

**City University of Hong Kong**

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

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**Part I**

Course Title: Supply Chain Management

Course Code: MS6721A

Course Duration: One Semester

Credit Units: 3 credits

Level: P6

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: MS6721 Supply Chain Management

Exclusive Courses: FB6721 Supply Chain Management

**Part II**

**Course Aims**

A supply chain is a network of facilities and organizations that is involved in acquiring raw materials and services, and then producing and delivering the end products and services with added value to customers. The objective of supply chain management is to effectively coordinate the flows of products, information and finance in supply chains. This course aims to give students a balanced, contemporary view of managerial issues which arise in coordinating these three flows in the supply chain.

**Course Intended Learning Outcomes (CILOs)**

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

<b>No.</b>	<b>CILOs</b>	<b>Weighting</b>
1.	Define the scope of supply chain management and identify the major sources of challenges in supply chain management	20

2.	<u>Align</u> appropriate supply chain strategies with product characteristics	30
3.	<u>Align</u> appropriate performance measures with organizational and customer needs	10
4.	<u>Apply</u> Information Technology and the theory of objective alignment to solve issues in supply chain coordination	20
5.	<u>Design</u> appropriate operational strategies to mitigate supply chain risks	20

### 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)*

	Teaching and Learning Activities		
CILO	Lectures	Case study	Reading
1	Yes	Yes	Yes
2	Yes	Yes	Yes
3	Yes	Yes	Yes
4	Yes	Yes	Yes
5	Yes		Yes

### Assessment Tasks/Activities

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

CILO	Assessment Method			Row Total
	Case Exercise	Group Project	Final Exam.	
1	5	10	10	25
2	10	15	5	30
3	5		5	10
4	5	10	5	20
5	5	5	5	15
Column Total	30	40	30	100

### **Grading of Student Achievement:**

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Grade Definitions</b>	<b>Remarks</b>
A+ A A-	4.3 4.0 3.7	Excellent	Strong evidence of grasping managerial issues on coordinating product, information, and financial flows in supply chain as outlined in CILOs
B+ B B-	3.3 3.0 2.7	Good	Evidence of grasping managerial issues on coordinating product, information, and financial flows in supply chain as outlined in CILOs
C+ C C-	2.3 2.0 1.7	Adequate	Some evidence of grasping managerial issues on coordinating product, information, and financial flows in supply chain as outlined in CILOs
D	1.0	Marginal	Sufficient familiarity with the managerial issues on coordinating product, information, and financial flows in supply chain as outlined in CILOs
F	0.0	Failure	Little evidence of grasping managerial issues on coordinating product, information, and financial flows in supply chain as outlined in CILOs

### **Part III**

#### **Keyword Syllabus**

##### Introduction to Supply Chain Management (SCM)

What is SCM? The complexity and the key issues in SCM. Supply chain strategies.

##### Logistics Network

Key parties and their responsibilities. Data essential for logistics network configuration.

##### Inventory Management

Demand forecasting. Distribution requirement planning, material requirement planning. Inventory management, risk pooling and postponement, and distribution strategies for the supply chain.

##### Information and Supply Chain Management

The value of information. Bullwhip Effect. Beer Game. Information for supply chain integration and coordination. Vendor managed inventory.

##### Special topics in SCM

Supply chain contract; revenue management; smart pricing.

**Textbooks (will be updated if necessary)**

1. Required text: David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain, McGraw-Hill, 2009 (3<sup>rd</sup> ed.)
2. Reference text: Sunil Chopra, Peter Meindl, Supply Chain Management, Strategy, Planning & Operations, Pearson, 2007.