



International Business in China

SCOM 345: Operations and Supply Chain Management

Course Description

This course introduces business operation and supply chain management. Both operations and supply chain management are the primary functions of every company and organization. In this age of rapid globalization and fast moving information, operations and supply chain management are the keys to improving company profitability and sustainability. It is crucial for the success of a company and its customers, therefore no one should underestimate its importance.

Through lectures, case studies, and group discussion students explore the major topics in business operation as well as supply chain management. Students will not only learn the important subjects of operation and supply chain management, but also review actual case studies of leading global companies. The course is structured to cover the total value chain of operation and supply chain in this dynamic economic environment.

Learning Objectives

After completing the course, students should:

- be able to identify and describe important features of operation and supply chain management
- be knowledgeable about specific market players and leaders of operation & supply chain management
- be able to analyze the challenges of business operation & supply chain management
- be familiar with the trends of international business and China business

Course Schedule

Instructor: Nathan Wang

Class Meeting: Tuesday, 2:00 to 5:00PM

Classroom: Rm 3701, No. 3Bld., Wudong Campus/SHUFE

Email: e2e2000@gmail.com

Session 01 Globalization and International Business

Readings:

World Trade Organization & Fung Global Institute. (2013). “Introduction.” and “Chapter 13”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 02 Information Systems & Operations

Readings:

Bourgeois, David. (2014). *Information Systems for Business and Beyond*. Saylor Academy.

Session 03 Supply Chain Management Overview

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 1”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 04 Customer Relationship Management & Procurement

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 2”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 05 Inventory Control and Warehouse Management

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 3” and “Chapter 4”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 06 Transportation Operation and Infrastructure

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 6” and “Chapter 7”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Assignment: Quiz 1

Session 07 Operation management and planning

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 8” and “Chapter 9”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 08 **China business environment & supply chain**

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 5” and “Chapter 10”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Assignment: Quiz 2

Session 09 **E-commerce & m-commerce**

Readings:

UNCTAD. (2015). Information Economy Report 2015.

Assignment: Report 1

Session 10 **Sustainability & Risk Management**

Readings:

United Nations Global Impact. (2010). *Supply Chain Sustainability - a practical guide for continuous improvement*.

Session 11 **Retail Store Operations & Supply Chain**

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 11” and “Chapter 12”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Assignment: Quiz 3

Session 12 **Operations and Supply Chain Management Case Study (1)**

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 14” and “Chapter 15”. *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Session 13 **Group presentation**

Session 14 **Operations and Supply Chain Management Case Study (2)**

Readings:

World Trade Organization & Fung Global Institute. (2013). “Chapter 16.” *Global value chains in a changing world*. Deborah K. Elms and Patrick Low, Eds.

Additional References

(2012). *Supply Chain Logistics Management*. (4th Ed.). Bowersox, Closs and Cooper, Eds. McGraw-Hill/Irwin.

Additional readings will be announced in class.

Evaluation & Assessment Criteria

As part of this course students are required to:

- attend all course hours, and to participate class discussion
- take quizzes/exams
- submit reports & to give presentations
- read assigned reading materials
- do a group project

Grades are determined by the total points accumulated on the following assignments. The final grades will be normalized according to all student grade distribution and program grading guidelines.

Method	Content	Individual/Group	%
Class interaction & and in-class Discussion	Attendance, and in-class discussion	Individual	20%
Quizzes	In-class quiz	Individual	30%
Report(s)	Report	Individual	20%
Group Project Presentation or Final Exam/report	Presentation and report	Group	30%
Total			100%

Class interaction & in-class discussion

Students must attend all classes on time, study the assigned reading before the class, and proactively contribute to class by offering ideas and asking questions during the lectures. In the classroom, students must listen when others talking, not involving with non-related activities in classroom, such as computer/handset gaming, chatting, or anything which is disturbing others.

Quizzes

We will have 3 in-class quizzes in the course. Students must attend all in-class quizzes. The questions in the quizzes are based on the assigned readings, in-class lectures, and/or additional readings. Missing the scheduled quizzes will result in penalties for this component of students' grades.

Report

Students must submit one report for this course. The topic of the report will be announced in the class. The report should be approximately 3 pages long, including references, which must be cited properly. The report should be compact and concrete, instead of lengthy or shallow description. Students need to submit reports in

electronic form, either in Word format or PDF format for grading. No paper copy is needed.

Group project presentation

At the end of this semester, students will complete a group project applying what they have learned. Each team should include about 3 students. Each team will choose one group project topic, and each person should take one section in the group project. The group project topic must be related to operation and supply chain management.

The whole team needs to conduct a 30 minute presentation, including Q&A, in front of all students. After the presentation, each team needs to submit its presentation file in PPT format for grading.

The goals of this group project are:

- To learn real case studies
- To learn how to analyze/solve problems
- To learn teamwork

Grading

Alliance programs utilize the follow standard grading policy well accepted by most US institutions.

Excellent	A	93-100%	Good	B+	87-89%	Acceptable	C+	77-79%
	A-	90-92%		B	83-86%		C	73-76%
				B-	80-82%		C-	70-72%
						Unsatisfactory	D+	67-69%
							D	63-66%
							D-	60-62%
						Failing	F	<60%

Course Policies

Exams and Assignments

Students are required to take all regularly scheduled exams in courses for which they are registered, and to submit all assignments on time. Any compelling academic, personal, or medical reason that might justify a rescheduled exam or assignment must be brought up to the Resident Director, not program faculty. Failure to take scheduled exams or submit the requisite assignments for a course will adversely affect your grade as per the stated grading criteria for each course.

Classroom Conduct

Student punctuality is extremely important in China and India. Please do not be late for classes or other activities, as it is considered impolite to do so. It is improper to eat in class, to engage in other activities such as texting, or to slump or nap. Students are expected to be alert and engaged as a sign of respect for their professors.

Attendance

Class attendance is mandatory. It is essential that the students participate fully in the coursework and all

required academic activities. Authorized absences may only be approved by the Resident Director, and students are expected to make up any missed work. Unauthorized absences will adversely affect a student's grades.