

THE UNIVERSITY OF SOUTHERN CALIFORNIA
Marshall School of Business
IOM 482 – Supply Chain Management – Fall 2007

Time: Tuesdays and Thursdays, 2:00-3:50 pm
Instructor: Dr. Greys SOSIC
E-mail: sosic@marshall.usc.edu
Office hours: Tuesdays and Thursdays, 4:00-5:00 pm

Room: HOH 301
Office: Bridge Hall 401S
Telephone: (213) 821-3632

COURSE SCOPE AND OBJECTIVES

Supply chain system activities – communication, warehousing, transportation, and facility location – have been performed since the start of commercial activity, yet it is only over the last few years that firms have started focusing on supply chain management as a source of competitive advantage. This becomes even more important given the shorter product life cycles and intense competition. Supply chain management today represents a great challenge and a tremendous opportunity for most firms.

This course will provide you with an understanding of the strategic role of the supply chain, an ability to identify key drivers of supply chain performance, and to use analytical tools and techniques for supply chain analysis. Topics covered include planning demand and supply, planning and managing inventories, coordination, designing the supply chain network, transportation, E-Business, etc.

TEXTBOOK

S. Chopra and P. Meindl: *Supply Chain Management: Strategy, Planning, and Operation*, Pearson Prentice Hall, 2007, 3rd edition

GETTING TO KNOW YOU

At the beginning of the second class, please hand in a one page personal summary with your name, e-mail address, the program and the specialization you are currently enrolled in, the reason why you are taking this course, and a copy of your picture.

Please also bring a name tent (an 8.5x11” sheet folded in half lengthways, with your first and last name) and place it on your desk during each class.

COURSE ORGANIZATION

The class format includes lectures, case discussions, guest speakers, problem sets, and simulation games. You are expected to have read the assigned chapter readings and analyzed the cases/problems before coming to class, and to take an active role in class discussion.

CASE REPORTS

Please form teams of two to four persons within the first two weeks. You will be working in these teams for the case write-ups. Each team is required to submit a written report on four case studies (Mintendo Game Girl on 10/2, Specialty Packaging Corporation (B) on 10/9, Managing Growth at SportStuff.com on 11/15, and 7-11 Japan on 12/4). Case write-ups should be at most 4 pages and double-spaced (11 or 12 point font), with appendices attached. Questions are provided with each case in the text to guide your write-up.

The write-ups should be organized as follows:

1. **Brief** description of the company and its environment

2. **Brief** description of the problems and issues to be addressed.
3. Recommendations and implementation plan.
4. Analysis that discusses why the recommendations will solve the problems identified.

You may choose to organize the report differently; however, please ensure that the above aspects are covered and the report is well organized with clear section and sub-section headers. Please avoid repetition of case facts and long expositions. Consider what and why you believe are the most important factors. Both *quantitative* and *qualitative* analyses are important. Creativity in analysis and suggestions that are grounded in case facts will be given high credit. Please state any assumptions made clearly.

The report for the aggregate planning case does not have to follow the above guidelines. It has to include the **complete description of the model** (variables, objective function, constraints), and answers to the questions posted in the case (as your model is based on the forecasted demand, it would be useful to include some sensitivity analysis of your results). Please include the printout of your spreadsheets, and submit the excel file along with your write-up.

HOMEWORK

Assigned individual homework, consisting mostly of problems from the text, will support your learning. It will be marked and will contribute to your course grade.

GAME ANALYSIS

We will play five simulation games during this course. After each game, you will submit a one-page report describing main issues and lessons learned from the exercise.

ON-LINE SUBMISSIONS

Some of your assignments will require you to send me files showing your work. The names of the files should contain your name(s) and assignment number. For instance, if you are submitting the file for group assignment #3 and your group members are Black, Brown, Green and White, the file should be called BlackBrownGreenWhite_3.xls. All on-line submissions should be made through the Blackboard, Digital Dropbox option.

EXAM

There will be two midterm exams. Each exam will consist of two parts. The first part will be qualitative and closed-book, while the second part will be quantitative and open-book.

According to the USC Final Exam Schedule, the final exam is scheduled for December 13, at 2 pm. Please take this into account when scheduling your trips!

