

Argosy University
COURSE SYLLABUS

B6110

Supply Chain Optimization and Outsourcing

Faculty Information

Faculty Name:

Campus:

Contact Information:

Office Hours:

Short Faculty Bio:

Course description:

Supply Chain Management encompasses development of integrated strategies in managing over-all costs, attaining profit goals, and satisfying customers. Building on the implementation of enterprise software and new applications, leaders are better able to plan sales revenue, schedule production, set optimal inventory levels, plan distribution/warehousing and global logistics, source goods and services strategically, and finance operations through better working capital management. Recognition is also given to important interrelationships among sales management, logistics, production, marketing, and financial management. This course also focuses on outsourcing as a corporate strategy to reduce costs, improve cycle time, customer service and improve the overall performance of the supply chain. The human resource implications and challenges inherent in implementing outsourcing will be addressed and the pros and cons of this strategy debated in class. Requirements of the course will include case analyses.

Course Pre-requisites: None

Required Textbook:

IMPORTANT: You are not required to purchase the textbook for this course. Your textbook will be available to you as an electronic book with your fully online or blended course on the eCollege platform.

Blanchard, D. (2007). *Supply chain management: Best practices*. New Jersey: John Wiley & Sons.

Hugos, M. (2006). *Essentials of supply chain management*. (2nd ed.). New Jersey: John Wiley & Sons.

Kim, B. (2005). *Supply chain management in the mastering business in Asia series*. New Jersey: John Wiley & Sons.

Course length: 7.5 Weeks

Contact Hours: 45 Hours

Credit Value: 3.0

Program Outcomes:

1. Communication
 - 1.1. Oral/Written – Present business information orally and in writing using appropriate technology that is concise, clear, organized, supported, and persuasive in a professional manner appropriate to the business context
2. Critical Thinking/Problem Solving
 - 2.1. Critical Thinking – Incorporate and synthesize information, theory, and practice in order to implement appropriate business actions
 - 2.2. Problem Solving/Decision Making – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, and determine and defend appropriate course of action
 - 2.3. Information Literacy – Access information from a variety of sources, evaluate the credibility of the sources, and apply that information to solve business problems
3. Team
 - 3.1. Leadership – Describe the requirements of team members and leaders to work effectively and creatively in achieving team goals
 - 3.2. Collaboration – Collect, categorize, and consider the views of all stakeholders
4. Ethics
 - 4.1. Ethics – Identify the ethical principles related to personal and corporate behavior in specific business situations and explains the potential consequences
5. Diversity
 - 5.1. Diversity – Identify the impact of both cultural and economic factors on the modern enterprise and explain the potential consequences
6. Analysis/Application
 - 6.1. Applied Technology – Select and defend business technology solutions to typical business problems
 - 6.2. Integration – Describe the interrelationship of the functional business areas of statistics, accounting, finance, marketing, operations, and strategy within the context of specific organizational goals

Concentration

Management

7. Organizational Constructs

12.1 Given a specific business case or scenario, integrate managerial strategies with organizational objectives

Course Objectives:

1. Evaluate metrics for supply chain performance inquiry at a macro level and identify the drivers and obstacles for supply chain performance (Program Outcomes: 1.1, 2.1, 2.2, 2.3)
2. Explore how customization can help a firm manage its supply chain to better serve a diverse customer base (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 3.1, 3.2)
3. Discuss how various strategic alternatives in distribution system design, and the drivers will enhance business performance (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 6.1, 6.2)
4. Evaluate how various models may be used to solve transportation problems arising in logistics and supply chain management. (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 6.1, 6.2)
5. Evaluate how new supply chain models utilize information technology, such as network design for a firm with web-based and traditional sales outlets to enhance productivity and efficiency in a diversified market (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 4.1, 5.1)
6. Evaluate the integration of the various individual elements of a supply chain and describe how firms strategically design supply chain networks to maximize the firm's overall performance. (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 3.1, 3.2, 12.1)
7. Create an analysis of specific supply chain issues to include an exploration of alternatives and recommendations for changes that will optimize business performance. (Program Outcomes: 1.1, 2.1, 2.2, 2.3, 6.1, 6.2, 12.1)
8. Describe the outsourcing strategy and decision making process and evaluate its effectiveness given a business situation case scenario (Program Outcomes: 6.1, 6.2, 12.1)

