

2700 Supply Chain Management

Introduction

2700 SUPPLY CHAIN MANAGEMENT provides students with an understanding of contemporary issues in supply chain management. Students learn about the role of information technology as the enabler of supply chain functioning and explore the roles of logistics, procurement and manufacturing in the supply chain. The subject also discusses the operational strategies available and the different systems of communication and information sharing in enterprise resource planning and managing organisational relationships.

Case studies

Real-life case studies are incorporated into the subject to provide opportunities for students to apply theory into practice in an authentic context. Examples of cases include

Thompson, E.R. and V.N. Clark
Kuehne & Nagel in the Asia-Pacific
 Case #HKU048
 Harvard Business School Publishing
 1 January 1999

Collins, R.S. and K.A. Bechler
*Pan European Fish Auctions –
 Implementing a Virtual Marketplace*
 Case #IMD029
 Harvard Business School Publishing
 1 January 2001

Austin, R.D., R.L. Nolan and M. Cotteleer
Cisco Systems, Inc: Implementing ERP
 Case #9-699-022
 Harvard Business School Publishing
 30 September 1998

Who should attend

- Managers wishing to enhance their strategic management skills
- Information technology practitioners seeking to improve their business understanding of supply chain management
- Decision makers seeking to improve their company's performance through effective chain supply management

Learning objectives

Upon completion of the subject, students should be able to

- explain the functioning of supply chain management in today's global economy
- identify key challenges in managing a supply chain
- describe key functions of logistics and explain its role in the supply chain
- describe the role of procurement and manufacturing in supply chain functioning
- identify communication needs of a supply chain
- formulate managerial strategies that can be used to effectively manage a supply chain

Delivery method

The subject is delivered online over a 12-week period, with an assigned Professor acting as mentor. The class will comprise students from different countries and industry backgrounds. Practical case studies and discussions help to stimulate learning and knowledge exchange, while an examination at the end of the subject will help students review and apply the knowledge and skills learnt.

Assessment

Case analyses (team and individual)	45%
Discussion board activities	30%
Final examination	25%

Prerequisites

None

Syllabus

Segment 1: Introduction

Students are introduced to the syllabus, the resources and communication tools available within the course.

Segment 2: Defining Supply Chain Management

The segment highlights the critical role of supply chain management in today's global economy, as well as the role of technology in the Internet-enabled supply chain. Students are introduced to the elements of a supply chain, how a supply chain functions in meeting enterprise and cross-enterprise goals, and the challenges inherent in supply chain management. This enables students to see how supply chain management is differentiated from logistics.

Segment 3: Logistics

The role of logistics in the supply chain is explained. Students examine the functions performed by logistics and the different operational arrangements available. The segment helps students learn about ways to more effectively synchronise logistics performance and apply the functions to a select supply chain.

Segment 4: Customer Focus

The role of the customer as the driving force of the supply chain is highlighted in the segment. Students are introduced to the differences between transactional and relationship marketing, attributes of customer service, and key elements of achieving customer satisfaction. Students also learn about market distribution strategies to meet customer needs, and the impact of eCommerce.

Segment 5: Procurement and Manufacturing

The segment explains the roles of procurement and manufacturing in the supply chain. The different dimensions of product quality are examined, as results of the procurement and manufacturing process. Students explore the functions of eProcurement and the virtual marketplace in the supply chain, and consider the available manufacturing strategies and interface with logistics.

Segment 6: Supply Chain Information Needs and ERP

The segment looks at the information needs of the supply chain, both within the enterprise and across enterprises. Students learn about Electronic Data Interchange (EDI) and how supply chain information systems function and integrate. Students are familiarised with the design and use of Enterprise Resource Planning (ERP) as the backbone of the enterprise's information needs. The different systems of communication and information sharing are also examined.

Segment 7: Managing the Supply Chain

The final segment focuses on issues of managing the supply chain network. A discussion of integration objectives helps students address issues related to both domestic and global supply chain integration. Students learn about the stages of functional aggregation within organisations and explore issues of managing relationships both within and across the enterprise.

Required textbook

Bowersox, D.J., D.J. Closs and M.B. Cooper. *Supply Chain Logistics Management* (2nd ed). New York: McGraw-Hill/Irwin, 2005.

Global Faculty

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U21Global

U21Global subjects are created by acknowledged experts in their field, usually senior academics who have strong understanding of postgraduate requirements. The subject content is further reviewed by academic specialists who appraise the subject from an independent perspective, ensuring a high-quality, professional product.

2700 SUPPLY CHAIN MANAGEMENT was created for U21Global by **Nadia Sanders**, Professor of Operations Management at the Raj Sooin College of Business at Wright State University, US. She has over 20 years of teaching experience, both at the graduate and undergraduate levels. Her teaching and research interests include business forecasting, operations management, strategic supply chain management, operations strategy, just-in-time systems (lean manufacturing) and IT issues in forecasting and supply chain management. Dr Sanders has authored more than 100 publications and has extensive experience working and consulting in industry.

The subject was reviewed by **Michael Heng**, former Associate Professor of Information Technology Management at U21Global. Dr Heng has held academic positions in Malaysia, The Netherlands, Australia, China and Singapore. He is the Asia-Pacific Editor of *International Journal of Electronic Customer Relationship Management* and Associate Editor of *Journal of Electronic Commerce Research* and *Asia-Pacific Journal of Management Science*. Dr Heng has served on the International Executive Committee of Pacific Asia Conference on Information Systems, as well as on the programme committee of a number of international IS conferences.

Professors

Students' progress will be guided by dedicated Professor Facilitators based around the world. They provide an international perspective and impart knowledge through a wealth of experience in their field of specialisation. Our Professor Facilitators will help students make sense of the information to enable students to transform the information into knowledge and creative solutions.



Marianna SIGALA

Marianna Sigala is a Lecturer in Operations and Production Management at the Department of Business Administration, University of Aegean, Greece. She is also a Visiting Professor in Operations and Technology Management at the University of Fan S. Noli of Korca, Albania. She previously taught at the University of Strathclyde, Glasgow and the University of Westminster, London in the UK. She has published two books related to information and communications technologies applications and management. Dr Sigala earned her PhD in Technology Management and Operations Management from the University of Surrey, UK.



M SCALEM

M Scalem is a faculty member in Information Technology at Indian Institute of Management, Indore in India. He has won accolades and scholarships throughout his academic career, which include best thesis proposal award from ACME USA, AMDISA-Commonwealth Doctoral Fellow (SAARC), Gold Medal in Electrical Engineering, National Young Engineering Fellow Award (IISc Bangalore). Dr Scalem was awarded Fellow of the Indian Institute of Management Calcutta in India in 2006.