

Week 1: Introduction

MIS 3537: Internet & Supply Chains

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Introductions

Post as comments on the blog

- Name
- Major / Minor
- Recent Internships / Industry Experience
 - Include at least one (1) Supply Chain you've dealt with and in what Role (e.g. customer, ____)

Have you ever wondered ...

- How successful companies differentiate
 - What is the reason behind WalMart's "Everyday Low Prices"?
- Economics of supplying digital products
 - Will Netflix remain a dominant player in the DVD rental market?
 - Who are the suppliers to Apple?

Have you ever wondered ...

- Is outsourcing always good?
 - What are the challenges to outsourcing other than cost vs benefits?
- How to globalize?
 - How to compete in a global world?
 - Is your innovation process global?

..... and many more!

What this course is about?

- Competing with supply chains @ Internet speed
 - Supply Chain Basics
 - Impact of IT
 - Innovations in supply chains
 - New supply chain business models
 - Ethics and ‘green’ supply chains



Practical Relevance of the Course

- MIS Majors
 - IT in supply chain
 - Career Opportunities
- Non MIS majors
 - Cost cutting
 - Innovation
 - New markets

Course formalities

Blog: <http://community.mis.temple.edu/mis3537beaver2016/>

Syllabus

Office Hours

Lecture slides

Group Work

Evaluations

Preparing for class

Learning Objectives

- Key concepts in supply chains
- Trends in supply chain

What is a supply chain?

