# Course Description

This course identifies and analyzes best-practices in creating, managing, and evaluating sustainability in supply chains. Students will learn how to embed sustainability concepts into supplier selection and management, inventory management, production processes, and the distribution function, including customer returns and the reverse supply chain.

# Course Level Outcomes (CLO)

* **CLO1**: Develop strategic applications to supply chain management within organizations. (*PLO1, 2, 3*)
* **CLO2**: Assess the significance of balancing efficiency and effectiveness in supply chain development and operation. (*PLO1, 2, 3*)
* **CLO3**: Select best cost solutions to supply chain issues based on the analysis. (*PLO1, 2, 3*)
* **CLO4**: Recognize the role of sustainability in supply chains. (*PLO1, 2, 3*)
* **CLO5**: Evaluate the security, responsiveness, resilience, and innovation within supply chain management. (*PLO1, 2, 3*)
* **CLO6**: Explain the significance of information technology to supply chain management. (*PLO1, 2, 3*)

# Program Learning Outcomes (PLO)

* **PLO1**: Students will effectively research and communicate in writing (in APA format) ideas and arguments associated with business leadership and management issues. (ULO 1, 3, 4)
* **PLO2**: Students will apply knowledge and skills to develop a comprehensive business plan which demonstrates competency in the following areas: management, operations, finance, and marketing. (ULO 2, 4)
* **PLO3**: Apply critical thinking to real life work problems through the application of theoretical and experiential knowledge. (ULO 1, 2, 4)
* **PLO4**: Students will identify issues and strategies related to ethics and corporate social responsibility and its implications for business. (ULO 2, 3, 4)

# University Learning Outcomes (ULO)

* **ULO1**:Knowledge of Human Cultures and the Physical and Natural World
* **ULO2**: Intellectual and Practical Skills
* **ULO3**: Personal and Social Responsibility
* **ULO4**: Integrative and Applied Learning
* **ULO5**: Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

**Student Expectations**

Students are expected to:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Simchi-Levi, D., & Kaminsky, P. (2007). *Designing and managing the supply chain* (3rd ed.)*.* Lexington, MA: McGraw-Hill Education.

# Suggested Point Values

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Assessment** | **Point Value** | **Due** |
| **Week 1** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 1 DQ 1 | 5 | <insert due date> |
|  | Week 1 DQ 2 | 5 |  |
|  | Week 1 Problem Set 1 | 4 |  |
|  | Week 1 Problem Set 2 | 4 |  |
|  | Sustainability | 5 |  |
|  | Understanding Basic Supply Chains | 4 |  |
| **Week 2** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 2 DQ 1 | 5 |  |
|  | Week 2 DQ 2 | 5 |  |
|  | Week 2 Problem Set 1 | 4 |  |
|  | Bullwhip Effect | 7 |  |
|  | Network Design and Data Collection | 7 |  |
| **Week 3** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 3 DQ 1 | 5 |  |
|  | Week 3 DQ 2 | 5 |  |
|  | Push–Pull Example | 7 |  |
|  | E-Commerce Case Study | 7 |  |
|  | Distribution Strategies | 7 |  |
| **Week 4** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 4 DQ 1 | 5 |  |
|  | Week 4 DQ 2 | 5 |  |
|  | Make or Buy Decisions | 6 |  |
|  | Week 4 Problem Set 1 | 5 |  |
|  | Supply Chain Ethics | 10 |  |
| **Week 5** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 5 DQ 1 | 5 |  |
|  | Week 5 DQ 2 | 5 |  |
|  | Wal-Mart Changes Tactics | 5 |  |
|  | Supply Chain Risk Management | 7 |  |
|  | Dude – Get a Dell (or at Least a Dell-Like Supply Chain) | 7 |  |
| **Week 6** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 6 DQ 1 | 5 |  |
|  | Week 6 DQ 2 | 5 |  |
|  | Rise and Fall of Sears and K-Mart | 10 |  |
| **Week 7** | |  |  |
|  | Participation | 2 | <insert due date> |
|  | Week 7 DQ 1 | 5 |  |
|  | Week 7 DQ 2 | 5 |  |
|  | IT Research Project: A SCM History | 10 |  |
| **Total Points** | | **200** |  |

