WESTERN KENTUCKY UNIVERSITY
GORDON FORD COLLEGE OF BUSINESS

BA 579 – SUPPLY CHAIN MANAGEMENT

Instructor:
Ismail Civelek, Ph.D.
Office: GH #208
E-mail: ismail.civelek@wku.edu
Office Hours: By appointment.

Course Description:
This course explores the key issues associated with the design and management of Supply Chains, providing an overview of the concepts and decision processes in effectively managing the flow of goods, services, and information in a global environment.

Companies today are procuring, producing, and selling globally, requiring ever increasing amounts of coordination within the firm and with supply chain partners. Huge gains have been achieved by many companies (i.e., Wal-Mart, Apple and Dell) through supply chain innovations, thrusting the strategic as well as financial importance of the supply chain.

This course provides an introduction to the concepts of supply chain management, which covers topics such as a strategic framework for supply chain management, logistics and supply chain strategies, integrated supply management, global sourcing, supply chain related strategic alliances, the role of information technology in the supply chain, and emerging trends in supply chain management.

Course Objectives:
- To develop an understanding of why supply chain management decisions are global.
- To prepare students for working at an international firm dealing with daily global supply chain management decisions.
- To develop skills in analyzing an industry with respect to global supply chain management.
- Develop a systematic framework for analyzing the behavior of complex supply chain networks.
- Acquire competencies for a variety of supply chain strategies, techniques and concepts.
- Recognize the impact of supply chain related strategic alliances, and global sourcing.
- Discover the state-of-the-art technologies and approaches that reduce supply chain lead times as well as improve their predictability.
- Show awareness of global and cultural issues.

- Demonstrate an ability to work with others on team projects by utilizing leadership, communications and interpersonal skills.

Required Textbook:
Yip/Hult, *Total Global Strategy*, 3e, © 2012, Pearson Prentice Hall

Required Tech:
Microsoft Word, PowerPoint and *Excel; Adobe Reader;* Internet connection.

Grading:

Homework (5)	35%
Business Case (4)	40%
Final Project	25%
TOTAL	100%

Letter Grades:

A	≥ 90%
B	80% - 89%
C	70% - 79%
D	55% - 69%
F	≤ 54%

Homework:
- There are total of 5 homeworks.
- Each homework is worth 7% of your total grade.
- Homeworks should be typed in Word or similar text editor or text option of the Blackboard and submitted via the link provided on blackboard.
- Maximum 1 page, double-spaced.

Business Case (Article):
- There are total of 4 business cases.
- Each business case is worth 10% of your total grade.
- Business cases should be typed in Word or similar text editor or text option of the Blackboard and submitted via the link provided in blackboard.
- Maximum 2 pages, double-spaced.

The articles (The links to these articles will be provided in Blackboard) you need to read for each business case are:
1. "Building the Supply Chain of the Future" *McKinsey Quarterly*, January 2011, 1-10 (by Malik *et al.*).
2. "Is Your Emerging-Market Strategy Local Enough?" *McKinsey Quarterly*, April 2011, 1-13 (by Atsmon *et al.*).

3. "Why Working Capital Should Matter to You," *Supply Chain Management Review*, November 2012, 26-33 (by Losbichler and Mahmoodi).
4. "The growing role of emerging markets in aerospace" *McKinsey Quarterly*, April 2008 (Bédier et al.).

Final Project:

Prepare a global supply chain management strategy analysis for a company from the following list: Fruit of the Loom, GM, Procter & Gamble, Kraft Foods, Burger King, IBM, Amazon, Samsung, GAP, Dior, or a company of your choice.

- The final project report should be written in Word (double-spaced) and submitted via the link provided in Blackboard.
- Maximum 5 pages, double-spaced.

ADA Accommodations
In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment
Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Sex and Gender-Based Discrimination, Harassment, and Retaliation (#0.070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

COVID-19
All students are strongly encouraged to get the COVID-19 vaccine. In accordance with WKU policy, all students must call the WKU COVID-19 Assistance Line at 270-745-2019 within 4 hours of testing positive for COVID-19 or being identified as a close contact to someone who has tested positive. The COVID Assistance Line is available to answer questions regarding any COVID-19 related issue. This guidance is subject to change based on requirements set forth by federal, state, and local public health entities. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill

WKU Counseling and Testing Center
The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at https://www.wku.edu/heretohelp/heretohelpemail.php. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-745-2548.

Big Red Backpack
The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.
Students MUST carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:
1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: https://www.wku.edu/bigredbackpack/.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Regular And Substantive Interaction (RSI) Statement
- Providing constructive feedback on student assignments, which identifies specifically what has been done correctly, needs improvement, or guides students to the next steps of learning.
- Providing information or responding to questions about the content of a course or competency.
- Providing timely and detailed feedback on assignments within 48 hours of submission.