

# 《Logistics and Supply Chain Management in China》

## 1. Course Description

This course introduces you to some key fields of supply chain management from an operations perspective. This means that coverage of concepts and tools will draw largely from the discipline of operations management. This course also introduces you to some mathematical modeling for solving supply chain management problems.

## 2. Course Objectives and Requirements

The goal of this course is to provide a basis for sound management intuition in the context of operations and supply chain management and to provide a framework for evaluating and enhancing practices. This goal is pursued through three themes. First, we will survey the terminology, problems, concepts, and tools associated with managing supply chains. Second, we will identify and illustrate the power of a small number of principles of nature that often underlie creative approaches for managing and improving supply chains, as well as other areas of business. Third, our consideration of tools will emphasize simple analytical methods that strengthen intuition into the behavior of complex systems. By the end of the semester, you should

- have an understanding of key supply chain function for both service and manufacturing organizations,
- be able to integrate the supply chain function within the general business structure of the organization,
- improve your Excel skills, particularly in the context of setting up and analyzing supply chain issues,
- understand and be able to apply principles of nature and methods of analysis to identify and evaluate opportunities to improve supply chain performance
- develop critical thinking skills and experience business decision-making from a long-term, senior manager's perspective.

- understand components of competitive intelligence and practice competitor analysis.
- improve team skills.

### 3. Course Arrangement

	Topics Basic Concepts
<b>Unit1</b>	1. Orientation 2. Logistics Trend 3. Introduction to Supply Chain
	Group Assignment: – Case: The Dabbawala System: On-Time Delivery, Every Time – Case: Barilla SpA – Simulation: Beer Game
<b>Unit 2</b>	1. Introduction to Network Modeling 2. Designing the Supply Chain Network 3. Low Footprint Distribution Network
	GroupAssignment : – Case: Managing Growth at SportStuff.com
<b>Unit3</b>	1. Forecasting
	GroupAssignment : – Case: Obermeyer Ltd – Simulation: Global Supply Chain Management
<b>Unit 4</b>	1. Deterministic Inventory Management 2. Stochastic Inventory Management
	Group Assignment : – Case: Scientific Glass Incorporated Inventory Management
<b>Unit 5</b>	1. Decision Analysis and Risk Management:
<b>Unit 6</b>	1. Supply Chain Channel Management and Coordination 2. Pricing and Revenue Management in a Supply Chain

## 4. Teaching Methods

Lectures, Discussions, Case Analysis, Simulation, etc.

## 5. Learning Outcomes

Category	Learning Outcomes
Knowledge Learned	<ol style="list-style-type: none"> <li>1. have an understanding of the operations/logistics function for both service and manufacturing organizations,</li> <li>2. be able to integrate the operations/logistics function within the general business structure of the organization,</li> <li>3. improve your Excel skills, particularly in the context of setting up and analyzing supply chain issues,</li> <li>4. understand and be able to apply principles of nature and methods of analysis to identify and evaluate opportunities to improve supply chain performance.</li> </ol>

## 6. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio ( % )	Relation to the Intended Learning Outcomes
Team and individual assignments	45	Focusing on case analysis, evaluate the abilities of integrating the operation management knowledge learned to analyze and solve practical problems
Attendance and Engagement	5	Evaluating individual's class participation and communication skill in the class.
Exam	50	Testing how well the students understand the knowledge learned in the semester and strengthening the learn process.

## 7. Textbook, References and Reading Materials

### Textbook

1. "Principles and Tools for Supply Chain Management" McGraw Hill 2008 by Scott

Webster

2. “Supply Chain Management” Prentice Hall 2007 by Sunil Chopra and Peter Meindl
3. “Operations and Process Management” Pearson 2012 by Nigel Slack, Alistair Brandon-Jones, Robert Johnston, Alan Betts
4. HBS cases and simulations & Journal papers

## **8. Cases**

The Dabawalas System: On Time Delivery Every time HBS9-610-059

Barilla SpA HBS9-694-046

Sport Obermeyer Ltd HBS9-695-022

Scientific Glass Incorporated Inventory Management HBS4208

## **9. Final Note**

Please talk to me if you experience any difficulties with either the course or my style of teaching. Suggestions will only help improve the class, and will not in any way affect my evaluation of your performance.