

MIS 3537 –Internet & Supply Chains - Syllabus Spring 2016

Instructor Information	Edward Beaver Edward.Beaver@temple.edu
Office Information	Phone 609-206-9783
Office Hours	Following each Class, by appointment prior to class or via phone / email
Class Location	Alter Hall A603 Thursday 5:30 – 8:00 pm
Prerequisite	<i>MIS 2101</i>

Course Objectives

- The primary objectives are:
 - Explain the concepts of supply chain management in the internet age
 - Discuss how technology trends shape supply chain management in areas such as logistics, manufacturing, transportation, and product design
 - Discuss technical standards for inter-organizations information systems
 - Explain supply chain strategies for digital goods and their competitive implications
 - Discuss ethical and environmental issues in global supply chain management
 - Hands on experience with supply chain concepts using the famous ‘Beer Game’ and the ‘Global Supply Chain Management Simulation’.

Textbooks

There is no required textbook for this course. The instructor will post links to articles which the students can download. Moreover, articles, cases and computer simulation games from Harvard business press will be prescribed from time to time and students will be required to purchase access to these.

Some textbooks of reference to the course which the students can reference are:

Textbooks	
For Reference only	Andrew Berger and John Gattorna. ‘ Supply Chain Cybermastery: Building high performance supply chains of the future ’ Gower Publishing Company, 2001. ISBN 0566084139
	David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi ‘ Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies ’, Mc-Graw Hill / Irwin, 2007. ISBN 0073341525

Online Discussion Forum

For this course, we use an online discussion forum instead of the blackboard. The online discussion board is an interactive tool for interchange of ideas and is increasingly being used in many academic and corporate settings. All announcements, updates, lecture slides, assignments, and projects for this class will be posted on this forum. The forum will also enable students to post their questions, discussions, comments as well as any other material relevant to this class.

The URL for the this forum is <http://community.mis.temple.edu/mis3537beaver2016/>

The instructor will also periodically post technology related news articles from the popular press on the online class discussion forum and discuss the same in the class. Students are expected to check the online discussion forum for any news articles as well as for the PowerPoint slides of the lecture notes before each class.

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Guest Lectures

The instructor will try to arrange for one or more guest lectures in the class. The guest will include reputed leaders from the industry who will speak on the practical aspects of one or more topics covered in the class. The guest lectures will be held during the class hours and attendance is mandatory.

Project and Case Groups

All the assignments and cases for this course have to be completed in groups. Please form groups of 4 students each, and email these to the instructor at the beginning of the semester. Since case discussions and presentations will be distributed between the groups throughout the semester, changes to the groups will not be allowed. After each project/case, students may submit a peer evaluation form to access the relative contributions of the other team members.

Assignments

Assignments consist of case studies and projects. The assignments are one of the most important ways for you to learn the material of this class. The material in the assignments is further tested in the exams. There are two kinds of assignments:

Cases: These are cases from Harvard Business School Press. The cases will help you understand how companies are using Supply Chains in innovative ways. The instructor will provide a list of questions with each case. The instructor will lead a discussion of these cases in the class. For each case, one group will also be expected to make a presentation in the class. Groups are expected to consult with the instructor on the format of the presentation. Students are required to purchase the cases at the website <https://cb.hbsp.harvard.edu/cbmp/access/43863938> Note: you may need to complete a one-time registration at the website.

Simulations: Computer simulations designed to provide students with hands on experience on the concepts taught in the class will be used. Students are expected to complete these projects in groups as per the instructions provided by the instructor and submit a report of the simulation as well as answer questions about the game posted by the instructor. The simulations can be accessed through the Harvard Business School Press website and the instructor will post detailed instructions on how to access these.

