COURSE DESCRIPTION

Regardless of your product or service it is important in today’s global environment to design and deliver customer value with a full understanding of the inherent supply chain efficiencies associated with meeting your market needs. In this course we will explore the need to use customer driven market data to drive product/services design and the integration of those processes with the supply chain delivery process. We will also explore the use of third-party partners in delivering market innovation and various relationship models that leverage those competencies in providing unique, differentiated competitive value. The course will also cover the integration of the product life cycle with various supply chain strategies that optimize both customer and shareholder return. Practical examples of global core product harmonization practices with regional customization and advanced supply chain processes such as “postponement” manufacturing will be presented for discussion and analysis. Delivered by an Industry Executive in a series of five (5) sessions, the course reflects current thinking and future challenges in bringing to market innovative products and services in an ever evolving global (Digital) market environment.

CLASS OUTLINE

- Understanding your market and defining elements of unique, differentiated value.
  - Key product/channel characteristics
  - Product and production design platforms
- Translating your product value through the design of the supply chain relative to innovation and efficiency.
  - Leveraging core technologies and strategic 3rd party relationships
  - Managing innovation at the process and product level
- Internal alignment processes associated with building a responsive organization.
  - Critical cross functional processes & establishing common goals & objectives
  - Internal/External collaboration practices
- Third party partner selection process and optimizing the relationship through strategic alignment.
  - Strategic sourcing practices
  - Relationship management processes
- Understanding the product life cycle and unique supply chain strategies associated with optimizing return at each stage.
  - Balancing internal/external resources to optimize return
  - Introducing product enhancement and new technologies.

GRADING OUTLINE
• 50% Class Participation
• 50% Case Study (3-page paper)

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.

SUPPORT SERVICES


[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]
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/](http://vpva.rutgers.edu/).

[Rutgers University-New Brunswick incident report link: [http://studentconduct.rutgers.edu/concern/](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](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 [TitleIX@newark.rutgers.edu](mailto: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](mailto: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](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/](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/](http://counseling.newark.rutgers.edu/) ]

[Rutgers Counseling and Psychological Services–New Brunswick: [http://rhscaps.rutgers.edu/](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/](http://health.newark.rutgers.edu/)]

[Rutgers Health Services – New Brunswick: [http://health.rutgers.edu/](http://health.rutgers.edu/) ]

If you are in need of legal services, please use our readily available services: [http://rusls.rutgers.edu/](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.]