

MIS 3537 Study Guide

Test 1

The test will consist of all the topics that we discussed in the class, as well as the material posted by the instructor on the course blog. Here is the list of relevant topics. While I have tried to make this list as comprehensive as possible, I may have inadvertently missed a topic or two, which may be included in the exam.

Week 1

Introduction to Supply Chain

- What is a Supply Chain
- Supply Chain Management
 - Goals
 - Decisions
- Supply Chain terms
- Factors driving Supply Chain
- Trends in Supply Chain
- Shifts in Supply Chain Management

Week 2

First Click to the Last Mile

- Internet changes to Supply Chain dynamics
 - Optimization to Synchronization evolution
 - eDesign
 - eMediaries
 - Supplier Centric
 - Buyer Centric
 - Hybrid models
 - Web-based collaborative planning
 - eFulfillment
- What has not changed because of e-business
 - Total Cost
 - Tradeoffs forever
 - Continuous change
- Crocs Case
 - Crocs Supply Chain - characteristics that differentiate it, resulting business advantage
 - Drawbacks of too little or too much inventory – profit margin impact on decisions

Week 3

Electronic Marketplaces

- What is an eMarketplace
 - Platform for ...
 - Evolution
 - Concepts, Characteristics and Models
- Critical Success Factors
- Challenges
- Emerging Trends
- Zappos Case
 - Evolution of Supply Chain – what changed, why?
 - Core competencies -> competitive advantage of them

Week 4

- WWT / ClearOrbit Case
 - Challenges affecting operations
 - Software options and choices
 - Benefits of Internet enabled collaboration
- Root Beer Game Introduction

Week 5

Bullwhip Effect

- Fluctuations along the chain
- Resulting bullwhip effect
- Causes -> how to Counteract
 - Demand forecast updating
 - Order batching
 - Price fluctuation
 - Rationing and shortage gaming
- Root Beer Game – Round 1
 - Describe your experience
 - What changes should we make for Round 2?