

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Supply Chain Management

COURSE NUMBER: MBA 7305

PREREQUISITES: MBA 6100, 6400 and 7200

COURSE DESCRIPTION:

This course focuses on supply chain concepts, supply chain processes and managing those processes to build competitive advantage in a global marketplace. Topics covered include supply chain processes from supplier to fulfillment, supply chain performance measurement, implementation and link to business strategy. Though mostly process-focused, the course covers some quantitative concepts such as demand planning, inventory management and forecasting techniques. It also covers the role of information technology and e-business in state-of-the-art supply chain management.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will understand the strategic importance of supply chain management in a global business environment.

Learning Objectives: The student will:

- A-1. Define supply chain management and its characteristics and components.
- A-2. Explain the linkage of supply chain strategy and design with business strategy.
- A-3. Describe how supply chain management is used to build competitive advantage.
- A-4. Articulate how a company achieves strategic fit between its supply chain strategy and its competitive strategy.

GOAL B:

Students will understand how supply chain management relates to other business functions.

Learning Objectives: The student will:

- B-1. Analyze how information, product, and cash flow across the supply chain and the importance of these flows of information, product and cash to the business function.

- B-2. Identify and describe the major business processes that make up and are affected by supply chain management.
- B-3. Define the bullwhip effect. Analyze why it occurs, its importance and financial implications for the firm.

GOAL C:

Students will develop a working knowledge of concepts and methods related to designing and managing supply chains.

Learning Objectives: The student will:

- C-1. Identify and assess key factors that must be considered when designing network and distribution supply chains.
- C-2. Define and analyze actions and managerial levers that facilitate strategic partnership, trust and coordination within the supply chain.
- C-3. Explain the strategic and financial impact of procurement, demand planning, sales forecasting and inventory management on the firm and how these processes are interrelated.
- C-4. Analyze current frameworks used to implement supply chain management with emphasis on collaboration and coordination of such frameworks.

GOAL D:

Students will develop an understanding of business process improvement and tools and skill sets for measuring and improving supply chain performance.

Learning Objectives: The student will:

- D-1. Identify and describe key supply chain metrics and their financial importance.
- D-2. Describe the concept of the supply chain scorecard, its framework and it is aligned with the firm's business strategy.
- D-3. Describe how process mapping can be used to improve supply chain performance and drive improvement.
- D-4. Demonstrate how supply chain metrics and performance relate to and affect a firm's financial statements.

- E-3. Evaluate the impact that e-business has on supply chain performance.
- E-4. Use e-business frameworks to evaluate whether a company can benefit from e-business and where e-business efforts should be targeted.