

**Supply Chain Management**  
**Course Number: 29:799:489**  
**Course Title: SCM Case Analysis and Professional Presentation**

**COURSE DESCRIPTION**

This course will focus on methods to improve students’ ability to solve both supply chain and other business cases while honing their presentation skills. The course will focus on using the Steps in DMAIC to solve business cases/business problems.

- **Defining** – defining and reformatting the problem to reach a clear communication of the problem that is shared by all
- **Measurements**—collecting all available hard and inferential data related to the problem. This data is usually focused on a Company’s P&L Statement and Balance Sheet since the goal of the company is to maximize profit by minimizing costs and increasing revenue for an improved ROI.
- **Analysis** – assessing the data using Value & SWOT Analysis, Marketing Myopia Checks, Process Mapping, Fishbones and other analytical tools to develop 2 or more **IDEAS**/options that will **IMPROVE** the current situation/resolve the problem.
- **Impact & Improvement IDEAS** – defining parties: customers, corporation, vendors, competition, etc. that are or will be impacted and how your Recommended Solution/**IDEAS** will **Improve** the situation.
- **Controls in Implementation** – how do we cover the gap from “what is” to “what needs to be” and what Control Measurements are needed to make sure our Recommendations are working.
- **Presentation** – how do we construct an informative, concise and data driven presentation that conveys our Management ideas to stockholders using DMAIC as your outline

Classes will consist of:

- Lecture, practical examples, group project, Business Case Analysis, Q&A, and follow-up discussions of the material covered in previous classes.
- A group business case analysis & presentation.
- One Test; True/False covering Analysis Techniques and Phase 1 of the Business Case
- Outside guest speakers may also be invited as appropriate.
- Attendance will be monitored and missed classes negatively impact your Participation grade
- Participation is worth 25% of your grade and it means **ACTIVE PARTICIPATION** not just sitting in your seat

**COURSE SUMMARY**

- The purpose of this course is for students to learn how to effectively analyze business cases and deliver a superb final presentation of a business case. The professor will provide ample opportunities for **YOU** to develop these skills but what you get out of this course is largely based on what **YOU** put into it. This course requires **YOU** to do significant outside research and

continual pre-practice for each of your presentations to maximize your learning and your grade. Trying to “slide by” in this course will leave you in a very bad place for that is not acceptable to the professor and your grade will suffer accordingly.

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## COURSE MATERIALS

### 1. SLIDE DECKS & OTHER COURSE MATERIALS

- Slide decks covering topics in the course will be reviewed and discussed in class and will also be provided to students through Canvas. Typically 1 week in advance.
  - Other course materials will also be provided to students through Canvas.
  - Check **Canvas** (Canvas.rutgers.edu) and your **official Rutgers email account** regularly for updates and announcements.
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## LEARNING GOALS AND OBJECTIVES

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

- **Knowledge.** Students will have broad understanding of basic business theory and practice and deep understanding of theory and practice in the field of supply chain management.

Students who complete this course will demonstrate:

- Basic knowledge and framework to address Analysis and Presentation for the classroom, other courses, interviews, internships, and careers
- Basic knowledge of DMAIC as an analytical tool and the basis for a Business Case Presentation
- Basic knowledge of EXCEL and PowerPoint as presentation tools
- a) Ability to apply appropriate quantitative methods to analyze business data, and to apply quantitative modeling techniques to analyze business plans and decisions in supply chain management.

- **Effective communication.** Students will be effective communicators.

Students who complete this course will demonstrate:

- a) Ability to construct clear, concise, and convincing written business communication.
- b) Ability to construct and deliver clear, concise, and convincing oral communication.

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

- **Lectures.** Class lectures are supported by, but not replaced by PPT Slides providing an introduction to the specific supply chain concepts being covered and follow a slide deck presentation of the material to transfer the supply chain knowledge to the students. Lectures

make use of practical examples from business and industry, and interactive group exercises to help ensure thorough comprehension of the material.

