

BINGHAMTON UNIVERSITY | SCHOOL OF MANAGEMENT

SYLLABUS AND COURSE OUTLINE

SCM 565 SUPPLY CHAIN MANAGEMENT

FALL 2017

MON/WED, 11:40 AM - 1:05 PM, STUDENT SERVICES WING 115

Contact Information

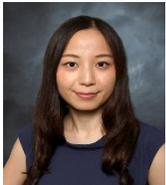
Professor Jiaru Bai

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Office Hours: M/W, 3:00-4:00pm,
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Professor Bio



Jiaru Bai joined the School of Management in 2017 as an assistant professor of Business Analytics and Operations.

She received her Ph.D. in Management from the Paul Merage School of Business at the University of California, Irvine. She obtained a Master's degree in Statistics from UC Irvine, a B.S. degree in Engineering from Beihang University, and a double B.S. degree in Economics from Beijing University.

Her research interests lie in the Interface between operations management and marketing, supply chain management, medical decision analysis and behavioral operations management. Her recent work addresses supply chain coordination in crowd-sourcing platforms. Her research has been published in academic journal such as European Journal of Operational Research, Gynecologic Oncology.

Classroom Etiquette, Guidelines, & Policies

Academic Honesty and Cheating Policy:

By enrolling in this course, you agree to be bound by the Binghamton University's policy on academic honesty. All violations will be reported to administration and result in a grade of 0 for that exam or assignment.

Attendance:

Your attendance for each class session is expected, as is your active participation. If you miss a class for personal or business reasons, please inform the instructor in advance if at all possible. Absences without giving reasons indicate disinterest in the course and will reflect on your grade.

Missed Exam Policy:

Students are required to take the two exams (midterm and final). I will announce the dates of both exams a month in advance so please take this into consideration when making plans or commitments to attend other events. For both exams, if an important and verifiable emergency arises that prevents a student from attending an exam, the student must notify the instructor by email as soon as possible prior to the exam and provide documented proof of the emergency at which point the instructor will decide whether a make-up exam can be given.

Course Objectives

The objective of the course is to help students develop a comprehensive understanding of the material, financial and information flow in a supply chain from the source of raw materials to the end customers. Through a mixture of lectures, case discussion, games and group projects, the course provides students with the tools and means to analyze issues in matching supply and demand in the most cost effective manner, which is a primary challenge for any firm from an operations perspective. Example topics covered in the course include supply chain strategy, demand planning, inventory management, supply chain coordination, risk management, emerging issues such as global supply chains, the impact of information technology and so on. By the end of the course, the students will

- learn the key drivers of supply chain performance
- understand the complexity and challenges of supply chain management, such as in inter-firm and intra-firm coordination, and risk management under demand and supply uncertainty
- learn a set of core strategies and analytical models in supply chain management
- develop the ability to design the appropriate supply chain system that fits into the business model of the company and the market needs

Course Materials

Prerequisites: I will assume that you are familiar with both Excel and basic statistics. I plan to go over these concepts in class to refresh any knowledge that may have been lost, but it will be intended as a review and not a full-blown introduction.

Textbook:

- Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra and Peter Meindl (6 e). The textbook is **recommended** but not required, you could purchase the textbook from the publisher's website [\[here\]](#)

You are required to purchase cases from the Harvard Business School website (www.hbsp.harvard.edu). I will give more information about which cases to purchase as the course progresses.

Microsoft Excel will be used in class. It is recommended that you have access to a computer which has Microsoft Excel.

Blackboard:

Everything related to the course will be handled through Blackboard: all material will be posted there including lecture notes, assignments, and other readings. Assignments will be submitted and returned there as well and any class announcements will be made through the site as well (but you will get an email notification). Check Blackboard and your email regularly to stay up to date on what is happening in class.

