

Supply Chain Management
Course Number: 22:799:692
Course Title: Supply Chain Management Strategy for Non-RBS Students

COURSE DESCRIPTION

This course provides an overview of developing and implementing supply chain strategies. Supply Chain Management involves the flow of material and information among all the firms that contribute to the value of the product. This course will:

1. Examine supply chain strategic decisions and their impact (risks) on Customer Service, Operational Execution, Financials, and competitive landscape.
2. Provide practical methodologies to manage / mitigate the impact (risks).

COURSE MATERIALS

COURSEPACK: Rutgers Supply Chain Management Strategies at Harvard Business Review.
Link: [Coursepack](#). Cost \$38.25

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop knowledge and skills in the following area(s):

1. **Business knowledge.**
Students who complete this course will demonstrate:
 - a) Understand high level view of end-to-end supply chain.
 - b) Articulate the “make, buy, partner” decisions in building an effective and efficient supply chain.
 - c) Become proficient in developing and analyzing the impact of decision on Customer Service, Operational Execution, Financials, and Competitive landscape.
 - d) Develop strategies to manage impact (risks) of supply chain decisions.
2. **Skill Enhancement: Persuasive Communication.**
Students who complete this course will demonstrate:
 - a) To clearly articulate decision-making scenarios.
 - b) Based on business knowledge, make and advocate for a recommendation.
 - c) Evaluate impact (risks) and constructively challenge others on their recommendation.

3. **Skill Enhancement: Global perspective.**

Students who complete this course will demonstrate:

- a) Ability to lead and/or participate in a culturally and demographically diverse classroom environment.
- b) Understanding of the impact of cultural and demographic diversity on business interactions.

Students develop these skills and knowledge through the following course activities and assignments:

- ✦ **Lectures.** 20 – 30% of class time will be devoted to lectures. The goal here is to provide primers on supply chain management.
- ✦ **Case Discussions.** Majority of class time will be dedicated to examining, discussing, and learning from assigned cases. It is expected that all read cases prior to their discussion.
- ✦ **Evaluation.**

Case Preparations and Engagement	50%
Project 1: Case Presentation	10%
Project 2: Case Presentation	30%
Attendance & Class Participation	10%

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.

ATTENDANCE

Attendance is required and included as part of your grade; if for any reason you miss a class, you are responsible for all work covered. Please be sure to check the canvas site for the course prior to each class for any last-minute scheduling changes.

GRADING

A	96 - 100	C+	77 – 79	F Below 60
A-	90 - 95	C	70 – 76	
B+	87-89	D+	67 – 69	
B	80-86	D	60 - 66	

COURSE SCHEDULE

Topic	Reading
<ul style="list-style-type: none"> • Introduction & Expectations • Syllabus Review • Supply Chain Primer • Key Decision for Supply Chain Management 	“Supply Chain Strategy” by Edmund Prater and Kim Whitehead And “Sandlands Vineyards” by Benjamin Esty and Greg Saldutte
<ul style="list-style-type: none"> • Strategy & Tactics • Customer Service Impact: Case 1 Discussion (Last day to drop without a W)	“Uniqlo: A supply chain going global.” By Benjamin Yen
<ul style="list-style-type: none"> • Customer Service: Case 2 Discussion • Impact mitigation 	“Fuyao Glass America: Sourcing Decision” by Willy Shih
<ul style="list-style-type: none"> • Operational Impact: Case 1 Discussion • Impact mitigation 	“VF Brands: Global Supply Chain Strategy” by Gary Pisano and Pamela Adams
<ul style="list-style-type: none"> • Operational Impact: Case 2 Discussion • Impact mitigation 	Prepare for Presentation
PROJECT 1 Presentations	“Supply Chain Strategy at TCL Multimedia” by Yinan Qi and Stephen Vachon
<ul style="list-style-type: none"> • Financial Impact: Case 1 Discussion • Impact mitigation 	“StarTech.com: Supply Chain Strategy” by P. Fraser Johnson and Ken Mark
<ul style="list-style-type: none"> • Financial Impact: Case 2 Discussion • Impact mitigation 	“Saks: Shocking the Fashion Industry Supply Chain” by Michael Marks and David Hoyt
No Class	
<ul style="list-style-type: none"> • Competitive Landscape Impact: Case 1 Discussion • Impact mitigation 	Sustainability at IKEA group. By V. Kasturin Rangan et al.
<ul style="list-style-type: none"> • Competitive Landscape Impact: Case 2 Discussion • Impact mitigation (Last day to drop with a W)	
Class Summary and Learning Feedback	
Presentation Prep and Consultations	
Project 2 Presentations	

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.]