



## Course Specification

**Course code** INB3211 **Subject title** Supply chain management and international transportation

**Major:** International Business **Faculty/College** Faculty of Management Science

**Suan Sunandha Rajabhat University**

**Semester 2 Academic Year 2024**

### Section 1 General Information

#### 1. Course code and Subject title

<b>Course code</b>	INB3211
<b>Subject Title in Thai</b>	การจัดการห่วงโซ่อุปทานและการจัดส่งระหว่างประเทศ
<b>Subject Title in English</b>	Supply chain management and international transportation

**2. Number of Credit:** 3 (3-0-6)

#### 3. Curriculum and course types

3.1 Curriculum Type	Bachelor of Business Administration Management Course
3.2 Subject Type	Specialized Education Category (Professional Core Courses)

#### 4. Responsible Lecturer and Teaching Lecturer

4.1 Subject Representative Lecturer	Assistance Professor Dr. Punchaya Hiranrithikorn
4.2 Teaching Lecturer Assistance	Assistance Professor Dr. Punchaya Hiranrithikorn

#### 5. Contact Information Building

56, Level 2, Room 5621 Faculty of Management Science  
Rajabhat Suan Sunandha University

#### 6. Semester/ Academic Year

6.1 Semester	2/2568
6.2 Student Year	Year 3
6.3 Available for (approximately)	50 Students
6.4 Study group	001, 002

#### 7. Pre-requisite

Nil

#### 8. Co-requisites

Nil

#### 9. Study Location Building

57 Rooms 5734 Faculty of Management Science

#### 10. Latest Course Updated

1 November 2024

## หมวดที่๒จุดมุ่งหมายและวัตถุประสงค์

### ๑. จุดมุ่งหมายของรายวิชา

เพื่อให้ นักศึกษามีความรู้ความเข้าใจในความหมายการจัดการห่วงโซ่อุปทานและการจัดส่งระหว่างประเทศ กระบวนการที่เกี่ยวข้องกับการพยากรณ์และการบริหารคลังสินค้า การขนส่ง การบริหารสินค้าคงคลัง การไหลของวัสดุและการจัดการผลิต การจัดการการขนส่งและการกระจายสินค้า โดยเชื่อมโยงกระบวนการทุกขั้นตอนเข้าด้วยกันเป็นห่วงโซ่หรือเครือข่าย ทั้งภายในและภายนอกองค์กร ตั้งแต่ธุรกิจต้นน้ำ กลางน้ำ และปลายน้ำ

### ๒. วัตถุประสงค์ในการพัฒนา/ปรับปรุงรายวิชา

- ๑) ผู้เรียนสามารถเข้าใจบทบาทและความสำคัญของการจัดการห่วงโซ่อุปทานและการจัดส่งระหว่างประเทศได้
- ๒) ผู้เรียนสามารถบอกองค์ประกอบของกระบวนการในการจัดการห่วงโซ่อุปทานได้
- ๓) ผู้เรียนสามารถจัดทำกรณีศึกษาของโลจิสติกส์และห่วงโซ่อุปทานได้

## Section 2 Aims and Objectives

### 1. Objectives of the course

To provide students with knowledge and understanding of the meaning of supply chain management and international shipping. Processes related to forecasting and warehouse management, inventory management, material flow and production management, transportation and distribution management by linking every step of the process together into a chain or network both inside and outside the organization from upstream, midstream and downstream businesses.

### 2. Objectives to develop/improve course

- Learners can understand the role and importance of supply chain management and international shipping.
- Learners can tell the elements of the supply chain management process.
- Learners can prepare case studies of logistics and supply chains.