Grading

Class Participation	10%
Assignments	15%
Midterm	30%
Project	15%
Final Exam	30%
TOTAL	100%

Class Participation (10%):

You are expected to actively and constructively participate in class. All materials and topics discussed in class may be tested on the midterm or final exam. Students are expected to be attentive to class discussions and may be asked to explain concepts or to provide feedback when a problem is being solved in class. Use of laptop in class is encouraged only during software demonstrations and classroom exercises. Your laptop should be kept closed during lectures. I will not grade class participation based on the correctness of what you say. However, I expect you to prepare, have a view on the discussion questions, and be willing to share it. If you are regularly unprepared or not in attendance you will receive less than full points for the participation portion of the grade.

Assignments (15%):

Homework assignments will be given to reinforce the qualitative and quantitative concepts learned in class. Students are encouraged to discuss assignments with group members or other students but must write up answers individually and turn in the assignments on time. Homework assignments are graded based on completion only, not correctness. It is in your best interest to attempt the problems on your own and check your answers after a solution is posted. Failure to do so will probably not affect your homework grade, but will negatively impact your exam grade. Most assignments are quantitatively oriented. For these assignments, state your assumptions clearly. If you need to make an assumption regarding something central to the problem at hand, justify it. For numerical problems, show your work. For written assignments, your answer alone is not sufficient; your supporting argument should be concise and convincing. If you use Excel to analyze the problem, submit the Excel files together with the write-up in either Word or Adobe Acrobat (pdf) format. Please note that it will be the Word or pdf file that will be graded, so it should be self-contained and I should not have to consult the Excel file. In case I do not understand how you came to certain numbers, I may consult the Excel file and provide comments on it, but it will not factor in your grade. Solutions to each assignment are posted shortly following the due date;

therefore, no late assignment can be accepted. In case of a verifiable emergency (i.e., substantiated by proper documentation), students should contact the instructor as soon as possible, prior to the deadline, to determine a reasonable course of action.

Course Project (15%):

The aim of the course project is to provide an opportunity to apply the course materials to a practical problem or area that is of interest and importance to the students. The project is to be completed in groups. Students can choose any topic that is related to supply chain management, and are encouraged to discuss their selections with the instructor. Some suggested project themes are the following.

- Study the evolution of supply chain models and strategies of a firm or an industry over time. Discuss how the changes in supply chain are related to the change in corporate strategies and market needs of the business, and the concrete operational steps involved in the restructuring process (e.g., in managing inventory and capacity). Evaluate the efficiency and responsiveness of the current supply chain structure, and provide recommendations for future growth.
- Examine an existing supply chain, identify its problems and challenges, and prescribe a solution for improvement. The focus of this type of project is to thoroughly explain the source of the problem/challenge in terms of the industry characteristics and the current status of the company, and provide practical solutions with implementation details (e.g., a time line with specific steps, possible stakeholder reactions and ways to address them).
- Design a supply chain process for emerging business opportunities (e.g., e-commerce, businesses where social responsibility and environmental sustainability is a core corporate value). In this type of project, students are expected to articulate the rationale behind the design of the supply chain and lay out a concrete implementation plan for the proposed model.

The course project consists of three components.

- Project proposal: Each group is required to submit a short written proposal (no more than 4 page, 1 inch margins, 12 point font, double spaced). The proposal should describe the project topic, list the specific questions that your aim to address, and propose a project timeline. The proposal is due on Oct 25.
- Project presentation: Project presentations will take place in the last one or two sessions of the course. Guidelines for the presentation will be announced in class.
- Final project report: The final report is due on Dec 16. The report should be no more than 6 pages (1 inch margins, 12 point font, double spaced), followed by supporting materials in an appendix.

Grading criteria for the course project include (i) innovativeness of ideas, (ii) breadth and depth of research (the quantity and quality of material you find concerning your topic), quality and depth of analysis, (iv) relevance to course materials, (v) quality of writing and presentation.

Exams (30% Each):

There will be one midterm exam and one final exam. Both exams are open book, open notes, and laptop is allowed. In any case, the use of cellphones and internet/wireless services is forbidden during the exam. The final exam is not cumulative.