

City University of Hong Kong
Course Syllabus

offered by Department of Management Sciences
with effect from Semester A 2016 / 2017

Part I Course Overview

| | |
|---|--|
| Course Title: | Professional Forums on Logistics and Supply Chain Management |
| Course Code: | MS5315 |
| Course Duration: | One Semester |
| Credit Units: | 3 |
| Level: | P5 |
| Medium of Instruction: | English |
| Medium of Assessment: | English |
| Prerequisites: (Course Code and Title) | Nil |
| Precursors: (Course Code and Title) | Nil |
| Equivalent Courses: (Course Code and Title) | Nil |
| Exclusive Courses: (Course Code and Title) | Nil |

Part II Course Details

1. Abstract

This course aims to provide students with both an overview and in-depth knowledge about the implementation issues, major challenges, and the best practices of logistics and supply chain management. Industry leaders and professionals will be invited to give guest lectures, followed by group discussions. Current and important topics related to logistics and supply chain management practice will be addressed. Applications of MS/OR approaches and other enabling technologies for supporting logistics and supply chain decision-making will be emphasized. The course will prepare students to take up positions in the logistics and supply chain management profession.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|---|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Acquire a framework of tools with which to analyze business cases and problems. Further, students will understand the interrelationship among the managerial functions of a company, such as marketing, finance & logistics and will have improved business communications skills. | 20% | ✓ | | |
| 2. | Understand the impact of logistics and supply chain management on the success and profitability of the modern organization. | 10% | | ✓ | |
| 3. | Understand the influence of integrated supply chain management on major functional activities, including product design, information systems, production planning & control, inventory management, human resource management, financial planning, forecasting, sales, quality management & many other areas. | 10% | | ✓ | |
| 4 | Understanding of the major challenges faced in implementing an integrated supply chain management strategy and approaches for meeting these challenges. | 10% | | ✓ | |
| 5 | Understanding analytical and problem-solving skills necessary to develop solutions for a variety of logistics and supply chain problems. | 10% | | ✓ | |
| 6 | Know about the application and the development of logistics and supply chain technology in Hong Kong industries. | 20% | | | ✓ |
| 7 | Know about the professional opportunities in the field of logistics and supply chain management. | 20% | | | ✓ |
| | | 100% | | | |

- A1: *Attitude*
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- A2: *Ability*
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
- A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

| TLA | Brief Description | CILO No. | | | | | | | Hours/week (if applicable) |
|------------------|---|----------|---|---|---|---|---|---|-------------------------------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Lectures | Lectures and guest lectures by industry leaders will cover the industry related issues at both operational and strategic levels. Real examples will be intensively cited to illustrate the best practices and latest trends and challenges. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 2.5 |
| Case Discussions | Students will be asked to work individually and also in group of two or three peers to analyse some assigned cases or some guest lectures. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 0.5 |

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | | CILO No. | | | | | | | Weighting | Remarks |
|--------------------------------|---|----------|---|---|---|---|---|------|-----------|---------|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | |
| | Continuous Assessment: 100% | | | | | | | | | |
| Group Case Study | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 50% | |
| Individual Case study | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | 50% | |
| | Examination: ____% (duration: _____, if applicable) | | | | | | | | | |
| | | | | | | | | 100% | | |

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Adequate (C+, C, C-) | Marginal (D) | Failure (F) |
|-----------------------|-----------|--|---|---|---|--|
| Group Case Study | | Strong evidence of knowing how to apply the key concepts of managing services into real life service operations scenarios. | Evidence of knowing how to apply the key concepts of managing services into real life service operations scenarios. | Some evidence of knowing how to apply the key concepts of managing services into real life service operations scenarios. | Sufficient familiarity with the subject matter to enable the student to progress without repeating the assignment. | Little or no evidence of familiarity with the subject matter. |
| Individual Case Study | | Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base. | Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature. | Some evidence of grasp of subject, little evidence of critical capacity and analytic ability; reasonable understanding of issues. | Sufficient familiarity with the subject matter to enable the student to progress without repeating the case report. | Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature. |

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

1 Logistics Strategy

Pull versus Push; Product packaging; Product pricing. Logistics customer service: Modelling sales-service relationship; Determining optimum service levels.

2 International Issues in Supply Chain Management

Risk and advantages of international supply chains. Regional differences in logistics. Global versus Local products. Local Autonomy versus Central Control. Development of global logistics network. Product sourcing alternatives.

3 Supply Chain Integration

Supplier integration into new product development. Buyer-supplier relationship: co-operative versus confrontational, short-term versus long-term, one-off deal versus repetitive deals, etc.

4 Logistics & SCM Challenges for the future

Strategic planning for logistics and supply chain management. Hong Kong's role in global supply chain management. Market readiness. Characteristics of PRC market.

5 Facility Location Decisions

Cross-Docking. Network location decisions in the Asian context. Consideration of HK and PRC infrastructure issues in the logistics network design. Three approaches to logistics network design.

6 Contemporary Logistics Strategies/Outsourcing

Strategic Alliances. Channel power, upstream and downstream. The intersection of Marketing and Logistics; branding and price elasticity of demand.

2. Reading List

- Coyle J J, Bardi E J and Langley C J, The Management of Business Logistics, 7/e, West Publishing Company, 2003.
- Simchi-Levi D, Kamisky P, and Simchi-Levi E, Designing and Managing the Supply Chain-Concepts, Strategies & Case Studies, McGraw Hill Co, Inc, 2003.
- Ballou R H, Business Logistics Management, 4/e, Prentice Hall, Inc, 1998.