

# BUS M&L 4383 SUPPLY CHAIN MANAGEMENT AUTUMN 2018

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**Class:** Monday and Wednesday: 5:30 – 6:50 pm      **Location:** Mason Hall 405

| Douglas M. Lambert, Ph.D. |                                    |
|---------------------------|------------------------------------|
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| Office Hours:             | Tuesdays 2-5 PM and by appointment |

## COURSE DESCRIPTION

There is a great deal of confusion regarding exactly what supply chain management involves. In fact, many people using the name supply chain management treat it as a synonym for logistics or purchasing or operations. The most common view is that supply chain management is a combination of these three functions. However, successful supply chain management requires cross-functional integration of key business processes within the firm and across the network of firms that comprise the supply chain. The challenge is to determine how to successfully accomplish this integration. The distinction between logistics and supply chain management is identified and a framework for supply chain management is provided. A class session will be devoted to each of the eight supply chain processes as well as tools and techniques that can support implementation of the framework. Students will learn how to implement and sustain the processes, develop metrics to measure performance and use a structured and repeatable process to build and maintain tailored business relationships that provide competitive advantage.

The **teaching method** will be a combination of lecture and class discussions on assigned topics and the CMR Enterprises case.

## TEXT AND READINGS

- The textbook for this course is *Supply Chain Management: Processes, Partnerships, Performance*, 4<sup>th</sup> Edition, Douglas M. Lambert, Editor, Supply Chain Management Institute, 2014.
- There is also a case packet (with the CMR case) available for purchase from Barnes & Noble Book Store locations (Gateway & Central Campus) as well as readings that will be handed out in class or provided on Carmen.

**The University and College expectation is that students spend two hours outside of class for every hour spent in class. Since this course meets 3 hours per week, you should expect to spend 6 hours per week outside of class on course-related work.**

## COURSE OBJECTIVES

The objectives of this course are to provide the student with:

1. An understanding of the **differences between logistics and supply chain management**.
2. An understanding of the **essential processes of supply chain management** and how they can be implemented within individual companies and with key customers and suppliers.
3. An understanding of **tools and techniques** to implementing supply chain management.
4. An understanding of how supply chain management affects the **financial performance** of the firm, its customers and its suppliers.
5. Knowledge about the **professional opportunities** in supply chain management.

## CASE WRITE-UP

Students will form a team (three to five members) to complete one written case analyses (20% of the course grade) during the quarter. Each student team will be responsible for writing up the analysis and solution to the case. The write-up will be a report of case essentials, analysis and recommendations (six to ten pages – double-spaced, 12-point font, 1 inch margins). All students should be prepared to participate in the in-class case discussion.

## CLASS QUIZZES

In place of a mid-term exam there will be **three pop quizzes** during the term of which **two will count toward your course grade**. Students who miss a pop quiz (for any reason including illnesses, schedule conflicts, tardiness, unscheduled vacations, etc.) during the class in which it is given will not be able to make it up afterwards. The lowest of the three quiz scores will be dropped for the final grade calculation in order to provide students with some flexibility in case of any conflicts that might cause them to miss a pop quiz during the term (or if they just happen to have a bad day). If you have any questions about this policy, please let me know.

## GRADING

|                    |            |
|--------------------|------------|
| Class Quizzes      | 30%        |
| Case-write up      | 20%        |
| Class Contribution | 20%        |
| Final Exam         | <u>30%</u> |
| <b>TOTAL</b>       | 100%       |

## PLEASE NOTE

1. Make-up exams are not automatically provided. In order to miss an exam without penalty, approval must be obtained **at least 48 hours** prior to the time of the exam. Missing an exam without prior approval will result in an “F” grade for the course.
2. Modification of class sessions may be made as the course progresses.
3. Late assignments will not be accepted.

## BUS M&L 4383 COURSE SCHEDULE (AUTUMN 2018)

| DATE                    | SUBJECT   | READINGS |
|-------------------------|---|----------|
| Wednesday, August 22    | Supply Chain Management: The Key Processes  | # 1      |
| Monday, August 27       | Customer Relationship Management  | # 2      |
|                         | Form groups and start working on <b>CMR Enterprises case for submission on or before September 10<sup>th</sup> at 5:30 PM</b>   |          |
| Wednesday, August 29    | Supplier Relationship Management  | # 3      |
| Monday, September 3     | <b>LABOR DAY</b>  |          |
| Wednesday, September 5  | Building High Performance Business Relationships  | # 4, 5   |
| Monday, September 10    | Customer Service Management<br>(CMR Enterprises Case is due today)  | # 6, 7   |
| Wednesday, September 12 | Demand Management   | # 8      |
| Monday, September 17    | Order Fulfillment   | # 9      |
| Wednesday, September 19 | Manufacturing Flow Management   | # 10     |
| Monday, September 24    | Product Development and Commercialization   | # 11     |
| Wednesday, September 26 | Returns Management  | # 12     |
| Monday, October 1       | <b>No Class – CSCMP Conference in Nashville</b> Use this class period to review the eight processes in the SCM Framework and see me during office hours if any questions remain or ask me for clarification in class. |          |
| Wednesday, October 3    | Co-Creation of Value  | # 13, 14 |
| Monday, October 8       | Comparison of SCM Frameworks  | #15      |
| Wednesday, October 10   | <b>Final Exam</b>   |          |

### PLEASE NOTE

**There are questions for each chapter posted on Carmen to guide you as you read the chapter. These questions are typical of the questions that will be used for class quizzes.**

# M&L 4383, Autumn 2018

## Reading List

### **Supply Chain Management: Key Processes**

1. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 1.

### **Customer Relationship Management**

2. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 2.

### **Supplier Relationship Management**

3. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 3.

### **Building High Performance Business Relationships**

4. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 15.
5. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 16.

### **Customer Service Management**

6. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 4
7. *Case: CMR Enterprises*

### **Demand Management**

8. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 5.

### **Order Fulfillment**

9. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 6.

### **Manufacturing Flow Management**

10. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 7.

### **Product Development and Commercialization**

11. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 8.

### **Returns Management**

12. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 9.

### **Co-Creation of Value**

13. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 17
14. Douglas M. Lambert and Matias G. Enz, "Co-creating Value: The next level in customer-supplier relationships," *CSCMP's Supply Chain Quarterly*, Vol. 9, No. 3 (2015), pp. 22-28.

### **Comparison of SCM Frameworks**

15. *Supply Chain Management: Processes, Partnerships, Performance*, Chapter 18.

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