

## MIS 3537 Study Guide

### MidTerm Test

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 comprehensive, 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**

##### **How Does the Internet (I/T) Affect the Supply Chain**

- Internet changes to Supply Chain dynamics
  - How does I/T Drive Change?
  - Optimization to Synchronization evolution
  - eDesign
  - eMediaries – online Marketplaces
    - Buyer / Sellers – Who has the Power
    - Supplier Centric
    - Buyer Centric
    - Hybrid models
  - Web-based collaborative planning
  - eFulfillment
- What has not changed because of e-business
  - Total Cost
  - Tradeoffs forever
  - Uncertainty / Risk Remain
  - Continuous change
- Crocs Case (Supply Chain)
  - Characteristics and competencies that differentiate the Crocs Supply Chain
  - Resulting business advantage

### 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 Supply Chain 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?