

# 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.: 11310TM 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	09/04	Course Introduction
2	09/11	Strategic Framework to Analyze Supply Chains Case Study 1: The demise of Blockbuster (page 51)
3	09/18	Designing the Supply Chain Network (I) Case Study 2: Blue Nile and diamond retailing (page 112) - Team 1
4	09/25	Designing the Supply Chain Network (II) Case Study 3: Global supply design for the future: Nokia (page 184) - Team 2
5	10/02	Planning and Coordinating Demand and Supply (I) Case Study 4: Specialty Packaging Corporation (page 216) - Team 3 Due for assignment 1
6	10/09	Planning and Coordinating Demand and Supply (II) Case Study 5: Mintendo game girl (page 255) - Team 4
7	10/16	Managing Economies of Scale in a Supply Chain Case Study 6: Pricing and delivery at NAN (page 323) - Team 5 Due for assignment 2
8	10/23	Managing Uncertainty in a Supply Chain Case Study 7: Should packing be postponed to the DC (page 367) - Team 6
9	10/30	Mid-term Exam
10	11/06	NTHU sport day (no class)
11	11/13	Linking Product Availability to Profits Case Study 8: The need for speed at Winner Apparel (page 402) - Team 7 Group Presentation: introduce your research project (5 minutes) Due for assignment 3
12	12/04	Factory visit (won't offer opportunity for participation points)
13	11/20	Transportation in a Supply Chain Case Study 9: The future of same-day delivery: Same as the past (page 439) - Team 8
14	11/27	Managing Cross Functional Drivers in a Supply Chain Case Study 10: Polaris Industries Inc. (page 473) - Team 9
15	12/11	Guest lecturer
16	12/18	Final Presentation (10 minutes) (won't offer opportunity for participation points)

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### Textbook:

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

### Reference book:

### Learning Evaluation:

- Participations: 20%
- Mid-term exam: 40%
- Group assignments: 15%
- Opening case presentation: 5%
- Group final report: 20

### Note:

1. 9/4 第一周上課將進行分組，當天無法到課者請勿選課，已選課者請退選本課程。需要加簽者請先上選課系統申請，9/4 上課時視情況同意，未到課者將不被同意加簽。
2. A team of X people jointly prepare an opening-case presentation, one group research project, as well as group discussions in the class.
3. Each team will be assigned to present an opening case. Submitting your ppt via eeeClass 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”.
4. Students are asked to submit three group assignments, topics will be given during the class.
5. Each group also needs to do a group research project, it is about to study any topic which is related to supply chain management. It's suggested that you would be able to reach the company and get the first-hand research data. Each team needs to submit a group research report (2,000 words at least, 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 eeeClass by December 17.
6. Participation is required and will be graded, a point card (2 points) will be given if participating in discussions each week.
7. 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.
8. Exam arrangements will not be changed under any kind of your personnel reasons except emergency.
9. Do not use AI to write your report, cheating or plagiarism is strictly prohibited, “zero” will be given if violate.
10. To be advised.