

Syllabus

Supply Chain Management

- **Instructor:** Paul Lacourbe ([lacourbep at ceu.edu])
- **Credits:** 1.5
- **Term:** Fall 2017-2018
- **Course level:** MBA
- **Prerequisites:** None

Course description

Supply chain management is the flow process of products as they move from supplier to manufacturer to wholesaler to retailer to consumer. It involves coordinating and integrating these flows both within and among companies. Excellent supply chain management is the key to success for many companies, and the philosophy behind it can also be applied in many scenarios.

Learning outcomes

We will understand the importance of supply chain management and how to use the supply chain as a strategic competitive advantage

Reading list

For each session

Assessment

<i>final exam</i>	<i>40 points</i>
<i>homework assignment</i>	<i>30 points</i>
<i>Class participation</i>	<i><u>30 points</u></i>
<i>Maximum total</i>	<i>100 points)</i>

Course schedule and materials for each session

1.

- Topics: Introduction to Supply Chain Management
- Readings: Cachon and Terwiesch Chapter 16
- Readings: The Bullwhip Effect in Supply Chains (Sloan)
- Readings: The Triple-A Supply Chain (HBR)
- Readings: What Is the Right Supply Chain for Your Product? (HBR)

2. Field Trip: Budapest Fashion Center

In this session, we visit the Asian trading companies in Budapest and understand why many companies chose Budapest as their regional supply chain hub with some practitioner speakers.

3. Simulation

In this session, we play supply chain simulation games to understand key concepts from practice

4. Guest Speakers

In this session, we will have several speakers from large multinationals such as Huawei or GE to discuss their regional supply chain.

5. Green Supply Chain

- Readings: The Greening of Walmart's Supply Chain
- Case study: WALMART 'SUSTAINABILITY STRATEGY

Many companies start to pay attention to the role of the supply chain in sustainability. There is substantial scope for improving potential strategies rather than just a series of related greening practices for a particular industry. In this session, we will study the expansion of sustainability focus from a single firm to the entire supply chain

6. Wrap up and Final Exam