# Course Schedule

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| --- | --- | --- |
| **Week** | **Start** | **End** |
| One | <insert start date> | <insert end date> |
| Two |  |  |
| Three |  |  |
| Four |  |  |
| Five |  |  |
| Six |  |  |
| Seven |  |  |

# Weekly Learning Modules

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| Week One: Introduction to Supply Chain and Inventory Management | |  | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the scope and importance of supply chain management (SCM). | | CO1, 2, 5 | |
| * 1. Integrate the development chain as a component of SCM. | | CO1, 2, 3, 5 | |
| * 1. Determine the risk-reward relationship of the separate components of the SCM. | | CO1, 3, 4, 5 | |
| * 1. Implement a variety of inventory control methods. | | CO1, 3, 5, 6 | |
| * 1. Interpret risk-pooling activities. | | CO1, 3, 5 | |
| * 1. Select the appropriate methods of forecasting based on any given scenario. | | CO1, 3, 6 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch.1 & 2 of *Designing and Managing the Supply Chain*. | | 1.1,1.2,13,1.41.5,1.6 |  |
| **Review** the Ch. 1 & 2 Microsoft PowerPoint presentations and the accompanying lecture notes.  **Post** any insights or questions from this activity in the Week 1 Questions discussion forum. | | 1.1,1.2,13,1.41.5,1.6 | Lecture Activity = 1hr |
| ***Supplemental Learning Resources and Activities****: These resources and activities provide further exploration of content, supplemental information, and skill building. Students may complete items in this section on their own or as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Supply Chain Management**  For an introduction to supply chain management, view the following video:   * “Introduction to Supply Chain Management Part 1” [20:04mins]: <https://www.youtube.com/watch?v=NvSpuQJ2CDw>   **Post** any insights or questions from this activity in the Week 1 Questions discussion forum. | | 1.1,1.2,1.3 | Lecture Activity = 1hr. |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 1 DQ 1**  **Answer** the following discussion post in 75 to 150 words:  How did the evolution of the supply chain for computer chips impact the industry? What are limitations, and considerations regarding the management of the supply chain? How did the evolution of computer chips affect the Dell company’s supply chain management?  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 1.1, 1.2, 1.3 | Discussion Board = 1hr. |
| **Week 1 DQ 2**  **Respond** to the following discussion post in 75 to 150 words:  **Give** specific examples of risk pooling for each of the following and provide details:   * across locations * across time * across products   **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 1.5 | Discussion Board = 1hr. |
| **Week 1 Problem Set 1**  **Complete** the Week 1 Problem Set 1 document.  **Submit** your responses through Blackboard. Solutions will be posted on Blackboard 2 days after the due date. Once the solutions are posted, late submissions are not accepted.  *Due by [enter time] (EST) on [enter day].* | | 1.4, 1.6 | Problem Solving = 1hr. |
| **Week 1 Problem Set 2**  **Complete** the Week 1 Problem Set 2 document.  **Submit** your responses through Blackboard. Solutions will be posted on Blackboard 2 days after the due date. Once the solutions are posted, late submissions are not accepted.  *Due by [enter time] (EST) on [enter day].* | | 1.4, 1.6 | Problem Solving = 1hr. |
| **Sustainability**  **Read** “The Case for Future-Proofing Supply Chains with Sustainable Procurement:” <http://www.business2community.com/sustainability/case-future-proofing-supply-chains-sustainable-procurement-0948602#!btL8ao>  **Write** a short reflection of 75 to 150 words on your perspective on the rationality of sustainability and how it affects supply chain management (SCM).  **Submit** your response through Blackboard.  *Due by [enter time] (EST) on [enter day].* | | 1.1,1.3,1.5 | Reflection Paper = 1hr. |
| **Understanding Basic Supply Chains**  **View** the video “Module 1: What is Supply Chain Management?” [8:04mins]: <https://www.youtube.com/watch?v=Mi1QBxVjZAw>  **Write** a short response of 200 to 350 words on the following:   * Concept or idea taken you did not know about until watching the video * Relate a similar component from your job and how it contributes to the SCM of your organization or one with which you are familiar.   **Submit** your response through Blackboard.  *Due by [enter time] (EST) on [enter day].* | | 1.1, 1.2, 1.3 | Reflection Paper = 1hr. |
| **Total** |  |  | **Req = 7hrs.**  **Sup = 1hr.** |
| **Notes** |  | | |

