



**CARLETON UNIVERSITY
DEPARTMENT
BUSI 4331 SECTION A
FALL 2017
E-SUPPLY CHAIN TECHNOLOGY AND MANAGEMENT (E-SCM)**

Instructor: Michael Horricks
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Course meets: Friday 835 to 1125 am

Pre-requisites & precluded Courses:

Third Year Standing and BUSI 2301 and BUSI 2400 with a grade of C or higher in each course

Course Calendar description from the 2016/2017 University calendar:

The strategic and operational issues of SCM are driven by information and communication technologies (ICT). Internet enabled technology to support the SCM processes both within the firm and across the supply chain in sourcing, producing and delivering.

Course Description and Objectives:

Information and communication technology (ICT) is a core capability that is essential for supply chain integration. This course discusses the state of the art ICT that enables the integration of different operational functions such as sourcing, innovation and product development, and logistics across different entities within the same firm or across different firms for effective and efficient management of the supply chain of goods and services. Of particular interest to this course is e-Commerce enabling technologies. This course strikes a balance between the theoretical underpinnings of and hands-on experience on such technologies. The knowledge body in this course is useful for students of all business concentrations as well as computer science and systems engineering.

Learning objectives:

Developing basic understanding of the foundations of e-SCM strategic and operational issues in the context of e-business.

Hands-on experience with supply chain technologies.

Reading(s)/Textbook(s):**Reference Textbook**

Textbook 1(Optional): David Frederick Ross, Introduction to Supply Chain Management Technologies, Second Edition, CRC Press, 2010. **ISBN-13:** 9781439837535.

Textbook 2 (Required): Kenneth C. Laudon and Carol Traver, E-Commerce 2015, Eleventh Edition, Prentice Hall, 2015. **ISBN-10:** 0133507165 • **ISBN-13:** 9780133507164

Software Platforms

Software platforms, indicated in the schedule, will be heavily used in a lab environment to build hands-on application of the theoretical concepts delivered in class.

Class Presentation Slides

Presentation slides, where used, will be made available via cuLearn.

Course Requirements & Methods of Evaluation:**Grade Distribution**

Attendance & Participation	10%
Business Plan Presentation & MVP Demo #1	20%
MVP Demo #2	20%
Term Presentation	5%
Term Paper	45%

Attendance & Participation (10%)

Attendance and participation is essential for the individual's and collective learning experience. This applies to the classroom and the lab. Prior reading of the class material is expected and participation in class should be based on prior knowledge of the material.

Business Plan Presentation & MVP Demo #1 (20%)

Based on the foundations established in the first three classes, student groups will formulate an e-Commerce business plan to fully build and implement an e-Commerce store using Shopify toolbox. Student groups will make 15-min presentations of their business plan and a demo of their e-Commerce store Minimum Viable Product (MVP).

MVP Demo #2 (20%)

Building on their business plan, student groups will develop an integrated enterprise ERP system using Odoo technology. This system should include at least merchandizing, ERP integration, and logistics integration.

Term Paper Presentation (5%)

Student groups will present their final MVP supported by a demo of their Odoo enterprise implementation in a 20-min presentation.

Term Paper (45%)

The term paper will document the business plan and the e-Commerce store execution as well as the integrated technologies. Term paper rubrics are provided on cuLearn.

Course Schedule:

Tentative Schedule

WK	Date	Topics	Material	Deliverables	
1	08/09/2017	Class: <ul style="list-style-type: none"> ▪ Strategic Supply Chain ▪ Supply Chain Technologies: An Overview 	<ul style="list-style-type: none"> ▪ Textbook 1: Chapter 1 ▪ Textbook 1: Chapter 9 		
2	15/09/2017	Class: <ul style="list-style-type: none"> ▪ e-Commerce Business Models 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 2 		
3	22/09/2017	Lab: Room TBA <ul style="list-style-type: none"> ▪ e-Commerce Web Presence 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 4 ▪ Technology: Shopify ▪ Exercise: build and connect web presence. 		
4	29/09/2017	Class: <ul style="list-style-type: none"> ▪ Online Retailing and Services ▪ Social Networks, Auctions, & Portals 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 10 ▪ Textbook 2: Chapter 11 		
5	06/10/2017	Class: <ul style="list-style-type: none"> ▪ Business model presentations 		MVP Demo #1	
6	13/10/2017	Class: <ul style="list-style-type: none"> ▪ Supply Chain Integration ▪ Enterprise Resource Planning (ERP) Systems 	<ul style="list-style-type: none"> ▪ Textbook 1: Chapter 3 (up to page 90) ▪ Textbook 1: Chapter 4 		
7	20/10/2017	Lab: Room TBA <ul style="list-style-type: none"> ▪ ERP Systems 	<ul style="list-style-type: none"> ▪ Technology: Odoo ▪ Exercise: build inventory, open store, run and manage transactions 		
8	27/10/2017	Fall Break: Classes Suspended			
9	03/11/2017	Class: <ul style="list-style-type: none"> ▪ e-Logistics Management 	<ul style="list-style-type: none"> ▪ Textbook 1: Chapter 8 ▪ Technology: Amazon Fulfillment 		
10	10/11/2017	Lab: Room TBA <ul style="list-style-type: none"> ▪ MVP Development Session 		MVP Demo #2	
11	17/11/2017	Class: <ul style="list-style-type: none"> ▪ e-Commerce Marketing Channels 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 6 ▪ Textbook 2: Chapter 7 		
12	24/11/2017	Class: <ul style="list-style-type: none"> ▪ B2B e-Commerce 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 12 ▪ Data: SimilarWeb, BuiltWith 		
13	01/12/2017	Term Paper Presentations			Term Paper Due

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations, Accommodations, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

For Students with Disabilities:

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-

520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your ***Letter of Accommodation*** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <http://carleton.ca/studentaffairs/academic-integrity>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to

successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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Important Dates and Deadlines – Fall 2017 Graduate, Undergraduate and Special Students

September 1

Last day for receipt of applications from potential fall (November) graduates.

September 2-3

Residence move in weekend.

September 4

Statutory holiday. University closed.

September 5

Academic orientation (undergraduate and graduate).

Orientation for Teaching Assistants.

All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 6

Fall term begins.

Fall and fall/winter classes begin.

September 15-17

Full and late summer deferred final examinations held.

September 19

Last day of registration for fall term and fall/winter courses.

Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Fall 2017 and must register for the fall 2017 term.

September 30

Last day to withdraw from fall term and fall/winter courses with a full [fee adjustment](#) (financial withdrawal). Withdrawals after this date will create no financial change to Fall term fees.

October 6

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 9

Statutory holiday. University closed.

October 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

October 23-27

Fall break. Classes are suspended.

November 1

Application deadline to study at another institution on a [letter of permission](#) for the winter term.

November 10

Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

November 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

November 24

Last day for summative or final examinations in fall term courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

November 25

Winter Payment Deadline. Click [here](#) for important payment information. [Late charges](#) may be applied to the student account any time after this date.

December 1

Last day for receipt of applications from potential winter (February) graduates.

Last day for graduate students to submit their supervisor-approved thesis in examinable form to the department.

December 8

Fall term ends.

Last day of fall-term classes.

Classes follow a Monday schedule.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

December 9

No classes or examinations take place.

December 10 – 22

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 22

All take home examinations are due.

December 25-January 1, 2018

University closed