## Section 3 Characteristics and Operations

### 1. Course Description

(Thai) ศึกษาความหมาย ความสำคัญ การออกแบบ กิจกรรมด้านโลจิสติกส์และการจัดส่งระหว่างประเทศ ระบบเทคโนโลยีสารสนเทศเพื่อการจัดการ โลจิสติกส์และโซ่อุปทาน การพยากรณ์และการบริหารคลังสินค้า การขนส่ง การบริหารสินค้าคงคลัง การไหลของวัสดุและการจัดการผลิต การจัดการการขนส่งและการกระจายสินค้า และงานบริการอื่นๆ ที่สนับสนุนการกระจายสินค้าระหว่างประเทศ ตลอดจนการวางแผนกลยุทธ์สำหรับโลจิสติกส์

(English) To study the meaning, importance, design, logistics activities and the international delivery information technology system for management logistics and supply chains. Forecasting and warehouse management, transportation, inventory management. Material flow and production management, transportation and

distribution management. Other services that support international product distribution. As well as strategic planning for logistics.

## 2. Number of Hours Spent Per Semester

Lecture (Hours)	Extra Teaching (Hours)	Practice/Field (Hours)	Self-Study (Hours)
42 Hours	-	-	6 Hours

## 3. The number of hours per week that teachers give individual student counseling and academic advice

3.1 Consult in person at the lecturer's room

Building 56, Floor 2, Room 5621, Faculty of Management Science.

3.2 Consultation via work phone

02-1601507, 0866478899

3.3 Consult via electronic mail

punchaya.hi@ssru.ac.th

3.4 Consult via online social network

Line: iampanky

Facebook: <https://www.facebook.com/Punchaya Hiranrithikorn>

Page: <https://www.facebook.com/AJPanky/>

3.5 Consult via computer network (Internet/Web board)

Website: [http://www.elfms.ssru.ac.th/punchaya\\_hi](http://www.elfms.ssru.ac.th/punchaya_hi)

Google Classroom Class ID: as notified through the Academic

## Section 4 Development of student learning outcomes

### 1. Morality and ethics

#### 1.1 Morals and ethics that need to be developed

- (1) Use discretion, values, reasonableness and social rules
- (2) Discipline, responsibility, honesty, integrity and selflessness
- (3) have a conscience and a conscience to distinguish what is right, what is good and what is evil.

and what is evil.

- (4) Able to work as a team Including respect for the value and dignity of human

Beings.

- (5) Respect the rules and regulations of the organization and society.

#### 1.2 Teaching methods

(1) Insert real experiences and events that have occurred in business or give examples about morality and ethics during teaching.

(2) Set various criteria to promote morality and ethics, such as etiquette for attending class, working with others, and being a public mind.

- (3) Discussion and exchange of opinions between students and teachers and presentation of work.

### 1.3 Evaluation methods

- (1) Observe behavior in class, working in groups or teams, and asking and answering questions about morality and ethics.
- (2) Check scores and evaluate the work assigned to do, such as submitting work as assigned within the specified time.
- (3) Evaluate the presentation of reports as assigned.

## 2. Knowledge

### 2.1 Knowledge to be developed

- (1) Have knowledge and understanding of the sciences that are the basis for living life.
- (2) Knowledge of academic and professional advancements in supply chain management and international shipping.
- (3) Have knowledge, understanding and awareness of the rules and regulations or the essence of the content.
- (4) Knowledge and understanding of essential aspects of supply chain management processes and international shipping.

### 2.2 Teaching methods

- (1) Lecture with examples of various case studies related.
- (2) Arrange teaching and learning in a Hiflex, both online, on site and on demand
- (3) Provide opportunities for students to ask questions and formulate questions for discussion in front of the class.
- (4) Emphasis is placed on students by allowing them to study and research on their own from research assignments.
- (5) Do exercises, do the tests to follow the development of students' learning.

### 2.3 Evaluation methods

- (1) Observe question and answer behavior. Evaluated through discussion in class.
- (2) Measurement of results from observation, midterm exam and final exam with emphasis on measuring results from knowledge and understanding.
- (3) Knowledge and understanding are measured by the quality of work and completion on time.

