



GORDON FORD COLLEGE *of* BUSINESS

BA 579 Supply Chain Management Fall 2023

Contact Information & Office Hours

Instructor: Gihan Edirisinghe, Ph.D.
Office: Grise Hall – Room 215
Phone: (270) 883 1625
Email: gihan.edirisinghe@wku.edu
Instructor Support: <https://wku.blackboard.com/>

Office Hours: 7:00 – 8:00 p.m. on 10/26, 11/09, 11/22, 12/06
AND By appointment

Office Hours Location: Zoom online meeting
(<https://wku.zoom.us/j/92945354943>)

Preferred Communication Method and Expected Response Time

Email is the best way to reach me. I usually respond within one business day. If you have an urgent need, please call me on the above number.

Course Description

In today's highly competitive business landscape, managing the entire production and delivery process effectively is crucial for a company's survival. This involves meeting the challenges posed by globalization, increased demand for product variety, rapidly changing trends in fashion and technology, heightened customer expectations, and the growth of e-commerce. These factors make the task of managing the supply chain more complex.

Supply chain management is currently a significant topic in the corporate world and universities. Due to its managerial focus, this course is suitable for students interested in various organizational functions. It's particularly recommended for those aiming for careers in e-commerce, consulting, or businesses where operations, distribution, or logistics play a vital role.

Required Text

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2022). Designing and Managing the Supply Chain, 4th Edition. McGraw Hill. ISBN-10: 1259997707 | ISBN-13: 9781259997709.

Packback Questions by Packback Inc.

Recommended Text

Chopra, S. (2021). Supply Chain Management: Strategy, Planning, and Operation (7th ed.). Pearson. ISBN-13: 978-0137502844.

Course Format:

100% asynchronous online course with no required synchronous meetings. The course will be available as weekly modules.

Course Objectives/Outcomes:

1. Establishing a framework for assessing the dynamics of complex supply chain networks.
2. Gain proficiency in a range of supply chain strategies, techniques, and concepts.
3. Acquire the ability to use analytical tools for the analysis, management, and performance enhancement of supply chains.
4. Learn to formulate, solve, and interpret decision-making and planning models using spreadsheets in the context of supply chain management.
5. Engage in discussions about recent advancements and contemporary issues in supply chain management, staying informed about the latest

Course Requirements

Weekly assignments and discussions based on that week's module. Instructions and expectations will be different each week. All assignments are due by Sunday at 11:59 p.m.

Course Policies

Grading: Discussion board postings are read and graded within the same week as submitted. Case assignments are graded and returned within a week.

Email/Communication: Email is the best way to reach me. I usually respond within one business day. If you have an urgent need, please call me on the above number.

Late Work: Generally, late work is not accepted. Please communicate any issues you have about work completion before missing the deadline.

Course Schedule/Outline/Due Dates

Module	Week	Description
I	1	<i>Strategic Framework for Analyze Supply Chains</i> Introduction to supply chain management, the “cost-responsiveness efficient frontier, achieving strategic fit.
II	2	<i>Sourcing Decisions</i> The ‘total cost’ concept of sourcing, benefits of sharing risk and reward.
III	3	<i>Managing Inventory</i> Cycle inventory: optimal batch sizes and managerial levers, Safety inventory: calculation methods and managerial levers.
IV	4	<i>Planning Demand and Supply</i> Aggregate planning, Sales and operations planning.
V	5	<i>Designing Distribution Networks</i> Framework for network design, Applications in omnichannel retailing
VI	6	<i>Transportation Networks</i> Designing transportation networks: options and tradeoffs.
VII	7	<i>Pricing and Revenue Management</i> Application of differential pricing in a limited supply of capacity and inventory.

Grading Scale

	<u>Weight</u>
Problem Sets (7)	35%
Discussion boards	40%
Final Project	25%

The following letter grades based on absolute percentage scores will be guaranteed:

90% and above	A
80 – 89.99%	B
70 – 79.99%	C
55 – 69.99%	D
Less than 55%	F

Technology and Technical Skill Requirements

- Students must be proficient in the use of computers, the Internet, browsers, Microsoft Office Word, and other common applications.
- Students must be able to use their WKU email and the following tools in Blackboard Ultra: course messages, assignments, discussion board forums.
- Meetings with the professor will require Zoom.
- [Adobe Acrobat Reader](#) may be needed to read some files. This plug-in is available free. (URL: <https://get.adobe.com/reader/>)
- Students may be required to submit assignments as Microsoft Word documents (.docx), using the most recent Microsoft Office suite. Microsoft Office 365 is provided to WKU students free of charge at the following address:
<https://td.wku.edu/TDClient/34/Portal/KB/ArticleDet?ID=12>

Technology Assistance

If you have technical problems, please contact of the following:

- WKU Information Technology Services Helpdesk:
<https://www.wku.edu/its/service-desk/> or call 270-745-7000
- Blackboard Student Support:
<https://help.blackboard.com/Learn/Student>

ADA Accommodation:

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.

Academic Integrity/Honor Code:

Academic integrity is the cornerstone of higher education. As such, all members of the university community share responsibility for maintaining and promoting the principles of integrity in all activities, including academic integrity and honest scholarship. Academic integrity will be strongly enforced in this course.

Students assume full responsibility for the content and integrity of the academic work they submit. In BA 579, cheating includes but is not limited to the following actions which are thus considered as violations of the academic honor code:

1. Use of prohibited items during exams (if any).
2. Represent the work of others as their own.
3. Copying other students' work, however minor, during the exam (if any).
4. Use or obtain unauthorized assistance in any academic work.
5. Give unauthorized assistance to other students.
6. Modify, without instructor approval, an examination, paper, record, or report for the purpose of obtaining additional credit.
7. Misrepresent the content of submitted work.
8. Signing in for class on other students' behalf.
9. Making another student sign in for class on one's behalf.

If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation. Students who violate the honor code will receive a **failing grade** and will be reported to the Office of Student Conduct.

ChatGPT and Generative AI:

In general, I expect that the work you submit in this class will be your own and you are not authorized to use artificial intelligence (AI) tools such as ChatGPT and Bard. However, there will be specific assignments or activities in which we will utilize these tools to enhance your learning experience. In these instances, I will provide you with additional information about the assignment and how AI will be employed and cited. Again, unless permission is granted, you are expected to complete assignments without substantive assistance from others, including AI tools.

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.

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 270-843-4357.

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.

Other Resources:

- Student Resource Portal: <https://www.wku.edu/online/srp>
- Sexual Assault Resources: <https://www.wku.edu/titleix>
- Counseling Center: <https://www.wku.edu/heretohelp>
- Writing Center assistance: <https://www.wku.edu/startcenter>
- Active Shooter Preparedness: <https://youtu.be/chr4C4dgvHs>
- WKU Police Department: <https://www.wku.edu/police>

***** SYLLABUS MAY BE REVISED BY NOTICE, BY EMAIL, OR ON
BLACKBOARD *****