

CHANGES WILL BE MADE TO SYLLABUS; PLEASE CHECK BACK FOR REVISIONS
This syllabus is not a contract. Changes may be needed.



School of Business

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS
IN THE WORLD

BUSA 6102

Operations & Supply Chain Management

CRN: 24007 for Section 01 (Main Campus)

Spring 2009

MEETING TIME: Every Other Saturdays 1pm to 5pm

Room: UC265

ATTENDANCE is important since this is a part-time MBA program, which meets on week-ends every other Saturday. If you know prior to your absence that you will be unable to attend, please contact Dr. Joo.

Prior to the scheduled meeting time for this class, turn off all laptops, cell phones, and other electronic equipment unless otherwise instructed.

SCHOOL OF BUSINESS MISSION

The Mission of the School of Business is to

- **Prepare** a diverse student body for business and professional careers by providing a quality education.
- **Provide** a student-centered environment, using technology to enhance student learning.
- **Support** faculty in applied and instructional research and service to the profession.
- **Serve** primarily the metropolitan Atlanta area.

The syllabus is divided into four sections:

- 1. Instructor Information**
- 2. General Information**
- 3. Course Information**
- 4. Course Schedule**

1. Instructor Information

Instructor: Seong-Jong Joo, Ph.D.

Associate Professor of Supply Chain Management

Office: School of Business Bldg., T-243

Office Hours:

Monday: 2:30pm – 5:30pm

Saturday: 10:00 a.m. – 12:00 p.m.

or by appointment

Phone: 678-466-4549 (office)
770-508-8531 (mobile)

E-mail is the best way to reach me.

E-mail: Seong-JongJoo@clayton.edu

Do not “reply” to class e-mails.

Home Page: <http://business.clayton.edu/sjoo>

2. General Information

STUDENT POLICIES

Students are expected to abide by all policies in the University Catalog, Student Handbook, and the list of Basic Student Responsibilities posted on the Registrar's Web site:

<http://adminservices.clayton.edu/registrar/>

CSU POLICY CONCERNING CHILDREN IN CLASSES/ON-CAMPUS

- Children are not permitted in classrooms.
- Faculty will not allow children to be present in their classrooms. If a student brings children to class, the student and children must be told to leave the classroom.
- Unattended children will not be permitted on-campus (in hallways, the gym, the library, outside of buildings, etc.).
- Public Safety (678-466-4050) will be notified if unattended children are observed on campus. If faculty or staff observe unattended children on-campus, they are responsible for informing Public Safety. The campus police will take any unattended children to the classroom of the parent, and will get the parent out of class. The parent will not be permitted to bring such children into the classroom.
- Parents are referred to Campus Life (UC Room 204, 678-466-LIFE) for information concerning childcare facilities off-campus.

SPECIAL ACCOMMODATIONS

Individuals with disabilities who need to request accommodations or obtain this document in an alternative format, please contact the Disability Services Coordinator, Student Center 255, 678-366-5445. If you need special accommodations, it is your responsibility to notify the professor each time that it is needed.

OTHER INFORMATION

Please observe good classroom etiquette: cell phones and pagers off; computers off and closed unless being used in a classroom assignment.

Please feel free to seek individual assistance from the professor.

3. Course Information

COURSE POLICIES

Syllabus Changes

THIS SYLLABUS IS SUBJECT TO CHANGE.

This syllabus / course outline provides a general plan for the course. The schedule that follows provides a detailed checklist of topics and assignments by week. The professor reserves the right to make periodic changes to content, requirements, and schedule to accommodate the needs of the class and to fulfill the goals of the course.

All changes will be announced in class, in WebCT VISTA (if applicable), and/or sent by e-mail. It is also every student's responsibility to check their e-mail on a regular basis. Confirm at the beginning of the semester that you are receiving e-mails for this course. If there are any questions not answered in this syllabus, or if anything in the syllabus is unclear, please contact Dr. Joo.

