

**University of Indianapolis**  
**School of Business**  
**Course Syllabus**  
**Course Information**

**Course Number and**

**Title** MBA 661 Supply Chain Management

**Session and Year** Summer 2009 (May 12 – July 28)

**Section** Tuesday 5:45 – 9:15 pm

**Instructor** Kimber Rueff

**Day Phone** 317-594-9303

**Email** [kimberrueff@aol.com](mailto:kimberrueff@aol.com)

Please use start subject line with course number

**Office Hours** By appointment

**Textbook** *Designing and Managing the Supply Chain Concepts, Strategies and Case Studies*, by David Simchi-Levi, Phillip Kaminsky, and Edith Simchi-Levi; McGraw-Hill Irwin, Third Ed., ISBN: 978- 0-07-298239-8.

**Course Description**

The course goal is to familiarize students with the discipline of supply chain management, which enables firms to better coordinate information and material flows, and customer service activities relevant to logistics, operations, and marketing processes that occur along a supply chain.

**Graded Events**

Homework/quizzes 30%

Mid-term exam 30%

Final exam 30%

Class participation and preparation 10%

**Letter Grade Average**

A 92 - 100

A- 90 - 91.9...

B+ 88 - 89.9...

B 80 - 87.9...

C 70 - 79.9...

D 60 - 69.9...

F below 60

I reserve the right to make positive changes to the grading scale. I reserve the right to penalize lateness at 10% of the point value per day late. Papers and projects that are more than two weeks late or that are not turned in prior to the week of final exams will not receive credit. In order to receive reconsideration, please bring questions or concerns, regarding graded material, to my attention within 1 week after your work has been returned to you.

**Class Attendance**

Class attendance is an important part of the academic process, and you are expected to

attend classes regularly and to manage your schedule in order to meet the demands of this course and other commitments. Attendance will be taken at the beginning of each class period. You may be administratively withdrawn from class due to excessive absences.

**Academic Dishonesty and Plagiarism**

You must not adopt or reproduce ideas, words, or statements of another person without giving an appropriate acknowledgement to the source. You must give due credit to the originality of others and acknowledge indebtedness wherever you:

- Quotes another person’s actual words, either oral or written;
- Paraphrases another person’s words, either oral or written;
- Uses another person’s ideas, opinions, or theories; or
- Cites facts, statistics, or other illustrative material, unless the information is common knowledge.

Incidents of academic dishonesty and/or plagiarism will be handled as per the Student Handbook.

**Exams**

The exams are designed to evaluate the student’s comprehension of material rather than just memorization. Questions may include short answer/essay and problems. On exams, you will be responsible for all of the assigned readings.

If you must miss an examination, you must let me know about this prior to the exam. If you miss an examination without prior notice, you must email me and provide your reason why you missed the exam. It will be solely at my discretion whether you are may take a make-up exam. A penalty on the make-up exam may be administered.

**Quizzes**

Over the course of the semester, there may be unannounced quizzes. The quizzes will cover material either read or discussed in the previous lectures. A quiz typically consists of a single essay question and students typically have a few minutes to answer it. The quizzes will be given at the beginning of the class period so it is your responsibility to be to class on time. There will be no makeup for these quizzes.

**TENTATIVE CLASS SCHEDULE**

<u>CLASS SESSION</u>	<u>TOPIC</u>	<u>ASSIGNMENTS</u>
5/12/09	Chapter 1: Introduction to Supply Chain Management Chapter 2: Inventory Management and Risk Pooling	Chapter 1 Discussion Questions Case : Meditech Surgical Chapter 2 Discussion Questions Case : Centralized versus Decentralized Systems
5/19/09	Chapter 3: Network Planning Chapter 4: Supply Contracts	Chapter 3 Discussion Questions Case: H.C. Starck, Inc. Chapter 4 Discussion Questions
5/26/09	Chapter 5: The Value of Information	Chapter 5 Discussion Questions Case: Reebok, NFL, Replica Jerseys Appendix A in class.

6/2/09	Chapter 6: Supply Chain Integration	Chapter 6 Discussion Questions Case: The Great Inventory Correction
6/9/09	Chapter 7: Distribution Strategies	Chapter 7 Discussion Questions First Exam over chapter 1-6
6/16/09	Chapter 8: Strategic Alliances Chapter 9: Procurement and Outsourcing Strategies	Chapter 8 Discussion Questions Case Solectron from Contract Manufacturing to Global Supply Chain Integration. Chapter 9 Discussion Questions
6/23/09	Chapter 10: Global Logistics and Risk Management The "Green Supply Chain"	Chapter 10: Discussion Questions <b>Presentation</b> on the "Green Supply Chain"
6/30/09	Chapter 11: Coordinated Product and Supply Chain Design	Chapter 11: Discussion Questions Case: Hewlett-Packard Company Network Printer Design for Universality
7/7/09	Chapter 12: Customer Value Customer Relationship Management	Chapter 12: Discussion Questions Paper on Customer Relationship Management
7/14/09	Chapter 13: Smart Pricing	Chapter 13: Discussion Questions Case: The Great Rebate Runaround
7/21/09	Chapter 14: Information Technology and Business Processes Chapter 15: Technology Standards	Chapter 14: Discussion Questions Chapter 15: Discussion Questions
7/28/09		Final Exam