



IB365 GLOBAL SUPPLY CHAIN MANGEMENT

IES Abroad Vienna

DESCRIPTION:

This course introduces global supply chain management. In the competitive global marketplace, global sourcing refers to the process of locating goods and services in the most efficient manner (particularly with regard to cost and delivery times) wherever in the world they might be. The supply chain refers to both the physical activities related to delivering products and services to customers, as well as informational activities such as product design and planning. Emphasis is placed on both cost reduction and fast reaction time. Supply chain activities may involve the linking of different companies in this process or the coordination of different functional areas within a single company.

Students will learn the most important theories involved in supply chain management and global sourcing, and match that with actual case studies. The course is structured to look at procurement and manufacturing, distribution and logistics, the information technology that supports the process, building of global supply chains as well as the integrated administration of the entire process.

CREDITS: 3

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: none

METHOD OF PRESENTATION:

This course will include lectures, case studies, group discussion, student presentations and site visit (if available)

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation - 10%
- Topic Presentation (or alternatively Reports) - 30%
- Midterm exam - 25%
- Final exam - 35%

Class Participation and Grading Rubric

A	Excellent participation The student's contributions reflect an active reading of the assigned bibliography. Skillfully synthesizes the main ideas of the readings and raises questions about the applications and implications of the material. Demonstrates, through questions and comments, that he or she has been capable of relating the main ideas in the readings to the other information discussed in the course, and with his or her own life experience. The student makes informed judgments about the readings and other ideas discussed in class, providing evidence and reasons. He/she respectfully states his/her reactions about other classmates' opinions, and is capable of contributing to the inquiry spiral with other questions. The student gets fully involved in the completion of the class activities.
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B	<p>Very good participation</p> <p>The student's contributions show that the assigned materials are usually read. Most of the time the main ideas are identified, even though sometimes it seems that applications and implications of the information read were not properly reflected upon. The student is able to construct over others' contributions, but sometimes seems to interrupt the shared construction to go over tangents. He/she is respectful of others' ideas. Regularly involved in the activities but occasionally loses concentration or energy.</p>
C	<p>Regular participation</p> <p>The participant evidences a regular reading of the bibliography, but in a superficial way. He/she tries to construct over others' ideas, but commonly provides comments that indicate lack of preparation about the material. Frequently, contributions are shallow or unarticulated with the discussion in hand.</p>
F	<p>Insufficient participation</p> <p>Consistently, the participant reads in a shallow way or does not read at all. Does not participate in an informed way, and shows lack of interest in constructing over others' ideas.</p>

Course Participation

- Attendance and interaction discussion during classes.

Reports and/or Topic Presentation:

- Students need to submit two reports or alternatively do a topic presentation:
 - Reports should not be more than 1-2 pages, so students should demonstrate their ability to write.
 - Students need to submit reports either in hardcopy or in electronic form. The topics of the reports will be announced in class.
- Topic Presentation:
 - Students who have chosen this alternative will do a short presentation to the whole class. Each topic is based either on a chapter of the textbook or on assigned reading material
 - Each presentation is about 5-7 minutes, including Q & A.
 - Only need to present the most important items on the topic.
 - Students will participate in discussion and will ask questions.
 - The goals of the presentation are:
 - To understand the specific topic and its application in global supply chain management
 - To summarize chapter contents and share with others
 - To practice public presentation and discussion
 - For each Topic Presentation:
 - Summarizing and presenting the contents within given time slot.
 - Searching on the web to find more information about the topic.
 - Identification of potential for the improvement of business processes
 - Demonstrate use of presentation tool, such as Powerpoint or Prezzi (must also be submitted electronically)

Midterm Exam

4-6 questions based on class lectures and assigned literature.

Final Exam

4-6 questions based on class lectures and assigned literature.

Short essay on topics discussed in class and on assigned literature.

LEARNING OUTCOMES:

By the end of the course, students should:

- Be able to identify and describe important features of supply chain management,



- Be knowledgeable about specific market players of supply chain management and global sourcing in the European Union
- Have a command of the specific features of supply chain management in a global context
- Be able to conduct a detailed analysis of a business sourcing problem set in the European Union that involves identifying challenges and possible solutions.

ATTENDANCE POLICY:

IES Vienna requires attendance at all class sessions, including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than the equivalent of a week of classes without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence.

Missing Mandatory Field-trip Outside of Regular Class Hours

Some classes include mandatory trips outside of regular class hours, i.e. on weekends. Students will be made aware of the specific dates of such trips at the latest during the first week of class. Missing a mandatory field trip for reasons other than a health or medical emergency will automatically result in a reduction of the final grade by a third of a letter grade.

Excused absences are permitted only when:

- 1) a student is ill (health issues),
- 2) when class is held on a recognized religious holiday traditionally observed by the particular student, or
- 3) in the case of a grave incident affecting family members;
- 4) exceptions may be made for conflicting academic commitments, but only in writing and only well in advance of missed class time.

Any other absences are unexcused.

