

University of International Business and Economics

Supply Chain Management

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I. Course Description

An organization's ultimate success depends on how efficiently and effectively it manages its resources. This requires a thorough understanding of the *processes* that are used to produce and deliver goods and/or services to customers. The main topics include: process analysis, waiting line management, demand management and forecasting, project management, inventory management and revenue management.

II. Course Goals and Outcomes

The goal of this course is to give students a broad exposure to supply chain management, focusing on the managerial tools needed to understand and articulate the problems of an organization's business processes, and the skill sets to *analyze and continuously improve* these business processes. Students should be able to apply the principles of supply chain management to real business situations, and to make effective suggestions for improvements.

III. Format and Class Policies

This course combines traditional lecture, case study, assignment, team project and presentation. Class attendance and participation is required. Turn off your mobile phone or switch it to silent mode, and keep your laptop usage to a minimum during the class.

IV. Course Texts

1. Required

(a) Course syllabus and lecture notes

(b) F. Robert Jacobs and Richard B. Chase (2011), *Operations and Supply Chain Management*, 13th edition, China Machine Press, ISBN: 9787111328742

2. Recommended

Recommended readings you will receive via email

V. Course Requirements and Grading Procedure

Performance Evaluation

Each student's grade will be based on:

Class Participation	20%
Individual Assignments	40%
Group Project	40%
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	100%

Class Participation

Class participation will be evaluated based on each student's contribution during the semester. The instructor will record data on class participation. Please carefully read all assigned materials, make a serious attempt to complete exercises and answer assigned questions, and be ready and willing to actively engage in the classroom learning experience. Coming prepared will help create an interactive learning environment and contribute to the collective learning experience for all of us. If you happen to miss a chance of in-class participation (e.g., time does not permit, or you are not comfortable to speak in class spontaneously), you may talk to the instructor after class or at office hours. However, "negative" participation is discouraged. "Negative" participation is any activity, verbal or non-verbal, which disrupts the class discussions and negatively affects the learning for other students in class.

Individual Assignments

Individual assignments include 2 problem sets. Each problem set will account for 10% of your course work. **All assignments are due at the start of class on the due date. Only hard copies will be accepted (Do not submit your assignments via email).** The release and due dates of each problem set are given in the section of weekly work schedule.

Group Project

The objective of the team project is to apply the principles of supply chain management to a real business situation. This will also develop the student's presentation skills and to develop teamwork skills. Teams will be asked to identify a manufacturing or service process, and to analyze the process and suggest operational improvements. The project contains 3 steps: **project proposal, project presentation, and project report.** (The due dates of each step are given in the section of weekly work schedule.) If necessary, the instructor will provide feedback during the first two steps. 10% of your project mark is based on your project proposal, 40% of your project mark is based on your presentation, and 50% of your project mark is based on your project report. The dates and the order of the presentations will be allocated at random. Everybody in the same group gets the same mark. Therefore, it is your responsibility to make sure your team members are contributing to the project. Any conflicts should be brought to the attention of the instructor as early as possible. More detailed instructions will be provided during the course.

VI. Weekly Work Schedule

This weekly work schedule includes topics and assignment due dates. The Instructor reserves the right to change the schedule. Students will be advised in advance of any change.

Weeks	Weekly Topics	Assignments
1	Introduction to Supply Chain Management	
2	Process Analysis	
3	Process Analysis	Release: Problem Set 1
4	Waiting Line Management	Due: Finalize Groups for Team Projects
5	Waiting Line Management	
6	Project Management	Due: Project Proposal
7	Inventory Management: EOQ Model	Due: Problem Set 1
8	Inventory Management: Lead Time and Demand Uncertainty	Release: Problem Set 2
9	Newsvendor Model Revenue Management	
10	Newsvendor Model Revenue Management	
11	Demand Management and Forecasting	
12	Supply Chain Management in China	Due: Problem Set 2
13	Group Project Presentations	Due: Project Report