- **Homework via Oral Presentations = 30 Pts.** There are 3 Homework assignments delivered via oral presentations designed to reinforce concepts in the course and for students to practice their presentation skills. Homework 1 Presentation covers Analytics Techniques (10 pts). Homework 2 is your first/Phase 1 Business Case Report (10 pts). The third presentation covers the Measurements for the Revised/Phase 2 Case (10 pts). Homework is also subject to being turned in, graded, and then reviewed in class to ensure knowledge transfer.
- **Final (Phase 2) Business Case Group Projects 35 pts.** Students are assigned to a group (4-6 students per group) project. A Business Case is assigned to each group. Groups must work together as a team to research the topic, develop a presentation of the topic for the class, and deliver the both the Final (Phase 2) Business Case presentations to the Professor at the end of the semester using DMAIC. Each student must individually participate in the research, development and delivery of each presentation. Group presentations are limited to 10-15 minutes total so students must be clear and concise in their communications. Team members will be given the opportunity to evaluate other members' contributions so that particularly strong or weak performance can be recognized and factored into each student's final grade.
- **Test = 10 pts.** The course includes one non-cumulative mid-term test at 10 pts to formally assess students' knowledge and comprehension. Test consists of true/false questions related to the Phase 1 Case and to analytics techniques.
- **Class Participation = 25 pts.** Participation is an integral part of the course for it is your opportunity to articulate the concepts you've learned as well as allowing you to generate your own questions and answers to issues discussed throughout the semester. Participation means you are IN CLASS. I will be UNFORGIVING when students miss class or are late without a valid reason.

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## PREREQUISITES

The proposed course focuses on the fundamental concepts of SCM and complements the core courses offered by other RBS departments by:

1. Showing how SCM, together with other disciplines, contributes to the mission of the firm;
2. Introducing practical issues and challenges in managing the resource flows for products and services, and showing how cross-functional approaches can lead to effective business solutions; and
3. Pinpointing the relationship between SCM and other business disciplines. For example, this course uses product costs in comparison to product value elements to pinpoint areas rife for cost reduction opportunities thereby bringing together Accounting, Marketing and Supply Chain concepts to increase product profitability.

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## 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](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

Expect me to attend all class sessions.

- If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible with appropriate information and instructions.

Students are expected to attend all scheduled classes and participate in each session to receive full credit towards the attendance and participation grade.

- Attendance will be taken for each class.
  - Attendance will be taken at varying times and may also be taken multiple times during a lecture session.
  - Arriving late will negatively impact your participation grade.
    - You must be in class for the duration to receive credit for attendance and participation.  
Note: Attendance may be taken multiple times during a lecture session.
    - Late arrivals or early departures for extenuating circumstances must be reviewed and approved by the professor in advance of class.
- Students that have unexcused absences will receive a progressively reduced attendance grade for the semester.
  - **Each unexcused absence will reduce the Attendance grade by 10%** (i.e., 1 = 90%, 2 = 80%, 3 = 70%, 4 = 60%, 5 = 50%, 6 = 40%, 7 = 30%, 8 = 20%, 9 = 10%, 10 = 0%)
- If you are to be absent, report your absence in advance via e-mail to (). Please note that this notification is a courtesy to the instructor and does not constitute an approved absence.
- You may also send me an email at () requesting an excused absence. Please include all relevant information. I will confirm or deny your request based on the circumstances and appropriateness of the information you provide.
  - If your absence is due to religious observance, a Rutgers-approved activity, chronic illness, or family emergency/death and you are seeking make-up work, please send an email with full details and supporting documentation preferably in advance, but no later than 24 hours of your absence from class. Upon receipt of documentation, we will discuss options for making up assignments that were missed in class.

Additional information about attendance policies can be found at <http://sasundergrad.rutgers.edu/academics/courses/registration-and-course-policies/attendance-and-cancellation-of-class>

Expect me to arrive on time for each class session. I expect the same of you.

Class will start on time. Out of respect for your fellow students and for the instructor, please be on time for class. **Arriving late is not acceptable.**

- I understand that unforeseen circumstances occasionally arise, particularly for students that are commuting. Please travel safely to class and enter class as quietly as possible if you will be late.
- If arriving on time for class will be an on-going problem for you, please notify me so that I am aware of the issue.

Expect me to remain for the entirety of each class session. I expect the same of you.

- If you are going to leave early, please let me know in advance.

Expect me to prepare properly for each class session. I expect the same of you.

- Complete all background reading and assignments. You cannot learn if you are not prepared.

Expect me to participate fully in each class session. I expect the same of you.

- Stay focused and involved. You cannot learn if you are not paying attention.

