

University of Maryland, The Robert H. Smith School of Business
BUSI 671 Supply Chain Logistics and Operations Management
Fall 2004, TH, 6:25-10:00 pm, Section DC03, Room DC G1
Course Web Page on Blackboard

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Office Hours: before class and by appointment; 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. ISBN 0-07-284553-8
- Course packet with two additional cases available from Xanedu. Coursepack ID: 216184

Required Work and Grading Policy:

- **Assignments** — there will be three homework assignments: two individual assignments and one team assignment. Dates are 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: 250 points for the midterm exam and 350 points for the final exam
 - Class participation: 100 points
- **Grading policy** — The percent indicates what percent of the class will receive the respective grades. 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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Fall 2004 Planned Course Schedule (subject to change)

Class#	Date	Material	Readings (Chapter #)	Assignments
1	09/02	Intro to SCM; Supply chain architectures, Introduction to linear programming (LP) and network design	1, 2 & LP with Excel Solver (course pack)	Homepage Due Practice LP Problems Homework 1 Issued
2	09/09	Linear programming, Integer programming, Inventory management	3	Homework 1 Due Homework 2 Issued
3	09/16	Inventory management, risk pooling, Sport Obermeyer Case Discussion	3, Sport Obermeyer (book, pp. 76-90)	Homework 2 Due
4	09/23	MIDTERM EXAM , 6:25 pm – 7:45 pm Beer game, 7:55 – 10 pm		Homework 3 Issued
5	09/30	The bullwhip effect / value of information, Barilla Case Discussion, SCM & product design issues	4 (skip 4.2.1 and 4.2.2), Barilla Spa (book, pp. 91-100), 9	
6	10/07	International issues in SCM, Strategic alliances, Partnerships, Distribution strategies, Mattel Case Discussion	5 (pp. 133-138), 6, 8, Mattel Case (in course pack)	Homework 3 due
7	10/14	Information technology for SCM, e-Business and SCM; e-procurement, Freemarkets OnLine Case Discussion	5 (pp. 121-133), 7, 11, 12, RFID Articles (on BB), Freemarkets OnLine (book, pp. 165-178)	
	10/21	FINAL EXAM , 6:25 pm		

Due dates for and description of assignment deliverables

- September 9th: Homework # 1 due: **individual**.
- September 16th: Homework # 2 due: **individual**.
- October 7th: Homework # 3 due, **team**.

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 name tents 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.