academic Year 1/2566

1. General Information

IBM334	International Business Logistics	3	(3-0-6)
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Co-requisite course(s)	-		
Pre-requisite course(s)	-		
Semester	1/2566		
Section	160		
Curriculum	☐ Preparatory Courses		
	☐ General Education Courses		
	■ Specialized Core Courses		
	☐ Free Elective Courses		
Responsible faculty member	Dr. Nuchanart Cholkongka	■ Full-time Lecturers	
Instructors	Dr. Nuchanart Cholkongka	■ Full-time Lecturers	☐ Guest Lecturers
Place of study	6-311B	■ Onsite	☐ Off-site
Date of preparation			

2. Course Objectives and Components

1. Learning objectives

By the end of this course, students will be able to:

1. **Understand the fundamentals of logistics and transportation** within the supply chain, including the flow of goods from origin to final customer.
2. **Identify and evaluate different modes of transport** (road, rail, air, sea) and analyze criteria for mode selection such as cost, speed, distance, nature of goods, and reliability.
3. **Explain the role of warehousing and storage** in logistics operations, including distribution centers, cold storage, and cross-docking.
4. **Apply basic inventory management principles** (stock balancing, EOQ, ROP, FIFO/FEFO) to minimize cost and improve efficiency.
5. **Demonstrate knowledge of material handling and order fulfillment processes** from receiving, put-away, picking, packing, to last-mile delivery.
6. **Analyze the concept of reverse logistics** and its importance in sustainability, customer service, and circular economy.
7. **Interpret and apply Incoterms** in international trade to clarify cost, risk, and responsibility between buyers and sellers.
8. **Work collaboratively in groups** to solve logistics case studies, design logistics solutions, and present findings effectively.
9. **Develop practical problem-solving skills** by connecting logistics theory with real-world business examples (e.g., e-commerce, fresh products, global supply chains).

2. Course description

This course aims to give students a clear understanding of how logistics works in the international business world. It will introduce the basic concepts and importance of logistics in supporting global trade and supply chain management. Students will learn about transportation, warehousing, inventory, documentation, and customs procedures, as well as how logistics helps businesses gain a competitive advantage. The course also encourages students to think critically, solve problems, and apply what they learn to real business situations in order to design efficient and sustainable logistics strategies.

3. Number of weekly hours for advising and academic counseling for individual students.

3 hours/week

■ e-mail: nuchanart.c@rsu.ac.th

☐ Facebook:……

☐ Line:……

☐ Other Specify**……**

4. **Course Learning Outcomes (CLOs):**

1. **Explain** the key concepts of logistics and transportation in the supply chain.
2. **Differentiate** between transport modes and warehouse types based on cost, speed, and product characteristics.
3. **Apply** basic tools such as EOQ, ROP, and FIFO/FEFO to manage inventory and order fulfillment.
4. **Analyze and propose** logistics solutions through case studies and group projects.

3. Student Learning Outcomes

Development of subject learning outcomes following the desired learning standards for each domain is as follows:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	● Have knowledge and understanding of the logistics and transportation in the supply chain.	● Teach through lectures using problem-led approaches followed by solutions for design and program development, programming, and practical exercises. ● Assign tasks for additional research. ● Assign homework for practicing problem-	● Evaluate and score based on the assigned task ● Evaluation based on projects and quizzes.

		solving.	
2	• Differentiate between transport modes and warehouse types based on cost, speed, and product characteristics. • Apply basic tools such as EOQ, ROP, and FIFO/FEFO to manage inventory and order fulfillment	• Describe using a problem statement followed by the solution for design and program development, programming, and practical training. • Introduce tools and their usage. • Assign tasks for further research. • Assign homework to practice problem-solving.	• Assess and grade the assigned tasks. • Evaluate based on project execution, project presentation, and reporting.

2. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
3	Able to think analytically to identify causes and solve problems correctly.	• Teach through lectures and Q&A sessions, assigning tasks that promote systematic analytical thinking.	• Evaluate and grade based on the assigned tasks. • Assess performance from mid-term and final exams.

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods

4	Have orderliness, discipline, punctuality, and responsibility towards oneself and society.	• Integrate content on discipline, punctuality, and responsibility towards oneself and society. • Teach by incorporating virtues and ethics during project work through discussions with students, emphasizing responsibility towards tasks, discipline, professional ethics, honesty in duties within the group, humility, generosity towards colleagues, and avoiding greed.	• Observe that the submission of work must be on time to train students to be responsible for their tasks, able to collaborate with others, and be punctual.

