SUPPLY CHAIN MANAGEMENT COURSE
DESC 634, Section 11, 3659

What is Supply Chain Management?

“It is a set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouse, and stores, so that merchandise is produced and distributed at the right quantities, to the right locations, and at the right time, in order to minimize system-wide costs while satisfying service level requirements”


SCM Course Objectives:

To develop a holistic view of supply chain management, which integrates other functions of manufacturing, procurement, sales and marketing, finance, distribution, quality and customer service of an enterprise in the context of the trading partners of the industry, enhances managerial skills for increased productivity and customer service, and equips you with principles and tools to address the following broad questions:

1. How can supply chain management thinking integrate the functional domains of a manufacturing or service enterprise to enhance shareholder value?
2. Why is information technology the Holy Grail of supply chain management where sharing of information is driven by establishment of trust between trading partners?
3. How can supply chain be managed to enhance the competitiveness of the enterprise within an industry? How is collaboration between trading partners essential for achieving overall success? How does ethics characterize the B2B relationship required for collaboration?
4. How can technology and sustainability of the environment be deployed to achieve competitive edge in the overall supply chain?
5. What are the unique challenges of globalization in terms of core competencies, total cost of manufacturing and delivery to consumers, assets deployed, material vs. information trade-offs, risk, human rights, impact on the environment and consumer satisfaction?
6. How are the disruptive technologies affecting many industries and bringing about transformation?

The global economy is transforming the way business operates. It favors organizations that can reach across boundaries effectively. It rewards those that can collaborate smoothly with their partners and customers. As a result, business excellence is no longer about individual players -- it's about effortless coordination and orchestration across your value chain. To thrive in this environment, you must optimize the performance of your entire business community -- from your smallest supplier to your largest customer.
In the last decade we have also witnessed disruptive technologies of the Internet and Broadband, Digital, Telecom (Mobile), Wireless and Social Media have brought about Draconian transformation of many industries, resulting in companies that have market capitalization considerably greater than that of their legacy counterparts. In many instances the traditional supply chain of the industry has been severely disrupted. The New Economy consists of companies, such as Apple, Amazon, Google and Facebook, to name a few. The course will address how the supply chain of many industries has been disrupted for greater consumer-centricity.

Text Book


Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Mid-term Examination</td>
<td>30%</td>
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<tr>
<td>Final Examination</td>
<td>40%</td>
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<tr>
<td>Project/Research Paper</td>
<td>20%</td>
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<tr>
<td>Class Participation and Attendance</td>
<td>10%</td>
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</tbody>
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Schedule of Classes

SESSION #1

August 24, 2015

Assigned Chapter Readings

1.0 Introduction to Supply Chain Management
   - Historical Evolution of Supply Chain
   - Supply Chain Management as Competitive Edge
   - Globalization where the World is Flat
   - Managing Uncertainty & Risk
   - Key Principles and Tools of Optimization
   - Best Practices of Supply Chain Leaders
   - Collaboration among Trading partners for Success

2.0 Forecasting and Inventory Management
   - Forecasting Principles and Tools
   - Inventory Management Models
   - Inventory Management & Risk Pooling
   - Centralized Versus Decentralized Inventory Systems
Managing Inventory in the Supply Chain
Vendor Management Inventory (VMI) Systems

Recommended Reading


SESSION # 2
August 31, 2015

Assigned Chapter Readings

Chapter 5: The Value of Information
  B2B Information Network
  Retail Point of Sale Information (POS)
  The Bullwhip Effect
  Information & Supply Chain Trade-offs
  Information Analytics
  Web 2:0 POS and Other Data
  Collaboration and Information Sharing Based on Trust

Chapter 12: Customer Value
  The Dimensions of Customer Value
  Measurements of Supply Chain Effectiveness

Guest Lecturer: To be announced.
Case Study
  Meditech Surgical

Project
  Review Team Project Requirements.

SESSION # 3
September 7, 2015

Assigned Chapter Readings

Chapter 3: Network Planning
  Network Design
Inventory Positioning & Logistics Coordination

Chapter 4: Supply Contracts
Strategic Components
Make-to-Stock VS Make-to-Order

Chapter 6: Supply Chain Integration
Push and Pull Systems
Impact of Lead Time
Demand-driven Strategies
E-Business

Guest Lecture: To be announced.

OUTLINE OF PROJECT DUE

SESSION # 4

September 14, 2015

Assigned Chapter Readings

Chapter 7: Distribution Strategies
Direct To Store Delivery
Intermediate Inventory Storage Point Strategies

Chapter 8: Strategic Alliances
Framework for Strategic Alliances
Trust and Ethics
Third Party Logistics
Retailer-Supplier Partnerships
Distributor Integration

Chapter 9: Procurement and Outsourcing Strategies
Make Versus Buy Decisions
Outsourcing Benefits and Risks
E-Procurement

Case Study
Amzon.com’s European Distribution Strategy

SESSION # 5

September 21, 2015

Mid-term EXAMINATION # 1 (One Hour):
Assigned Chapter Readings

Chapter 10: Global Logistics and Risk Management
Considerations: Economic, Technology, Infrastructure, Cultural and Political
Corporate Social Responsibilities
Human Rights
Risk-reward Management

Case Study
Zara

Guest Lecturer: To be announced.

SESSION # 6

September 28, 2015

Color of the Supply Chain Is Green
Sustainability of the Environment: A Supply Chain Perspective
Global Warming
Carbon Footprint
Energy Price, Regulations and Natural World Drivers

Green Oriented Stakeholders
Wal-Mart’s 7 Rs
Elements of an Eco-Advantage Strategy
Environmental Best Practices: IKEA, P&G, UPS and GE

Guest Lecturer to be announced.

SESSION # 7

October 5, 2015

Class Project Presentations (Brief)

FINAL EXAMINATION (2 Hours)

END of COURSE

RECOMMENDED ADDITIONS TO YOUR PERSONAL LIBRARY

Devendra Mishra
August 3, 2015