

SEMESTER/YEAR: SPRING 2010
COURSE MEETING: Tuesday second half 6:00-8:50 P.M.
DATES: 3/9 3/16 3/23 3/30 4/6 4/13 4/20 4/27
LOCATION: SOUTHWEST CENTER
CREDITS: 3

Bus 435-1S Supply Chain Management

Instructor: Andy Gonzalez
Day Phone Number: 314-553-3203 E-Mail: www.andy.gonzalez@emerson.com
Cell Phone: 314-225-5003

Text Book: Principles of Supply Chain Management, A Balanced Approach
By J. Wisner, G. Leong, K. Tan
Published by Thomson South-Western

Prerequisite: BUS 314- Operations Management
Pre-Assignment: Read Chapters 1 and 2 of the assigned text.

Course Description:

This course presents information and skills necessary to manage the business supply chain and understand why it is a considerable force, if not the number one force of competitive advantage in the global marketplace. As such, the study of supply chain management requires focus on generic principles that persist throughout supply chain thinking and specific example of how successful firms have implemented these principles. But today's success is often tomorrow's failure as new innovators find more efficient mechanisms for bringing low-cost, high quality goods and services to customers when they want it. Additional exposure to recent successes and supply chain innovations will also increase the student's knowledge of actual online marketplace situations.

Course Objective: Students will learn how to:

- Understand supply chain terminology and the general SCM model
- Understand the drivers of competitive advantage
- Use case studies for analyzing supply chain implementation issues

Course Content

Week 1

Introductions

Review Syllabus

Review Chapter 1, Introduction to Supply Chain Management

Review Chapter 2, Purchasing and Supply Management

Assignment

Read Chapter 3, Creating and Managing the Supplier Relationships

Read Chapter 4, Strategic Sourcing for Successful Supply Chain Management

Week 2

Review

Chapter 3, Creating and Managing the Supplier Relationships

Chapter 4, Strategic Sourcing for Successful Supply Chain Management

Assignment

Case 1 Assigned

Read Chapter 5, Demand Forecasting

Read Chapter 6, Resource Planning Systems

Read Chapter 7, Inventory Management

Week 3

Review

Chapter 5, Demand Forecasting

Chapter 6, Resource Planning Systems

Chapter 7, Inventory Management

Assignment

Read Chapter 8, Process Management, Lean Production and Six Sigma Quality Issues

Prepare for Mid-Term Examination

Prepare to Discuss Case One

Week 4

Mid-Term Examination

Case One Discussion

Review

Chapter 8, Process Management, Lean Production and Six Sigma Quality Issues

Assignment

Prepare Case One in written format

Read Chapter 9, Domestic & International Logistics

Read Chapter 10, Customer Relationship Management

Week 5

Turn in Case One in written format

Review

Chapter 9, Domestic & International Logistics
Chapter 10, Customer Relationship Management

Assignment

Case Two Assigned
Read Chapter 11, Global Location Decisions
Read Chapter 12, Service Response Logistics

Week 6

Review

Chapter 11, Global Location Decisions
Chapter 12, Service Response Logistics

Assignment

Read Chapter 13, Supply Chain Process Integration
Read Chapter 14, Performance Measurement Along the Supply Chain
Prepare to discuss Case Two

Week 7

Case Two Discussion

Review

Chapter 13, Supply Chain Process Integration
Chapter 14, Performance Measurement Along the Supply Chain

Assignment

Prepare Case Two in written format
Prepare for Final Examination

Week 8

Turn in Case Two in written format
Final Examination

Instructional Methods

Class sessions will include a combination of lectures, class exercises and case studies.

Evaluation

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|----------------------|-----|
| Participation | 15% |
| Cases | 25% |
| Mid-Term Examination | 30% |
| Final Examination | 30% |

Grading Scale

Letter grades for the course will be determined on the basis of the overall weighted score computed using this percentage breakdown:

| | | | |
|--------|----|-------|----|
| 94-100 | A | 77-79 | C+ |
| 90-93 | A- | 74-76 | C |
| 87-89 | B+ | 70-73 | C- |
| 84-86 | B | 60-69 | D |
| 80-83 | B- | 59-0 | F |

Writing Quality

Maryville University has a commitment to writing across the curriculum. Student's work will be evaluated for writing quality and poor writing may result in a lower grade.

This syllabus is subject to change at the discretion of the instructor, to accommodate instructional and/or student needs.

Academic Accommodations

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850)