Assignment Table

Module	Module Topics	Readings	Assignments
1	Introduction to Supply Chain Management (SCM)	Bowon Chapter 1: Supply Chain Management: Creating Value for the Customers Chapter 2: Effective Decision-Makings for High-Performing Supply Chain Hugos Chapter 1: Key Concepts of Supply Chain Management Blanchard	

		Chapter 1: If Supply Chain is the Answer, Then What's the Question?	
2	Distribution Network Design in a Supply Chain	Blanchard Chapter 2: Anatomy of a supply chain Chapter 3: Supply chain metrics: Measuring up to high standards	
3	Planning Demand, Supply, and Product in a Supply Chain	Hugos Chapter 2: Supply Chain Operations: Planning and Sourcing Blanchard Chapter 4: Planning and forecasting: Heading for the Future	
4	Inventory Management in a Supply Chain	Bowon Chapter 4: Strategic Management of a Supply Chain Hugos Chapter 5: Metrics for Measuring Supply Chain Performance Blanchard Chapter 5: Procurement: Go right to the source	
5	Supply Chain Strategic Alliances and Outsourcing Strategies	Bowon Chapter 6: Global Supply Chain Management Hugos Chapter 7: Defining	

		<p>Supply Chain Opportunities</p> <p>Chapter 8: Creating Supply Chains for Competitive Advantage</p> <p>Blanchard Chapter 10: Globalization: It's a not-so-small world</p> <p>Chapter 12: 3PLs: When you'd rather not do it yourself</p>	
6	Supply Chain Coordination and Transportation Networking	<p>Hugos Chapter 3: Supply Chain Operations: Making and Delivering</p> <p>Chapter 6: Supply Chain Coordination</p> <p>Blanchard Chapter 7: Transportation: Logistics a la Mode</p> <p>Chapter 8: Distribution and warehousing: Going with the flow</p>	
7	Enhancing Customer Value in Supply Chain Management	<p>Hugos Chapter 9: The Promise of the Real-Time Supply Chain</p> <p>Blanchard Chapter 11: Customer service: Keeping the customer satisfied</p>	
8	Information	Hugos	

	Technology and Decision-Support Systems for SCM	Chapter 4: Using Information Technology Blanchard Chapter 15: RFID: A game of tags Chapter 16: The supply chain profession: What keeps you up at night?	
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Grading Criteria

Grading Scale
Grading requirements

A	100 – 93
A-	92 – 90
B+	89 – 88
B	87 – 83
B-	82 – 80
C+	79 – 78
C	77 – 73
C-	72 – 70
F	69 and below

<i>Attendance/participation</i>	<i>25%</i>
<i>Weekly Assignments</i>	<i>20%</i>
<i>Final paper</i>	<i>35%</i>
<i>Optional</i>	<i>10%</i>
<i>Optional</i>	<i>10%</i>
	<i>100%</i>

Library

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

All resources in Argosy University's online collection are available through the Internet. Students can access the online collection by logging into the student portal and clicking on the library link. Library Resources: Argosy University's core online collection features over 48, 889 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarian.

Academic Policies

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be

submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through “Turnitin,” (www.turnitin.com), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

Americans with Disabilities Act Policy

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student’s responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

The Argosy University Statement Regarding Diversity

The Argosy University provides equitable access through its services and programs to students of any social, geographic and cultural background, regardless of gender, and strives to prepare all candidates to work with and provide services to diverse populations. Argosy demonstrates its commitment to diversity through the development and support of a diverse educational community.