

MGMT 4360
Supply Chain Management

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Office: 236S Smith Hutson Building

Office Hours: Mondays & Wednesday 9:30 – 10:30 AM (or by appointment)

REQUIRED TEXT: None

RECOMMENDED TEXT:

Supply Chain Management, Sixth Edition, by Sunil Chopra and Peter Meindl
ISBN-10: 0-13-380020-2 | **ISBN-13:** 978-0-13-380020-3

COURSE DESCRIPTION: This course is a study of how different organizations can effectively coordinate to form the supply chain of a product or a service in order to deliver it to end consumers at the lowest cost possible while optimizing customer service levels. The course provides an overview of managerial principles and methods used to efficiently perform the sourcing, production and distribution of products and services in a global environment. Topics include purchasing, supplier selection/development, materials handling, demand planning, risk management, transportation, warehousing, inventory management and channel relationships (3 hours).

Prerequisite: MGMT 3370, MGMT 3310, MKTG 3310.

Academic Community Engagement: In this course, you will not only become familiar with the concepts (or theories, skills, content) in Supply Chain Management, but will use this knowledge to make a difference within our community. This ACE experience, it is hoped, will help you see yourself as positive forces in this world and able to improve the quality of life. Teams of students will consult with local business regarding their supply chain practices and will propose a new supply chain initiative that will improve their current practices.

GENERAL COURSE OBJECTIVES:

Upon successful completion of this course, students will be able to:

1. Understand the critical role supply chains play in modern business environments
2. Understand key managerial strategies required to efficiently manage supply chains
3. Demonstrate proficiency in understanding supply chain functions such as demand forecasting, network design, risk management etc.
4. Demonstrate proficiency in understanding supply chain problems, models and solution methods
5. Analyze the supply chain practices of an organization and evaluate its effectiveness through the Academic Community Engagement project;
6. To practice communication skills; and
7. To make you think!

GRADE SCHEME:

GRADE COMPONENTS	POINTS	PERCENT
Exam 1	100	14.7%
Exam 2	100	14.7%
Exam 3	100	14.7%
ACE Group Project	100	14.7%
Workbooks & Assignments	50	7.3%
Quizzes	50	7.3%
Short Presentation	40	5.8%
Supply Chain Debate	50	7.3%
Photo Contest	30	4.4%
Participation & Behavior	30	4.4%
Timeliness Bonus	30	4.4%
TOTAL	680	100%

Grade Challenges: Any challenges to grading must be made, **in writing (hard copy, no emails), with justification. I will not discuss grades in class; please see me during office hours.**

Exams: There will be three exams. For each exam, the assigned workbooks will be useful for preparation.

Short Presentation: Each student will create a short class presentation on a business logistics/supply chain topic of their choice. The presentation should be 6 minutes long and should use no more than six PowerPoint slides. Details on the presentation will be on BlackBoard. **NOTE:** If you arrive late on a presentation day, please wait outside the class until the presentation is over.

Debate: Each student will be part of a team responsible for debating a current logistics/supply chain issue. The group should prepare cases to argue both sides of the assigned resolution – and just before the debate a coin flip will determine which side your group will argue. The portion of the class not involved in the debate will evaluate the two teams in the debate. Each team will also turn in a two-page (double-spaced) report for each side of the resolution that summarizes your arguments. Details on the debate will be linked under Assignments on BlackBoard.

Quizzes: Several short quizzes will be given in class. The quizzes are not announced in advance and if you miss a quiz, you receive a grade of 0 for that quiz.

Photo Contest: Each student will electronically submit an original photo (taken by the student) that best conveys the idea of *'supply chain management'* in their opinion. The photo should be turned in along with a brief explanation (3-5 lines) of how you think that photo captures the idea. At the end of the assignment, I will select 3-5 finalists and the class will vote on the best entry. Details for the assignment will be posted on BlackBoard.

Course Attendance Policy:

- Regular attendance and participation is expected. Students who miss **3 class hours or fewer** will have their grade averages rounded up when calculating the final grade for the course.
- Averages for students who miss **more than 3 class hours** will not be rounded up (there is no difference between "excused" and "unexcused" absences relative to this policy).
- You have 2 credits for late arrivals. **More than 2 late arrivals will result in a 10-point penalty to the Timeliness Bonus.** "Being late" is defined as entering the class after I have completed the roll call for the day.

- Walking out in the middle of a class is unprofessional and disruptive. **Walking out without prior information will also result in a 10-point penalty to the Timeliness Bonus.** However special circumstances might warrant it rarely. In such cases, the student must notify me first, sit near the door and leave quietly without disturbing the class.

COURSE REQUIREMENTS:

General Teaching Approach

- This class will be taught using a mentoring approach. The instructor will introduce the topics and provide explanations of the material. Then cases will be assigned for student practice. The instructor will welcome questions about any aspect of the material any student wishes to discuss. If no questions are received, the instructor will assume that the material has been mastered and will move on to the next topic.
- Class updates will be posted to the blackboard web site. Check this site regularly- you are responsible for everything posted on this site.

