

BA 4621 – SUPPLY CHAIN MANAGEMENT
Tues and Thu 11.45-13.00 online

Instructor:	DR. S. NAZLI WASTI PAMUKSUZ
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Office Hours:	By appointment (via Webex link on course ODTUClass page)
Course Web Page:	https://odtuclass.metu.edu.tr/course/view.php?id=4838
Course Description:	
<p>Supply management is perhaps the only business function that provides its executives insight into all other business functions. Careers in supply management offer the challenge of integrating all of the supply management activities into a smoothly operating system. Supply management typically spends approximately 60 percent of the firm's revenue. Hence, good supply management greatly improves the firm's productivity, profitability, and return on investment. Students concentrating in fields such as marketing, operations, finance, and engineering will benefit from understanding the supply management function and its interrelationships with their own functions. In this course we will view the supply chain from the point of view of a general manager. For this purpose, we will try to develop:</p> <ul style="list-style-type: none"> • An understanding of key drivers of supply chain performance and their interrelationships with other functions such as strategy, operations, design, and marketing. • An understanding of the complexities of inter-firm and intra-firm coordination • Analytical and problem solving skills necessary to develop solutions for a variety of supply chain management and design problems 	
Course Student Learning Objectives: (CSLOs)	
<p><i>Upon successful completion of this course, students should be able to:</i></p> <p>Course Specific Skills:</p> <ol style="list-style-type: none"> 1. Use the supply chain management terminology appropriately 2. Compare and contrast various firms' supply chain management strategies <p>Discipline Specific Skills:</p> <ol style="list-style-type: none"> 3. Analyze decision problems in supply chain management 4. Discuss recent literature that exemplify and empirically demonstrate course concepts 5. Identify the interaction between supply chain management concepts and core business functions <p>Personal and Key Skills:</p> <ol style="list-style-type: none"> 6. Apply knowledge learned to case studies and actual organizations 7. Develop discussion skills 8. Write case analysis reports and article analysis reports 9. Critical writing skills 10. Enhance presentation skills 	
Learning and Teaching Methods:	
This course is going to make use of formal lectures, in-class discussions, videos, computer simulations, case write-ups, and article review assignments.	
Required Reading:	
<p>P. Fraser Johnson, 2020, Purchasing and Supply Chain Management, 16th Edition, McGraw Hill.</p> <p>The book is available in the METU Bookstore, Main Library and Reserve. Alternatively, you may purchase an ebook from [see McGraw-Hill Connect access information at the end of the syllabus]. Students may also be assigned additional reading materials. All materials can be downloaded from the ODTUClass system.</p>	

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
2 written examinations	45	Two 75-minute essay-type examinations	1, 2, 3, 5, 9	Written and oral (in class and in person)
~8 assignments	20	Self-study hours (2 hours)	1, 2, 3, 5, 6, 7, 8, 9	Written

Simulation report	10	Self-study hours (4 hours)	2, 3, 5, 6, 8	Written and oral (in class)
Term project	15	Self-study hours (10 hours)	4, 8, 9, 10	Written and oral (in person)
Class participation	10	Class participation during regular lectures	6, 7	Oral (in person)

Course Policies:

PREREQUISITES

Students should have taken BA 2601 Operations Management, BA 5602 Operations Management, or equivalent.

This course does not have a final exam.

The exams will be in class and cameras will be kept on.

No "extra" work above the aforementioned will be accepted or credited.

Makeup Examination: There will be no make-ups for exams without an approved excuse or a medical report. If you have a time conflict, please contact me ahead of time.

Midterms: The exams will be essay-type and will focus primarily on the lectures and readings. The tentative midterm dates are **April 29** and **June 17, 2021**, in class.

Simulation: Students will work on a supply chain management simulation in groups of maximum two students. At the end of the simulation, the groups will present a **maximum 3-page report** (1.5-spaced font) explaining their strategies and lessons learned, and will also provide their best result outputs as an appendix. The simulation link is <https://hbsp.harvard.edu/import/811059> and the access information is provided at the end of this syllabus. Please note that our class has a discount code of **811059**.

