BUS 635
Operations and Supply Chain Management
Spring 2017
Carroll University

Syllabus*

Instructor: Dr. Canchu Lin
Office: Business Hall 201
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Email: clin@carrollu.edu

Class Meeting Place: CGS LL18, Center for Graduate Studies
Class Meeting Time: Tuesday, 6:00 – 9:50 p.m.

Office Hours: Wednesday, 2:00 – 3:00 pm, and by appointment

Prerequisites: BUS 610 Quantitative Decision Making


Course Description:
Operations and supply chain management is a key function of any business organization. BUS 635 offers a broad perspective for how to efficiently and effectively manage operations and supply chains. This course provides a survey of important topics in operations and supply chain management, including but not limited to sourcing, demand management, manufacturing and distribution, operations and supply chain strategy, relationship building, logistics, inventory management, and supply chain integration. It addresses foundational concepts relating to the above mentioned operations and supply chain management topics as well as supply chain analytics, which are important tools for operations and supply chain management analysis and decision making.

The goal of this course is to familiarize students with the important concepts of operations and supply chain management and help them to develop skills in analyzing operations and supply chain issues and making effective decisions in this area. Consistent with this goal, this course mainly takes an interactive lecturing approach. Class time will be used to discuss important topics and concepts, solve problems, and present analysis of case studies.
Course Objectives/Learning Outcomes:
Upon successful completion of this course, students should be able to:
1. Understand the components of operations and supply chain management functions in different types of organizations
2. Understand important concepts in operations and supply chain management
3. Analyze decision problems in operations and supply chain management
4. Understand the importance of both internal and external relationship building to operations and supply chain management
5. Analyze cases regarding operations and supply chain management

Links to MBA Learning Outcomes

<table>
<thead>
<tr>
<th>MBA Learning Outcome</th>
<th>Course Learning Outcome(s)</th>
<th>Assessment Instruments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase knowledge and understand business concepts and their applications</td>
<td>1, 2, 3, 4</td>
<td>Tests and quizzes</td>
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<tr>
<td>Demonstrate mastery of business communication skills</td>
<td>5</td>
<td>Group Projects</td>
</tr>
<tr>
<td>Effectively apply appropriate tools and techniques to solve complex business problems</td>
<td>1, 2, 3, 4, 5</td>
<td>Projects, Tests, and Quizzes</td>
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<tr>
<td>Formulate and evaluate effective business policies and strategies within a global environment</td>
<td>3, 4</td>
<td>Case analysis, and Projects</td>
</tr>
<tr>
<td>Collaborate effectively in a competitive environment</td>
<td>4, 5</td>
<td>Group Projects</td>
</tr>
<tr>
<td>Examine and analyze issues related to diversity and ethics in a multicultural environment and their impact on the organization</td>
<td>Not applicable</td>
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Course Policy:
Attendance is required for this class and is critical to student success. Absences and tardies will negatively contribute to your final grade. While attendance is prerequisite to participation, participation is a more important indicator of classroom performance. Participation means that a student listens attentively to lectures and is active in classroom discussions, raising questions and providing answers to questions from others. Computer use during class is a privilege, not a right. Abuse of the privilege may result in its revocation. Examples of such abuse include, but are not limited to, reading or writing email, text messaging, surfing the web, working on assignments for other classes, and working on class-related assignments during a lecture. To assure continued use of this valuable resource throughout the course, be careful to adhere strictly to this computer use guidelines.
policy. No makeup quizzes, tests, and exams will be allowed if a student misses any of them because of absence. For individual assignments, they must be done and submitted independently. No late assignments will be accepted. For classroom civility, students have to:

- Show respect for all members of the class and your instructor;
- Avoid unnecessary disruptions during class such as private conversations, reading campus newspapers, and doing work for other classes;
- Avoid walking in and out of class during lectures and discussions (If you have to leave early or have a special situation that arises, please let me know before class, if possible, sit next to the door and leave quietly);
- Avoid using cellphones and text messaging in class, turn your electronic devices off before coming to class;
- And avoid any racist, sexist, or other negative language that may unnecessarily exclude members of our campus and classroom community.