CLASS PARTICIPATION

Class participation requires that you do the assigned readings, analyze the cases based on the questions given and participate actively in class. I prefer substantive comments based on good analysis rather than brief, general comments that add little to the discussion and learning. Be prepared to defend your suggestions or solutions with careful and thoughtful analysis!

It is important that you attend the class. If you miss a class, it is your responsibility to find out what additional assignments might have been made and what class handouts you may have missed. The class material will be posted on the Blackboard.

As a part of your class participation, you are also required to submit, anytime before December 6, a news article(s) having to do with supply chain management and be prepared to describe it to the class.

YOUR COURSE GRADE:

Homework	30%
Group case reports	20%
Game analysis	5%
Exams	35%
Article and presentation	3%
Class participation / Instructor assessment	7%

NOTICE ON ACADEMIC INTEGRITY

The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tensions accompanying examinations. Where a clear violation has occurred, however, the instructor may disqualify the student's work as unacceptable and assign a failing mark on the paper.

FOR STUDENTS WITH DISABILITIES

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

COURSE OUTLINE

Date	Topic	Readings	Hand in	Location
8/28	Understanding the Supply Chain Supply Chain Performance	C&M Chapter 1 C&M Chapter 2		HOH 301
8/30	Supply Chain Performance Supply Chain Drivers	C&M Chapter 2 C&M Chapter 3		HOH 301
9/4	Guest Speaker from Bristol Farms			HOH 301
9/6	Coordination in the Supply Chain	C&M Chapter 17		HOH 301
9/11	Coordination in the Supply Chain	Game: The Beer game		HOH 301
9/13	Demand Forecasting	C&M Chapter 7	Game analysis: The Beer Game	HOH 401
9/18	Demand Forecasting			HOH 401
9/20	Aggregate Planning	C&M Chapter 8		HOH 401
9/25	Planning Supply & Demand	C&M Chapter 9 Game: Lamson Game	HW 1 (Ch.7, # 3, 4)	HOH 401
9/27	Managing Cycle Inventory	C&M Chapter 10	Game analysis: Lamson Game	HOH 301
10/2	Managing Cycle Inventory	C&M Chapter 10	Case report: Mintendo Game Girl (Ch. 9)	HOH 301
10/4	Managing Cycle Inventory	Case: Delivery Strategy at MoonChem (Ch 10)		HOH 301
10/9	Managing Safety Inventory	C&M Chapter 11 Game: Distribution Game	Case report: Specialty Packaging Corp. (B) (Ch. 8)	HOH 401
10/11	Managing Safety Inventory	C&M Chapter 11	Game analysis: Disribution Game	HOH 301
10/16	Review		HW 2 (Ch.10, #1, 2, 3, 4)	HOH 301
10/18	MIDTERM			HOH 301
10/23	Managing Safety Inventory Managing Product Availability	C&M Chapter 11 C&M Chapter 12		HOH 301
10/25	Managing Product Availability	C&M Chapter 12		HOH 301
10/30	Managing Product Availability	C&M Chapter 12 Game: Retailer game	HW 3 (Ch.11, #1, 2, 3, 7, 8)	HOH 401
11/1	Distribution Network	C&M Chapter 4	Game analysis: Retailer Game	HOH 301
11/6	<i>No class – I am at a conference</i>			
11/8	Distribution Network <i>Network Design</i>	C&M Chapter 4	HW 4 (Ch.12, #1, 2, 6, 7) +(Ch. 14, #1)	HOH 301
11/13	<i>Network Design</i>	<i>C&M Chapter 5</i>		HOH 401
11/15	Managing Transportation	C&M Chapter 13	Case report: Managing Growth at SportStuff.com(Ch. 5)	HOH 301
11/20	Sourcing Decisions	C&M Chapter 14		HOH 301
11/27	Guest Speaker from Haralambos			HOH 301
11/29	Information Technology	C&M Chapter 16		HOH 301
12/4	Supply Chain Management	Game: Otogel game Case: 7-11 Japan (Ch3)	Case report: 7-11 Japan	HOH 301
12/6	Review		Game analysis: Otogel	HOH 301

Student Information Form

1. Name:
2. E-mail address:
3. Program/Specialization:
4. Year:
5. What are your main objectives in taking this course?
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6. Photo: