

SUPPLY CHAIN MANAGEMENT
MKT450 301 – Spring 2011
Monday 6:30 – 7:45 Glass Hall 237

INSTRUCTOR: Dr. Ahren Johnston
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TEXT: E-textbook: **Managing Supply Chain Processes** (instructions are on Blackboard and will be discussed in class)
Supplemental Readings: available on Blackboard and the E-textbook website.

OFFICE HOURS: Monday: 10:30 am – 11:30 am and 5:30 pm – 6:30 pm
Wednesday: 10:30 am – 11:30 am and 2:00 pm – 3:00 pm
Friday: 10:30 am – 11:30 am

CATALOG DESCRIPTION:

Prerequisite: MKT 350 or BUS 510; and undergraduate business majors must be admitted to COBA. This course emphasizes the adoption of a supply chain orientation toward business and the need for more effective inter-firm relationships and operational processes. Topics include the structure and dynamics of supply chains; finance; operations; the global supply chain environment; forecasting/demand management; process analysis; inventory; performance measurement; inter-functional and inter-organizational relationships; and the role of information systems and the internet.

PURPOSE OF COURSE:

MKT 450 is a business course designed to expose the student to advanced topics of supply chain management. The student will be exposed to the functions of supply chain management and various decisions and problems that managers must deal with in managing these functions.

COURSE PROCEDURES:

This course will be a blended course, meaning that it is a combination of on-line and in class learning. Because of the online component we will only meet in the classroom for half of the scheduled time each week. Class time will be spent clarifying material from the online component, discussing related articles, taking exams, etc. In lieu of the other half of class time, you will be responsible for watching an episode of the E-textbook, taking an online quiz through Blackboard, and making a Blackboard discussion board post related to the week's readings. These tasks can be done at your convenience but must be completed by the time you come to class on Monday. Exams will cover both online and in class material, so it is still important to attend class regularly.

GRADE DETERMINATION:

Grades will be determined based on the following components:

- 1) Three Exams – 100pts each (300 total points)
- 2) Blackboard Quizzes – 10pts each (100 total points)
- 3) Internet Exercises – 15 points each (45 total points)
- 4) Visio Supply Chain Mapping Exercise – 25 points with presentation
- 5) Blackboard Discussion Participation – 5 points each (30 to 40 points possible)
- 6) Up To 5 In-Class Quizzes – 5 points each (0 to 25 points possible)

Examinations: There will be three 100-point exams including the final exam. These exams will cover material from both the classroom and online portions of the course. The final exam will not be comprehensive. Make-up exams will only be given for excused absences (see the attendance policy for an explanation of excused absences).

Internet Exercises: Three Internet exercises will be required during the semester. The exercises will be a detailed evaluation of three SCM software company web sites. The evaluations must include a brief company overview, relevant SC related products and features, your evaluation of the products and services provided, your evaluation of the web site, and how what you have learned in class relates to the company. Internet exercise two and three should include comparisons to the previously evaluated companies. These exercises should be approximately 3 pages doubled spaced with 1 inch margins and 12 point font. These exercises must be typed using a word processing program and submitted electronically via Blackboard. These will be checked for plagiarism using Turn-it-in.

Visio Exercise with Presentation: Visio is a tool that is part of MS Office in the computer labs. Visio has several uses, and the one we will utilize is for business process mapping of the supply chain for the product of your choice. The flow should start with the raw materials and stop with the end consumer. The presentation component consists of an in-class presentation of your Visio project and is worth 5 points. A presentation sign-up sheet will be circulated during class.

Blackboard Quizzes: After viewing each e-text episodes you will take a 10-question quiz via Blackboard. The quiz must be completed by class time on Monday of each week. There are 13 weekly Blackboard quizzes. Your ten highest scores will count toward your final grade.

Blackboard Discussion Participation: Throughout the semester, readings will be posted on Blackboard for most weeks. In addition to discussing the readings in-class, each student must make a post about the reading on a Blackboard discussion group. Because the Blackboard discussion group will be used to help facilitate the in-class discussion, the posts must be made before class in order to receive credit.

