The HKUST Business School
ISOM 3770 Global Supply Chain Management, Fall 2021

CLASS SCHEDULE

- Meetings: **Tuesdays** and **Thursdays 04:30PM - 05:50PM**
- Venue: Rm 1104, Acad Concourse

INSTRUCTOR

Prof. Xuan Wang
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TEACHING ASSISTANT

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TUTORIALS

- Mondays **03:30PM - 04:20PM**
- Venue: Rm 1104, Acad Concourse

COURSE OVERVIEW & OBJECTIVE

A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of this network is a critical determinant of success in today's competitive environment. Companies such as Apple, Toyota, Dell, Procter & Gamble, and Amazon are proof that excellence in supply chain management is a must for financial strength and industry leadership.

With increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. Therefore, a strong understanding of supply chain management concepts and the ability to recommend improvements should be in the toolbox of all managers. The objective of this course is to introduce you to the key concepts and techniques that will

allow you to analyze, manage and improve supply chain processes for different industries and markets. At completion of this course, you will have the skills to assess supply chain performance and make recommendations to increase supply chain competitiveness.

TEACHING APPROACH

The general teaching approach is lecturing, case discussions, problem solving and demonstrations in the classroom. Lecture notes, additional reading articles, and learning resources are posted on Canvas. Through the case studies, students will analyze operational strategies of some existing supply chains. From the simulation game, the students will experience decision making in reality that may be complicated, interdependent and requires analysis and well-coordinated teamwork. Students will also get a chance to obtain hands-on experience through a group course project on real supply chain practices that can be found in their surroundings and daily life.

TEXTBOOKS (optional)

Sunil Chopra, Supply Chain Management--Strategy, Planning, and Operations, 7th Edition (Global Edition)

GRADING SCHEME

Class participation	5%
Online games	10%
Individual assignments	10%
Midterm exam	30%
Group project	15%
Final exam	30%
Total	**100%**

Note:
(1) No makeup exam will be given. If you miss the midterm exam for a valid and verifiable reason that is *approved* by the instructor *in advance*, the weight of the midterm exam will be added to the final exam. Otherwise, a zero mark will be assigned as your midterm grade.

(2) **Re-grading Policy**: The process of assigning grades is intended to be one of unbiased evaluation. Students are encouraged to respect the integrity and authority of the professor's grading system and are discouraged from pursuing arbitrary challenges to it. If you believe an inadvertent error has been made in the grading of assignments or exams,

a request to have the grade reevaluated may be submitted. In the event that you would like to request a re-grade:

- Email the instructor and the TA within **3 days** of receiving your grade, including a brief written statement of why you believe that an error in grading has been made. Late requests will not be entertained.
- We will re-grade your assessment/examination **in its entirety**. That is, we will re-grade all the items in your assessment/examination.

CLASS PARTICIPATION

This is your contributions to create and enhance a *positive learning environment* for this course. Assessment will be based on the quality and impact of your contribution to class discussion, and your participation in team activities. Good participation performance may benefit borderline cases.

ACADEMIC INTEGRITY

Students at HKUST are expected to observe the Academic Honor Code at all times (see http://www.ust.hk/vpaao/integrity/ for more information). Zero tolerance is shown to those who are caught cheating on any quiz or exam. In addition to receiving a zero mark on the quiz or exam involved, the final course grade will appear on your record with an X, to show that the grade resulted from cheating. This X grade will stay with your record until graduation. If you receive another X grade, you will be dismissed from HKUST.

ATTENDANCE & CLASSROOM ETIQUETTE

Your attendance is expected for every class session. Please notify the professor in advance if you have to miss a class due to a legitimate reason. When you attend, you will be expected to conduct yourself professionally and respectfully during class, which means being attentive and considerate of others in the class. This means refraining from the use of cell phones, text messaging, social networking or web surfing, etc. during class. Participation scores may be adjusted for students who consistently display unprofessional behavior. Please turn your camera on during the zoom lectures for best learning experiences.

PEER EVALUATION FOR GROUP WORK

I expect each team member to contribute actively to group work. *Toward the end of the semester*, you will have an option to email me an evaluation form specifying the contribution of each of your teammates to group assignments throughout the semester. I will use the information from these group evaluation forms subjectively to adjust the score*, if necessary*. The adjustment is usually to a lower rather than a higher grade, say from A- to B+. This scheme is designed to encourage cooperation but not competition among group members and to penalize free riding. Its success obviously depends on the honest and frank feedback from all of you.

If you believe that all members of your group should receive the same grade for the assignment, there is no need to submit the group evaluation form.

- Format of the peer evaluation

  Say your group has 6 members, i.e., you have 5 teammates. You will have a total of 50 points and you will allocate these 50 points to 5 teammates (not including yourself). The allocation can be any combination as long as the sum is 50. For example,

  [(10, name1); (10, name2); (10, name3); (10, name4); (10, name5)], or

  [(10, name1); (15, name2); (5, name3); (10, name4) ; (10, name5)], or

  [(1, name1); (13, name2); (13, name3); (13, name4) ; (10, name5)].

  The format is similar for a group of size 4, i.e., 30 points to be allocated to your 3 teammates. Please use whole numbers. Peer evaluation scores will be *strictly confidential* and only the instructor has access to this information.

Again, if you feel that your group mates have all made fair contributions, you do not need to do the peer evaluation.

COURSE SCHEDULE

(*The schedule below is subject to minor modifications at the instructor's discretion.*)

Session	Date	Contents	Note
1	Sep 2	Intro to Supply Chain Management (SCM)	
2	Sep 7	SCM Drivers and Metrics	
3	Sep 9	Case Study: 7-Eleven	
4	Sep 14	Designing Distribution Networks and Applications to Omni-channel Retailing	
5	Sep 16	Network Design Optimization	
6	Sep 21	Inventory Management (I)	
7	Sep 23	Inventory Management (II)	
8	Sep 28	Risk Pooling Strategies to Reduce and Hedge Uncertainty	
9	Sep 30	Case Study: Zara	
10	Oct 5	Sales and Operations Planning in a Supply Chain	
11	Oct 7	Beer Game	**HW 1 due before class**
12	Oct 12	Beer Game Debrief & Bullwhip Effect	
	Oct 14	**No Class (General Holiday)**	
13	Oct 19	Midterm Review Session	
	Oct 21	**Midterm Exam**	
14	Oct 26	Game: Lamson Corporation	
15	Oct 28	Transportation in a Supply Chain	
16	Nov 2	Sourcing Decisions in a Supply Chain	
17	Nov 4	Pricing and Revenue Management in Supply Chains	
18	Nov 9	Supply Chain Finance	
19	Nov 11	Case Study: Sport Obermeyer Ltd.	
20	Nov 16	Global SCM Simulation Online Game	
21	Nov 18	Game Debrief & Group Project Presentation	**HW 2 due before class**
22	Nov 23	Group Project Presentation	
23	Nov 25	Group Project Presentation	
24	Nov 30	Final Exam Review Session	