

Global Supply Chain Management

Course Teacher:	Johannes Kern	Course Code:	
Teaching Language:	English	Targeted Students:	Master Candidate
Contact Hours:	36	Extracurricular class hours:	
Prerequisites:	none	Number of learners:	Less than 40
Semester:	2	Credits:	2

1. Course Description

Supply chain management consists of firms that collaborate to leverage strategic positioning and to improve operating efficiency. Today, this management of upstream and downstream relationships with suppliers and customers in order to deliver superior customer value at less costs is widely recognized as a major source of competitive advantage.

This course provides an understanding of fundamental concepts of Supply Chain Management with a focus on China. Students will learn how a Supply Chain can contribute to a company's success and how to design a Supply Chain that meets customer's demands. Functional areas such as warehousing, transportation and procurement will be explored.

2. Course Objectives and Requirements

Objectives are among others to

- identify and explain logistics definitions and concepts that are relevant to managing the supply chain
- identify how supply chains compete in terms of time, cost, quality and sustainability, and that there are supportive capabilities and soft objectives;
- show how different supply chains may adopt different and distinctive strategies for competing in the marketplace.
- develop a marketing perspective on supply chain management and the need for close coordination between the functions
- outline the role of demand forecasting and the links with marketing;
- explain how total logistics costs can be divided up in different ways, and how they can be applied to managing the supply chain
- explain the need to coordinate processes both within a company and between companies;
- introduce a range of options for buyer–supplier relationships;
- describe the implications of establishing strategic partnerships
- explain the value contributions that procurement can make to the supply chain;

Students are required to contribute in the class discussion, prepare required assignments, participate in the company visit and demonstrate the acquired knowledge throughout the course of a simulation game and the examination.

3. Course Arrangement

Session 1	<ul style="list-style-type: none"> Course introduction Supply Chain Management fundamentals
Session 2	<ul style="list-style-type: none"> Measuring Supply Chain costs and performance Strategic Supply Chain Fit and Scope
Session 3	<ul style="list-style-type: none"> Supply Chain Coordination Inventory Management
Session 4	<ul style="list-style-type: none"> Case: Barilla SpA Transportation
Session 5	<ul style="list-style-type: none"> Warehousing The state of Logistics and Supply Chain Management in China
Session 6	<ul style="list-style-type: none"> Sourcing Decisions in a Supply Chain The state of Logistics and Supply Chain Management in various countries (Student Presentations)
Session 7	<ul style="list-style-type: none"> Company visit
Session 8	<ul style="list-style-type: none"> The Supply Chain of the future Harvard Business Publishing Education: Simulation Global Supply Chain Management
Session 9	<ul style="list-style-type: none"> Harvard Business Publishing Education: Simulation Global Supply Chain Management – debriefing Exam

4. Teaching Methods

- Lectures
- Discussions
- Simulations
- Presentation
- Case Analysis

5. Learning Outcomes

- Gain an understanding as well as working vocabulary about concepts of logistics and supply chain management
- Improve problem solving skills
- Making decisions in complex situations
- Coping with ambiguities
- Practice working in teams
- Strengthen presentation skills

6. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)
Class Participation Group Work	40
Simulation (incl. Debriefing)	10
Final Exam	50

Students are expected to attend and participate in all classes as well as the company visit.

7. Textbook, References and Reading Materials

Textbooks

- Edith Simchi-Levi, David Simchi-Levi, Philip Kaminsky
Designing and Managing the Supply Chain
McGraw-Hill Education
0073341525
- Martin Christopher
Logistics & Supply Chain Management
Pearson
1292083824
- Donald J. Bowersox, David J. Closs, John C. Bowersox, M. Bixby Cooper
Supply Chain Logistics Management
McGraw-Hill
0071326219
- Jian-hua Xiao, Shao-ju Lee, Bing-lian Liu, Jun Liu (Editors)
Contemporary Logistics in China - Collaboration and Reciprocation

Springer Nature
9789811300714

- Alan Harrison, Remko van Hoek, Heather Skipworth
Logistics Management and Strategy
Pearson Education Limited
9781292004181

8. Cases

- Barilla SpA (Barilla)
- World Duty Free UK
- Bosch China
- CleanCo
- Procter & Gamble UK
- Additional cases might be used by the instructor based on class requirements

9. Assignment Requirements

- **Group assignments:**
 - How deep was the analysis of the group?
 - Were time frames considered?
 - Was theory applied?
 - Were finances considered appropriately?
 - Was the political reality in a company considered?
 - Was thought given to the big picture (e.g. industry, environmental setting,...)?
 - Was the presentation understandable and convincing?
 - Were the slides concise and clear?
- **Group presentations**
 - **ORGANIZATION/PREPARATION (15%)**
 - Clear, action-oriented objective, stated up front
 - Complete audience analysis; develops rapport
 - Ideas sequenced logically and smoothly
 - Comfortable with material; no manuscript / cards
 - Questions answered skillfully
 - Effective ending
 - Time limit observed
 - **DELIVERY (25%)**
 - Presentation understandable
 - Presentation convincing
 - Slides concise and clear

- **CONTENT (60%)**
 - Depth of analysis / Major points adequately supported
 - Time frames considered
 - Theories / models applied
 - Finances considered appropriately
 - Political reality in a company considered
 - Big picture (e.g. industry, setting,...) considered
- **Individual class participation:**
 - Quantity: How often does the student participate?
 - Quality: What new element was added to the discussion?
Was knowledge shared, a critical question asked, a tricky detail explained, a new possibility raised, examples synthesized, arguments summarized, a specific challenge pointed out?
 - Was quantity and quality balanced?
 - Professional conduct (attendance, punctuality,...)