Case reports: The assignments will be in the form of case studies. The assignments (roughly bi-weekly) will be done in groups of maximum 2 students and will be maximum 2 pages long, 1.5 spaced. Assignments will be submitted to the Turnitin software via the ODTUClass system. If sentences out of other original material or formerly submitted assignments are identified, your assignments will NOT be graded.

Class participation: Your preparation will constitute part of your participation grade. Hence students who plan to simply attend lectures should not expect to do well in this course. In participation, quality is more important than quantity. Students who have not submitted their **Student Information Sheet** (available on the ODTUClass system) with a photo attached by **March 28, 2021**, will NOT receive a participation grade.

Term project: Students are expected to write a newspaper op-ed ("opposite of editorial page") piece on a specific topic of supply chain management (topic selection and approval by instructor have to be done before **April 4, 2021**). Topics can include (but are not limited to):

- buyer-supplier relationships
- SCM applications of blockchain
- sustainability in supply chains/green supply chain management
- supply chain analyses in various industries
- humanitarian supply chains/vaccine supply chains
- reverse supply chains
- organizational issues in SCM
- working conditions in supply chains
- effect of autonomous vehicles on SCM
- Industry 4.0 and/or 3D printing effects on SCM
- impact of Brexit on EU supply chains
- effect of Covid-19 on supply chains

The op-ed should be around 500 words and the associated research report will be maximum 10 pages (links to any material used for the report will be provided in the bibliography). You may use the following links to prepare your project:

<https://commskit.duke.edu/writing-media/writing-effective-op-eds/>
<https://www.nytimes.com/2013/10/14/opinion/op-ed-and-you.html>
<https://onlinelibrary.wiley.com/doi/epdf/10.1111/dsji.12230>

The projects will be presented in class on **June 22-24, 2021**. Students will distribute their op-ed piece to the class a day before their presentation. The order of presentations will be determined randomly. If you cannot make it on a certain date, it is your responsibility to find a person willing to swap dates with you.

Projects will be evaluated on both content and delivery. Content includes depth of research, using high quality sources, making a good point, giving concise but necessary background information, convincing readers, giving specific recommendations, and proper language use. Delivery includes whether your project presentation is interesting, professional, and clear. Are your voice tone, eye contact, and appearance good? Are your transparencies, handouts, and slides readable, free of typos, informative, and interesting? Have you managed your time effectively and finished your presentation on time? Your op-ed will also be evaluated by your classmates using a template provided on ODTUClass.

The final report is to be submitted to Turnitin via the ODTUClass system and will be due on **June 28, 2021, by 5 pm**. Plagiarism is a crime. Do not copy statements out of books or papers without putting them in quotes and providing the proper reference. Use your own words. If sentences out of other original material or formerly submitted projects are identified in your project, your project will NOT be graded. Points will be taken off for non-professional, sloppy work (no table of contents or page numbers, too long/short paragraphs, spelling mistakes, poor English, untidy looking paper, improper referencing, etc.). Late report papers and reports exceeding the page limits will NOT be graded unless you have a legitimate excuse cleared in advance. You may submit your papers earlier than the deadline.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Adjustments may be required in the schedule.

Week	Chapter(s)
1	Introduction to supply chain management and supply strategy (Chapters 1-2)
2	Supply organization and processes (Chapters 3-4)
3	Make or buy decisions, need specifications (Chapters 5-6)
4	Quality assurance (Chapter 7, pp. 180-190)
5	Delivery (Chapter 9)
6	Pricing and cost management (Chapters 10-11)
7	Midterm exam 1
8	Supplier selection (Chapter 12)
9	Supplier evaluation and supplier relationships (Chapter 13)
10	Simulation
11	Supply chain ethics (Chapter 15)
12	Measuring supply chain performance (Chapters 16, 17)
13	Midterm exam 2
14	Project presentations

GOOD LUCK AND ENJOY THE CLASS!

GENERAL POLICIES

STUDENT DISABILITIES: Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's **Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 2107196; engelsiz@metu.edu.tr)** verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.

ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.

CHEATING: All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

PLAGIARISM: The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will

be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.

METU HONOR CODE

Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.