**Faculty Notes**

**Week 1 Problem Sets:** Students are expected to submit answers to the problem sets this week. After deciding on the deadline for this assignment, post the solutions in Blackboard available for students to view. Once this is available for student viewing, late assignments for Problem Sets are no longer accepted.

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| Week Two: Network Building and Data Utilization | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate appropriate components to create network design. | | CO1, 2 | |
| * 1. Apply principles of data collection to SCM scenarios. | | CO2, 3, 6 | |
| * 1. Determine the best internal logistics and infrastructure-based costs and capabilities. | | CO1, 2, 6 | |
| * 1. Evaluate the Bullwhip Effect on separate elements of the supply chain. | | CO3, 5 | |
| * 1. Choose proper elements for system coordination. | | CO1, 2, 3, 4, 5, 6 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 3 & 5 of *Designing and Managing the Supply Chain*. | | 2.1, 2.2, 2.3, 2.4, 2.5 |  |
| **Review** the Ch. 3 & 5 Microsoft PowerPoint presentations and the accompanying lecture notes. | | 2.1, 2.2, 2.3, 2.4, 2.5 |  |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 2 DQ 1**  **Respond** to the following discussion post in 75 to 150 words:  **Choose** two from the list below and explain their importance as they pertain to network design. Provide examples using a real company:   * Data collection and aggregation * Transportation rates * Warehouse costs * Capacities and location   **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 2.1, 2.2, & 2.3 | Discussion Board = 1hr. |
| **Week 2 DQ 2**    **Answer** the following discussion post in 75 to 150 words:  Provide an example of the bullwhip effect. What are some suggested responses to cope with the bullwhip effect? Which of those suggestions do you think is the best in coping with issue? Explain.  **Respond** to at least three other students rating the best example provided and if you agree with their methods to cope.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 2.4, 2.5 | Discussion Board = 1hr. |
| **Week 2 Problem Set 1**  **Complete** the Week 2 Problem Set 1 document.  **Submit** your responses through Blackboard. Solutions will be posted on Blackboard 2 days after the due date. Once the solutions are posted, late submissions are not accepted.  *Due by [enter time] (EST) on [enter day].* | | 2.4, 2.5 | Problem Solving = 1hr. |
| **Bullwhip Effect**  **Watch** [What is the Bullwhip Effect?](https://www.youtube.com/watch?v=2nlmkTYZG5s&t=3s)  As a consultant for a manufacturing company, it is your job to explain the *bullwhip effect* to production planners.  **Create** a short Microsoft PowerPoint presentation of 4 to 6 slides that aids in your explanation and includes the following:   * Explanation of the bullwhip effect * Possible strategies to minimize the effect   **Post** a link of your presentation using Google Drive to the discussion board.  **Respond** to the presentation of at least three other students providing additional insight on their suggested strategies.  *Due by [enter time] (EST) on [enter day].*  *Note*: Click on **Technology Tutorials** tab from the left menu in Blackboard for a tutorial on **Using Google Drive**. | | 2.4, 2.5 | Reflection Paper = 1.5hr. |
| **Network Design and Data Collection**  **Watch** the video “FedEx and UPS Documentary” [20:33mins]: <https://www.youtube.com/watch?v=JZu_gxi3sbs>  **Write** a brief response of 200 to 350 words on the importance of the relationship between network design and data collection at UPS and FedEx. Provide specific examples from the video.  **Submit** your paper to Blackboard.  *Due by [enter time] (EST) on [enter day].* | | 2.1, 2.2, & 2.3 | Reflection Paper = 1.5hr. |
| **Total** |  |  | **6hrs.** |
| **Notes** |  | | |

**Faculty Notes**

**Week 2 Problem Set:** Students are expected to submit answers to the problem sets this week. After deciding on the deadline for this assignment, post the solutions in Blackboard available for students to view. Once this is available for student viewing, late assignments for Problem Sets are no longer accepted.

