MGT 530E Operations Strategy and Supply Chain Management

Fall 2012

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Course Objectives

The primary objective of this course is to teach the students important theories and empirical studies in operations strategy and supply chain management (OS&SCM). From a comprehensive perspective, OS&SCM encompasses all organizational activities to create value for the market. During the course, we will primarily focus on how to enhance operations capability that enables the firm to achieve sustaining competitive advantage vis-à-vis its global competitors.

Course Materials

Required materials consist of reading materials such as cases, papers, and articles, which will be announced or distributed in due course. Students are expected to study the assigned readings and cases prior to class and to participate in class discussion.

Optional Textbooks Although we don't use a textbook for this course, I suggest two books as follows. Our school's library probably has copies of the books as well. Although these books might be helpful, however, I make it clear that no single book will cover all the subjects I teach in the course.

Kim, B. (2005). *Supply Chain Management*. John Wiley & Sons.

Jacobs, F. R. and R. B. Chase (2008). *Operations and Supply Management: The Core*. McGraw-Hill.

Performance Evaluation

The following breakdown is only a tentative guideline and subject to change as the course proceeds:

Individual assignments and class participation	20%
Group or team assignments including term project	30~40%
Exams including midterm and final	40~50%

CLASS SCHEDULE

(*Subject to change as the course proceeds*)

WEEK	CLASS SYNOPSIS AND READING MATERIALS	NOTE
	OPERATIONS STRATEGY AND FIRM'S COMPETITIVE ADVANTAGE	
1	Course overview – value, strategy, and capabilities	
2	Process analysis and design	
3	Learning in operations – learning organization	
	NEW PRODUCT INNOVATION STRATEGY	
4	Technological innovation	
5	New product innovation and firm's competitiveness	
6	Quality management	
7	Midterm integration and evaluation	
	DESIGNING AND MANAGING SUPPLY CHAINS	
8	Structural factors of a supply chain	
9	Infrastructure factors of a supply chain	
10	Inventory management	
11	Planning for supply chain management	
12	Performance measurement for supply chain management	
	INTEGRATION AND VALUE CREATION	
13	Contemporary topics and findings in supply chain management	
14	Group project presentation	
15	Global supply chain management	
16	Final exam	