

MIS 3537 –Internet & Supply Chains - Syllabus Spring 2017

About the Instructor:

Edward Beaver (Edward.Beaver@temple.edu)

<http://community.mis.temple.edu/ebeaver/>

Phone: 609.206.9783

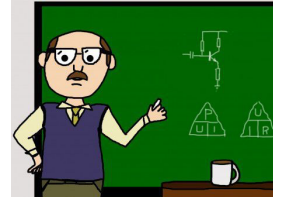
Office Location: Off campus / virtual - face to face meetings possible with WebEx, etc.

Office hours: Following each Class or By appointment via phone / email

Class Location and Time:

Classroom: Alter Hall Room 602

Time: 5:30 – 8:15, Monday (starting January 23, 2017)



Course Description:

This course presents the intersection of Supply Chain (SC) methods and Information Technology (I/T) e.g. the Internet. As both disciplines have driven fundamental business change, this course examines several questions about how the disciplines intersect and drive change. You will learn:

- How Supply Chains are impacted by I/T (Digital Transformation)
- What are new Supply Chain business models
- How I/T impacts integration of SC components around the world
- Issue of Ethics and 'green' supply chains
- From a host of real-world case studies how to address critical business decisions about technology and Supply chains.
- Thru simulations what it's like to operate a real-life supply chain

By examining this intersection of these two transformational disciplines, we understand how to integrate the use of these technologies and how to drive business improvements, innovation and create new markets.

Course Objectives

As result of taking this course you will be able to do the following within a business:

- 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'.



Course Prerequisites

This course will earn the student 3.0 credit hours.

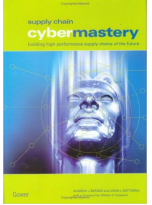
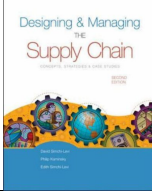
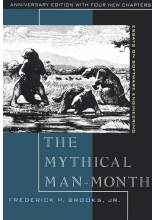
Students need do have completed pre-requisite course *MIS 2101 - Information Systems in Organizations* or *MIS 2901 – (Honors Equivalent)*. The course will also tap generously into your background and experience with supply chains and supply chain management.

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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	<p>Andrew Berger and John Gattorna. 'Supply Chain Cybermastery: Building high performance supply chains of the future' Gower Publishing Company, 2001. ISBN 0566084139</p> 
	<p>David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi 'Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies', McGraw Hill / Irwin, 2007. ISBN 0073341525</p> 
	<p>Frederick P. Brooks Jr. 'The Mythical Man-Month: Essays on Software Engineering Anniversary Edition (2nd Edition)', Addison-Wesley, 1975, 1995. ISBN 0201835959</p> 

Online Discussion Forum (Course Blog)

For this course, we use an online discussion forum instead of Blackboard. 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 materials relevant to this class.



The URL for the forum is <http://community.mis.temple.edu/mis3537beaver2017/>

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.

Guest Lectures

The instructor will try to arrange for one or more guest lectures in the class. The guest(s) will include 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 are to be completed and submitted by groups. During the first class, students need to form 8 groups of 4 - 5 students each. I strongly recommend you work to create diverse teams (major, background, ...). Since case discussions and presentations will be distributed between the groups throughout the semester, changes to the groups will not be allowed.



All members of a team receive the same points for the case submissions / presentations. If you feel that one or more members are not doing their fair share, at the end of the semester you will have the opportunity to submit a Team Member Evaluation form to the instructor by email. All responses will be kept confidential.

Grading

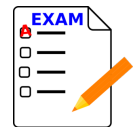
Grades for the class are earned through your active participation in learning the course content and verifying what you've learned. Your grade is composed of 4 components: **Exams (2), Case Studies, Simulations and Participation**. The sections below outline the details of how grades are earned in each of these components and their distribution (weight).



Exams

There will be two examinations during the semester – one midterm exam and one final exam.

- The exams will be administered during class time (typically beginning).
- The exams are not open book. During the exam, you are allowed to use a maximum of 6 physical pages of notes (whatever format).



The exams, both midterm and final, cannot be made up, regardless of the reason for absence.

Case Studies

The case studies 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. The cases will help you understand how companies are using Supply Chains and the Information Technology 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 while another group is responsible for capturing note during the case discussion and publish in the course blog. More details about case preparation, presentations, etc. are available on the course blog.



The cases are made available from Harvard Business School Press. Students are required to purchase the cases at the website <http://cb.hbsp.harvard.edu/cbmp/access/58832309> Note: you may need to complete a one-time registration at the website.

Case Grading Method: I will use this method to grade all case assignments.

Each case has a maximum of 10 points that can be awarded.

For each case, I pose 5+ questions for each team to answer prior to the case discussion in class. I choose 4 of the questions posed for grading. An answer that is complete (e.g. per question instructions) and touches the themes from the case will receive 2 points each. This represents (2 x 4) 8 of the possible 10 points.

I also award a maximum of 2 added points for any of the following:

- Unique, creative, insightful comments or analysis from the case materials
- The critical facts and ideas in the answer are presented in a clear, readable and compelling manner.

