

Global Supply Chain Management

Course Title	Global Supply Chain Management		
Course Code	MIB415	Course Type	Management Specialization
Credit	3	Contact Hours	45
Prerequisites	BUS325B	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	1. Global perspective: The major change drivers in the global market
2. Asian Expertise	20	2. Asian expertise: Supply chain systems that have been developed by leading firms in Asia
3. Creative Management Mind	10	3. Creative management mind: Identifying factors that may suggest a need to redesign a logistics network as well as understanding the different types of modeling approaches for optimizing the supply chain performance
4. Cross Cultural Communication	20	4. Cross-cultural communication: Types of supply chain relationships in the different nations and cultures, and how to facilitate the development and implementation of successful supply chain relationship
5. Social Responsibility	20	5. Social responsibilities: The sustainable supply chain management and the importance of being socially responsible organizations

Course Description

This course introduces students to the fundamental concepts, analytical tools, and frameworks related to the challenges of globalization and international strategy. Gain insight and perspective about globalization and its consequences for national economies, politics, and international business. Explore and analyze elements of the international political economy that impact international business design and adaptively configure a firm's international strategy in a dynamic global environment.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures and exercises. Students are strongly advised to read the recommended chapters before each class. Assignments will be given periodically and must be submitted on the specific due dates. The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. There will be no printed notes, and most of the distributed material will be in the electronic form with a few exceptions. The instructor will communicate with all students using the Moodle system and student SolBridge Domain e-mail ids. It is the student's responsibility to update their e-mail addresses and access the messages as and when necessary

Assessment	%	Text and Materials
Attendance	20	Textbook: Case studies (Harvard, Stanford, etc.)
Article Summary Presentations	10	Recommended General Reading and Sources
Group Project Presentation	10	1. Business Week, Economist, Forbes, New York Times, Fortune, Wall Street Journal
Group Project Paper	20	2. California Management Review, Harvard Business Review, Sloan Management Review, Business Horizons, Long Range Planning
Final Examination	40	3. Library databases of EBSCOHOST, ProQuest, and Lexis-Nexis.

Course content by Week

1	Introduction to Supply Chain Management
2	Comprehensive Overview of Supply Chain
3	The Triple-A Supply Chain
4	Half a Century of Supply Chain Management at Wal-Mart
5-6	Crocs: Revolutionizing an Industry's Supply Chain Model for Competitive Advantage
7	Group Project Time!
8-9	Rapid-Fire Fulfillment – Zara Case
10-11	Harrah's Entertainment Inc.: Real-Time CRM in a Service Supply Chain
12-13	Toyota's Demand Chain Management
14	Group Project Presentations
15	Final Examination