Attendance Requirement

Attendance will be ten percent of total scores. 50 percent of attendance points will be deducted for each missing class without a proper excuse (for example, an emergency). Two counts of tardiness (being late or leaving early for five minutes or more) will be considered as one absence. It is your responsibility to have a classmate to share class information and materials for a missing class.

Make-up policy for tests, assignments, and your own presentations: A make-up exam or presentation or assignment will be allowed only for emergencies. Students must provide supporting documents such as doctor's statement or police reports for emergencies. Doctor's statement must say that you are too sick to attend the class you miss. If you miss an exam, you will have a chance to take a comprehensive, make-up exam during the optional session.

Academic Integrity

Academic integrity is of paramount importance at Clayton State University. Students are expected to abide by the Student Code of Conduct as outlined in the University's official Student Handbook. Anyone failing to abide by this code will automatically receive a grade of "F." If you plagiarize any information, you will automatically receive a grade of "F."

GENERAL COURSE INFORMATION

Course Description

This course covers the area of operations and supply chain management. Major emphasis will be given to the strategies to collaborate and coordinate with supply chain partners and to integrate demand management in the supply chain. To gain hands-on experiences, students will use a decision support system for designing and managing a supply chain. In addition, cases, educational games, and guest speakers will be utilized to enhance learning experiences.

Prerequisites

The prerequisite is admission to the M.B.A. program. Students should also have a basic understanding of statistics and quantitative topics.

Course Objectives/Outcomes

The objectives for this course support the mission statement for the School of Business and expected learning outcomes for the M.B.A. in the specific area of supply chain management. These objectives and outcomes are:

1. Demonstrate a competence of supply chain management concepts, requisite to operate within an operational environment.
2. Describe how to integrate demand management in the supply chain.
3. Discuss how to collaborate and coordinate with partner firms in the supply chain.
4. Demonstrate and use the requisite analytical tools in supply chain management.
5. Practice and apply a decision support system to designing and managing a supply chain.
6. Identify current issues and problems, which affect the supply chain of the firm, and suggest ways in which such issues and problems may be addressed.

Required Textbook:

Simchi-Levi, Kaminsky, and Simchi-Levi: Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies (3rd Edition); McGraw Hill; ISBN: 978-0-07-298239-8.

Required Computer Competencies

You must have access to CSU e-mail and check it on a regular basis. In addition, you must be comfortable with Microsoft Word[®], Microsoft PowerPoint[®], Microsoft Excel[®], and internet-based resources. Each CSU student is required to have ready access throughout the semester to a

notebook computer that meets faculty-approved hardware and software requirements for the student's academic program. See <http://itpchoice.clayton.edu> for specific information regarding this policy.

Recommended Periodical Readings

Plan to read one or more of the following on a regular basis during the course: *Fortune Magazine, Forbes, Harvard Business Review, Business Week, Wall Street Journal, Financial Times, Harvard Business Review*. Use the readings to supplement classroom discussions and written work.

Full-text Harvard Business Review (HBR) articles are available by going to Galileo, then choosing EbscoHost database. Within EbscoHost, choose, "Business Source Premier".

Reading and Assignments

The class schedule outlines portions of the textbook that will correspond to each of class sessions. Students are expected to complete the required reading prior to lecture coverage. Changes will be announced in class. I strongly recommend that you start reading the book as soon as possible.

Course Format

Lectures, case analyses, assignments, class discussions, and tests will be used to help students achieve the objectives defined above. Each student is expected to participate in every class, to ask questions, to generate relevant discussion of topics and applied examples, and to bring in outside materials.

