

Supply Chain Management
Course Number: 22:799:607
Course Title: Supply Chain Management Strategies

COURSE DESCRIPTION

A supply chain is a network of companies and functions that generates products and services and brings them to the marketplace. It involves activities and processes such as procurement to acquire raw material; manufacturing to convert raw materials into components and final products; and distribution to meet market demand. This course identifies the current challenges in the supply chain (either domestic or global), and provides models, tools and best practices to handle such challenges and gain competitive advantages. This course combines recent practice with cutting edge academic research to present two modules: (1) supply chain optimization and design, (2) supply chain gaming and integration. We draw examples and case studies from diverse industries, such as retail, wholesaling and distribution, pharmaceutical, electronics and consumer packaged goods.

COURSE MATERIALS

Book- required: Designing and managing the Supply Chain, D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi, McGraw-Hill/Irwin, 2008 (third edition), ISBN 978-0-07-298239-8. Abbreviated as SKS.

Most cases will be available within the above textbook. However, selected case studies will be purchased through:

- Ivey Publishing (3): www.iveycases.com and Darden Publishing (1): www.store.darden.virginia.edu
- Cases not found in the textbook have a * next to them.

Check Canvas (canvas.rutgers.edu) and your official Rutgers email account regularly for announcements and other pertinent information.

LEARNING GOALS AND OBJECTIVES

- This course is designed to help students develop skills and knowledge in the following area(s):
 - Knowledge on how supply chain supports the overall business strategy
 - Key elements of a supply chain, and how they are integrated for effect
 - Specific topics and approaches to maximize supply chain effectiveness
- Students who complete this course will demonstrate the following:
 - Understanding of key concepts in Supply Chain Strategy
 - Knowledge applied to real world examples
- Students develop these skills and knowledge through the following course activities and assignments:
 - Class discussion

- Case studies and simulation
- Group projects and research

PREREQUISITES

Operations Analysis 22:799:564

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy <http://academicintegrity.rutgers.edu/>

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation within 7 days of your first absence].
 - For weather emergencies, consult the campus home page. If the campus is open, class will be held.
 - Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You will not learn and participate effectively if you are not prepared.
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GRADING POLICY

Course grades are determined as follows:

Classroom participation:	33%
Assignment – Case Reviews	22%
Assignment – Company Assessment Project	20%
Final Exam:	25%

Classroom participation is key to developing a positive learning environment. Students are expected to come on time to class, prepared and having done the reading. Students should also present ideas that foster discussion and show their insight on the topics discussed.

Assignments consist of two main parts:

- Case reviews (22%): For each case, students should hand in case summary describing their assessment of each case. This should be one page (one side), double spaced, standard margin, 12 font – points will be deducted for incorrect format. Key are the insights and recommendations, not a case recap. Cases are due the date they will be discussed per the class schedule. Extra credit will be given to students who wish to work out the calculations, details, and follow ups associated with a given case.
- Company assessment (20%): This will be an assessment of a specific company’s use of supply chain strategy principles to drive performance. Students will work in groups, do research and investigation into a company, and may explore one or more topics. Mid-way through the semester, teams will present the company they have selected, an outline of the presentation, and a list of research and citations. At the end of the semester, groups will give a 10-15 minute maximum presentation, and turn in a hard copy along with any supporting materials. See schedule for dates.

There is a final exam that will embody the learnings in this course. This will be given on the last week of class. Students will be expected to apply their knowledge of key concepts when taking the exam.

COURSE SCHEDULE

Date	Topic	Reading, Items Due
	Introduction to Supply Chain Strategies	
	Customer Value and the Supply Chain	Ch 1, 12; Case: CVS (Ivey)*
	Distribution Network	Ch 3, 7; Case: Bis Corporation
	Inventory Management	Ch 2; Cases: Risk Pooling, SteelWorks
	Production Management	Ch 9; Case: Zara
	Strategic Supplier Management	Ch 4, 8; Case: UTC (Darden)*
	Supply Chain Planning and Information Flow	Ch 5, 14; Case: Made to Measure
	Supply Chain Planning and Information Flow	Ch 5, 14; Case: Barilla
	Supply Chain simulation (Beer Game)	Case: Crocs (Ivey)*, Presentation Research Due
	Product Design	Ch 10, 11; 2 Cases: Hewlett-Packard (both)
	Risk Management	Case: ECCO Shoes (Ivey)*
	Emerging topics in Supply Chain	Case: Crocs A (Ivey)*
	Company Assessments	

Class Recap

READING DAY - NO CLASS

Final Exam

*Denotes cases that are not in the textbook and need to be purchased separately.

Note: The professor reserves the right to change the syllabus, including class schedule, cases, and topics. All changes will be communicated to students via Canvas.

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]