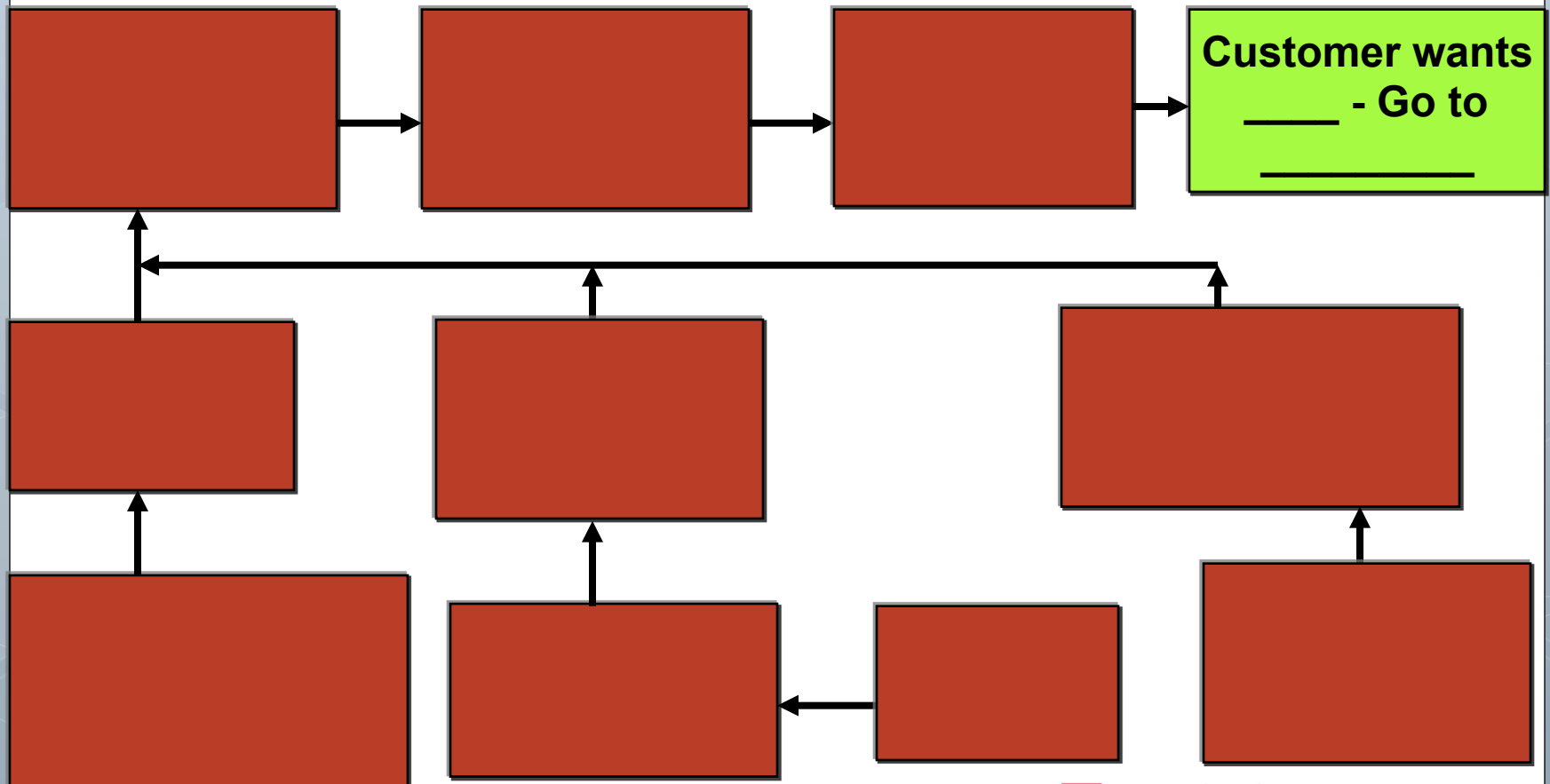
- _____

- Consists of

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



What is a Supply Chain?



What is a supply chain?

- Also known as a “logistics network”
- Consists of
 - Suppliers
 - Manufacturing centers
 - Raw materials
 - Work-in-process inventory
 - Finished products
 - Warehouses
 - Distribution centers
 - Retail Outlets

What constitutes a supply chain?

- Flow of materials (Physical flow)
- Financial Flow (\$\$, ownership, ...)
- Flow of information
 - That's where IT fits in
- Technology in a supply chain
 - Hardware
 - Software / Applications
 - Networking
 - Communications / Extranets / VPN
 - Processes



Supply Chain Management

- A set of approaches utilized to efficiently integrate suppliers, manufacturers, warehouses and stores
- Goals
 - To produce and distribute merchandise at **right quantities**, to the **right locations** at the **right time**
 - **Minimize system-wide costs** while satisfying system-level requirements



Supply Chain Management

- Decisions about the structure of the supply chain and what processes each stage will perform
- Strategic supply chain decisions
 - Locations and capacities of facilities
 - Products to be made or stored at various locations
 - Modes of transportation
 - Information systems
- Supply chain design must support strategic objectives
- Supply chain design decisions are often long-term and expensive to reverse – must take into account market uncertainty

Knowledge Check

- Form groups of 4-5 students and explain the following terms
 - Cycle Time
 - Process & Capacity Planning
 - Sourcing
 - Contract Manufacturing
 - Inventory Policies
 - Vendor Managed Inventory
 - Distribution Network
 - Transportation
 - Lead Time
 - Lot Sizing
 - Incentive Alignment
 - Revenue Management
 - Demand Forecasting
 - Customization
 - Push vs. Pull Supply Chains



Learning Objectives

- Key concepts in supply chains
- Trends in supply chain

Factors driving supply chain

- Information technology
- **Global** suppliers / customers / competition
 - Companies are born global
- Shorter product cycles / **Clocks**speed
- **Customized** products
- Need for **collaboration**



Global Collaboration



Fox School of Business
TEMPE UNIVERSITY

Trends in Supply Chains

- Virtualization
- Share the Supply Chain
- Collaboration
- Virtual sourcing
 - Materials and manpower
- Global Information Technology Standards
- Increased Awareness
 - Sustainability
 - Product safety





Shifts in Supply Chain Management

- **Shift 1: From Cross-Functional Integration to Cross-Enterprise**

- *Old question:* how do we get the various functional areas of our company to work together to supply product to immediate customers?
- *New question:* how to record and activities across companies, as well as across internal functions, to supply product to the market?



- **Shift 2: From Physical Efficiency to Market Mediation.**

- *Old question:* how do we minimize the costs our company incurs in production and distribution of our products?
- *New question:* how do we minimize the cost of matching supply and demand while continuing to reduce the costs of production and distribution?

- **Shift 3: From Supply Focus to Demand Focus.**

- *Old question:* how can we improve the way we supply product in order to match supply and demand better, given the demand pattern?
- *New question:* how can we get earlier demand information or affect the demand pattern to match supply and demand?

Demand or Supply
Prioritization?



Next week...

- Crocs case



- The impact of the Internet on supply-chain strategies
- From the “first click” to the “last mile”



Homework...

- Form Case Groups (4-5 students)
 - Need volunteer groups to present and post answers next week
- Start following the Blog – Post
- Readings
- Crocs Case Preparation