Class Participation

All students are expected to generate intellectual contributions in the class by participating in the in-class discussions. Questions and comments from students are encouraged and welcomed. Class participation counts as a significant percentage of your overall grade. Examples of positive contributions include (but not limited to): asking interesting questions, generating new thoughts or ideas, replying to questions in class, contributing to class discussions, contributions to online discussions. Examples of negative contributions include: arriving late for class, leaving class early, texting or SMS, talking on cell phones etc. Absence from the class during a guest lecture or arriving after the guest has started speaking is considered as major negative class participation.

Tentative Grade Distribution (subject to revisions)

Grading	
Item	Percent of Total Points
Test 1	24%
Test 2	26%
Global Supply Chain Simulation	5%
Beer Game	5%
Nine Case Studies (Group)	30%

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Class Participation	10%
TOTAL	100%

Grading Criteria

The grading criteria below are tentative and may be subject to curving upwards depending on the overall performance of the class.

Grading Scale	
94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

Availability of Instructor	<ul style="list-style-type: none"> ▪ Please feel free to contact me via e-mail with any issues related to this class. I will also be available at the end of each session. Please note that these discussions are to address questions/concerns but are NOT for helping students catch up on content they missed because they were absent. Note: I will respond promptly when contacted during the week and possibly Saturday. I do not respond on Sunday's. ▪ I am available to meet personally with you: <ul style="list-style-type: none"> ✓ Immediately after class ✓ By appointment face to face prior to class ✓ By appointment by phone
Attendance Policy	<ul style="list-style-type: none"> ○ Class discussion is intended to be an integral part of the course. Accordingly, full attendance is expected by every member of the class.
Class Etiquette	<ul style="list-style-type: none"> ○ Please be respectful of the class environment. ○ Class starts promptly at the start time. Please make EVERY effort to be on time, as I will communicate important information in the first few minutes of class. Since most of members of the class commute to campus, please allow ample time to accommodate for traffic and parking situations. ○ Cell phones, pagers, and laptop computers must be turned off and put away during class. ○ Refrain from personal discussions during class. Please leave the room if you need to speak to another student for more than a few words. If a student cannot refrain from engaging in private conversation and this becomes a pattern, the students will be asked to leave the classroom to allow the remainder of the students to work.
Exams	<ul style="list-style-type: none"> ○ There will be two examinations during the semester – one midterm exam and one final exam. The exams, both midterm and final, cannot be made up, regardless of the reason for absence.

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Late Assignment Policy	<ul style="list-style-type: none"> ○ All assignments are due at the beginning of class. As you will note in the tentative schedule, we will typically discuss your deliverables on the due date. A deliverables is considered late if it is turned in after the beginning of class. This time will be strictly enforced. ○ In exceptional circumstances, permission to submit an assignment late can be obtained from the instructor prior to the due date and subject to a penalty of 10% deduction for each day after the due date. For example, an assignment worth 50 points turned 2 days late with the permission of the instructor will be penalized by deducting 10 points (20%) from the final score. Permission for late submission will not be granted for more than 1 assignment per student during the semester. ○ The exams, both midterm and final, cannot be made up, regardless of the reason for absence.
Submission of Work	<ul style="list-style-type: none"> ○ Please submit all assignments as printouts
Grading and Regrades	<ul style="list-style-type: none"> ○ All components (assignments and exams) will generally be returned graded to the students within one week of the date of submission. Any regrade requests should be handed in within 5 working days after the graded component is returned back to the students. No regrade request will be entertained after that. Students are responsible for collecting their grades from the instructor if, for some reason, they are not in class when a graded component is returned.
Reading and Class Participation	<ul style="list-style-type: none"> ○ The primary source of material for this course is the case materials. In addition, supplemental materials will be provided to you. ○ During many classes, we will have an interactive discussion of a case or a scenario. Without reading the assigned material, you will not be able to participate and you will find yourself lost
Midterm Grade	<ul style="list-style-type: none"> ○ The instructor will assign a midterm grade to each student based on their performance in assignments exams till the midterm. The midterm grade is an unofficial score to give the students feedback on their performance in the class.

