

# 國立清華大學

## Course Syllabus, National Tsing Hua University

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Course Name: Logistics and Supply Chain Management

Course No.: 11220TM 401200

### Course Objective:

This course focuses on effective logistics and supply chain strategies for companies that operate globally, with an emphasis on how to plan and integrate supply chain components into a coordinated system. Students are exposed to concepts and models important in supply chain planning with emphasis on key trade-offs and phenomena. The course introduces and utilizes key tactics such as risk pooling and inventory placement, integrated planning and collaboration, and information sharing. Lectures, case discussions introduce various models and methods for supply chain analysis and optimization.

### Keywords:

Logistics, Supply Chain, Distribution, Inventory, Demand Forecasting, Operations, Transportation

### Week Progress:

Week	Date	Topic
1	2/21	Course Introduction
2	2/28	228 Peace Memorial Day (No Class)
3	3/6	Strategic Framework to Analyze Supply Chains Case Study 1: The demise of Blockbuster (page 51)
4	3/13	Designing the Supply Chain Network (I) Case Study 2: Blue Nile and diamond retailing (page 112) - Team 1
5	3/20	Designing the Supply Chain Network (II) Case Study 3: Global supply design for the future: Nokia (page 184) - Team 2
6	3/27	Planning and Coordinating Demand and Supply (I) Case Study 4: Specialty Packaging Corporation (page 216) - Team 3
7	4/3	Intercollegiate Activities (no class: make-up classes will be scheduled)
8	4/10	Planning and Coordinating Demand and Supply (II) Case Study 5: Mintendo game girl (page 255) - Team 4
9	4/17	Managing Economies of Scale in a Supply Chain Case Study 6: Pricing and delivery at NAN (page 323) - Team 5
10	4/24	Toyota factory visit
11	5/1	Mid-term Exam
12	5/8	Managing Uncertainty in a Supply Chain Case Study 7: Should packing be postponed to the DC (page 367) - Team 6
13	5/15	Linking Product Availability to Profits Case Study 8: The need for speed at Winner Apparel (page 402) - Team 7
14	5/22	Transportation in a Supply Chain Case Study 9: The future of same-day delivery: Same as the past (page 439) - Team 8
15	5/29	Managing Cross Functional Drivers in a Supply Chain Case Study 10: To Savor or to Groupon (page 500) - Team 9
16	6/5	Final Presentation

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### Textbook:

- Sunil Chopra (2019). Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7th Edition.

### Reference book:

### Learning Evaluation:

- Opening case presentation: 5%
- Participation: 20%
- Mid-term exam: 35%
- Research Project
  - Presentation: 10%
  - Report: 30%

### Note:

1. A team of \_\_ people jointly prepare an opening-case presentation, a group research project, as well as group discussions in the class.
2. Each team will be assigned to present an opening case. Submitting your ppt via eLearn by the mid night before your presentation day. Naming your ppt as “opening case team 1.ppt”, “opening case team 2“, “opening case team X”.
3. Students are asked to do a group research project, it is about to study the impact of COVID-19 on a firm’s supply chain and its reactions. Each team needs to submit a group research report (2,000-3,000 words, Turn-it-in similarity index is less than 30%). Naming your report as “final report team 1.doc”, as well as “final presentation team 1.ppt”, “final report team X.doc”, “final presentation team X.ppt”, submitting via eLearn by June 4.
4. Participation is required and will be graded, a point card (2.5 points) will be given if participating in discussions each week.
5. Switching your phone off or to silence mode. Without instruction, do not use your phone or laptop computer during the class. No sleep, no food, drinks is allowed.
6. Exam arrangements will not be changed under any kind of your personnel reasons except emergency.
7. Do not use AI to write your report, cheating or plagiarism is strictly prohibited, “zero” will be given if violate.
8. To be advised.