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| Week Three: SCM Strategy – Integration and Distribution | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate characteristics of various supply chain strategies based on the organizational goals. | | CO1, 2, 3, 4, 5, 6 | |
| * 1. Determine the impact of lead time on SCM functions. | | CO2, 3, 5 | |
| * 1. Examine the challenges and advances in supply chain strategies since the use of the Internet. | | CO5, 6 | |
| * 1. Select appropriate distribution strategies based on current conditions. | | CO1, 2, 3, 4, 5, 6 | |
| * 1. Analyze intermediate storage point issues. | | CO1, 3, 5 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 6 & 7 of *Designing and Managing the Supply Chain*. | | 3.1, 3.2, 3.3, 3.4, 3.5 |  |
| **Review** the Ch. 6 & 7 Microsoft PowerPoint presentations and the accompanying lecture notes. | | 3.1, 3.2, 3.3, 3.4, 3.5 |  |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 3 DQ 1**  **Read** “Dell Inc: Improving Flexibility of the Desktop PC Supply Chain” on pp. 179–187 of *Designing and Managing the Supply Chain*.  **Respond** to the following discussion post in 75 to 150 words:  Which of the six proposed manufacturing solutions should Dell implement based on the survey results from Table 6-1 on p. 187? Why? Consider items such as organization’s goals, lead time, and stopping points where the product sits along the way.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 3.1, 3.2, 3.5 | Discussion Board = 1hr. |
| **Week 3 DQ 2**  **Respond** to the following discussion post in 75 to 150 words:  From your personal experience, cite an example of the importance of lead time in strategic planning. How does this impact supply chain management?  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 3.2 | Discussion Board = 1hr. |
| **Push–Pull Example**  **Watch** the video “Dell Push-Pull Supply Chain Strategy” [8:41mins]: <https://www.youtube.com/watch?v=4ocldjqiiiE>  As a director for a new computer company, you are always looking for new strategies to improve production. After viewing the video, you want to provide suggestions to your leadership regarding Dell’s push–pull strategy.  **Write** an e-mail message of 350 to 700 words that fulfills the following:   * How the organizational goals connects with the strategy * Inventory lead time requirements to meet the strategy * Importance of matching the right inventory management system to the different types of production   **Submit** your hypothetical e-mail message through Blackboard as a regular assignment.  *Due at [enter time] EST on [day].* | | 3.1, 3.2, 3.5 | Reflection Paper = 1.5hrs. |
| **E-Commerce Case Study**  **Watch** the video “E-commerce Fulfillment Center Design” [2:54mins]: <http://www.invata.com/portfolio-items/ecommerce-warehouse-automation-case-study-fulfillment-center-design/>  **Create** a guideline of 400 to 600 words based on your reflection and analysis of the video on how Invata uses technology in e-commerce and why they chose that process. Explain how outsourcing parts of your supply chain can lead to greater efficiencies.  **Review** the Case Study Guidelines to assist you in completing this analysis.  **Submit** your completed guideline through Blackboard.  *Due at [enter time] EST on [day].* | | 3.4, 3.5 | Case Study=  1.5hrs. |
| **Distribution Strategies**  **Watch** the video “Fashion Logistik, Multi-Channel-Distribution [of] E-Commerce” [6:33mins]: <https://www.youtube.com/watch?v=k4LRtyJXX98>  **Choose** an item of interest from a store where you enjoy shopping.  **Develop** a 400- to 600-word story narration that illustrates the creation of the chosen item, movement to the distribution line, and finally sale to the buyer. Pull concepts from the readings and the video to describe this item’s journey.  *Due at [enter time] EST on [day].* | | 3.1, 3.2, 3.3, 3.4, 3.5 | Reflection Paper = 1.5hrs. |
| **Total** |  |  | **6.5hrs.** |
| **Notes** |  | | |

