



Supply Chain Management Financial Strategy and Profitability

Effective Date: Spring 2019

January 22 – March 15, 2019

I. Course Number: SCM 568

II. Course Title: Supply Chain Management Financial Strategy and Profitability

III. Semester Credit Hours: 3

IV. Course Instructor: Dr. Susan Nash

V. Course Description: This course includes classical and new case studies, numerous examples, and in-depth analysis of technical issues involved in supply chain management, network design, and strategic partnering. The course engages students in managing a supply chain and provides a starting point for discussing the value of information in the supply chain, strategic partnering, and centralized decision making.

Prerequisites: Admission into the MBA program.

VI. Course Delivery Method: Web-enhanced, web-based.

VII. Required Textbooks/Resources: Simchi-Levi, Kaminsky, Simchi-Levi. (2008). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies, 3rd edition, McGraw Hill.

Darren J. Prokop, (2017) Global Supply Chain Security and Management, Butterworth-Heinemann, ISBN 9780128007488 (I will make this available in Blackboard)

Title: Quick-Start Writing Guide for Graduate Research and Writing

Author: Susan Nash

Price: \$16.95

available via Amazon.com

Articles in Blackboard

VIII. Student Learning Outcomes:

1. To employ the concepts, tools, and decision-support systems important for effective management of the supply chain

2. To describe state-of-the-art models, concepts, and solution methods for the supply chain
3. To recognize how analysis is performed, based on experience and heightened intuition
4. To evaluate the value of information and in relation to supply contracts, procurement, outsourcing, and product design

IX. Course Outline:

Week Topic

1 Introduction to Supply Chain Management

Introduction to supply chain management

<https://www.slideshare.net/BehzadBehdani/an-introduction-to-scm-and-role-of-transportation>

2 Inventory Management & Risk Pooling

The Most Important Concept in Supply Chain Management – Risk Pooling

http://www.supplychain247.com/article/the_most_important_concept_in_supply_chain_management_-_risk_pooling/pro_services

Inventory Management and Risk Pooling

<https://www.slideshare.net/pirama2000/3-inventory-management-and-risk-pooling>

3 Network Planning

Six steps to effective network planning

<http://www.supplychainquarterly.com/topics/Manufacturing/scq200801network/>

Supply Chain Network Design – Introduction

<https://www.slideshare.net/manishahi7/supply-chain-network-design-introduction>

4 Supply Contracts

Definition of Supply Contract

<https://www.globalnegotiator.com/international-trade/dictionary/supply-contract/>

Supply Contracts for Restaurant Owners

<https://www.slideshare.net/benjaminDalley/supply-contracts-for-restaurant-owners-by-benjamin-dalley>

5 The Value of Information

The Value of Information

<https://www.slideshare.net/3abooodi/value-of-information>

6 Supply Chain Integration

Supply Chain Integration: Practices & Customer Values

<https://www.slideshare.net/MeysamMaleki/supply-chain-integration-practices-customer-values>

7 Distribution Strategies

Distribution Strategies

<https://www.slideshare.net/AntonisGkekas/distribution-strategies-14815570>

Rural Marketing Strategies, Distribution Strategies

<https://www.slideshare.net/ialwaysthinkprettythings/rm-module-61>

8 Exam I

Strategic Alliances

<https://www.slideshare.net/levi22usa/strategic-alliances-11716724>

9 Procurement and Outsourcing Strategies

Zara Procurement Strategy

<https://www.slideshare.net/binotrisha/zara-procurement-strategy>

10 Global Logistics and Risk Management

Global Logistics Management – Case Study / Example

<https://www.slideshare.net/shagaiebo/global-logistics-management>

11 Coordinated Product & Supply Chain

Coordinated Product and Supply Chain

Physically Efficient vs Market Responsive

<https://www.slideshare.net/pirama2000/coordinated-product-and-supply-chain-design>

12 Customer Value

Customer value and supply chain management

<https://www.slideshare.net/hctaiy/customer-value-and-supply-chain-management>

13 Smart Pricing

AirBnB Smart Pricing

<https://www.airbnb.com/help/article/1168/how-do-i-turn-smart-pricing-on-or-off>

Smart Pricing Strategies

<http://www.marketingprofs.com/articles/2015/27813/smart-pricing-strategies-for-generating-higher-conversions-part-1-of-2>

Smart Pricing

https://www.redknee.com/solutions/by-industry/communications/marketing-solutions/smart_pricing

What's the psychology behind FOMO (The Fear of Missing Out)?

http://www.slate.com/blogs/quora/2015/09/30/fomo_what_s_the_psychology_behind_the_fear_of_missing_out.html

14 Information Technology & Business Processes

IT & SCM

<https://www.slideshare.net/Zaks/it-scm-by-zaki-from-ajay-kumar-garg-institutue-of-management>

15 Exam II

X. Methods of Evaluation:

Grade:

Discussion Posts: 35%

Reflective Journal: 15%

Exam 1 (take-home exam / analysis paper): 25%

Exam 2 (take-home exam / planning paper): 25%

XI. Grading Scale:

A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = 0-59%

XII. Student Participation:

a. Participation Policy: Students are expected to submit homework assignments and journals on time, and take exams on the assigned date.

b. Course Etiquette: Students are expected to interact with other students in a respectful manner.

c. Discussion Board Standards: Students will be expected to converse respectfully.

d. Scholarly Dialogue: Students are expected to answer discussion questions in a scholarly manner using references and citations from literary sources (i.e., Journal of Operations Management) in addition to the textbook. Responses are expected to be thorough with the objective of either supporting or repudiating the answers submitted. Students are expected to engage in respectful dialogue with their fellow peers.

e. Late Assignments: Late assignments will not be accepted unless approved by the instructor.

