

City University of Hong Kong
Course Syllabus

offered by Department of Management Sciences
with effect from Semester A 2017 / 2018

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

Spreadsheets play a vital role in analytical work and are essential in the business world. This course aims to equip students with a set of modeling skills together with data analytical tools based on spreadsheet that enable them to address complex business problems. Students will learn:

- How to develop and use spreadsheet models effectively for business analysis.
- How to utilize data and models together with sophisticated analysis to derive better insights and drive better decisions.
- Analytical techniques based on Excel and VBA programming and their business applications.

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: 0% (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-)	Fair (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

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	
2.	
3.	
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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