Plagiarism, Academic Dishonesty and Citation Guidelines

If you use text, figures, and data in reports that was created by others you must identify the source and clearly differentiate your work from the material that you are referencing. If you fail to do so you are plagiarizing. There are many different acceptable formats that you can use to cite the work of others (see some of the resources below). The formats are not as important as the intent. You must clearly show the reader what is your work and what is a reference to somebody else's work.

Plagiarism is a serious offence and could lead to reduced or failing grades and/or expulsion from the university. The Temple University Student Code of Conduct specifically prohibits plagiarism (see <http://www.temple.edu/assistance/udc/coc.htm>).

The following excerpt defines plagiarism:

Plagiarism is the unacknowledged use of another person's labor, ideas, words, or assistance. Normally, all work done for courses — papers, examinations, homework exercises, laboratory reports, oral presentations — is expected to be the individual effort of the student presenting the work. There are many forms of plagiarism: repeating another person's sentence as your own, adopting a particularly apt phrase as your own, paraphrasing someone else's argument as your own, or even presenting someone else's line of thinking in the development of a thesis as though it were your own. All these forms of plagiarism are prohibited both by the traditional principles of academic honesty

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and by the regulations of Temple University. Our education and our research encourage us to explore and use the ideas of others, and as writers we will frequently want to use the ideas and even the words of others. It is perfectly acceptable to do so; but we must never submit someone else's work as if it were our own, rather we must give appropriate credit to the originator.

Source: Temple University Graduate Bulletin, 2000-2001. University Regulations, Other Policies, Academic Honesty. Available online at: <http://www.temple.edu/gradbulletin/>

For a more detailed description of plagiarism:

Princeton University Writing Center on Plagiarism:

http://web.princeton.edu/sites/writing/Writing_Center/WCWritingRes.htm

How to successfully quote and reference material:

University of Wisconsin Writers Handbook

<http://www.wisc.edu/writing/Handbook/QuotingSources.html>

How to cite electronic sources:

Electronic Reference Formats Recommended by the American Psychological Association

<http://www.apastyle.org/electmedia.html>

References and Resources

Temple University Student Code of Conduct

<http://www.temple.edu/assistance/udc/coc.htm>

Temple University Writing Center

<http://www.temple.edu/writingctr/>

Temple University Graduate Bulletin, 2000-2001.

<http://www.temple.edu/gradbulletin>

Acknowledgements

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Tentative Schedule

The schedule below is a tentative and is subject to updates and modifications as the course progresses, particularly as guest speakers are arranged. Updates to the schedule will be announced in class and posted on the online discussion board. Please make sure to check the online forum regularly.

Week	Date	Topics	Reading	Deliverable
1	Jan 14	Introduction to Supply Chain Management		
2	Jan 21	Crocs Case Internet / Technology in Supply Chains		Crocs Case
3	Jan 28	Zappos.com Case Electronic Markets		Zappos.com Case
4	Feb 4	WWT / Clear Orbit Case Beer Game Intro		WWT Clear Orbit Case
5	Feb 11	In class Beer Game Bullwhip Effect		
6	Feb 18	Exam 1 RFID Lecture		
7	Feb 25	RFID Case Information Goods Supply Chain		RFID at Metro Case
	March 3	No Class Spring Break		
8	March 10	Hulu Case Global Sourcing / Outsourcing		Beer Game Writeup Hulu Case
9	March 17	Xbox Supply Chain Case eFulfilment and eDistribution Strategies		Xbox Supply Chain Case
10	March 24	Amazon Europe Case Ethical and Green Supply Chains		Amazon Europe Case
11	March 31	Starbucks Case Supply Chain IT Standards		Starbucks Case
12	April 7	RosettaNet Case Guest Lecture		RosettaNet Case
13	April 14	Global Supply Chain Management Simulation		
14	April 21	Global Supply Chain Management Simulation: Debrief Course Review - Jeopardy		Simulation Report
	April 28	Exam 2		Examination Week*

* Exam 2 may be moved to Week 14