



BUSI 3301
Supply Chain Fundamentals
Fall 2015

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Office hours: Tuesday, 10 AM -11AM
Course meets: Friday 11:35-14:25

COURSE MATERIALS:

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. Designing and managing the supply chain: Concepts, strategies, and case studies (3rd Edition). McGraw-Hill Irwin, New York.
Optional: WJ Stevenson & M Hojati, 2011, *Operations Management*, 4th Cdn Ed, McGraw-Hill Ryerson, Toronto. ISBN: 0-07-096957-4. (this is the textbook for BUSI2301/BUSI3300. You may read it for the chapter of “JIT in supply chain”).

UNDERGRADUATE CALENDAR DESCRIPTION

Concepts, models, and managerial issues in planning, designing, operating and controlling systems of manufacturing goods or providing services. Emphasis on basic ideas and tools.

PREREQUISITES:

Second-year standing, BUSI2301 or BUSI3300 (no longer offered), with a grade of C or higher in each and STAT2606 with a grade of C- or higher.

The School of Business enforces all prerequisites.

COURSE OBJECTIVE

The course addresses advanced topics on supply chain management (SCM). This course will cover a broad survey of topics related to the development of a network of supplier, manufacturing, assembly, distribution, and logistics facilities that perform the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these products to customer. Students are expected to have a

general knowledge of these topics and be able to use critical thinking skills and mathematical tools to solve real life SCM problems by the end of the semester.

CLASS CONDUCT

The class time will be taken up by lecturing from the course instructor as well as case studies, exercises, and games. Much of the time will be devoted to the discussion of concepts, cases, and problems. You are expected not only to attend class, but also to be prepared to discuss the problems and exercises on the day assigned. Active participation in class discussions is an important part of this course, and I will therefore feel free to call on anyone in the classroom at any time for analysis, comments, or problem solutions. Be sure to bring a calculator, and your textbook to class with you at all times.

ATTENDANCE AND PARTICIPATION

Attendance and Participation is integral part of this course. Participation in the class will be recorded. Failure to attend class on a regular basis may reduce your overall grade by as much as five percent. Any absence from class should be discussed with your instructor before the class.

MARKS ALLOCATIONS: credit for the course will be based on the evaluation items outlined below.

<u>Evaluation Item</u>	<u>Mark</u>
In-class test	25
Case discussion	30
Group report on Global Sourcing & Logistics Exercise	5*
Group report on Wood supply game	5
Take home essay exam (due on Dec 22 nd)	30
Attendance for the classes without case discussion/exercise	5
Total	100

* 3 points of bonus will be given to the team that perform best in the exercise

IN-CLASS TEST

There will be one in-class tests that cover material related to inventory management, supply contracts and pricing.

TAKE HOME ESSAY EXAM

There will be a take home essay exam that covers theories addressed in the class.

CASE DISCUSSION

There will be four case discussions. The discussion questions could be found on CULEARN. To prepare for the case presentations, you need to become the "expert" on the assigned case study. You need to read the cases thoroughly, and prepare for the discussion questions before you come to class. Attendance is required. Your performance on case study is evaluated based on your contribution to class discussion. The case discussion will be video recorded for the purpose of evaluation. Participation quality (thoughtfulness of comments or questions) is valued more than participation quantity (frequency of comments or questions).

GLOBAL SOURCING & LOGISTICS EXERCISE

Global Sourcing & Logistics Exercise is a pencil-and-paper simulation. The students will be divided into groups to play the role of the management team of a company that manufactures widgets. Students consider the various sourcing and offshoring decisions that arise when a lower-cost country is put into play as a potential source for raw materials and/or plant locations. Each group also needs to write a short report to answer the assigned discussion questions.

THE WOOD SUPPLY GAME

The wood supply game is a role-playing game where the participants have to minimize costs by managing inventory levels in a production-distribution chain in forest product industry. The game consists of 7 sectors: forest, sawmill, paper mill, 2 wholesalers, and 2 retailers. Accordingly, the class will be divided into 7 groups. **Each group needs to bring a laptop to the class, in order to play the computer-simulated game.** You try to minimize the costs by managing inventory levels in this production-distribution chain. For each week in the game, you need to decide how much to order (or how much to produce) to fulfill the demand and to minimize inventory carrying cost. Each group also needs to write a short report to answer the assigned discussion questions.

MAKE-UP TEST/EXERCISE/CASE DISCUSSION

Make-up test (without penalty to the grade) will be allowed only if you cannot attend a class and provide the instructor with a university-sanctioned excuse for your absence.

For class exercise and case discussion, the student needs to provide the instructor with a university-sanctioned excuse for your absence *before the class*. The weights of the exercise marks will be transferred to other evaluation items. Failure to notify the instructor before the class will result in the loss of the participation mark.

COURSE SCHEDULE: The following is a general outline of material to be covered during the semester. Note: the schedule is subject to changes in response to progress and opportunities that may arise in a given semester. Therefore it is imperative for you to attend class and be aware of new developments in the course that may affect the due dates of assignments or scheduling of tests.

	Subject	Reading
9/11/2015	Introduction to supply chain	Chapter 1
9/18/2015	Inventory management and risk pooling	Chapter 2
9/25/2015	Supply contract	Chapter 4
	Case discussion: Reebok NFL Replica Jerseys: A Case for Postponement (p. 172).	
10/2/2015	Network planning	Chapter 3
	Distribution	Chapter 7
10/9/2015	In class test	
10/16/2015	JIT in supply chain	
	Supply chain integration	Chapter 6
10/23/2015	Strategic alliance	Chapter 8
	Case discussion: How Kimberly-Clark Keeps Costco in Diapers (p.243)	
10/30/2015	Fall break	
11/6/2015	Global logistics and risk management	Chapter 10
	Exercise: Global Sourcing & Logistics Exercise	
11/13/2015	Customer Value	Chapter 12
	Case: Walmart changes tactics to meet international tastes (p.309)	
11/20/2015	Procurement and outsourcing strategy	Chapter 9
	Information technology	Chapter 14
11/27/2015	Coordinated product and supply chain design	Chapter 11
	Case: Hewlett-Packard company: network printer design for universality	
12/4/2015	Bull whip effects/ Exercise: wood supply game	Chapter 5

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	WDN = Withdrawn from the course		

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Plagiarism, 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

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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for December 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

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 or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact 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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

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're 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/support-services/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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