## 3. Intellectual skills

### 3.1 Intellectual skills to be developed

- (1) Able to search, classify and analyze data or information to develop problem solving skills.
- (2) Have creative ideas and be able to integrate knowledge and experience in the field of study.
- (3) Use thorough academic skills in inventing, analyzing and deciding on new options.

### 3.2 Teaching methods

- (1) Asking questions and giving opinions in class and online.
- (2) Assign students to present reports in a systematic and interesting way both in the real classroom and online.

(3) Analyze case studies.

### 3.3 Evaluation methods

(1) Evaluated by observing participation behavior in class, such as interacting with teachers, working with others.

(2) Group report presentation.

(3) Mid-semester and final exams emphasizing critical thinking.

## 4. Interpersonal skills and responsibilities

### 4.1 Interpersonal skills and responsibilities to be developed

(1) having leadership and follower status according to the appropriate role in the work.

(2) Be creative in analyzing and expressing opinions.

(3) Be responsible for self and social development.

### 4.2 Teaching methods

(1) assign individual or group work; By having to switch or change work groups according to activities so that students can work together with others.

(2) Have students discuss together in class.

### 4.3 Evaluation methods

(1) Evaluated from the work process and work done in groups.

(2) Evaluated by being a public-minded person, such as listening to other people's opinions, respecting different opinions, and being kind to others.

## 5. Numerical analysis, communication and information technology skills

### 5.1 Numerical analysis, communication and information technology skills to be developed

(1) Select and apply mathematical principles and statistical techniques.

(2) use of information technology for collecting information and presenting information regularly.

(3) use language for effective communication.

### 5.2 Teaching methods

(1) Assign tasks for students to search and collect data by themselves from documents and websites.

(2) Organize teaching and learning through the online, onsite and on demand.

(3) Have students prepare reports and media using Microsoft office programs.

### 5.3 Evaluation methods

(1) Assessment of participation in discussions after listening to fellow students' presentations of study results.

(2) Presenting reports in front of the class and accompanying media.

(3) Mid-semester and final exams emphasizing critical thinking.

## 6. Other aspects

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### Note

Symbol  means main responsibility

Symbol ○ means secondary responsibility

Blank means not responsible

This will appear on the map showing the distribution of responsibility, standard learning outcomes from course to course (Curriculum Mapping).