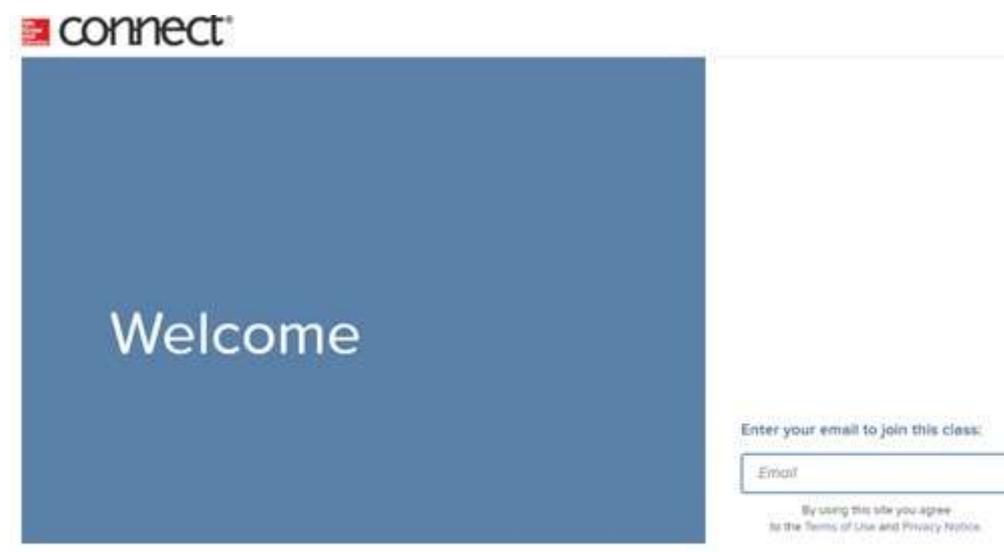
"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of facts, data and documents."

Connect Registration

STEP 1: Go to the unique registration URL for your course:

<https://connect.mheducation.com/class/w-nazli-section-1-all-1>

Once there, you will see a Welcome page such as the below:



STEP 2: Enter the e-mail you want to use in the box on the bottom right and then click on BEGIN. If you have used Connect before, you will be asked for your password. If you have not used Connect before, you will create your account in the next step.

STEP 3: Create your McGraw Hill Education account. Repeat your e-mail address, choose a password you want to use, enter your first and last name (no nicknames), select a security question and answer. Click on the box next to “I agree” and then click on CONTINUE.

Create your McGraw-Hill Education account.

Email Address: <input type="text" value="hakan17B@deneme.com"/>	Confirm Email Address: <input type="text" value="hakan17B@deneme.com"/>
Password: <input type="password" value="*****"/>	Confirm Password: <input type="password" value="*****"/>
<small>Passwords are case sensitive and must contain 8-20 characters including: 1 uppercase character, 1 lowercase character and 1 number. (No spaces)</small>	
First Name: <input type="text" value="Hakan"/>	Last Name: <input type="text" value="Hakime"/>
Security Question: <input type="text" value="What is your father's middle name?"/>	Security Answer: <input type="text" value="Ali"/>
<small>We'll ask you this question to retrieve your password.</small>	
Mobile Number <small>(optional, get important text alerts)</small> <input type="text" value="Mobile Number"/>	
<input checked="" type="checkbox"/> I agree to the terms of the McGraw-Hill Education Terms of Use and Privacy Notice.	
<input type="button" value="CONTINUE"/>	

STEP 4: Click on “No thanks. I want to continue with my new account.”

STEP 5: On the next page, click on the BUY IT option.



STEP 6: On the next page, provide your name and address details and click on Review Order. On the next page, check that you have entered your information correct and click on PAYMENT on the bottom right.

STEP 7: Enter your card details and click on Place Order. Once the payment is successful, you will be able to enter the course. Once in the course go to Classes on the left menu and choose your course.

Note: Once you have registered for your course, you no longer need to Registration URL and can just go to <http://connect.mheducation.com/> and login with your e-mail and the password you created.