The following are examples of an answer to a possible case question. The content (ideas) are the same in each example. However, I believe that Example 1 presents them in a clearer, and more readable and compelling manner (e.g. would receive added points).

Example 1

Keys to Success:

More content available: providers bring sufficiently different content on one site obviating need to visit other sites or use different viewing options.

Free to use: users only need to register to watch much free content.

Popularity: Providers use social network platforms to attract more users / audience

Relationship with Partners: Understand each partner's business to provide what they desire (profit, audience share, buzz, etc.)

Example 2

There are several keys to success. Having more content available as well as sufficiently different content on one site obviates need to visit other sites or use different viewing options. Providing viewing free of charge means users only need to register to watch much the content. Providers use social network platforms to attract more users / audience and drive up their popularity. A strong Relationship with Partners is also a key to success. The relationship allows understanding each partners' business to provide what they desire most (profit, audience share, buzz, etc.).

Simulations: Computer simulations are 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 the access these in the course blog.



Class Participation

In Class: 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 a major negative to your class participation grade.



Course Blog Comments: The course blog / discussion forum contains much information about the class and articles of interest to what we’re learning in this class. As such, reading, responding and discussions are useful to learning in this course. Therefore, another significant portion of your participation grade therefore is composed of the # of non-trivial comments and responses made in the blog / discussion forum.

Grade Distribution (subject to revisions)

Grading	
Item	Percent of Total Points
Exam 1	24%
Exam 2	26%
Case Studies (Group)	30%
Global Supply Chain Simulation	5%
Beer Game	5%
Class Participation	10%
TOTAL	100%







Letter Grading Criteria



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

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



Course Policies

<p>Availability of Instructor</p> 	<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
<p>Attendance</p> 	<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.
<p>Class Etiquette</p> 	<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 other personal electronics must be turned off and put away during class. ○ You are allowed to use laptop computers during class to take notes and augment your learning. However, if you use for personal use during class, I will revoke this privilege. ○ 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.
<p>Late Assignment</p> 	<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 deliverable 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.
<p>Submission of Work</p>	<p>Please submit all assignments as either:</p> <ul style="list-style-type: none"> ○ Printouts delivered at beginning of class or ○ PDF documents e-mailed to me before beginning of class

<p>Grading and Regrades</p> 	<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. 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. ○ Any regrade requests must be handed in within 5 working days after the graded component is returned to the students. No regrade request will be entertained after that.
<p>Reading and Class Participation</p> 	<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 in the course blog. ○ 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
<p>Midterm Grade</p>	<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.
<p>Disabilities</p>	<p>Temple University is committed to the inclusion of students with disabilities and provides accessible instruction, including accessible technology and instructional materials.</p> <p>The process for requesting access and accommodations for this course is:</p> <ul style="list-style-type: none"> ○ Advise me privately of the need for access or accommodations. Please contact me privately as soon as practical – at least by the end of second week of classes ○ Contact Disability Resources and Services (DRS) to request accommodations ○ DRS will consult with me as needed about essential program components ○ Present me with a DRS accommodation letter

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

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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 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:

Univ. 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

Thanks to Sunil Wattal for creating the concept and starting content for this course.

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Schedule

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

Note: Each topic and the subsequent Case study and related discussions relate to a central question that will be posed, discussed and answers considered.

Week	Date	Topics / Central Question	Case Study	Deliverable
1	Jan 23	Introduction What is the Supply Chain?		
2	Jan 30	How Does the Internet Affect the Supply Chain?	Crocs Case	Crocs Case
3	Feb 6	Market: Where Trade Occurs What are Electronic Markets Like?	Zappos.com Case	Zappos.com Case
4	Feb 13	What is like to Work in a Real Supply Chain? Beer Game Intro	WWT / Clear Orbit Case	WWT Clear Orbit Case
5	Feb 20	In class Beer Game Why is Supply Chain Choreography Difficult?	<u>Reading:</u> Bullwhip Effect in Supply Chains	
6	Feb 27	Exam 1 What is this 'Internet of Things' ? Example Technology: RFID		
7	March 6	What If the Product is not Physical? Information Goods Supply Chain	RFID Case	RFID at Metro Case
	March 13	No Class Spring Break		
8	March 20	Where in the World? Global Sourcing / Outsourcing	Hulu Case	Beer Game Writeup Hulu Case
9	March 27	What is the Optimal Method of Delivery? eFulfilment and eDistribution Strategies	Xbox Supply Chain Case	Xbox Supply Chain Case
10	April 3	Should I be Green? How Easy is it to be Green? Ethical and Green Supply Chains	Amazon Europe Case	Amazon Europe Case
11	April 10	What Language are you Speaking? Supply Chain IT Standards	Starbucks Case	Starbucks Case
12	April 17	What Does Someone Else Say? Guest Lecture	RosettaNet Case	RosettaNet Case
13	April 24	How Can I Put All the Pieces Together? Global Supply Chain (SC) Management Simulation		
14	May 1	Global SC Management Simulation: Debrief Over Time What Changes, What Doesn't? Does Experience Matter?		Simulation Report
	May 8	Exam 2		Examination Week*

* Exam 2 may be moved to Week 14