

University of Maryland, The Robert H. Smith School of Business
BUSI 671 Supply Chain Logistics and Operations Management
Spring 2004, T-TH, 1:20-3:10 pm, Section 0301, VMH 1505
Course Web Page URL: on Blackboard

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Office Hours: M-Th 3-4 pm; fax: 301-405-8655

Course Overview: In today's business environment, the creation of customer value is a key driver of competitive advantage. At the enterprise level, the design of the value chain is intimately linked with the management of the supply chain. An effective supply chain must be configured to deliver customer value while maintaining crucial cost advantages. To minimize system-wide costs, firms are relying increasingly on new tools for modeling the full supply chain that integrate the firm's logistics and operations.

This course introduces students to the concept of value-driven supply chains and its integration with operations. The course focuses on the fundamental principles underlying supply chains, using insights from both operations management and logistics. The course then illustrates the design and management of effective supply chains, based on the principles developed and the current practices of firms, illustrated with case studies. Students will also be introduced to the role of optimization-based design tools and the capabilities of state-of-the-art supply chain management software.

Textbook:

- David Simchi-Levi; Philip Kaminsky; and Edith Simchi-Levi, *Designing and Managing the Supply Chain*, Irwin Mc-Graw Hill, 2nd Edition, 2003.
- Course packet with two additional cases available from Xanedu (# 204744).

Required Work and Grading Policy:

- **Assignments** — there will be three homework assignments: one team assignment, and two individual assignments. Dates are stated below (on "schedule"); details to follow.
- **Exams** — there will be a midterm and a final exam as scheduled, both closed books and notes. However, for the midterm exam, you are allowed one "cheat sheet", 8.5x11", **front only**. For the final exam, you are allowed one "cheat sheet", 8.5x11", front and back.
- **Composition of final grade** — The final grade is based on your final number of points, out of a maximum of 1000 points, distributed as follows:
 - Assignments: 300 points (100 points each)
 - Exams: 300 points for the midterm exam and 350 points for the final exam
 - Class participation: 50 points
- **Grading policy** — 35%–55% A+/A /A-; 30%–70% B+/B/B-; 0%–20% C+/C/C-

Academic Integrity: The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following website for more information on the University's Code of Academic Integrity:

http://www.inform.umd.edu/CampusInfo/Departments/JPO/AcInteg/code_acinteg2a.html

On each exam or assignment you will be asked to write out and sign the following pledge. "I pledge on my honor that I have not given or received any unauthorized assistance on this exam/assignment."

Individual assignments (as indicated below) to be handed in are to be prepared independently by each student, although consultation with others is allowed. The team assignment is to be discussed only within your team. Late submissions of assignments without a valid excuse (per University Policy) will not be accepted. Cheating on exams will not be tolerated, and students that fail to comply with University's academic integrity policies will be subject to the maximum university penalties.

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Planned Course Schedule

Class#	Date	Material	Readings (Chapter #)	Case
1	03/16	Intro to SCM; supply chain architectures	1	
2	03/18	Introduction to linear programming (LP) and network design	2 & LP with Excel Solver (course pack)	
3	03/30	Linear programming		
4	04/01 ^a	Inventory management	3	Sport Obermeyer (book, pp. 76-90)
5	04/06	Inventory management / risk pooling	3	
6	04/08	Beer game		
7	04/13 ^b	The bullwhip effect / value of information	4 (skip 4.2.1 and 4.2.2)	Barilla Spa (book, pp. 91-100)
9	04/15	MIDTERM EXAM, 7pm-9pm (all three sessions together at TYD 0130)		
8	04/20	International issues in SCM	8	Mattel, Inc. (in course pack)
10	04/22	e-Business and SCM; e-procurement	5 (pp. 121-133)	Freemarkets OnLine (book, pp. 165-178)
11	04/27	Strategic alliances, partnerships, and distribution strategies	5 (pp. 133-138), 6	A tale of two distributors (in course pack)
12	04/29 ^c	SCM & product design issues	9	HP Deskjet (book, pp. 207-213)
13	05/11	Information technology for SCM	11	
14	05/12 8:30 am	Decision support systems for SCM - Guest speaker: Bill Hart, Manugistics VMH 1524 Note that 05/12 is Wednesday, 8:30am! (No class on Thursday 05/13)		
15	05/15	FINAL EXAM, 10:30am-12:30pm, VMH 1212		

Due dates for and description of assignment deliverables

- ^a April 1st: Homework # 1: This is a **team** assignment related to the Sport Obermeyer case. Students should form their own teams with three to four students per team. You *only* need to directly answer the assigned questions, which will be posted on the course web site.
- ^b April 13th : **individual** homework # 2 due (homework # 2 issued on 03/30).
- ^c April 29th: **individual** homework # 3 due (homework # 3 issued on 04/20).

For the two individual homework exercises, typewritten reports are **not** required, but all written work and analyses should be legible, clear, and concise.

Expectations for each class meeting:

You are expected to come to class fully prepared to discuss the assigned course material for the day (i.e., readings from the text and/or cases listed in the course schedule above). Comments, questions, your experiences with the day's topic are encouraged. I will post questions on Blackboard to help you prepare for the cases, although you don't need to write up your answers.

- There will be cold calling (particularly for cases), so make sure you come to class prepared.
- Until the instructor learns the names of everyone in class, please bring your nametents each day.

Special Needs:

Any student with special needs should bring this to the attention of the instructor as soon as possible, but not later than the second week of class.