## Chapter 5 Lesson Plans and Assessment

### 1. Lesson Plans

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
1	<p><b>Explain the aims of teaching and learning.</b></p> <ul style="list-style-type: none"> <li>● Teaching approach/content</li> <li>● Teaching activities</li> <li>● Measuring and evaluating academic performance</li> <li>● Pretest</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Give examples</li> <li>- Pretest</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
๒	<p><b>Chapter 1 General knowledge about logistics management and supply chain management.</b></p> <ul style="list-style-type: none"> <li>● Meaning and goals of logistics and supply chain management</li> <li>● Relationship between logistics management and supply chain management</li> <li>● Roles, duties and activities of the logistics system</li> <li>● Systemic concepts of logistics</li> <li>● Development of logistics systems</li> <li>● Factors influencing the development and implementation of logistics and supply chain management</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
3	<p><b>Chapter 2 Logistics for Import and Export</b></p> <ul style="list-style-type: none"> <li>● Elements of international trade logistics</li> <li>● Logistics and supply chain problems</li> <li>● Import and export processes</li> <li>● International trade conditions</li> <li>● Risks, costs and bids from commercial terms</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
4	<b>Chapter 3 Logistics Activities</b> <ul style="list-style-type: none"> <li>● Benefits of logistics activities.</li> <li>● Logistics activities.</li> </ul>	๓	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
5	<b>Chapter 4 Logistics Service Providers for Import and Export</b> <ul style="list-style-type: none"> <li>● Development of logistics service provider models</li> <li>● Types of 3rd party logistics service providers</li> <li>● Outsourcing logistics services</li> <li>● Selection of logistics activities to be outsourced</li> <li>● Important factors in selecting external service providers</li> <li>● Management of outsourcing of logistics services</li> <li>● Logistics service business</li> <li>● Trends in the 3rd party logistics service business</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
6	<b>Chapter 5 Management Information Technology System Logistics and supply chain</b> <ul style="list-style-type: none"> <li>● Definition of information system</li> <li>● Benefits of management information systems</li> <li>● Components of information systems</li> <li>● Development of information technology systems in the organization</li> <li>● The use of information technology in logistics and supply chains</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
๗	<b>Chapter 6 Demand Forecasting</b> <ul style="list-style-type: none"> <li>● Meaning and prophecy</li> <li>● Forecasting process</li> <li>● Types of forecasts</li> <li>● Measuring forecast error</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
	<ul style="list-style-type: none"> <li>Measuring the effectiveness of the forecasts used</li> </ul>			
8	<b>Midterm Exam</b>			
9	<b>Chapter 7 Inventory Management</b> <ul style="list-style-type: none"> <li>Meaning and importance of basic inventory management.</li> <li>Objectives of inventory management.</li> <li>Popular inventory management systems.</li> <li>Factors considered in determining inventory quantities.</li> <li>Ordering and replenishment system.</li> <li>Calculating appropriate order quantities.</li> <li>Principles of effective inventory control.</li> <li>Stock control planning</li> <li>Inventory turnover</li> </ul>	3	<ul style="list-style-type: none"> <li>Online media, Power point media and videos</li> <li>Lecture, join in analysis, discussion.</li> <li>Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
10	<b>Chapter 8 Resource Planning and Material Flow Control</b> <ul style="list-style-type: none"> <li>Factors of production</li> <li>Production planning</li> <li>Materials and production management</li> <li>Master production schedule</li> <li>Material Requirements Planning (MRP)</li> <li>Capacity requirements planning (CRP)</li> <li>Just-in-time (JIT) production management.</li> <li>Planning of production resources</li> </ul>	3	<ul style="list-style-type: none"> <li>Online media, Power point media and videos</li> <li>Lecture, join in analysis, discussion.</li> <li>Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn
๑๑	<b>Chapter 9 Warehouse Management</b> <ul style="list-style-type: none"> <li>Definition of warehouse management</li> <li>Purpose and benefits of warehouses</li> <li>Objectives of warehouse management</li> <li>Duties of warehouse management</li> <li>Warehouse setting policy</li> <li>Warehouse types and comparisons</li> </ul>	3	<ul style="list-style-type: none"> <li>Online media, Power point media and videos</li> <li>Lecture, join in analysis, discussion.</li> <li>Case study</li> </ul>	Asst.Prof. Dr. Punchaya Hiranrithikorn

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
12	<p><b>Chapter 10 Transportation and Distribution Management</b></p> <ul style="list-style-type: none"> <li>● Meaning and importance of transportation and distribution</li> <li>● Purpose of transportation and distribution</li> <li>● Transportation and distribution benefits</li> <li>● Transportation system structure</li> <li>● Transportation management</li> <li>● Transportation and the development of Thailand</li> <li>● General characteristics of transportation and distribution</li> <li>● Transportation and distribution formats</li> <li>● Methods of transportation and distribution</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. PUNCHAYA HIRANRITHIKORN
13	<p><b>Chapter 11 Network planning and location selection</b></p> <ul style="list-style-type: none"> <li>● Important principles for choosing a location</li> <li>● Important factors in choosing a location for a warehouse</li> <li>● Important factors in selecting marketing and service locations</li> <li>● Decisions regarding location selection</li> <li>● How to choose a location</li> <li>● Industrial estate</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. PUNCHAYA HIRANRITHIKORN
14	<p><b>Chapter 12 Development and trends in Thai logistics management</b></p> <ul style="list-style-type: none"> <li>● Developing the model of Thai logistics management</li> <li>● Strategic framework for logistics system development</li> <li>● Future logistics trends</li> <li>● Problems with Thailand's logistics system</li> </ul>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> <li>- Lecture, join in analysis, discussion.</li> <li>- Case study</li> </ul>	Asst.Prof. Dr. PUNCHAYA HIRANRITHIKORN
15-16	<b>Group presentation and review final exam content</b>	3	<ul style="list-style-type: none"> <li>- Online media, Power point media and videos</li> </ul>	Asst.Prof. Dr. PUNCHAYA HIRANRITHIKORN

