

**American University of Central Asia
Business Administration
Spring Semester 2015**

Syllabus

Course Number: MNG 250
Course Name: Introduction to Logistics and Supply Chain Management (LSCM)
Number of Credits: 6
Class Schedule: Tuesday/Thursday 02:30 – 03:45pm [Room No. 403/1]
Instructor(s): Dr. Denny J. Cho (PhD, MBA, MS)
Ms. Irina Ten (MBA)
Mr. Simon Peter Nadeem, (E-MBA, MBA)

Prerequisites: ECO 112.1 – Introduction to Microeconomics Theory OR
permission of the instructors.

Language of Instruction: English

Contact Information:

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Office Hours: By appointment only

Course Description:

Welcome to the course of Introduction to Logistics and Supply Chain Management. In today's business environment, the creation of *customer value* is a key driver of competitive advantage. At the enterprise level, the design of the value chain is intimately linked with the management of a supply chain. An effective supply chain must be configured to deliver customer value while maintaining crucial cost advantages.

This course introduces students to the concept of value-driven supply chains and its integration with operations. This course is designed to introduce *undergraduate students* to the complexity of the physical processes involved in the production and distribution of goods and products, and to the roles of managers in the design and operation of various systems in a supply chain.

This course has six units to include introduction to logistics and supply chain management, strategic issues, customer value, operational issues, information technology and international issues. The course first focuses on the fundamental principles underlying supply chains, using insights from both operations management and logistics. The course illustrates the design and management of effective supply chains, based on the principles developed and the current practices of firms, illustrated with case studies.

Academic Dishonesty:

As defined, academic dishonesty is a "failure to maintain academic integrity." Failing to maintain academic integrity includes obtaining or giving help on an examination, doing work for another student, and plagiarism.

Plagiarism is a serious issue in academic settings. There is a general rule for avoiding plagiarism: never attempt to pass off another's work as your own. More specific guidelines are:

- Do not copy words from any source without quoting and citing that source. The quotation should be reproduced in the exact manner in which the quote is taken.
- Do not use the ideas, concepts or opinions from any source without citing that source. Included are key terms, technical concepts and original views.
- Paraphrasing is acceptable; however, one must take care to cite the source and not misrepresent the original thesis. Paraphrasing often is the area in which most charges of plagiarism result.

Students are expected to maintain high ethical standards in all their courses. All cases of academic dishonesty will result in a failing grade and will be referred to the Chair, Business Administration department for administrative review.

Academic Policies:

Academic Policies are not course specific and therefore are created and maintained separately from this syllabus. One may examine AUCA Academic Policies in the AUCA Catalog.

Course Materials

| Item | Author(s) | Reference |
|------|---|---|
| 1 | International Trade Centre | <i>Managing Logistics in the Supply Chain.</i> Modular Learning System in Supply Chain Management. Coursebook Module 10 |
| | Simchi-Levi, David; Philip Kaminsky; and Edith Simchi-Levi. | <i>Designing and Managing the Supply Chain</i> , 3 RD edition, Boston: Irwin Mc-Graw Hill, 2008. |

Course Policies

| Issue | Policy |
|---------------------------|---|
| Changes | The course instructors reserve the right to modify any and all portions of this syllabus at any time during the period of the course. Any modifications will be communicated in writing to students. |
| Submission of assignments | Written assignments are to be completed in APA Format. Be sure to submit your homework to “e-course”, following file naming method: DDMMYY_HW#_FirstnameLastname Intial.doc (i.e., 200115_HW#1_DennyC.doc). Late submission will not be accepted for grading. |

| Grade Component | Percent |
|--|-------------|
| Class Attendance/ Participation | 10% |
| Quiz No. 1 | 15% |
| Quiz No. 2 | 30% |
| Quiz No. 3 | 15% |
| Company evaluation report (group assignment) | 10% |
| Case study presentations (group assignment) | 20% |
| Total | 100% |

• **Group Assignments:**

This class will require group assignments for company evaluation and case study. Each group will consist of 5 members, assigned by professors during class on 22nd January.

