

COURSE NAME	Strategic Supply Chain Management
INSTRUCTOR	Nick Wu
OFFICE HOURS	By appointment via email ( <a href="mailto:hsingyuwu@mx.nthu.edu.tw">hsingyuwu@mx.nthu.edu.tw</a> )
COURSE HOURS	<b>Tuesday 13:30~16:20</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 5 min
    - ❖ Supply Chain Management 25 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 [4/9\(Tue\)](#), the materials need to provide by [4/5\(Fri\)](#)
- ❖ **Guest Lecture Summary and Reviews: 15%** (Select one of guest lectures to write down, and mail to TA [by Jun 8](#))

## CONDITIONALLY OPEN AL TOOL

- ❖ Students must briefly explain how generative AI was used for topic ideation, sentence refinement, or structural reference in the footnotes of the title page or after the reference in their assignments or reports.
- ❖ If usage is discovered without proper disclosure, instructors, the institution, or relevant units have the right to reevaluate the assignment or report or withhold scores.
- ❖ If the course materials or learning resources have been derived from generative AI, the instructor will also indicate this in the slides or orally. Students enrolled in this course agree to the above ethics statement if registering for the class.

## TENTATIVE CLASS SCHEDULE (16 Weeks)

<i>Week</i>	<i>Date</i>	<i>Topic</i>
1	2/20	Strategic supply chain management course introduction Chapter 1: Introduction to strategic supply chain management
2	2/27	Chapter 2: Inventory management and risk pooling
3	3/5	Chapter 3: Network planning & Case Study: The Bis Corporation
4	3/12	Chapter 4: Supply contracts (Part 1) & Case Study: American Toll Works
5	3/19	Chapter 4: Supply contracts (Part 2) Practical Purchasing Contract Discussions
6	3/26	Guest Lecture 1
7	4/2	Chapter 5: The value of information Chapter 13: Smart pricing (Part 1) & Case Study: Starbucks Economics- Solving the Mystery of the Elusive "Short" Cappuccino
8	4/9	Chapter 13: Smart pricing (Part 2) & Team 1 Presentation
9	4/16	Chapter 10: Global logistics and risk management & Team 2 Presentation
10	4/23	Chapter 6: Supply chain integration & Team 3 Presentation
11	4/30	Chapter 7: Distribution strategies

		& Team 4 Presentation
12	5/7	Chapter 9: Procurement and outsourcing strategies & Team 5 Presentation
13	5/14	Chapter 8: Strategic Alliances (Part 1) Case Study: How Kimberly-Clark Keeps Client Costco in Diapers & Team 6 Presentation
14	5/21	Guest Lecture 2
15	5/28	Chapter 8: Strategic Alliances (Part 2)
16	6/4	Strategic supply chain management summary

- ❖ Once the guest lecturer adjusts the speech schedule, we will reschedule accordingly.
- ❖ If my business trip collided with this course, we will move the course to Saturday. There may be 1 or 2 switches.

### COURSE MATERIALS

**Text Book:** Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies

### COURSE KEYWORDS

策略供應鏈管理 Strategic Supply Chain Management, 供應鏈管理/Supply Chain Management, 策略管理/ Strategic Management, 個案教學/ Case Study