

BUSI 4431 [0.5 credit]: e-Supply Chain Technology and Management (e-SCM)

Instructor	Ahmed Doha Room 909, Dunton Tower (613) 520-2600 ext. 1909 ahmed.doha@carleton.ca (only means of online communication)
Class Times	Fridays 2:35 pm - 5:25 pm Room: SH 309
Office Hours	By appointment only on Thursdays between 1:30pm and 2:30pm. Email for appointment.
Calendar Description	The strategic and operational issues of SCM 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 Objectives:	<p>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.</p> <p>Learning objectives:</p> <p>Developing basic understanding of the following</p> <ul style="list-style-type: none"> ▪ Foundations of e-SCM Strategic and operational issues of supply chain management in the context of e-business. ▪ e-SCM foundations ▪ Hands-on experience with supply chain technologies.
Prerequisites	Third year standing and BUSI 2301 and BUSI 2400 with a grade of C or higher in each. The School of Business enforces all prerequisites.
Course Material	<p><u>Reference Textbook</u></p> <p>Textbook 1: David Frederick Ross, Introduction to Supply Chain Management Technologies, Second Edition, CRC Press, 2010. ISBN-13: 9781439837535.</p> <p>Textbook 2: Kenneth C. Laudon and Carol Traver, E-Commerce 2015, Eleventh Edition, Prentice Hall, 2015. ISBN-10: 0133507165 • ISBN-13: 9780133507164</p> <p><u>Software Platforms</u></p> <p>A number of 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.</p>

	<p><u>Class Presentation Slides</u></p> <p>Presentation slides maybe used in this course, and where used, the slides will be made available via cuLearn.</p>												
Course Evaluation	<p><u>Grade Distribution</u></p> <table> <tr> <td>Attendance & Participation</td> <td>10%</td> </tr> <tr> <td>Business Plan Presentation & MVP Demo #1</td> <td>15%</td> </tr> <tr> <td>MVP Demo #2</td> <td>15%</td> </tr> <tr> <td>MVP</td> <td>30%</td> </tr> <tr> <td>Project Presentation</td> <td>15%</td> </tr> <tr> <td>Term Paper</td> <td>15%</td> </tr> </table> <p><u>Attendance & Participation (10%)</u> 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.</p> <p><u>Business Plan Presentation & MVP Demo #1 (15%)</u> Based on the foundations established in the first three classes, student groups will formulate an e-Commerce business plan to fully build and implement using the e-Commerce tools exposed throughout the course. Student groups will make 15-min presentations of their business plan and a first demo of their e-Commerce store Minimum Viable Product (MVP).</p> <p><u>MVP Demo #2 (15%)</u> Student groups will demo phase #2 of their e-Commerce store MVP. Phase #2 of the e-Commerce store should include merchandizing, ERP integration, and logistics integration.</p> <p><u>MVP (30%)</u> The final MVP will comprise an e-Commerce store integrated with which are all the capabilities covered throughout the course, including ERP, logistics/location, targeting, and analytics.</p> <p><u>Project Presentation (15%)</u> Student groups will demo and present their final MVP in a 15-min presentation.</p> <p><u>Term Paper (15%)</u> The term paper will document the business plan and the e-Commerce store execution as well as the integrated technologies.</p>	Attendance & Participation	10%	Business Plan Presentation & MVP Demo #1	15%	MVP Demo #2	15%	MVP	30%	Project Presentation	15%	Term Paper	15%
Attendance & Participation	10%												
Business Plan Presentation & MVP Demo #1	15%												
MVP Demo #2	15%												
MVP	30%												
Project Presentation	15%												
Term Paper	15%												
General Guidelines	<ul style="list-style-type: none"> ▪ Class and lab attendance are highly important and is part of the participation grade. ▪ Instructor will form student groups in random during the first class. ▪ Student groups will not change throughout the course. ▪ No changes in student groups are allowed. 												
Tools	<ul style="list-style-type: none"> ▪ Attendance sheet will be used to record attendance. 												

Tentative Schedule

W	Date	Topics	Material	Deliverables	
1	4-Sep	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	11-Sep	Class: <ul style="list-style-type: none"> ▪ e-Commerce Business Models ▪ Invited Talk 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 2 		
3	18-Sep	Lab: <ul style="list-style-type: none"> ▪ e-Commerce Web Presence 	<ul style="list-style-type: none"> ▪ Textbook 2: Chapter 4 ▪ Technology: Magento / WooCommerce ▪ Exercise: build and connect web presence. 		
4	25-Sep	Class: <ul style="list-style-type: none"> ▪ Business model presentations 		MVP Demo #1	
5	2-Oct	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 		
6	9-Oct	Lab: <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 <p style="text-align: center;">Talk: Better Business</p>		
7	16-Oct	Class: <ul style="list-style-type: none"> ▪ e-Logistics Management Material 	<ul style="list-style-type: none"> ▪ Textbook 1: Chapter 8 		
8	23-Oct	Lab: <ul style="list-style-type: none"> ▪ Location & Implications ▪ Logistics Management 	<ul style="list-style-type: none"> ▪ Technology: Google Maps API ▪ Technology: Amazon Fulfillment 		
9	30-Oct	Fall Break: Classes Suspended			
10	6-Nov	Lab: <ul style="list-style-type: none"> ▪ MVP Development Session 		MVP Demo #2	
11	13-Nov	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	20-Nov	Lab: <ul style="list-style-type: none"> ▪ B2B Targeting ▪ B2C Targeting 	<ul style="list-style-type: none"> ▪ Data: SimilarWeb, BuiltWith ▪ Technology: Google AdSense 		
13	27-Nov	Lab: <ul style="list-style-type: none"> ▪ e-Commerce Analytics ▪ Invited Talk 	<ul style="list-style-type: none"> ▪ Technology: Google e-Commerce Analytics 		
14	4-Dec	Project Presentations			Term Paper Due

ADDITIONAL INFORMATION

Course Sharing Websites

Student or professor 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 Spratt 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, 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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the 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; a grade of Failure in 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://www2.carleton.ca/sasc/advisingcentre/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'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 Undergraduate Students at the Sprott School of Business.

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, it would be easier to respond to your inquiries if you would send all email from your Carleton 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/>
-