Supply Chain Management

How do we supply the right service/product, at the right time, at the right place, at the right price? By using the appropriate electronic Supply Chain Management (eSCM) tools and techniques.

This course will enable students to:

- design and implement eSCM strategies
- offer industry-proven solutions
- define eBusiness models
- discern technology drivers and
- communicate the overall eSCM business justifications to any business stakeholder.

Topics in eSCM include building a strategic framework to analyze supply chains; planning demand and supply of services/products; planning and managing inventories, logistics, network design and information technology in a supply chain; understanding the role of eBusiness and the financial factors influencing supply decisions.

Instructor: Carl Hollstein

Time: Thursday, 5:30pm to 9:10pm – NH 366

Office Room 55-01, Floor LL, Fourth Avenue Building
Office hours by appointment or after class for brief discussions

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PSU TA: Nitin Mayande
Phone (503) 725-6744 Cell : (503) 803-9608
Fax (503) 725-4667
E-Mail  nitinm@pdx.edu


Case Studies: http://harvardbusinessonline.hbsp.harvard.edu

<table>
<thead>
<tr>
<th>Grading:</th>
<th>PSU</th>
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<tbody>
<tr>
<td>Homework/ Case Studies</td>
<td>25%</td>
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<tr>
<td>Midterm Individual Project</td>
<td>20%</td>
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<tr>
<td>Class Participation</td>
<td>20%</td>
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<tr>
<td>Term End Group Project</td>
<td>35%</td>
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Prereqs.: Basic probability and statistics. Familiarity with manufacturing engineering issues such as deterministic inventory control models, EMGT 510/610, or the consent of the instructor.

Tentative Schedule (Subject to change)

Note: Case Studies are Reading Assignments; Homework’s are Written Assignments

<table>
<thead>
<tr>
<th>Week</th>
<th>EMGT 510</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>3Apr08</td>
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<tr>
<td></td>
<td>Chap1-Understanding Supply Chain</td>
<td>Case Studies: None</td>
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<td></td>
<td>Chap2–Supply Chain Performance</td>
<td>Homework Due: none</td>
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<td>Chap3–Supply Chain Drivers and Obstacles</td>
<td>Class prep: Read Chap. 1,2,3 - be prepared to discuss in class</td>
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<td>Team Formation: Group Project teams will be formed today - guidelines will be discussed in class</td>
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<td>Individual projects: Can be based on a case study, an area of interest from the Text or a work related project with professor approval at the 2nd class meeting. Project</td>
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report will be submitted at or before Class #6

Additional Info regarding above items -

1. Be prepared to establish **teams for Group projects** that will include a cross section of the class members - equal distribution of the following among the groups -
   a. Full time student
   b. Part time student
   c. Industry experience
   d. No industry experience
   e. MS students
   f. PhD students

2. The **Group Projects** will be presented at the last 1 or 2 class sessions - depending on how many students and groups we have
   a. Work assignments will be decide by the team
   b. Students can chose the presenter(s) - preferably more than 1 student will participate in the presentation. Division of the presentation topics and time for each presenter should be by group discussion and decision
   c. Approximate time for each group will be 30 - 40 minutes, including the presentation and class questions and discussion following the presentation
   d. Grading will be determined as - Report 50%; Presentation & discussion 25%; Peer review inputs 25%
   e. Class members not on the presenting team will be asked to submit evaluation notes and ratings for each group

3. **Individual projects** will be chosen by each student with approval by the instructor
   a. Case Study from HBR that is not in Syllabus is acceptable and preferred - must have content that is SCM centric or very closely related
   b. Highlight the major issues of the problem that is the subject of the case
   c. Discuss the relevance of each of the issues that were discussed in the case
   d. Identify the 2 or 3 most significant factors in the case - support your choice with objective comments and discussion
   e. Discuss why you agree with the actions in the case or what you would have done different and support your choice in a narrative format

An acceptable alternate for the Individual project
### 2. Planning a Demand and Supply in a Supply Chain

