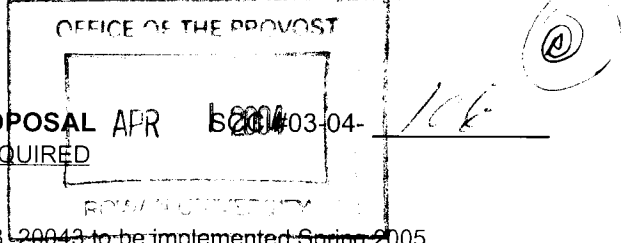


PROCESS A NON-GENERAL EDUCATION ~ CURRICULUM PROPOSAL APR 15 2004 03-04-106
LIBRARY RESOURCE FORM REQUIRED



Deadlines

October 3, 2003 to be implemented Fall 2004; February 13, 2004 to be implemented Spring 2005

PROPOSAL TITLE: Change in Course Title from Physical Distribution to Business Logistics

Sponsor(s): Dr. Manuel Pontes E-Mail: pontes@rowan.edu Ext: 3408
Dr. Phillip Lewis E-Mail: lewi8025@rowan.edu Ext: 3407

DEPARTMENT: Marketing
COLLEGE: Business

If Liberal Arts & Sciences CHECK : History/Humanities Math/Sciences Social/Behavioral Sciences
 UNDERGRADUATE GRADUATE

THE ATTACHED **NON-GEN-ED** PROPOSAL IS BEST DESCRIBED BY THE ITEM(S) CHECKED.

- New non-gen-ed course
- Short-term non-gen-ed course
- Minor curricular changes (fewer than three) to
 - Existing non-gen-ed course
 - Non-gen-ed degree requirements
 - Major
 - Minor, specialization, concentration, track, certificate program

THE FOLLOWING SIGNATURES REPRESENT APPROVAL

Department Chair: _____ Date: _____

Department Curriculum Chair: Manuel Pontes Date: 10/03/03

Academic Dean: Edward J. Skon Date: 10/6/03

COLLEGE CURRICULUM COMMITTEE

OPEN HEARING Date: 4/17/04 Approved Not Approved

COLLEGE CURRICULUM CHAIR: _____ Date: _____

Senate Curriculum Chair Signature: Phillip Lewis Date: Senate Announcement 4/16/2004

Comments: _____

EXECUTIVE VICE PRESIDENT/PROVOST Signature: John G. ... Date: 4/25/04

Approved Not Approved

REGISTRAR

Date: 5/10/04 Course Description Received & Approved ~ Hegis Taxonomy & Course #: _____

Registrar Signature: [Signature]

NOTIFICATION FORWARD

- SCC Chair
- Academic Dean
- Department Chair
- Registrar
- IR
- CAP
- VP Student Affairs
- Others

Trans. 5/10/04

MINOR CURRICULAR CHANGE

Change in Course Name and Description for Physical Distribution (0509.375)

I. Details

A. 1. Change in Course Name

From: Physical Distribution (0509.375)

To: Business Logistics (0509.375)

2. Change in Course Description

From: This course focuses on the logistics of physical distribution. Topics include traffic routing, inventory analysis and control, warehousing, and location of production and storage facilities.

To: This course introduces students to the field of logistics and its role in business organizations as well as its relationship to the marketing function. Students develop an understanding of the processes that determine the flow of materials and services through a firm, the communications necessary to manage that flow, and the major areas of decision making for logisticians. Topics include customer service, inventory management, transportation, warehousing, and the supply chain concept.

B. Sponsors

Manuel Pontes and Phillip Lewis, Department of Marketing

II. Rationale

A. Need

The course content and the textbooks used have evolved and changed so the new course name and description better reflect the current (Fall 2003) course material. The title of text used in Fall 2003 is "Business Logistics". There are no changes to the prerequisites.

B. Impact on Program

None

III. Results of Consultation

None required.

Catalog Description

0509.375..... 3 sh

Business Logistics

(Prerequisites: 0509.200, Junior standing as a Business Administration or Accounting major)

This course introduces students to the field of logistics and its role in business organizations as well as its relationship to the marketing function. Students develop an understanding of the processes that determine the flow of materials and services through a firm, the communications necessary to manage that flow, and the major areas of decision making for logisticians. Topics include customer service, inventory management, transportation, warehousing, and the supply chain concept.