XIII. MBA Program Goals

Learning Goal 1: Graduates will be competent in the application of broad business disciplines that underlie the MBA degree.

Learning Goal 2: Our students will produce an effectively written analysis of a current business problem.

Learning Goal 3: Our graduates will know how to find, analyze and transform information so they can build better strategies and make more effective decisions.

Learning Goal 4: Our graduates will demonstrate MBA level critical thinking skills.

XIII. Disability Accommodations: Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062.

XIV. Academic Integrity: Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog.

XV. A&M-Texarkana Email Address: Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework.

XVI. Drop Policy: To drop this course after the census date, a student must complete the Drop/Withdrawal Request Form, located on the University website (<http://tamut.edu/Student-Support/Registrar/Dropping.html>) or obtained in the Registrar's Office. The student must submit the signed and completed form to the instructor of each

course indicated on the form to be dropped for his/her signature. The signature is not an "approval" to drop, but rather confirmation that the student has discussed the drop/withdrawal with the faculty member. The form must be submitted to the Registrar's office for processing in person, email Registrar@tamut.edu, mail (7101 University Ave., Texarkana, TX 75503) or fax (903-223-3140). Drop/withdraw forms missing any of the required information will not be accepted by the Registrar's Office for processing. It is the student's responsibility to ensure that the form is completed properly before submission. If a student stops participating in class (attending and submitting assignments) but does not complete and submit the drop/withdrawal form, a final grade based on work completed as outlined in the syllabus will be assigned.

XVII. Class Participation: Students are responsible for beginning their participation on the FIRST CLASS DAY by logging on and completing assignments according to the COURSE CALENDAR. Failure to submit online assignments between the first day of classes and the University census date (according to the University schedule) will result in an ADMINISTRATIVE DROP from the course.

Students with federal loans and/or grants: Students who have federal loans and grants must be aware that participation is monitored in online courses. In the event a student withdraws from a course the student will be required to refund all federal funds prorated from the last date of participation. A

student's last access to Blackboard would not suffice as participation. The required weekly activity could include a comment to a blog, a discussion board posting, a journal entry, a quiz or exam, a submitted assignment, or other measurable and tracked activity.

XVIII. Student Technical Assistance:

☒ Solutions to common problems and FAQ's for your web-enhanced and web courses are found at this link: <http://www.tamut.edu/Training/Student%20Training/index.html>

☒ If you cannot find your resolution there, you can send in a support request detailing your specific problem here: <http://www.tamut.edu/techde/support.htm>

☒ Blackboard Helpdesk contacts (office hours are: Monday - Friday, 8:00a to 5:00p)

Julia Allen (main contact) 903-223-3154 julia.allen@tamut.edu

Nikki Thomson (alternate) 903-223-3083 nikki.thomson@tamut.edu

Jayson Ferguson (alternate) 903-223-3105 jayson.ferguson@tamut.edu

XVIII. Technical Requirements:

Minimum Windows PC Requirements:

- ☒ Pentium IV 1.5GHz+ (preferred: Core Duo)
- ☒ 1 GB RAM minimum (preferred: 2 GB)
- ☒ 128MB Video Card minimum - Sound Card is required for some courses
- ☒ 56K modem minimum (Cable or DSL required for some courses)
- ☒ Windows 2000, XP, Vista or 7
- ☒ Web browser (Internet Explorer 7.0+; Firefox 3.0+)
- ☒ Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10 +, QuickTime player 7.0+, Adobe Reader 9.0+, Java Runtime Environment (Java 1.6.0_15), Windows Media Player 10+, RealPlayer, and

Macromedia/Adobe Shockwave. Some online courses may also require a CD ROM (8x minimum, higher recommended)

Blackboard has certified the following browsers for computers running Windows Operating Systems:

- ☒ Internet Explorer 8 or 9 (IE is not supported on Windows XP)
- ☒ Mozilla Firefox 3.6+
- ☒ Google Chrome

Minimum Apple Macintosh Requirements:

- ☒ Intel Core 2.0GHz+

- ☒ 1 GB RAM (preferred: 2 GB)
- ☒ 128MB Video Card minimum - Sound Card is required for some courses
- ☒ 56K modem minimum (Cable or DSL required for some courses)
- ☒ Web browser (Firefox 3.0+ ; Safari 3.0+)
- ☒ Microsoft Word, minimum Office 97

Some courses will need plug-ins such as Flash player 10+, QuickTime player 7.0+, Adobe Reader 9.0+, Java Runtime Environment, RealPlayer, and Macromedia/Adobe Shockwave.

Some online courses may also require a CD ROM (8x minimum, higher recommended)

Blackboard has certified the following browsers for computers running Macintosh Operating Systems:

- ☒ Mac OS 10.2 (Jaguar): (Safari 1 is compatible)
- ☒ Mac OS 10.3 (Panther): Safari 1.2 (Firefox 1.5 is compatible)
- ☒ Mac OS 10.4 (Tiger): Safari 2 and Firefox 1.5
- ☒ Mac OS 10.5 (Leopard): (Firefox 2.0 is compatible)

iOS and Android Devices

These devices are currently supported using the Blackboard Mobile App, available for free from your App Store or scan the code below:

To access Texas A&M University - Texarkana, there is an individual license fee of \$1.99 per year or \$5.99 lifetime. This fee gives you access to the university from all your (same platform) devices; it is not necessary to pay the fee for each device you own.