○ **Company visit:**

The class will visit a company operating in Bishkek, to learn and assess their operations based on the course material. Each group will submit a written report answering a set of given questions, due by 30th April, 2015.

○ **Case Study presentation:**

Each group will be assigned to a case to review, evaluate, and report answering a set of given questions. An in-class presentation and executive summary report (not exceeding 2 pages) will be required from each group, due by the day of presentation.

Overall Course Grading

The grading scale, which is standard in the Business Administration department, is as follows:

| | | | |
|----|----------|----|---------|
| A | 100 - 93 | C | 76 - 73 |
| A- | 92 - 90 | C- | 72 - 70 |
| B+ | 89 - 87 | D+ | 69 - 67 |
| B | 86 - 83 | D | 66 - 63 |
| B- | 82 - 80 | D- | 62 - 60 |
| C+ | 79 - 77 | F | 59 - 0 |

The grade of **C** implies a student's performance is "satisfactory." This represents a student that has understood the subject material, shows reasonable competence, and conforms to the minimum requirements.

The grade of **B** represents "good scholarship." This identifies a student that has performed at a higher than satisfactory level, exhibits proficient use of course related terminology, and deals with challenging topics.

The grade of **A** represents "outstanding scholarship." This is reserved for those students that have shown distinction in their performance, advance the general understanding of the material, and apply both terminology and principles in completing course related assignments.

In order to receive full credit, assigned work must be submitted before the scheduled submission deadline. Therefore, students keeping up with the course work and submitting

assignments on time is essential. ***Late assignments will not be accepted for grading.*** If submitting assignments on schedule is impossible, students must consult with the professor at least ten days in advance to make other arrangements. Failure to plan on your part does not constitute an emergency on our part.

Attendance and Participation

Course attendance is required, and class participation is an important element of each student's grade.

Office hours and contacting your professor

To contact the professors, use the available office hours, e-mail or speak with the Business Administration office manager. During office hours, no appointment is necessary; however, prior notice is appreciated.

Tentative Schedule

| # | Date | | Lecture Topic | Readings |
|----|------|---------------------------------|--|----------|
| 1 | 20/1 | Intro | Intro, Syllabus overview | Unit 1 |
| 2 | 22/1 | | Supply Chain Management and Logistics: Concept, Operational and strategic responsibilities of logistics, Importance of supply chain and logistics. Cross-functional integration. | |
| 3 | 27/1 | | Seminar | |
| 4 | 29/1 | Strategic Issues | Logistics and supply chain strategy Time based competition, PLC, | Unit 2 |
| 5 | 3/2 | | Lean production philosophy: Just-in-time Agile supply chains | |
| 6 | 5/2 | | Seminar | |
| 7 | 10/2 | | Supply chain strategy and performance objectives, Supply Chain structures | |
| 8 | 12/2 | | Guest lecturer | |
| 9 | 17/2 | | Seminar | |
| 10 | 19/2 | | Customer value | |
| 11 | 24/2 | Pricing, cost and profit issues | | |
| 12 | 26/2 | Guest Lecture | | |
| 13 | 3/3 | Seminar | | |
| 14 | 5/3 | Quiz 1 | | |
| 15 | 10/3 | Operational Issues | Inventory. Inventory Management | Unit 4 |
| 16 | 12/3 | | Transportation | |
| 17 | 24/3 | | Seminar | |
| 18 | 26/3 | | Delivery. Planning and scheduling | |
| 19 | 31/3 | | Warehousing. Location and design | |
| 20 | 2/4 | | Seminar | |
| 21 | 7/4 | | Quiz 2 | |
| 22 | 9/4 | Information Technology | ERP technologies: gathering, analysis and assess information | Unit 6 |
| 23 | 14/4 | | Exchanging supply chain information. Technologies for data exchange | |
| 24 | 16/4 | | Company visitation | |
| 25 | 21/4 | International Issues | Globalization: challenges and opportunities | Unit 5 |
| 26 | 23/4 | | International trade: export and import | |
| 27 | 28/4 | | Seminar | |
| 28 | 30/4 | | Quiz 3 | |
| 29 | 7/5 | | Group Presentations | |
| 30 | 12/5 | | Group Presentations | |