

**ASIA PACIFIC COLLEGE**

**School of Management**

Graduate Program

**Master in Management**

**with specialization in Business Analytics**

**COURSE SYLLABUS**

**Code**

Mmserma

**Title**

Service and Supply Chain Management

**Credit Units**

3.0

**Description**

Service and supply chain management (SSCM) is the active streamlining of a business' supply-side activities to maximize customer value and gain a competitive advantage in customer service management. SSCM represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Supply chains cover everything from production, to product development, to the information systems needed to direct these undertakings. SSCM attempts to centrally control or link the production, shipment and distribution of a product. By managing the supply chain, companies are able to cut excess costs and deliver products to the consumer faster. This is done by keeping tighter control of internal inventories, internal production, distribution, sales and the inventories of company vendors.

**Objective**

At the end of the course, the student must have utilized business analytics to the connected network of individuals, organizations, resources, activities and technologies involved in the manufacture and sale of a product or service. A supply chain starts with the delivery of raw material from a supplier to a manufacturer, and ends with the delivery of the finished product or service to the end consumer. The manager oversees each touch point of a company's product or service, from initial creation to final sale. With so many places along the supply chain that can add value through efficiencies or lose value through increased expenses, proper SSCM can increase revenues, decrease costs and impact a company's bottom line.

**OUTLINE**

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| **Session** | **Topic/s** | **Activities** |
| 1 | **Part I: SUPPLY CHAIN MANAGEMENT: AN OVERVIEW.**  Introduction to Supply Chain Management. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 2 | **Part II: SUPPLY ISSUES IN SUPPLY CHAIN MANAGEMENT.**  Purchasing Management. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 3 | Creating and Managing Supplier Relationship.  Ethical and Sustainable Sourcing. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 4 | **Part III: OPERATIONS ISSUES IN SUPPLY CHAIN MANAGEMENT.**  Demand Forecasting.  Resource Planning Systems. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 5 | Inventory Management.  Process Management--Lean and Six Sigma in the Supply Chain. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 6 | Midterm Service Management Assessment | Research Paper  Online Consultation |
| 7 | Midterm Business Analytics Project | Oral Presentation  Panel Discussion |
| 8 | **Part IV: DISTRIBUTION ISSUES IN SUPPLY CHAIN MANAGEMENT.**  Domestic U.S. and Global Logistics. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 9 | Customer Relationship Management.  Global Location Decisions. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 10 | Service Response Logistics. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 11 | **Part V: INTEGRATION ISSUES IN SUPPLY CHAIN MANAGEMENT.**  Supply Chain Process Integration. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 12 | Performance Measurement Along the Supply Chain. | Class Discussion  Case Analysis  Spreadsheet Exercises |
| 13 | Final Business Analytics Project | Oral Presentation  Panel Discussion |
| 14 | Final Service Management Assessment | Research Paper  Online Consultation |

**REFERENCES**

|  |  |  |
| --- | --- | --- |
| **Title** | **Author/s** | **Year Published** |
| Principles of Supply Chain Management: A Balanced Approach, 4th Edition.  Cengage Learning | Joel D. Wisner, Keah-Choon Tan, and G. Keong Leong | 2016 |
| Supply Chain Management: A Logistics Perspective, 10th Edition  Cengage Learning | John J. Coyle, C. John Langley, Jr., Robert A. Novack, and Brian J. Gibson | 2017 |
| Logistics & Supply Chain Management, 5/E  Pearson Education | Martin Christopher | 2016 |
| Service Management: Operations, Strategy, Information Technology, 8/ed.  McGraw-Hill | James A. Fitzsimmons & Mona J. Fitzsimmons | 2014 |
| Managing Operations Across the Supply Chain, 3rd Edition  McGraw-Hill | Morgan Swink, Steven Melnyk, M. Bixby Cooper, and Janet L. Hartley | 2017 |

**INSTRUCTIONAL TOOLS**

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| --- | --- | --- |
| **System** | **Function** | **URL** |
| Microsoft Excel | Data Analysis ToolPak for complex statistical or engineering analyses | http://office.microsoft.com/en-us/excel-help/about-statistical-analysis-tools.aspx |
| Neo LMS | Free cloud-hosted LMS+ with nothing to download or install | http://apc.edu20.org/  Registration code: apcstudent  Subject password: (c/o instructor) |
| Cengage Online | Companion website | http://www.cengage.com/professional |

**ASSESSMENT**

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| --- | --- |
| **Factor** | **Weight** |
| Activities   * Case analysis and class discussion | 30% |
| Exams   * Written and online assessment | 20% |
| Exercises   * Modeling and analytics workshop | 30% |
| Project   * Research paper and oral presentation | 20% |
| **Total** | **100%** |

**GRADING SYSTEM**

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| --- | --- | --- | --- |
| **Grade Point** | **Description** | **Letter Rating** | **Percentage Grade** |
| 4.0 | Excellent | A | 97-100 |
| 3.5 | Superior | B+ | 93-96 |
| 3.0 | Very Good | B | 89-92 |
| 2.5 | Good | B- | 85-88 |
| 2.0 | Satisfactory | C+ | 80-84 |
| 1.5 | Fair | C | 75-79 |
| 1.0 | Pass | D | 70-74 |
| R | Repeat |  | <70 |
| 0.0 | Fail | F | Excessive Absences |