4. Characteristics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
5	Take responsibility for assigned tasks.	• Assign tasks with specified deadlines.	• Observe behavior and submission of work. • Evaluate and grade based on the assigned tasks.

4. Course Planning and Assessment

1. Course planning

Week	Topics/Details	Learning Activities/Media	Hours	Instructor
1	Class Introduction	Presentation,	3	Dr. Nuchanart Cholkongka,
2	Supply Chain vs Logistics: What's the difference?	Presentation, Oral Quiz, Workshop	3	Dr. Nuchanart Cholkongka,
3	Transportation Modes & Intermodal Logistic	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
4	Warehousing & Storage – Managing DCs and Cold Storage	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
5	Inventory Management – Balancing Stock Level	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
6	Packaging, Labeling, and Insurance	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
7	Midterm Examination (Project-based Examination)	Presentation	3	Dr. Nuchanart Cholkongka,
8	Fulfillment & Reverse Logistics	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
9	E-commerce & Global Fulfillment	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
10	Green Logistics & Sustainability	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
11	Logistics Technology & Innovation	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
12	Cross-cultural Communication in Logistics	Presentation, Oral Quiz, workshop	3	Dr. Nuchanart Cholkongka,
13	Field Trip	Field Trip	3	Dr. Nuchanart Cholkongka,
14	Class-Project Presenation	Presentation	3	Dr. Nuchanart Cholkongka,
15	Class-Project Evaluation	Presentation	3	Dr. Nuchanart Cholkongka,
Total			45	

2. Assessment

Activity	Learning Outcome	Assessment Method	Assessment Week
1.1,1.2	Have knowledge and understanding of logistics and transportation in the supply chain.	Examination, Oral Quiz	2-13
2.1,2.2	Able to think analytically to identify causes and solve problems correctly.	Examination, Oral Quiz, Quiz	2-13
3.1,3.2	Able to think analytically to identify causes and solve problems correctly.	Oral quiz	2-15
4.1,4.2	Take responsibility for assigned tasks.	Evaluation Form	14-15

3. The alignment of Course Learning Outcomes (CLOs) with learning results.

CLOs	1. Knowledge		2. Skills		3. Ethics		4. Characteristics	
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Have knowledge and understanding of the logistics and transportation in the supply chain.	✓							
CLO 2 Differentiate between transport modes and warehouse types based on cost, speed, and product characteristics. Apply basic tools such as EOQ, ROP, and FIFO/FEFO to manage inventory and order fulfillment		✓						
CLO 3 Able to think analytically to identify causes and solve problems correctly.			✓					
CLO 4 Have orderliness, discipline, punctuality, and responsibility towards oneself and society.					✓			
CLO 5 Take responsibility for assigned							✓	

tasks.								

5. Course Resources

1. Main textbooks and documents

Ballou, R. H. (2004). *Business Logistics/Supply Chain Management* (5th ed.). Pearson Education.

2. Essential documents and information

None

3. Recommended documents and information

None

6. Course Feedback and Improvement

1. Course evaluation by students

- ☑ Student evaluation of teaching effectiveness
- ☐ Course evaluation form
- ☐ Group discussions between instructors and learners
- ☐ Reflections based on learners' behavior
- ☐ Suggestions through online channels prepared by the instructor for communication with students
- ☐ Others (please specify) .....

2. Other methods of course evaluation

- ☐ Instructor evaluation form
- ☐ Reflected by students
- ☑ Exam results
- ☑ Review of the assessment of learning outcomes
- ☑ Evaluation by the academic standards oversight committee
- ☐ Observation of teaching by the teaching team members
- ☐ Others (please specify) .....

3. Course development and improvement

- ☐ Seminar on teaching management
- ☑ Research inside and outside the classroom
- ☐ Others (please specify) .....

4. The process of reviewing students' learning outcomes for a course.

- ☐ Committees are established in the department to review students' learning outcomes by examining exam reports, grading methods, and behavioral assessments.
- ☐ Review of grading for student work by the department and faculty committee.

☑ Review of grading based on random inspections of student work by instructors or other qualified individuals who are not regular course instructors.

☐ Others (please specify) .....

5. Course revision and development plan

☐ Revise the course annually based on suggestions and the review results per section 4.

☐ Revise the course annually based on the instructor evaluation results by students.

☐ Others (please specify) .....