Course Requirements:

- Students are responsible for reading assigned materials and attending classes. Accordingly, you must have a classmate to share her or his note when you miss a class.
- Two exams will be given. Each exam consists of short-essay problems. No make-up test will be given except an emergency. If you miss a mid-term exam, a comprehensive make-up exam will be given during the last session.
- Case analysis and Beer Game are group projects. A group needs to submit one report for each case and Beer Game. The members of a group must work as a team to prepare reports and will evaluate each other for her or his contribution using a peer evaluation form. The instructor will assign group members.
- Individual homework will be assigned when it is required. A student must work on the individual homework by herself or himself.
- All assignments must be prepared using an appropriate computer program(s) and include titles, dates, and names. No assignment will be accepted after its due date/time (at the beginning of a class).
- Students must have prior authorization for absence except emergency. Supporting documents such as doctor's statements are required for the authorization.

Case Analysis Guidelines

- Summary of a case, identification of issues/problems, and suggestions for the issues/problems should be included. If applicable, follow APA style guide for writing.
- Creativity will be rewarded with extra credits.
- Case report is eighty percent, and presentation will be twenty percent.

Beer Game Report Guideline

- A report consists of a title page, introduction, procedure, result and discussion, and conclusion. A report should be at least five pages excluding tables and figures. Tables and figures must be placed at the end of the report. Format your report with double space and Times New Roman 12 (font size). Follow APA style guide for writing.
- Introduction includes the purpose (s), reason (s), and description of the game. In addition, the content of the report should be mentioned briefly at the end of this section.
- Procedure should list sequence for playing the game and/or how to play the game.
- Result section must show the results of the game including but not limited to the comparison of members' outcomes, the discussion of your experiences, and lessons learned.
- Conclusion section summarizes your report.

EVALUATION OF LEARNING

Grading Standards

A = 90-100 B = 80-89 C = 70-79 D = 60-69 F = 59 or below

NOTE: MBA students need to complete all coursework with a C or better. However, only two Cs are allowed for the entire program. If you have more than two Cs, you cannot graduate.

Evaluation

The following show weights on components:

| | |
|--------------------------|------|
| Two exams (30% each) | 60% |
| Case report/presentation | 10% |
| Beer Game report | 10% |
| Homework | 10% |
| Attendance | 10% |
| Total | 100% |

4. Course Schedule

| Session | Topic | Reading | Case/ Assignment |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------|
| 1 (Jan 10) | Orientation to Course Introduction to Supply Chain Management Financial Aspect of Logistics Introduction to Beer Game | Chapter 1 Handout | |
| 2 (Jan 17) | Network Planning & Introduction to LogicNet Inventory Management and Risk Pooling | Chapter 3 Chapter 2 | |
| 3 (Jan 31) | <i>Case 1 Report/Presentation by Group 1</i> Inventory Management and Risk Pooling The Value of Information | Chapter 2 Chapter 5 | Meditech Surgical (pp. 18-25) |
| 4 (Feb 14) | <i>Case 2 Report/Presentation by Group 2</i> Supply Chain Integration <i>Midterm Exam</i> | Chapter 6 <i>Chapters 1-3; 5-6 and Handout</i> | Sport Obermeyer (pp. 63-76) |
| 5 (Feb 28) | <i>Case 3 Report/Presentation by Group 3</i> Procurement and Outsourcing Strategies Supply Contracts | Chapter 9 Chapter 4 | Barilla SpA (A) (pp. 143-152) |
| 6 (Mar 14) | <i>Case 4 Report/Presentation by Group 4</i> Supply Contracts Strategic Alliances | Chapter 4 Chapter 8 | Zara (pp. 267- 279) |
| 7 (Mar 28) | <i>Guest Speaker on 3PL</i> Performance Measurement Introduction to DEA Solver Pro Global Supply Chain Management (The World Is Flat) | Handout Chapter 10 Video | |
| 8 (Apr 11) | <i>Beer Game Report Due (all groups)</i> <i>Case 5 Report/Presentation</i> RFID, SCOR Model, & Reverse Logistics <i>Final Exam</i> | Handout <i>Chapters 4; 8- 10 and Handout</i> | Wal-Mart (pp. 309-311) |
| Optional Session (Apr 25) | <i>Make-up Exam (Comprehensive)</i> | | This session is tentative and subject to changes |

* Note: The schedule is tentative and subject to change.