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| Week Four: Taking the Supply Chain Outside the Organization | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Analyze the options and benefits of third-party logistics. | | CO1, 2, 3, 4 | |
| * 1. Examine the benefits and pitfalls of retailer–supplier partnerships. | | CO1, 2, 3, 5 | |
| * 1. Implement distributor integration strategies. | | CO1, 2, 3, 5 | |
| * 1. Determine the benefits versus risks of outsourcing. | | CO1, 2, 3, 4 | |
| * 1. Select the appropriate make or buy decisions in various scenarios. | | CO1, 2, 3, 5 | |
| * 1. Develop a variety of procurement strategies for an efficient and effective SCM. | | CO1, 2, 3, 5 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 8 & 9 of *Designing and Managing the Supply Chain*. | | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 |  |
| **Ethical Supply Chain**  **Watch** the video “The Story Behind Our Products: Achieving an Ethical Supply Chain” [5:21mins]: <https://www.youtube.com/watch?v=SVadD79JAUA> | | 4.1, 4.2, 4.3, 4.4, 4.6 |  |
| **Ch. 8 & 9 Presentations**  **Review** theCh. 8 & 9 Microsoft PowerPoint presentations and the accompanying lecture notes.  **Post** any insights or questions you have from the reading in the Week 4 Questions discussion forum. | | 4.1, 4.2, 4.3, 4.4, 4.6 | Lecture Activity = 1hr |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 4 DQ 1**  **Review** the video “FedEx and UPS Documentary” [20:32mins]:<https://www.youtube.com/watch?v=JZu_gxi3sbs> presented from the Week 2 Assignment section.  **Answer** the following discussion post in 75 to 150 words:  After watching the video, why did UPS and FedEx determine that *vertical integration* has great importance? What are some of the challenges and benefits of this strategy?  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2, 4.6 | Discussion Board = 1hr. |
| **Week 4 DQ 2**  **Read** the ‘The Smith Group’ case on pp. 264–265 of *Designing and Managing the Supply Chain*.  **Answer** two of the five case discussion questions presented on p. 265 on the discussion board in Blackboard.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 4.2, 4.3, 4.5, 4.6 | Discussion Board = 1hr. |
| **Make or Buy Decisions**  **Watch** the video “74 Management Accounting Decision Making Make or Buy” [3:08mins]: <https://www.youtube.com/watch?v=Vv21a_KiM30>  **Post** a response to the following in 75 to 150 words:  In your home or work life, how would you apply the concept regarding the decision to make or buy? Provide an example. Consider all the necessary points involved to make the best make or buy decision.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 | Lecture Activity = 1hr. |
| **Week 4 Problem Set 1**  **Complete** the Week 4 Problem Set 1 document.  **Submit** your responses through Blackboard. Solutions will be posted on Blackboard two days after the due date. Once the solutions are posted, late submissions are not accepted.  *Due by [enter time] (EST) on [enter day].* | | 4.1, 4.4, 4.5 | Problem Solving = 1hr. |
| **Supply Chain Ethics**  **Research** Johnson & Johnson’s response to the Tylenol poisonings incidents in 1982 and how they handled the product contaminations in 2010.  **Create** a presentation of 6 to 8 slides addressing the appropriateness on Johnson & Johnson’s response to both incidents. Include SCM’s relationship to the issues and what they could have done differently.  **Review** the Presentation Rubric to get an overview of your expectations.  **Format** your presentation according to APA guidelines.  **Post** a link of your presentation using Google Drive to the discussion board.  **Respond** to the presentation of at least three other students providing additional insight on their analysis.  *Due by [enter time] (EST) on [enter day].*  *Note*: Click on the **Technology Tutorials** tab from the left menu in Blackboard for a tutorial on Using Google Drive. | | 4.2, 4.4, 4.5, 4.6 | Presentation = 2hrs. |
| **Total** |  |  | **7hrs.** |
| **Notes** |  | | |

**Faculty Notes**

**Week 4 Problem Set:** Students are expected to submit answers to the problem sets this week. After deciding on the deadline for this assignment, post the solutions in Blackboard available for students to view. Once this is available for student viewing, late assignments for Problem Sets are no longer accepted.

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| Week Five: Global Issues, Coordination of Product, and Supply Chain | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Determine the many sources of risk in SCM. | | CO1, 2, 3, 4 | |
| * 1. Categorize the regional and international issues that affect SCM. | | CO1, 2, 4, 5 | |
| * 1. Design an appropriate logistics strategy. | | CO1, 2, 3, 4 | |
| * 1. Integrate suppliers into new product development process. | | CO1, 2, 3, 4, 5 | |
| * 1. Justify appropriate parameters when setting mass customization practices. | | CO1, 2, 3, 4, 5 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 10 &11 of *Designing and Managing the Supply Chain*. | | 5.1, 5.2, 5.3, 5.4, 5.5 |  |
| **Ch. 10 & 11 Presentations**  **Review** the Ch. 10 & 11 Microsoft PowerPoint presentations and the accompanying lecture notes.  **Post** any insights or questions you have from the reading in the Week 5 Questions discussion forum. | | 5.1, 5.2, 5.3, 5.4, 5.5 | Lecture Activity = 1hr. |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 5 DQ 1**  **Read** Example 10-4 on pp. 319–320 in Ch. 10 of *Designing and Managing the Supply Chain*.  **Post** your answers to the three questions that follow the example to the discussion board in Blackboard.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 5.1, 5.2, 5.3, 5.4 | Discussion Board = 1hr. |
| **Week 5 DQ 2**  **Provide** an example of an appropriate product for **each** of the boxes in Table 11-2: Operational Strategies for Standardization on p. 348 in Ch. 11 of *Designing and Managing the Supply Chain*. Explain why the examples you provide are applicable.  **Post** your examples to the discussion board in Blackboard.  **Respond** to at least three other students providing feedback on the examples they provided.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 5.4, 5.5 | Discussion Board = 1hr. |
| **Wal-Mart Changes Tactics**  **Read** the case study “Wal-Mart Changes Tactics to Meet International Tastes” on pp. 309–312 in Ch. 10 of *Designing and Managing the Supply Chain*.  **Answer** each of the five questions regarding this case on p. 312.    **Submit** your response through Blackboard.  *Due by [enter time] (EST) on [enter day].* | | 5.1, 5.2, 5.3, 5.4 | Case Study = 1hrs. |
| **Supply Chain Risk Management**  **Watch** the video “Supply Chain Risk Management” [4:38mins]: <https://www.youtube.com/watch?v=cq1PL1eo4ZU>  **Write** a brief response of 350 to 700 words on the importance of taking a macro global approach to managing risk throughout the supply chain. Cite specific examples from real-life situations in business.  **Submit** your response through Blackboard.  *Due by [enter time] (EST) on [enter day].* | | 5.1, 5.2, 5.3, 5.4 | Reflection Paper = 1.5hrs. |
| **Dude – Get a Dell (or at Least a Dell-Like Supply Chain)**  **Watch** the video “Dell Direct Model” [6:25mins]: <https://www.youtube.com/watch?v=EG5z-d81emI>  You have been hired as a news reporter for the Supply Chain Monthly magazine. Your assignment is to understand Dell’s customization strategy and to share your findings.  **Write** a newsletter of 700 to 1050 words explaining Dell’s mass customization strategy. Provide details on its impact to the company and the advantages and disadvantages of such a strategy.  You may use LucidPress.com ([www.lucidpress.com](http://www.lucidpress.com)) to create your newsletter article. LucidPress allows you to create digital documentation and provides various templates.  **Submit** your newsletter through Blackboard. If you are using LucidPress, follow the directions below.  *LucidPress Tutorial:*  **View** the “LucidPress Tutorial” [4:29] located at <https://vimeo.com/106974151>.  When complete, click **Publish** on the top right-hand side of the page. A separate screen will pop up, and you will need to click **Publish** again. A link will then appear; copy the link provided under the Published Link section.  **Post** a copy of the published link into the appropriate forum in Blackboard to submit to your instructor.  *Due by [enter time] (EST) on [enter day].* | | 5.1, 5.2, 5.3, 5.4, 5.5 | Critical Thinking = 1.5hrs. |
| **Total** |  |  | **7hrs.** |
| **Notes** |  | | |

**Faculty Notes**

**Dude – Get a Dell (or at Least a Dell-Like Supply Chain):** In this assignment, students may submit digital documents using LucidPress.com ([www.lucidpress.com](http://www.lucidpress.com)) as another option other than Word. LucidPress.com is a free forum used to create digital documents; it contains templates such as newsletters, flyers, brochures, and so on.

* For students to show their work, remind them to click on the **Publish** button on the top right-hand side. A link will be generated and students should use that link to post to the instructor. Through this feature, members are able to view each other’s works freely, without having to log in.
* Tell students NOT to use the **Share** options to generate a link, because the link created would require students to log in to view the completed work. This option is more complicated as it provides more features to allow members to share and work off the same document.

It is highly recommended that faculty also create a free account with LucidPress to learn how to create digital documents and to be able to assist students in their studies.

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| Week Six: Customer Value and Smart Pricing | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Evaluate the customer value assumptions and measurements into the SCM strategy. | | CO1, CO2, CO3, CO5 | |
| * 1. Develop a supply chain strategy based on the principles of the price–demand relationship. | | CO1, CO2, CO5 | |
| * 1. Incorporate appropriate pricing strategies in varied situations. | | CO1, CO2, CO4 | |
| * 1. Analyze the impact of technology and the Internet on pricing decisions. | | CO1, CO2, CO6 | |
| ***Required Learning Resources and Activities:*** *Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 12 & 13 of *Designing and Managing the Supply Chain*. | | 6.1, 6.2, 6.3, 6.4 |  |
| **IT Research Project Preparation**  **Read** the IT Research Project: A SCM History for assignment details. This assignment requires you to create a timeline presentation and to compose a research paper due in Week 7.  **Review** the Rubric for Written Assignments document for an overview of the grading standards. | | 7.1, 7.2, 7.3, 7.4, 7.5 |  |
| **Ch. 12 & 13 Presentations**  **Review** theCh. 12 & 13 Microsoft PowerPoint presentations and the accompanying lecture notes.  **Post** any insights or questions you have from the reading in the Week 6 Questions discussion forum. | | 6.1, 6.2, 6.3, 6.4 | Lecture Activity = 1hr. |
| ***Assignment:*** *Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 6 DQ 1**  **Read** the article “In Praise of Efficient Price Gouging”: <http://www.technologyreview.com/review/529961/in-praise-of-efficient-price-gouging/>  **Post** in 75 to 150 words your views on the article to the discussion post. Share the positives and negatives of both sides of the issue. Provide perspectives from both a buyer and a seller.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 6.1, 6.2, 6.3 | Discussion Board = 1hr. |
| **Week 6 DQ 2**  **Review** Example 12-3 on p.371 in Ch. 12 of *Designing and Managing the Supply Chain*.  **Respond** to the following discussion post in 75 to 150 words:   * Break down the three listed challenges identifying the difficulties they present. * Develop possible solutions for each of the challenges.   **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 6.2, 6.3 | Discussion Board = 1hr. |
| **Rise and Fall of Sears and K-Mart**  **Read** the Rise and Fall of Sears and K-Mart for assignment details.  **Review** the Presentation Rubric to get an overview of your expectations.  **Format** your presentation according to APA guidelines.  **Post** a link of your presentation using Google Drive to the discussion board.  **Respond** to the presentation of at least three other students providing additional insight on their analysis.  *Due by [enter time] (EST) on [enter day].*  *Note*: Click on **Technology Tutorials** tab from the left menu in Blackboard for a tutorial on Using Google Drive. | | 6.1, 6.2, 6.3, 6.4 | Research Paper = 2hrs. |
| **Total** |  |  | **5hrs.** |
| **Notes** |  | | |