CONTENT:

Week	Content	Assignments
Week 1	<p>Introduction to Supply Chain Management (SCM)</p> <ol style="list-style-type: none"> 1. Introduction of Participants, Presentation of course content and requirements 2. Discuss the goal of supply chain management and explain the impact of supply chain decisions on the success of the firm 3. Identify the three supply chain decision phases (strategic design, tactical planning, operation) 4. Define the key supply chain processes (procurement, inventory, distribution) 	<p>Self-introduction of students, definition of course requirements and students’ expectations</p> <p>Class discussion: Supply chains as sources of strategic advantage in global competition</p>
Week 2	<p>SCM and Competitive Strategy</p> <ol style="list-style-type: none"> 1. The role of supply chains in the overall competitive strategy of the firm 2. How do companies integrate supply chain decisions into their business strategy? 3. Strategic challenges for supply chain management 	<p>Topic Presentation Chopra/Meindl Chapter 2 Supply Chain Performance pp 31-48</p> <p>Class Discussion: Supply chains and competitive strategy based on case study (VW-Audi)</p>

Week 3	Supply Chain Drivers and Metrics <ol style="list-style-type: none"> 1. Identify major drivers of supply chain performance (facilities, inventory, transportation, sourcing, pricing) 2. Define key metrics that measure the performance of each driver 	<p>Topic Presentation: Chopra/Meindl Chapter 3 Supply Chain Drivers and Metrics pp. 52-72</p> <p>Class discussion on case study (Seven Eleven)</p>
Week 4	Designing Distribution Networks <ol style="list-style-type: none"> 1. Identify key factors for the design of a distribution network 2. Develop a framework for making network design decisions 3. Optimization techniques for facility location 4. Distribution network for online businesses 	<p>Topic Presentation: Chopra /Meindl Chapter 4-5 Designing Distribution Networks; Network Design pp.81-145</p> <p>Class discussion on case study (Blue Nile; Sportstuff)</p>
Week 5	Midterm test/ Global Supply Chain Networks <ol style="list-style-type: none"> 1. Midterm test 2. Motivations for companies to build global supply chains 3. Risk factors in global supply chains 4. Risk mitigation strategies in global supply chains 5. Geopolitical Factors in global supply chains 	<p>Topic Presentation: Chopra/Meindl Chapter 6 Designing Global Supply Chain Networks pp. 154-181</p> <p>Midterm test (45 min)</p>
Week 6	Coordinating Supply and Demand <ol style="list-style-type: none"> 1. Manage supply and demand to improve synchronization in a SC 2. The bullwhip effect and its impact on supply chain performance 3. Managerial techniques for a coordination of the supply chain 	<p>Topic Presentation: Chopra/Meindl Chapter 9-10 Sales and Operations Planning/Coordination in a Supply Chain pp.243-276</p> <p>Class discussion on case study ((Kloss Planters and Harvesters)</p>
Week 7	Planning and Managing Inventories <ol style="list-style-type: none"> 1. The Role of Cycle Inventory in a supply chain 2. Determining optimum inventory levels 3. The role of IT in inventory management 	<p>Topic Presentation: Chopra/Meindl Chapter 11 Cycle Inventory pp. 280-317</p> <p>Class discussion on case study (Alko)</p>
Week 8	Site Visit (TBC) Visit of production plant of Volkswagen (Bratislava) or Audi (Győr) German car manufacturers and supply chains in the European Union	
Week 9	Sourcing Decisions <ol style="list-style-type: none"> 1. The Role of Sourcing in supply chains 2. The Outsourcing decision 3. Supplier selection and procurement strategies 	<p>Topic Presentation: Chopra/Meindl Chapter 15 Sourcing decisions in supply chains pp.445-477</p> <p>Class discussion on business case (German car industry)</p>

Week 10	Sustainable Supply Chains <ol style="list-style-type: none"> 1. Supply Chains and the discussion on a sustainable economy 2. Key Pillars of Sustainability 3. Supplier relations in “Green” Supply Chains 	Topic Presentation: Chopra/Meindl chapter 17 Sustainability and the Supply Chain pp.504-520 Class discussion on business case (Green Cosmetics)
Week 11		
Week 12	Final Exam Exact date and time TBD	

COURSE-RELATED TRIPS:

- VW-Audi production sites in Győr (Hungary) and/or Bratislava (Slovakia) (if available) (**TBC**)

REQUIRED READINGS:

- Sunil Chopra/ Peter Meindl, Supply Chain Management. Strategy, Planning and Operation (selected chapters), (Pearson2016)

RECOMMENDED READINGS:

- Bowersox, Closs and Cooper, Supply Chain Logistics Management (3rd Ed,) McCraw Hill/Irwin 2009R.
- M. Monczka, R. B. Handfield, L. C. Giunipero, J. L. Patterson: Purchasing and Supply Chain Management. 2012, [ISBN 978-0-538-47642-3](#).
- D. Simchi-Levi, P. Kaminsky, E. Simchi-Levi: Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. 3. Auflage. Boston 2008, [ISBN 978-0-07-128714-2](#).
- H. Stadtler, C. Kilger: Supply Chain Management and Advanced Planning: Concepts, Models, Software, and Case Studies. Berlin 2014
- Drake, Matt, Global Supply Chain Management. New York 2012
- R. Handfield, Sourcing and Supply Chain Management. Mason Ohio 2009
- Nicolas de Loisy , Transportation and the Belt and Road Initiative (Hongkong 2019)