

MGT/MKT 477, Section 01 (SHB 336)
Supply Chain Management
Fall 2007

Instructor: Dr. Kenneth W. Green, Jr.
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Office Hours: TT 9:00 AM – 11:00 AM
W 9:00 AM – 12:00 noon; 1:00 PM – 3:00 PM
T 5:30 PM – 6:00 PM; 8:30 PM – 9:00 PM at University Center

REQUIRED TEXT:

Cohen, S. and Roussel, J. 2005. *Strategic Management: The Five Disciplines for Top Performance*. McGraw-Hill: New York, NY. ISBN 0-07-143217-5.

COURSE DESCRIPTION:

MGT/MKT 477 Supply Chain Management. A study of the marketing channels of distribution and the management of the integrated supply chain for products and services. The course addresses both upstream (suppliers) and downstream (channels of distribution) organizational members. Topics include purchasing, supplier selection/development, inter-organizational information systems, risk management, physical distribution, logistics, warehousing, channel relationships, and inventory management. Credit 3.

Prerequisites: Prerequisites: MGT 380 Principles of Management, MKT 371 Principles of Marketing.

PROFESSIONAL EXPECTATIONS:

Please arrive on-time for each class period and exhibit a positive attitude throughout the class period. Please turn all cell phones off unless an emergency call is expected and then set your phone to vibrate. These behaviors will be expected in the workplace. Successful managers come to work on-time with a positive attitude, and they pay attention directly to customers, employees, and super-ordinates. They manage technology for the purpose of providing superior service to customers. They are not managed by technology. Please emulate these behaviors in class in preparation for your future success.

COURSE LEARNING OBJECTIVE:

Students will learn that strategic supply chain management is necessary to compete in the global economic environment. Further, they will learn the importance of integrating and coordinating business processes throughout the supply chain from supplier's supplier to the ultimate

customer/consumer. They will learn the role and importance that ERP information systems play in successful supply chain management and the importance of technologies such as RFID in supporting those ERP systems. They will learn the strategies and techniques necessary to build the relationships among supply chain partners necessary for successful competition at the supply chain level.

COURSE OUTLINE:

Date	Topic
August 21	Review of Syllabus
August 23	Strategic Supply Chain Management; ERP Systems; RFID Technology (POM Philosophies Evolution)
August 28	Marketing Concept and Market Orientation
August 30	Eli Lilly Profile: Supporting Product Lifecycles with SCM
September 4	Core Discipline 1: View Your Supply Chain as a Strategic Asset
September 6	Autoliv Profile: Applying Rocket Science to the SC
September 11	Core Discipline 2: Develop an End-to-End Architecture
September 13	Data Set 1 Analysis
September 18	Exam 1 Review
September 20	Exam 1
September 25	Avon Profile: Calling on Customers Cost-Effectively
September 27	Core Discipline 3: Design Your Organization for Performance
October 2	Owens Corning Profile: Reorganizing for “a Bright Future”
October 4	Core Discipline 4: Build the Right Collaborative Model
October 9	U.S. Department of Defense Profile: Making the Tail Smaller and the Tooth Stronger
October 11	Core Discipline 5: Use Metrics to Drive Business Success
October 16	Data Set 2 Analysis
October 18	Exam 2 Review
October 23	Exam 2
October 25	General Motors Profile: Driving Customer Satisfaction
October 30	A Roadmap to Change
November 1	Seagate Technology Profile: Real-Time Response
November 6	Measuring Supply Chain Performance
November 8	Supply Chain Strategy and Alignment
November 13	Data Set 3 Analysis
November 15	Exam 3 Review
November 20	Exam 3
November 22	Thanksgiving Holiday
November 29	Supply Chain Research Summary
December 4	Review for Final Exam
December 6	Review for Final Exam
As Scheduled	Final Exam

GRADES:

On-time Attendance	30 class periods * 3 points (+ 10 excused absence points)	100 points
Exams	3 * 100 points	300 points
Final Exam	1 * 100 points	100 points
SCM Data Set Analyses	3* 20 points	60 points
SCM Article Reviews	2 * 20 points	40 points
Total Points		600 points
A	540 - 600 points	
B	480 - 539 points	
C	420 - 479 points	
D	360 - 419 points	
F	0 - 359 points	

Disabled Student Policy:

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720.