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| Week Seven: The Importance of SCM and IT in the Business Process | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Assess the role and significance of the business process. | | CO1, CO2, CO4 | |
| * 1. Select suitable IT components to provide practical solutions in SCM development. | | CO1, CO2, CO5, CO6 | |
| * 1. Analyze the dynamic history of IT infrastructure and the consequences of change. | | CO1, CO2, CO6 | |
| * 1. Assess the selection process involved in service-oriented IT architecture. | | CO1, CO6 | |
| * 1. Evaluate applications and benefits of radio frequency identification (RFID). | | CO4, CO5, CO6 | |
| ***Required Learning Resources and Activities****: Students must complete any resources activities listed in this section as selected by the instructor.* | | ***Alignment*** | ***Pages/AIE/***  ***Generic*** |
| **Read** Ch. 14 & 15 of *Designing and Managing the Supply Chain*. | | 7.1, 7.2, 7.3, 7.4, 7.5 |  |
| **Ch. 14 & 15 Presentations**  **Review** theCh. 14 & 15 Microsoft PowerPoint presentations and the accompanying lecture notes.    **Post** any insights or questions you have from the reading in the Week 7 Questions discussion forum. | | 7.1, 7.2, 7.3, 7.4, 7.5 | Lecture Activity = 1hr |
| ***Assignment****: Students must complete the weekly assignment(s).* | | ***Alignment*** | ***Points/AIE/***  ***Generic*** |
| **Week 7 DQ 1**  **Read** the case study “7-Eleven Stocks up on Tech Savvy’” on pp. 418–421 of *Designing and Managing the Supply Chain*.  **Post** in 75 to 150 words explaining your reactions to the7-Eleven case study focusing on their efforts to achieve the four goals of supply chain IT outlined at the end section 14.3.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 7.1, 7.2, 7.3, 7.4 | Discussion Board = 1hr. |
| **Week 7 DQ 2**  **Watch** the video “RFID Logistics Movie” [4:00mins]: <https://www.youtube.com/watch?v=_MGn9e6ARQQ>  **Respond** in 75 to 150 words to the discussion post regarding your evaluation on the benefits and dangers in the use of radio frequency identification (RFID) in supply chain management.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Note*: Initial answers to the question are due by 11:59 p.m. (EST) on Thursday. All responses must be posted by 11:59 p.m. (EST) on Sunday. | | 7.3, 7.4, 7.5 | Discussion Board = 1hr. |
| **IT Research Project: A SCM History**  **Read** the IT Research Project: A SCM History for assignment details. This assignment requires you to create a timeline presentation and to compose a research paper.  **Review** the Rubric for Written Assignments document for an overview of the grading standards.  **Submit** your research paper through Blackboard.  **Post** your timeline presentation to the discussion forum in Blackboard.  **Respond** to at least three other students in a manner that is thought provoking and appropriately challenges the discussion.  *Due by [enter time] (EST) on [enter day].* | | 7.1, 7.2, 7.3, 7.4, 7.5 | Research Paper = 2hrs. |
| **Total** |  |  | **5hrs.** |
| **Notes** |  | | |

# Breakdown of Academic Instructional Equivalencies

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| **Week 1** |  |  |
| Required |  | 7hrs. |
| Supplemental |  | 1hr. |
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| **Week 2** |  |  |
| Required |  | 6hrs. |
| Supplemental |  |  |
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| **Week 3** |  |  |
| Required |  | 6.5hrs. |
| Supplemental |  |  |
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| **Week 4** |  |  |
| Required |  | 7hrs. |
| Supplemental |  |  |
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| **Week5** |  |  |
| Required |  | 7hrs. |
| Supplemental |  |  |
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| **Week 6** |  |  |
| Required |  | 5hrs. |
| Supplemental |  |  |
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| **Week 7** |  |  |
| Required |  | 5hrs. |
| Supplemental |  |  |
|  |  |  |
|  |  |  |
| **Total Required Hours** |  | 43.5hrs. |
| **Total Supplemental Hours** |  | 1hr. |
| **Total Hours** |  | 44.5hrs. |