Textbook: Students are expected to complete the readings prior to their being discussed in class.

Deadlines: Work must be turned in on time, at the times specified. Late work will be penalized.

Class Preparation & Student Responsibilities: Students should come to class having completed assignments, including reading. Because this is a survey course, it will not be possible to cover every concept during class time. Class time will be spent reinforcing the most important topics, working problems, and discussing the material. **You will be unlikely to do well on quizzes and exams if you do not do the required reading.**

Class Participation: Class participation grade should be viewed as a bonus similar to how bonuses work in the corporate world. Bonuses are typically given to employees who:

- are diligent in their responsibilities
- are timely
- are respectful of their peers and supervisors
- communicate and contribute to the team/department
- have a positive attitude

They are a reward and have to be earned.

NOTE: Missing any of the class activities which include the guest lectures, ACE work days, supply chain debate will automatically forfeit your class participation grade. Only acceptable emergency absences with proof will be allowed. This will be on a case by case basis.

Cell Phones: In order to avoid distracting fellow students, please turn all cell phones off before the start of class. If you are expecting a possible emergency call (e.g. you have a sick child at home), please set your phone on vibrate and sit near the door. Please leave the classroom before answering the phone. You must remove any Bluetooth and similar devices from your ear prior to the beginning of class.

Plagiarism includes the copying of *language, structure or ideas* of another and attributing the work to your own original efforts. All written work will be turned in via Blackboard's Turn-It-In folders to check for plagiarism. Plagiarism includes:

- Turning in someone else's work as your own;
- Changing the words of an original source but using the ideas;
- Copying words or ideas from someone else without giving credit;
- Failing to put a quotation in quotation marks;
- Giving incorrect information about the source of a quotation; and
- Copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not.

Disabled Student Policy: *It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.*

Student Absences on Religious Holy Days Policy: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including

examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: “a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...” A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

Tentative Schedule: The schedule and syllabus may need to be changed to adjust for how we are progressing, to spend extra time on specific subjects, or due to my attendance at an academic conference. Changes, additions, and deletions to this schedule will be announced in class, sent via e-mail, and/or posted through on *Blackboard*. You are responsible for the announced changes even if you miss class.

	Day	Date	Topic	Assignment/Activity
1	Wed	8/23	Introduction & Syllabus	
2	Wed	9/6	C1: Understanding the Supply Chain	
3	Mon	9/11	C2: Supply Chain Performance	Student Data Collection for ACE Groups
4	Wed	9/13	AR1: Walmart OOS & ACE Project Introduction & Walkthrough	Spaghetti Tower Group Activity
5	Mon	9/18	C3: Supply Chain Drivers and Metrics	
6	Wed	9/20	C4: Network Design	Due: ACE Initial Project Idea & Charter (In-class)
7	Mon	9/25	C4: Network Design	
8	Wed	9/27	AR2: Costco's Operations	
9	Mon	10/2	TEST 1	
10	Wed	10/4	C5: Demand Forecasting	Due: ACE Business & Organizational Overview (In-class)
11	Mon	10/9	Guest Lecture	
12	Wed	10/11	C5: Demand Forecasting & AR3: iPhone Manufacturing	
13	Mon	10/16	C6: Aggregate Planning	
14	Wed	10/18	C6: Aggregate Planning & Foxconn Assignment	Due: ACE Supply Chain Overview (In-class)
15	Mon	10/23	AR4: Apple's Supply Chain & Debate Prep	Due: Debate Writeups
16	Wed	10/25	Supply Chain Debate	
17	Mon	10/30	TEST 2	
18	Wed	11/1	AR5: Zara's Operation Model & C7: Vehicle Routing Models	
19	Mon	11/6	C7: Vehicle Routing Models	Due: ACE Supply Chain Proposal – (In-class)
20	Wed	11/8	AR6: Galaxy Note Recall & C8: Inventory Management	Due: Supply Chain Photo Contest – Submission Deadline
21	Mon	11/13	C8: Inventory Management	Due: Supply Chain Photo Contest – Best Entry Class Poll
22	Wed	11/15	ACE WORK DAY	
23	Mon	11/20	THANKSGIVING BREAK	
24	Wed	11/22	THANKSGIVING BREAK	Due: Email ACE Project Presentation Files for Review

25	Mon	11/27	ACE Group Project Presentation	Due: In-Class Peer Evaluations for Group Project
26	Wed	11/29	ACE Group Project Presentation	Due: In-Class Peer Evaluations for Group Project
27	M-W	12/4 – 12/7	FINALS WEEK (DATE & TIME TBA)	
	Sat	12/9	CoBA Commencement	

Optional Activities we might do if time permits:

1. Airplane Manufacturing Game
2. Six Sigma Reading Assignment & Deming's Points Exercise
3. The Ordering Game
4. Push-Pull Game