MGMT E-5033A Course Syllabus
Supply Chain Management
Online

Spring 2016
- Friday, March 11, 5-8 pm
- Saturday, March 12, 9 am-5 pm
- Sunday, March 13, 9 am-1 pm

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Cambridge, MA

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Instructor
Abstract

This course introduces the concept of Supply Chain management and evaluates the core fundamentals of Logistics within commerce. From corporate giants to small businesses, product manufacturing industries operating within all verticals constantly strive to optimize logistics and operations techniques and practices. In addition to identifying supply chain trends and evolution, the relationship between domestic and foreign goods supply is explored.

The format of this course will follow a case approach, with emphasis placed on assessing and evaluating supply chain strategy, methodology and optimization techniques. In addition to case studies and theory, supply chain simulation games will be a core component of the course (e.g. eBeer, carwash game), and will allow students to gain a real-time understanding of capacity management, inventory management and the relationships between throughput time, cycle time, throughput rate, and capacity utilization.

At the end of the course, students will be able to fully grasp the value of operational and logistics practices, and have a complete understanding of the fundamental role which supply chain management plays in commerce.

Prerequisites

Students should have completed an undergraduate level microeconomics course (i.e. E-10a: Principles of Economics), and a strategic management course (i.e. E-5000: Strategic Management).

Strong English reading, writing and comprehension skills are necessary. Assignments require a strong writing ability, while assigned articles are often complex and difficult to grasp with just one reading.

Course Objective

The intention of this course is to educate students on the fundamental role supply chain management plays in the American and Global economy, while stimulating critical thinking on the topics of economic reasoning, business negotiation, and opportunities for growth.

Supply Chain Management provides the foundation for the success of a corporation. The evolution of the role of logistics in commerce, has created dependency, sub-disciplines of study and opportunities to analyze the direct impact in various industries and sectors. Growth trends, combine the need for logistical efficiency, with environmental factors, strategic positioning, laws and policy adherence, and cost maintenance.

The understanding, analysis and optimization of logistical components is fundamental to the
growth and progression of corporations globally.

The course will be useful for students pursuing careers involving Operations, Business Logistics and Management. Managers who want to explore opportunities for cost reduction through Supply Chain efficiency, and students who are interested in understanding how optimization can improve revenue streams, will also find this course beneficial. While the general nature of the course is not heavily analytical, basic economic or management knowledge is required.

In addition to supporting an understanding of the Supply Chain Management concept, this course will strive to evaluate current trends, growth opportunities, global patterns and niche markets, within the area of Logistics.
# Proposed Class Schedule, Topics, Required Readings (Subject to Change)

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<tr>
<th>Class / Date</th>
<th>Topic(s), Areas of Focus, Questions of Importance</th>
<th>Readings in Preparation</th>
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| **1**        | Course information and introduction, the role of Supply Chain management within organizations.  
               Design and development of a Supply Chain network.  
               Measuring and analyzing the value and efficiency of a domestic and global Supply Chains network.  
               “What is a Supply Chain?”  
               “What is supply and demand?”  
               “How has technology influenced Supply Chains?”  
               **Current Event Case Discussion (VW Phaeton, New Coke, FedEx, UPS)**  
               **Case Discussion (Walmart)**  
               **Case Discussion (BMW)**  
               **Guest Speaker** |
| Friday, March 11, 5-8 pm | | Course Outline, Instructor Bio, Course Syllabus  
                          Case study document (Walmart, BMW)  
                          Guest speaker profile and bio  
                          Assigned PowerPoint presentations |
| **2**        | The nature of firms, evolution of Supply Chain management.  
               Supply Chain drivers and metrics.  
               Pricing and revenue management in a Supply Chain. Understanding managerial levers, hidden costs, and the impact of promotions and discounts.  
               “How is demand forecasted?”  
               “How are pricing decisions made on all levels of the Supply Chain?” |
| Saturday, March 12, 9 am-5 pm | | Case study document (Crocs)  
                          Assigned PowerPoint presentations  
                          Ebeer simulation registration and preparation |
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| “Effect of forecasting, replenishment, management?” |
| Ebeer simulation game |
| **Case Discussion (Crocs)**  
**Current Event Case Discussion (Zara)** |

| Managing variability within a Supply Chain network. |
| Economic effect of supply chains within corporate America. |
| Trends in the market, growth opportunities and areas which will gain focus. |

| “How does a Supply Chain adjust for change?” |
| “What must be considered when designing a Supply Chain (domestic vs. global)?” |
| “What is required to maintain Supply Chain Sustainability?” |

| “What is the relationship between throughput time, cycle time, throughput rate, and capacity utilization?” |

| **Case Discussion (Xbox)**  
**Current Event Case Discussion (Mattel, Iams)** |
| Carwash simulation game |
| Concept Discussion (Disruptive Innovation) |
| Final Project Discussion |

| Assigned PowerPoint presentations |
| Case study document (Xbox) |
| Carwash simulation registration and preparation |
Required Readings

This course requires the purchase and use of the following textbook:

Supply Chain Management (Global Edition)- Fifth Edition
Sunil Chopra
Pearson Education Publishing
ISBN-10: 0136094511

In addition to the required text, the majority of the course will be focused on current events evaluated through the reading of case studies, comprehensive articles and other assigned readings.

The cases which will be evaluated throughout the course are as follows:

1. Evolution of the XBOX Supply Chain
3. Crocs: Revolutionizing an Industry’s Supply Chain Model for Competitive Advantage
4. Half a Century of Supply Chain Management at Wal-Mart

Grading Breakdown

Class Participation and Discussion 25%
Major Case Write-up (Wal-Mart) 15%
eBeer Write-up 15%
Carwash Write-up 15%
Final Project 30%
100%