For weather emergencies, please consult the campus home page. If the campus is open, class will be held unless you have heard from me otherwise. I will communicate any changes to our regular class schedule via email and via Canvas as far in advance as possible.

Professor may discuss recent news releases, newspaper articles, and view You Tube videos in class. Some of the material from this discussion may be on the tests. If you are not in class or come late or leave early, you will miss this and may therefore not be able to answer the questions pertaining to this on the tests.

## **Participation Policy**

### **During Class**

There will be frequent opportunities for students to participate during class for the Professor continuously uses interrogative questioning when covering business cases, analytics techniques and current business trends in order for students to “figure out” the answer themselves and articulate that answer to the professor and the class.

**Participation means ACTIVE CLASS ENGAGEMENT in Q&A, Discussion, and Introduction of Auxiliary Information. If I don’t know who you are or what your voice sounds like, YOU ARE NOT Participating.**

### **PARTICIPATION = 25 Pts**

There are 25 Participation Points for the course. In order for you to know where you stand on your participation, your participation points will be posted 3x during the semester per the course schedule. **Maximum participation points per reporting period are 5, 10, 10 for a total of 25.**

### **FINAL (PHASE 2) BUSINESS CASE GROUP PROJECT = 35 Pts**

The Phase 2 Business Case Group project will require an end of semester presentation by the Team using DMAIC.

- Groups of approximately five (5) students each will be assigned a supply chain Business Case to research and present to the class via DMAIC. Assume that you are the Management of this Company and are setting the future direction of the Company to the stockholders.

- All students are required to participate in completing and presenting each part of the Case to receive full credit for participation in the class.
  - Student teams will be formed by Week 2 in the Semester.
  - Student groups will prepare a 10 - 15 minute Business Case Analysis presentation using DMAIC. You may NOT use videos as part of your presentation. I want your work, not someone else's.
  - Student teams are expected to organize themselves to complete this assignment.
  - It can be intimidating for some students to present in front of a large audience, however, this is an important skill which you will need to develop to be successful in your business career and this course. The Business Case Presentation and three additional presentations (Icebreaker Speech about yourself + 2 homework assignments) will provide opportunities to work on this skill in front of a safe audience. Professor will provide feedback after each of your oral presentations to improve your presentation skills.
  - **Students who fail to participate in the Business Case Presentation will receive a 50% or more reduction in the Final Business Case Grade**
  - If you have any questions or concerns about the oral presentations please make sure to see me at the beginning of the semester.
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## **HOMEWORK PRESENTATION ASSIGNMENTS = 30 Pts**

There are 3 homework assignments where students will report their findings via an oral presentation to the class/instructor. The Professor will provide feedback on the quality of the homework and make suggestions on how to strengthen the student's presentation when appropriate.

Missed homework assignments cannot be made up.

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## **CLASSROOM CONDUCT**

- Computers: Utilizing laptops, tablets, etc. during class is not permitted as a general rule, except and unless you are using this technology to actually take notes for this class.
- Cell Phones: Please silence your phones before class. If you must take an urgent phone call during class, exit the room quietly and quickly to minimize disruptions.
- Recording Lectures: All unauthorized recordings of class lectures/discussions are prohibited. Recordings to accommodate the needs of individual students must be approved in advance, for personal use during the semester only. Redistribution of approved recordings are prohibited.
- Side conversations: A quick and quiet clarification or question of a classmate is acceptable, but I do ask that you keep side conversations to a minimum as to not disrupt the class for your peers and me.
- Questions: **Questions and student interaction is highly desired.** If you have a question it is likely that other may have the same question as well, so please ask me during class if possible (or after class if necessary) and I will do my best to provide an answer.

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## EXAM DATES AND POLICIES

There are two tests and a Final Case Presentation in this course:

**Test #1:**

**Final Case Presentation:**

**DO NOT MAKE TRAVEL PLANS AND COME TO ME WITH THE PROBLEM. Test and Case Presentation dates are already posted. PLAN ON THOSE DATES.**

Tests will be closed book and may consist of true/false, multiple choice, and short answer questions. Content for test questions will be developed from class lectures/discussions, assigned readings, case studies, guest lectures, and student presentations. Guidelines for content will be reviewed with the class in advance of each test.