How to access your Harvard Coursepack(s) as a student:

Once your course materials have been created, you will be sent a course link to your course. The course URL will look similar to this: <http://hbsp.harvard.edu/cb/access/6385986>. The numbers at the end of this link are the specific identifier for this unique course.

Once you have accessed the link to your respective Harvard Business Publishing coursepack, you will navigate to this screen.

- If you have never registered on our educator's site, please click on "REGISTER".
- If you have already registered as a student when accessing a prior course on our site, please sign in with your username and password and you will be able to access the coursepack immediately.

The screenshot shows a web page for course access. On the left, it displays course information: "Course Number N/A", "Denise Lau", and "May 16, 2018 - Nov 12, 2018". Below this is the "Coursepack Name" field. On the right, there is a "Login or Register to access the materials assigned to this course" section. This section contains a "Sign in" form with an "Email/Username" field (highlighted in yellow), a "Password" field (with a "Forgot your password?" link), a red "LOGIN" button, and a "New? Register for a free account." link with a "REGISTER" button. Two instructional arrows are overlaid: a blue arrow pointing to the "Sign in" section with the text "Sign in here if you already have a student HSP username and password", and an orange arrow pointing to the "REGISTER" button with the text "If you are new to HBP, click on REGISTER to create a HSP student account".

If you are registering for an account, after clicking "REGISTER," this is the screen you will navigate to in order to begin your short registration process. Please fill in all the required fields and click on "SUBMIT APPLICATION".

Harvard Business Publishing Education

CATALOG TEACHING TOOLS

WELCOME REGISTER NOW

Apply for a Student Account

First Name *

Last Name *

Country (optional) *

Contact Info

First Name *

Last Name *

Program Details

Program Length *

Expected Graduation *

Company (optional)

SUBMIT APPLICATION

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Once your registration is successful, you will be navigated to this screen below. Enter your username and password and click on LOGIN.

Harvard Business Publishing Education

Registration Success

Thank you for registering for an account. Please enter your credentials to login.

Sign in

Email/Username

Password [Forgot your password?](#)

LOGIN

New? [Register for a free account.](#)

Once logged in, you will see “MY COURSEPACKS” and the coursepack you need to access is in there. To purchase the coursepack, click on PURCHASE COURSEPACK.

Harvard Business Publishing Education

STUDENT HOME MY COURSEPACKS 1

Perhaps signed in as *user@hbs.com*

Course Number 638
Denise Lam
May 18, 2018 – Nov 12, 2018

Coursepack Name **\$4.25**

PURCHASE COURSEPACK

Main Case
Mango, Popularizing Fashion **Required \$4.25**
Sofia Waddock, Paul C. Rosoff
27 page(s)
May 18, 2018

Then in the next screen below, click on “PROCEED TO CHECKOUT”.

Purchase Coursepack Select optional items

Coursepack
Coursepack Name 1 required item(s) **\$4.25**
Added by Professor Denise Lam

Subtotal: \$4.25

PROCEED TO CHECKOUT

Complete all the required fields and click CONTINUE.

Complete Purchase Shipping and Billing

1 Billing

Billing Address

Your Name: Last Name:

Country:

Postal Code: City:

State/Province (Optional):

Address Line 1:

Address Line 2 (Optional):

Phone Number:

CONTINUE

Order Summary

Subtotal	\$4.25
Shipping	---
Tax	\$0.00
Promo/Gift Certificate	
Total (USD)	\$4.25

Confirm your billing details and select mode of payment.

Complete Purchase Shipping and Billing

2 Billing **EDIT**

Denise Lau
8733-488
61 Telok Blangah Heights / #10-109
Singapore, 100097 / Singapore

2 Payment

Payment Method

Credit Card

Credit Card Number:

Expiration:

Name on Card:

CVV:

PayPal

PLACE ORDER

Fill this in to pay by credit card

To pay with a PayPal account, please select this and you will be brought to PayPal's site to login to your account

Once payment is successful, you will see this screen below. Click on "GO TO COURSEPACK" to access the purchase materials in the coursepacks.

Order Confirmation

Thank you, your order has been placed!

An order receipt has been emailed to you.

Order Number: 25832

[GO TO COURSEPACK](#)