Grading Scale:

A	= 90 to 100% of total points
B	= 80 to 89% of total points
C	= 70 to 79% of total points
D	= 60 to 69% of total points
F	= below 60% of total points

ATTENDANCE POLICY:

Because class attendance and course grade are demonstrably and positively related, the University expects students to attend *all* class sessions or courses in which they are enrolled. The instructor will be reasonable in accommodating students whose absence from class resulted from: 1) participation in University-sanctioned activities and programs; 2) personal illness; or 3) family and/or other compelling circumstances. All other absences will be considered unexcused and may adversely impact your grade.

DISABILITY ACCOMMODATION POLICY:

To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Plaster Student Union, Suite 405, (417) 836-4192 or (417) 836-6792 (TTY), www.missouristate.edu/disability. Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, (417) 836-4787, <http://psychology.missouristate.edu/ldc>.

NONDISCRIMINATION POLICY:

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at www.missouristate.edu/equity/.

ACADEMIC INTEGRITY POLICY:

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's *Student Academic Integrity Policies and Procedures*, available at www.missouristate.edu/policy/academicintegritystudents.htm. You are also responsible for understanding and following any additional academic integrity policies specific to this class (as outlined by the instructor). Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy. If you are accused of violating this policy and are in the appeals process, you should continue participating in the class.

POLICY ON USE OF CELL PHONES IN CLASSES

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Provost prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away. Other exceptions to this policy may be granted at the discretion of the instructor.

DROPPING THE CLASS

Non-attendance will NOT result in being dropped from the class. It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. You should verify that a course you have attempted to drop electronically has been immediately removed from your schedule (otherwise, the class has not been dropped). If the drop is not reflected on your class schedule, then you should immediately notify the instructor and seek assistance from the Office of the Registrar to see if the class can be dropped. You should also retain verification of the drop once it has been reflected on your class schedule. "W" grades will NOT be assigned if a class is not properly dropped by the last date to drop a class. The last date to drop the course and to receive a "W" grade is April 8, 2011.

New University Policy: Students who drop by the drop deadline will receive a "W."

Students may not drop after the drop deadline.

SCHEDULE* OF TOPICS

Date	Complete Before Class	In Class
Jan 10		Introduction BB Reading 1
Jan 17	No Class	No Class
Jan 24	Episode 1 – Supply Chain Concepts BB Reading 1	SC Mapping Activity
Jan 31	Episode 2 – Network Design BB Reading 2	
Feb 7	Episode 3 – Long Range Planning Visio Supply Chain Mapping Exercise	Visio Presentations
Feb 14	Episode 4 – Short Range Planning	Exam I (Episodes 1-4)
Feb 23	Episode 5 – Procurement Processes BB Reading 3	Class Meets on Wednesday
Feb 28	Episode 6 – Manufacturing Flow Processes Internet Exercise 1 (SAP) http://www.sap.com/usa/solutions/business-suite/scm/index.epx	
Mar 7	Spring Break	Spring Break
Mar 14	Episode 7 – Order Fulfillment Processes BB Reading 4	
Mar 21	Episode 8 – Post-Sale Processes BB Reading 5	
Mar 28	Episode 9 – Supply Chain Technology	Exam II (Episodes 5-9)
Apr 4	Episode 10 – Global Operations – Design to Production BB Reading 6	
Apr 11	Episode 11 – Global Operations – Preparation to Export Internet Exercise 2 (ORACLE) http://www.oracle.com/applications/scm/index.html	
Apr 18	Episode 12 – Global Operations – Import to Receipt BB Reading 7	
Apr 25	Episode 13 – Supply Chain Sustainability Internet Exercise 3 (LOGILITY) http://www.logility.com/	
May 2	Episode 14 – Careers in Supply Chain BB Reading 8	
May 9	8:00 – 10:00 pm	Final Exam (Episodes 10-14)

* This schedule is an approximation and will have revisions.