Tests will **not** be returned after grading. Students who would like to review their graded test(s) can come to office hours or make an appointment and review the test(s) in the office.

If you have a disability that influences testing procedures, please provide me with an official letter from the Office of Disability Services at the start of the semester.

During tests, the following rules apply:

- Your test will not be accepted without signing the Rutgers Honor Pledge printed on the test.
- **All electronic devices must be shut down and put away for the duration of the test**, along with books, notes, etc. **You may need to bring a calculator for the test \*\*\* NOT YOU'RE PHONE \*\*\* I will let you know in advance.**
- Once the test begins, students will NOT be allowed to leave the room (except in an emergency) until the test is completed and turn in. **USE THE RESTROOM BEFORE EXAM BEGINS.**
- Please use the restroom prior to the test start. Leaving the room during the test will not be permitted unless there are emergency circumstances.
- Students must show a valid Rutgers photo ID to turn in the completed test.
- Make-up tests will only be considered with prior review and approval by the professor.

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## GRADING POLICY

Course grades are determined as follows:

Test #1	10%
Participation	25%
Final Bus Case Present'n	35%

Oral Presentations Hmwrk Rpts 30%

In order for you to know exactly where you stand with your Attendance and Participation grade throughout the semester, Attendance grade will be **reduced by 10%** for each unexcused absence, Participation Pts will be posted 3X during the semester by the Professor.

- If you do not participate in the Group Project, your Participation grade will be **reduced by 50%**, i.e., half.

### Grading Scale

90% and above	=	A
87% - 89%	=	B+
80% - 86%	=	B
77% - 79%	=	C+
70% - 76%	=	C
60% - 69%	=	D
59% and below	=	F

### Other items pertaining to grades:

- All grades will be posted in Canvas as when grading is completed.
  - I do not grade “on a curve.” However, for tests, I will look at the questions that were missed by the class. If a question was frequently missed, I will consider this in assigning the final grades. If any points were added back to the test scores, I will notify the class.
  - I will use the “warning grade” roster at the mid-point of the semester as necessary.
  - I will gladly answer questions that you have about assignments for clarification and guidance, but out of fairness to all students, I will not “pre-grade” an assignment in advance of final submission.
  - **There is no extra credit available in this course.**
  - Important note regarding your final grade: Please earn your grade throughout the semester. **Your grade is not subject to negotiation.**
    - If you feel that I have made an error in grading, submit your concern to me in writing with the precise concern/error. If I have made an error, I will gladly correct it, but please be aware that I will only adjust grades if I have made an error.
    - I will not adjust grades based upon outcomes such as a negative impact to a GPA, lost tuition reimbursement, etc.
    - Attempting to influence faculty in an effort to obtain a grade that was not earned is a form of dishonest academic behavior.
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## **COURSE SCHEDULE**



Wk #	Accomplishments	Pts
1	Course Expectations, Presentation Rules: No ah's , 5 X 5, Don't Read Slides	
2	Icebreaker Speech, Ah counts, Form Teams, DMAIC	
3	Analytics Technique Review –student teams assigned Analytics Technique	
4	Oral PPT Presentation for Analytics & EKFT Case Phase 1 handout	10
5	<b>EKFT Phase 1 Oral Q&amp;A Points (3) &amp; Test 1 on Analysis Techniques</b>	10
6	DMAIC Outline for EKFT Case Phase 1 include Process Map	
7	EKFT Phase 1 Case Key Measurements	
	<b>Spring Recess w/o ()</b>	
8	Oral Pwr Pt EKFT Case Phase 1 Report Pwr Point Presentation using DMAIC	10
9	Phase 2 EKFT Case Discussion = You are EKFT Mgt setting the Future Course of the Company	
10	Phase 2 EKFT Case DMAIC Outline	
11	<b>Oral Pwr Pt Case Phase 2 Measurements presentation</b>	10
12	Rigorous Analysis to cost out options and Reco Best Options via ROI	
13	Develop Final Report Power Point Presentation email to Prof by ()	
14	Present Final Report to Prof (Substandard reports will be “redone” on Finals Day)	35
	<b>Participation Points posted in Gradebook 3x during semester ie (5,10,10)</b>	25
1-13	<b>Total Points</b>	100

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## 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](http://ods.rutgers.edu).

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

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

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

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

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](mailto:PALS@newark.rutgers.edu)]

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