

COURSE NAME	Strategic Supply Chain Management
INSTRUCTOR	Nick Wu
OFFICE HOURS	By appointment via email ( <a href="mailto:nicky5127@gmail.com">nicky5127@gmail.com</a> )
COURSE HOURS	<b>Tuesday 17:30~20:20</b>

### COURSE DESCRIPTION

This course focuses on management and improvement of supply chain processes and performance. It will be valuable for students who would like to pursue a career in consulting or take a position in supply chain operations, marketing or finance functions in a manufacturing or distribution firm.

We explore important supply chain metrics, primary tradeoffs in making supply chain decisions, and basic tools for effective and efficient supply chain management, production planning and inventory control, order fulfillment, supply chain coordination, and cost optimization. We will also investigate topics such as global supply chain design, logistics, and outsourcing, several other recent supply chain innovations.

### GRADING POLICY

Your grade in this course will be based on class participation, group case reports and lecture summaries and reviews. I will try to assess your understanding of the tools and concepts covered, your ability to integrate and apply those concepts and your contribution to the learning experience of the class as follows:

- ❖ **Class Participation, Attendance and Group Discussions: 45%**
- ❖ **Group Case Reports: 40%** (Select 1 company to introduce their supply chain management.)
  - ❖ Company Introduction 10 min
  - ❖ Supply Chain Management 40 min
  - ❖ Q&A 10 min

Note: Each team needs to provide the materials of presentation for TA by last Friday. E.g. Team 1 presentation on [4/11\(Tue\)](#), the materials need to provide by [4/7\(Fri\)](#)
- ❖ **Lecture Summary and Reviews: 15%** (Select one of lectures to write down, and mail to TA by [May 30](#))

## TENTATIVE CLASS SCHEDULE (16 Weeks)

<i>Week</i>	<i>Date</i>	<i>Topic</i>
1	2/14	Strategic supply chain management course introduction Chapter 1: Introduction to strategic supply chain management
2	2/21	Chapter 2: Inventory management and risk pooling
3	2/28	228 Peace Memorial Day
4	3/7	Chapter 3: Network planning & Case Study: The Bis Corporation
5	3/14	Chapter 4: Supply contracts (Part 1) & Case Study: American Toll Works
6	3/21	Chapter 4: Supply contracts (Part 2) Practical Purchasing Contract Discussions
7	3/28	Chapter 5: The value of information
8	4/4	Children's Day
9	4/11	Chapter 10: Global logistics and risk management & Team 1 Presentation
10	4/18	Chapter 13: Smart pricing & Case Study: Starbucks Economics- Solving the Mystery of the Elusive "Short" Cappuccino & Team 2 Presentation
11	4/25	Chapter 6: Supply chain integration & Team 3 Presentation
12	5/2	Lecture 1
13	5/9	Chapter 7: Distribution Strategies & Team 4 Presentation
14	5/16	Chapter 9: Procurement and Outsourcing Strategies & Team 5 Presentation
15	5/23	Lecture 2
16	5/30	Strategic supply chain management Case Study: How Kimberly-Clark Keeps Client Costco in Diapers

The proposed class schedule will be condensed from 18 weeks to 16 weeks. The course objectives and learning goal will keep the same, and will adjust as follows.

- 1) The teaching content will be lean, and focus on interactive discussion to assess students' understanding of the tools and concepts covered
- 2) Request students to preview the description and scenario of case, and teamwork to brainstorm before class.

## COURSE MATERIALS

**Text Book:** Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies  
(third edition)