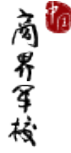




PHBS
北京大学汇丰商学院



MGT 581

Retail Supply Chain Management

Module 3, 2020-2021

Course Information

Instructor: Yue Cheng

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Office Hour: M/R 14:30-15:30, or by appointment

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: M/R, 15:30-17:20

Venue: Online/PHBS Building, Room

1. Course Description

1.1 Context

With the emerging new business models, retailers are experiencing challenges dealing with the downstream of the supply chain system, including numerous managerial problems. This class teaches you the strategic framework, managerial issues, and methods related to planning and execution of demand-fulfillment processes in a supply chain. It is organized in 4 main modules, in each of which you will learn basic tools for analyzing operations problems, quantitative methods of managing that aspect of operations, as well as a strategic view. The 4 main modules are:

1. Forecasting: why forecast; forecasting accuracy and bias; forecasting methods
2. Inventory management: inventory overview; EOQ model & extension; Newsvendor problem
3. Distribution strategies: decentralized facility vs. centralized facility
4. Transportation management: different modes of transportation, such as air, water, truck, etc. The trade-offs between transportation cost vs. inventory cost and transportation cost vs. customer responsiveness

1.2 Textbooks and Reading Materials

No required books for this class. Slides and handouts will contain all the material needed. However, I will take some of the material from the following textbooks:

1. Nahmias, S. 2008. *Production and Operations Analysis*, 6th edition, Mc Graw-Hill.

2. Chopra, S. and Meindl, P. 2010. *Supply Chain Management: Strategy, Planning & Operation*, 4th edition, Prentice Hall.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	YES
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	YES
	2.2. Students will be able to apply leadership theories and related skills.	YES
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	YES
	3.2. Our students will practice ethics in the duration of the program.	YES
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	YES
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	YES
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	YES
	5.3. Our students will demonstrate competency in critical thinking.	YES

2.2 Course specific objectives

2.3 Assessment/Grading Details

Assignments: There will be several assignments and an in-class quiz, which will be handed out in class and are due as specified (generally within one week). You may discuss the assignments in small groups but then must write up answers on your own.

NOTE: There will be no make ups and no excuses for not turning in the assignments by the due date.

Group Project: Each group (3-4 students) will write a literature review for an area related to the course you are interested in exploring in-depth. The review should summarize the research literature and develop a coherent framework for understanding the literature and what the promising research questions still unanswered.

Presentation: Each group will make a 20-minute presentation including Q&A on the group project.

Exams: There will be a final exam. The final exam will be scheduled by the registrar during the exam week.

NOTE: All exams are closed book and closed notes. Necessary tables and formula sheets will be provided. You are required to bring the calculator for the exams.

Grading: The assignments, the group project, and the exams will count toward the overall grade as follows:

Attendance&Participation	20%
Assignments	20%
Group Project/Presentation	20%
Quiz/Exam	40%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Date	Week	Topics	Notes
	1	Introduction/Forecasting	
	2	Forecasting	
	3	Forecasting/ Inventory Management	
	4	Inventory Management	
	5	Inventory Management	
	6	Distribution	
	7	Distribution	
	8	Transportation	
	9	Presentations/Summary	

4. Miscellaneous