

BA 4621 – SUPPLY CHAIN MANAGEMENT  
Tues and Thu 12.45-14.00 G107

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<b>Office Hours:</b>	Mondays 10.30-12.30, Thursdays 14.30-16.30 and by appointment
<b>Course Web Page:</b>	<a href="https://odtuclass2023s.metu.edu.tr/course/view.php?id=4575">https://odtuclass2023s.metu.edu.tr/course/view.php?id=4575</a>

**Course Description:**

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 supply chain manager. For this purpose, we will try to develop:

- 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)**

*Upon successful completion of this course, students should be able to:*

**Course Specific Skills:**

1. Use the supply chain management terminology appropriately
2. Compare and contrast various firms' supply chain management strategies

**Discipline Specific Skills:**

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

**Personal and Key Skills:**

6. Apply knowledge learned to case studies and actual organizations
7. Develop discussion skills
8. Do case study analyses
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, class exercises, and article review assignments.

**Required Reading:**

**P. Fraser Johnson, 2020, Purchasing and Supply Chain Management, 16th Edition, McGraw Hill.**

The book is available in the METU Bookstore, Main Library and Reserve. Alternatively, you may purchase an ebook [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.

**Assessment and Grading:**

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Two written examinations	65	Two 75-minute essay-type examinations	1, 2, 3, 5, 9	Written and oral (in class and in person)
Simulations	10			

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:**

Students should have taken BA 2601 Operations Management, BA 5602 Operations Management, or equivalent. This course does not have a final exam.

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

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 18** and **May 24, 2024**, in class.

**Simulations:** Students will work on supply chain management simulations in groups of **maximum three students**. At the end of the simulations, 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.

**Class participation:** Your preparation for and contribution to in-class group activities will constitute your participation grade. Hence students who plan to simply attend lectures should not expect to do well in this course. Students who have not submitted their **Student Information Sheet** (available on the ODTUClass system) with a photo attached by **March 1, 2024**, will NOT receive a participation grade.

**Term project:** Students are expected to individually 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 9, 2024**).

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
- reverse supply chains
- organizational issues in SCM
- risks, disruptions, and crisis management in SCM
- working conditions in supply chains
- effect of autonomous and/or electric vehicles on SCM
- Industry 4.0, AI, 3D printing (or other such technologies’) effects on SCM

The op-ed should be around 500-750 words. You may use the following links to prepare your op-ed:

- <https://commskit.duke.edu/writing-media/writing-effective-op-eds/>
- <https://www.nytimes.com/2013/10/14/opinion/op-ed-and-you.html>

The op-eds will be presented in class on **May 28 and 30, 2024**. 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. Students will distribute their op-ed piece to the class a day before their presentation.

Your presentations (which should be like 5-minute TED Talks) 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 the audience, 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?

You will also provide a maximum 5-page report on how you developed your op-ed (guidelines will be provided on ODTUClass). Links to any material used for the op-ed will be presented in this report. The report is to be submitted to Turnitin via the ODTUClass system and will be due on **June 7, 2024, 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 in this

report—**AI usage is NOT allowed**. 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.

<b>Week</b>	<b>Chapter(s)</b>
1-2	Introduction to supply chain management and supply strategy (Chapters 1-2)
3	Supply organization and processes (Chapters 3-4)
4	Make or buy decisions, need specifications (Chapters 5-6)
5	Delivery (Chapter 9)
6	Pricing and cost management (Chapters 10-11)
7	<b>Midterm exam 1</b>
8	Supplier selection (Chapter 12)
9	Supplier evaluation and supplier relationships (Chapter 13)
10	Global supply management (Chapter 14)
11	Measuring supply chain performance (Chapter 16)
12	<i>TBD</i>
13	<b>Midterm exam 2</b>
14	<b>Project presentations</b>

**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."