Academic Integrity:
Violations of academic integrity include cheating, fabrication, tampering, plagiarism, or facilitating such activities. These violations of academic integrity do not comprise an exhaustive list. For more information about academic integrity, please read your Student Handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

Accommodation for Disabilities:
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

Grade Distribution:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Test 1</td>
<td>30</td>
</tr>
<tr>
<td>Test 2</td>
<td>30</td>
</tr>
<tr>
<td>Quizzes/Homework/Participation</td>
<td>12</td>
</tr>
<tr>
<td>Case Analyses</td>
<td>16</td>
</tr>
<tr>
<td>Group Project</td>
<td>12</td>
</tr>
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Tests: Two non-cumulative tests will be administered. Each test will include multiple-choice questions and problems. Multiple-choice questions will focus on the terminology, practices and principles discussed in class and in the reading materials. Problems will generally require both numerical analysis and interpretation.

Quizzes/Homework: Quiz/homework questions cover basic concepts and problem solutions.

Case Analyses: There are two case analyses, which are both individual assignments. You have to apply theoretical knowledge as well as quantitative skills to analyze assigned cases. Your case analysis report should cover the following sections: case scenario, detailed analysis, and
recommendation/conclusion. The discussion questions following a case can be used as a guide, but the case analysis should not be written as a collection of responses to the questions. You have to present your analysis of the selected or assigned case in class as well and initiate discussions on certain issues of the case among the class. The case analysis report must be submitted electronically on elearning at least a couple of hours prior to the class period when the case is presented. The written analysis report must be 2-3 pages long double space, and the presentation should be 7 to 10 minute long.

**Group Project:** The group project provides opportunities for you to apply knowledge and skills you have gained from this class to real-life situations and to develop oral and written communication skills. It is also a case study. A separate handout will be provided for the group project assignment.

**Writing Center:** The Carroll University Writing Center, located in the library Learning Commons, is open Sunday through Friday. From brainstorming to citation, Writing Assistants can help with any stage of the writing process; they are available either by appointment or on a drop in basis. Appointments are thirty minutes long and are free to all students. To schedule an appointment, use LC Online, which is accessible through the student portal or by visiting the Writing Center webpage: [http://www.carrollu.edu/learningcommons/writingcenter.asp?nav=5790](http://www.carrollu.edu/learningcommons/writingcenter.asp?nav=5790)

**Tentative Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A/B</td>
<td>88-92</td>
</tr>
<tr>
<td>B</td>
<td>83-87</td>
</tr>
<tr>
<td>B/C</td>
<td>78-82</td>
</tr>
<tr>
<td>C</td>
<td>70-77</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>below 60</td>
</tr>
<tr>
<td>Week/ Date</td>
<td>Topic</td>
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<td>------------</td>
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</tbody>
</table>
| Week 1 Jan 3 | Introduction  
Chapter 1 – Defining Supply Chain and Supply Chain Management  
Chapter 2 – Purchasing | Review the chapters and the discussion questions |
| Week 2 Jan 10 | Supply Chain Strategy  
Chapter 3 – Managing Supplier Relationships  
Chapter 4 – Ethical and Sustainable Sourcing | Online reading on elearning  
Review the chapters and the discussion questions  
Case analyses (2-7, 2-10) |
| Week 3 Jan 17 | Chapter 5 – Demand Management  
Chapter 10 – Customer Relationship Management | Review the chapters and the discussion questions  
Case analyses (3-5, 4-1) |
| Week 4 Jan 24 | **Test 1** (covers chapters 1, 2, 3, 4, 5, 10, and online reading assignment)  
Chapter 8 – Quality Control (will focus on the quantitative part)  
**Group Formation** | Review the chapter and discussion questions  
**Group Project Assignment** |
| Week 5 Jan 31 | Chapter 11 – Global Location Decisions  
Chapter 9 – Logistics | Review the chapters and the discussion questions  
Case analyses (4-7, 4-2) |
| Week 6 Feb 7 | Chapter 7 – Inventory Management  
Chapter 13 – Supply Chain Process Integration | Review the chapters and the discussion questions  
Case analyses (3-1, 5-1) |
| Week 7 Feb 14 | Chapter 12 – Service Response Logistics  
Chapter 14 – Supply Chain Performance Measurement | Review the chapters and the discussion questions  
Case analyses (5-2, 5-4) |
| Week 8 Feb 21 | **Test 2** (covers chapters 7, 8, 9, 11, 12, 13, 14)  
**Group Project Presentations** | |

*: The instructor and the University reserve the right to modify, amend, or change the syllabus (course requirements, grading policy, etc.) as the curriculum and/or program require(s).