<table>
<thead>
<tr>
<th>Date</th>
<th>Chap/Sections</th>
<th>Case Studies</th>
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</thead>
<tbody>
<tr>
<td>10Apr08</td>
<td>Chap7-Demand Forecasting in a Supply Chain, Chap8-Aggregate Planning in a Supply Chain</td>
<td>Case: <strong>Lucent Technologies: Global Supply Chain Management</strong> GS01&lt;br&gt;Case: <strong>Kuehne &amp; Nagel in the Asia-Pacific</strong> HKU048&lt;br&gt;Homework - Exercises: Chap 7- ABC Corporation 7.1 and 7.4&lt;br&gt;Submit 1 page team project outline with list of team members</td>
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### 3. Planning and Managing Inventories in a Supply Chain

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<tr>
<th>Date</th>
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<th>Case Studies</th>
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<tbody>
<tr>
<td>17Apr08</td>
<td>Chap9-Planning Supply and Demand in a Supply Chain, Chap10-Managing Economies of Scale in a Supply Chain Cycle Inventory</td>
<td>Case: <strong>MacPherson Refrigeration Ltd</strong> 93D021&lt;br&gt;Case: <strong>Ford Motor Co.: Supply Chain Strategy</strong> 9-699-198&lt;br&gt;Homework - Exercises: Chap 10- Harley Davidson 10.1 and 10.3</td>
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<tr>
<td>24Apr08</td>
<td>Chap11-Managing Uncertainty in a Supply Chain-Safety Inventory</td>
<td>Case: <strong>Supply Chain Management at World Co. Ltd</strong> 9-601-072&lt;br&gt;Case: <strong>Supply Chain Close-Up: The Video Vault</strong> 9-102-070&lt;br&gt;Homework - Exercises: Chap 11- Best Buy 11.1 and 11.3; and Hewlett Packard 11.4</td>
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<tr>
<td>1May08</td>
<td>Chap12-Determining Optimal Level of Product Availability</td>
<td>Case: <strong>Mitel Semiconductor</strong> 99D009&lt;br&gt;Case: <strong>Toyota Motor Manufacturing, U.S.A., Inc.</strong> 9-693-019&lt;br&gt;Homework - Exercises: Chap 12- Champion 12.4 and Mattel 12.8</td>
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### 4. Logistics, Network Design, and Information Technology in a Supply Chain

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<th>Date</th>
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### MID-TERM (Individual Project Reports Due)

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<tr>
<th>Date</th>
<th>Chap/Sections</th>
<th>Case Studies</th>
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WebCT Accounts:
Each student will be issued a WebCT account for use in the course. The account name will be the student's last name and first initial. The initial password will be the last four digits of the student ID (or social security number). For example, Jane Doe has a student ID number of 123-45-6789. Her WebCT account for the class will then be doej and the password will be 6789. Notice that the account name is in all lower case letters. The address for PSU's WebCT courses is www.webct.pdx.edu. This page provides links to student resources and listings of courses offered in part using WebCT at Portland State University.

Notes:
The notes for the course and supplemental material will be available on-line. Files will be distributed as either Excel spreadsheets or Adobe Acrobat PDF files. The free Acrobat reader program can be downloaded from www.adobe.com. The notes will be distributed
and posted on WebCT.

Projects:
The PSU version of the course is a 4 credit class. The additional credit hour reflects the significant time commitment that the project entails. Project Presentations will be made on 11th week of the term. Project reports are due at the same time.

WebCT Tips:
WebCT is a powerful, integrated courseware environment system being widely used at PSU and has been used by over 5 million students worldwide. I have been using WebCT for a couple of years now. Here are a few tips I've picked up over that time:

- If you are using America On-Line to access the Internet, use a standard browser, (Internet Explorer 4.01 or higher or Netscape versions 4.x)
- Use WebCT's navigation tools rather than your browser's navigation buttons. Since WebCT is a dynamic JavaScript-based environment, the pages may change and pressing the "back" button may not reflect these changes.
- Turning in a file electronically requires two steps, uploading a file and then linking it.
- Allow a little extra time when you are turning in files through WebCT. WebCT deadlines are firm and access to assignment is closed off after the due date/time.

Last Revised: 3-31-2008 CH