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
			- Lecture, join in analysis, discussion. - Case study	
17	<b>Final Exam</b>			

## 2. Learning Evaluation Plan

(Specify the learning evaluation method for each sub-topics as shown in the map showing the distribution of course responsibilities (Curriculum Mapping) as defined in the course description, assessment week and assessment proportion)

Learning Outcome	Methods for Assessing Learning Outcomes	Assessment Week	Proportion of Evaluation
Knowledge and intellectual skills	Attendant and participation	1-16	10%
	Practice exercises and quizzes	1-16	10%
	Case study, analysis, exchange of opinions with group report presentation.	15-16	20%
	Mid-term Examination	8	30%
	Final Examination	17	30%

## Chapter 6 Resources for Teaching and Learning

### 1. Textbooks and main documents

1) Rawiporn Kucharoenpaisan, Distribution of Marketing Channels and Logistics, Bangkok, Chulalongkorn University Press, 2006.

2) Dr. Khamnai Apipatchayasakul, Manual for solving logistics problems for imports and exports, Bangkok, Focus Media and Publishing Co., Ltd., 2012.

3) Assoc. Prof. Dr. Prachuap Klomjit, Logistics-Supply Chain: Basic Design and Management, Bangkok, Se-Education Public Company Limited, 2013.

### 2. Important documents and information

1) Dr. Kokiatt Wiriyaakijpattana, Logistics and Supply Chain, Bangkok, Wang Aksorn Publishing House 2009.

2) Dr. Khamnai Abhiprayasakul, Logistics and Supply Chain Management: Strategies for Reduce Costs and Increase Profits, Bangkok, Focus Media and Publishing Co., Ltd., 2010.

### 3. Documents and recommended information

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## **Section 7 Assessment and Improvement of Course Operations**

### **1. Strategies for assessing course effectiveness by students**

- Evaluation of study and work behavior by having students evaluate their classmates
- Pretest and posttest

### **2. Teaching evaluation strategies**

*(Specify methods of assessment that will obtain teaching information, such as from observers or teaching team or student academic performance, etc.)*

- Student academic results
- Using assessments

### **3. Improving teaching**

*(Explain mechanisms and methods for improving teaching, such as how the Faculty/Department has determined mechanisms and methods for improving teaching, classroom research workshops to develop teaching and learning, etc.)*

- Workshop to develop teaching and learning

### **4. Verification of student achievement standards in the subject.**

*(Explain the process used to verify student achievement standards according to the learning outcome standards of the course, such as verifying exam scores or assigned work the process may be different for different subjects or for each learning outcome standard)*

- Review the exam from exam scores

### **5. Conducting a review and planning to improve the effectiveness of the course.**

*(Explain the process for using information obtained from the evaluation from items 1 and 2 to plan for quality improvement)*

- Course updates every 3 years to be consistent with the current situation.

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**A map showing the distribution of responsibility for learning outcomes from curriculum to subject (Curriculum Mapping)**

**As shown in the course description (Programme Specification) TFQ2**

Subject	Morality and Ethics							Knowledge					Intellectual Skills			Interpersonal Skills and Interpersonal Responsibility and Responsibility			Numerical analysis, communication and numerical information technology skills communication and use of information technology				other skills
	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	1	2	3	1	2	3	4	
<b>General Education</b>																							
<b>Course code:</b> INB3211 <b>Course Name:</b> Supply chain management and international transportation	●	○	○	○				○	●	●	○		○	●	○	○	●	●	○	●	○		