

Supply Chain Management
Course Number: 22:799:643
Course Title: Demand Management MS

COURSE DESCRIPTION AND OBJECTIVES

This course focuses on the applications of forecasting models and methodologies throughout supply chains, for use in business related activities, including operations, sales, marketing and finance. The course aims to help students understand the significance of data analysis and model selection in business related decision making and the development of managerial insights. Sophisticated techniques for forecasting are developed and illustrated by combining theory, examples, practical applications and case studies. The course utilizes Microsoft Excel.

COURSE MATERIALS

Textbook:

Demand Analysis (available at the Rutgers book store at http://rutgers.bncollege.com/webapp/wcs/stores/servlet/BNCB_TextbookDetailView?catalogId=10001&item=N&langId=-1&productId=650011108913&storeId=58552)

Cases:

<https://hbsp.harvard.edu/import/755161>

LEARNING GOALS AND OBJECTIVES

Supply Chain Management knowledge

- Mastery of fundamental supply chain management concepts.
- Ability to integrate and apply supply chain management concepts to resolve business problems.

Ethical judgment

- Recognition of ethical dilemmas in decision-making scenarios.
- To critically evaluate business decision-making scenarios and develop innovative and ethical solutions.

Global perspective

- An understanding of global and diverse business environment.
- Ability to participate in culturally and demographically diverse environment.

Persuasive communication

- Students will be able to communicate information in a clear concise manner.
- Students will be able to communicate relatively complex ideas in an understandable manner.

COURSE FORMAT

The course will consist of a combination of lectures, case presentations, and class discussion. One or more textbook chapters will be covered in one evening session (see schedule below). The lecture/discussion component will be devoted to presentation and discussion of theories, concepts, analytical techniques, and methods that are helpful for supply chain management. Sessions are accompanied by assigned reading materials from the text (see schedule below). The text serves as background information for lecture and casework. Students are *expected to read* the corresponding chapter *before* each class.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy <http://academicintegrity.rutgers.edu/>

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS STRUCTURE

Learning Management System: Canvas <https://canvas.rutgers.edu/>

- Updates to the syllabus, assignments, class cancellations, as well as important announcements will be posted on Canvas. It is the student’s responsibility to check Canvas regularly.
- Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade.
- Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated.

- Make-up exams are not automatically granted. If you know that you will miss an exam you are required to inform the professor and drop the class.

ASSIGNMENTS

Case and Readings Analysis:

Case discussions are used develop critical thinking skills around Demand Management. If you are not familiar with how to analyze and discuss business cases, I recommend you take a look at *The Case Study Handbook: How to Read, Discuss, and Write Persuasively About Cases* by William Ellet.

For each discussion, to receive full credit:

- Post your answer to the discussion question(s) in the thread, ensuring that you have complete answers, as well as well-thought out arguments and/or data.
- Comment on at least one (but ideally more) of your classmates answers'.
- If someone comments on your post, you need to answer.
- Do both in accordance with the learning goal above (persuasive communications).
- You have the option to contribute in either written, audio, or video format.

Homework:

There will be four homework assignments that are posted on Canvas.

- Homework outlined on the syllabus will be described on Canvas.
- You will have approximately one week to complete the homework assignment. All assignments are due as indicated below.
- All assignments must be completed in Excel (and/or Word) and the file(s) must be uploaded to the dropbox.
- NO LATE HOMEWORK WILL BE ACCEPTED!!

Exams:

There will two essay- and short question-based exams that cover all the material up to the date of the exam. Students must take the exam during the assigned week and make-up exams are not encouraged and notification must be given BEFORE the exam in a written form. Otherwise, the student receives no credit for the exam.

Group Project:

This project is a cumulative application of the method. You will join a group of two students and each member of the group will be graded equally. If there are discrepancies in the group, please try and work them out and if it is not possible, please talk to me as soon as possible.

EVALUATION

Category	Percent Points	
Case and Readings Analysis	20%	80
Homework	15%	60
Group Project	20%	80
Midterm Exam	25%	100
Final Exam	25%	100
Total	100%	400

Your final grade is not subject to negotiation. If you believe I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

Grade	Points
A	400-377
A-	376-361
B+	360-349
B	348-337
B-	336-321
C+	320-309
C	308-293
C-	292-281
D	280-241
F	240-0

QUESTIONS, CONCERNS, AND COMPLAINT PROCEDURES

If you have any questions, concerns, or complaints, please contact me immediately and directly. You will not be penalized for doing so. I will endeavor to answer your question or resolve the issue to the best of my ability as quickly as possible. There might be a time when you feel that you are unable to communicate with me directly about something. If that is the case, please contact the department vice-chair, Prof. () at (). Prof. () is responsible for addressing student grievances in the department, and he will contact me about the matter. Your identity will be protected if you request that it be so.

COURSE SCHEDULE

Week	Topic	Optional Readings (Chapters)	Cases and Articles
1	Introduction to SCM and Demand Management	1. Supply Chain Management 2. The Demand Management Process	
2	Introduction to Forecasting Methods	3. Moving Averages and Exponential Smoothing	<i>Sport Obermeyer Ltd.</i>
3	Exponential Smoothing	3. Moving Averages and Exponential Smoothing	<i>Forecasting Denosumab</i>
4	New Product Forecasting	3. Moving Averages and Exponential Smoothing	<i>FoldRite Furniture Company</i>
5	Simple Regression	4. Introduction to Forecasting with Regression Methods	
6	Multiple Regression	5. Forecasting with Multiple Regression	<i>Marriott Rooms Forecasting</i>
7	Selecting the Best Forecast		
8	Midterm Exam		
9	Inventory Management	6. Managing Inventories	<i>The Morrison Company</i>
10	Order Fulfillment	7. Logistics Management	<i>Scientific Glass Incorporated</i>
11	Supply Chain Simulation (synchronous - we will decide on a time)	Simulation Instructions (see instructions in the module)	
12	Sales and Operations Planning	8. Sales and Operations Planning 9. Advanced Sales and Operations Planning	Competitive Advantage at L&L Sales and Operations Management Articles (see posting)
13	Financial Impact of Demand Management		

14	Project	
15	Final Exam	

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]