

City University of Hong Kong

Information on a Course
offered by Department of Management Sciences
with effect from Semester A in 2012 / 2013

Part I

Course Title: Supply Chain Management

Course Code: FB6721

Course Duration: ONE SEMESTER

No. of Credit Units: 3

Level: P6

Medium of Instruction: English

Prerequisites: NIL

Precursors: NIL

Equivalent Courses: NIL

Exclusive Courses: MS6721/MS6721A Supply Chain Management

Part II

1. Course Aims:

This course aims to:

- a) provide a comprehensive understanding of supply chain management.
- b) expose students to the key trends and management issues of the supply chain.
- c) provide students with the requisite knowledge and skills to design and manage supply chain, analyze and improve the supply chain performance, and apply information technology and the theory of objective alignment to coordination supply chain.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting
1	Define the scope of supply chain management and identify the major sources of challenges in supply chain management.	1
2	<u>Align</u> appropriate supply chain strategies with product characteristics.	2
3	<u>Align</u> appropriate performance measures with organizational and customer needs	3
4	<u>Apply</u> Information Technology and the theory of objective alignment to solve issues in supply chain coordination	3
5	<u>Design</u> appropriate operational strategies to improve supply chain performance	3

3. Teaching and learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1:Lectures

- Lectures: Concepts and relevant knowledge of supply chain management are explained.
- Videos: Videos are shown to highlight real-life business scenarios. Follow-up discussions provide students with the opportunity to create and evaluate alternative solutions to problems in the supply chain.

TLA2:Tutorials

- In-class exercises and activities: Students participate in in-class exercises and activities.
- Group discussion & case study: The students work in groups to research and discuss the real case provided by the instructor. The discussion is then led by the instructor to explore how the concepts and theories are applied in real business and how to improve the performance of supply chain.
- Beer-Game simulation game: Students are assigned to work in group and they act as inventory manager of a beer distribution supply chain. The objectives of the game are to manage the inventory across the supply chain and to illustrate the bullwhip effect. After playing the game, students are required to evaluate/reflect on the strategies that they applied and how they could improve the performance of the beer distribution supply chain. They are also required to reflect on how this simulation might relate to real-world scenarios.

4. Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CIOs. Final details will be provided to students in their first week of attendance in this course)

CISO	AT1	AT2	AT3	AT4	Remarks
	Group Project and Presentation	In-class activities and participation	Individual Assignments	Three on-class Quizzes	
1	1	1	1	2	1: Minor focus on the ILO; 2: Main focus on the ILO)
2	2	2	2	2	
3	2	2	2	2	
4	2	2	2	2	
5	2	2	2	2	
Total	40%	15%	15%	30%	

Constructive Alignment of ILOs and Assessment Methods