MIS 373/OM 337.4 – IT for Supply Chains

Spring 2012

Unique Numbers: 03700 and 03907
Class room: UTC 1.130

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Course Objectives

Supply Chain Management is an essential part of a firm's strategy to gain competitive advantage. Information is vital to create a coordinated supply chain, make supply chain decisions and execute these decisions effectively. This course will introduce students to the role of Information Technology in managing Supply Chains. Students will learn about the Information Architecture needed by firms to co-ordinate their operations and collaborate with business partners. The course will illustrate the role of related building-block technologies like ERP, XML, SOA and web services.

One component of this course is the use of an enterprise resource planning (ERP) platform to manage supply chain processes within an organization. There are three primary objectives to the use of the ERP simulation: (1) to understand how to use the transactional data in ERP systems to enable decision making for various supply chain processes; (2) to develop a hands-on understanding of the concepts underlying enterprise systems; and (3) to understand the information coordination within and across organizations to manage the supply chain

Students will be required to execute processes such as procurement, fulfillment, and production using an actual ERP system (SAP R/3) as part of individual exercises. Teams of five students will operate a firm and must interact with supplier and customer teams by sending and receiving orders, delivering products, plan materials and completing the whole cash-to-cash cycle as part of a group project.

I want to emphasize that while you will gain an understanding of the SAP R/3 system, this course is not about SAP R/3 or ERP software. The intent of the course is not to make you SAP R/3 experts – we may merely use the R/3 system to illustrate how technology can be used to coordinate supply chain processes.

Required Material

1. Integrated Business Processes with ERP systems by Simha R. Magal and Jeffrey Word, ISBN 9780470478448; available through the UT Co-op as well as online
2. Reading packet is available at Speedway copy center in the Dobie Mall.
3. Additional material will be provided in class and posted on the Blackboard

NOTE: I have given for photocopying only copyrighted material like Harvard Business Review articles and Harvard cases. Articles available in public domain and free to access will be made available with direct links on the Blackboard.

Grading

Your course grade will be based on the following point distribution:

	Date	**Weight**
Class Participation and Attendance		10%
Case write-ups		15%
Individual Assignments		25%
Group project (1)		10%
Midterm	03/08 in class	20%
Final Exam	TBA	20%

Class Participation

It is important for you to come prepared for class and actively participate. Students' collective knowledge and experience add to the learning experience. It is everyone's job to keep the discussion productive and moving forward. **Students will be cold called!** Therefore, it is in your best interest to come prepared for each class and to actively participate. In evaluating your class participation grade, I will take the following into consideration:

- useful arguments expressed coherently and succinctly
- good analysis supported by case facts or your own experience
- constructive disagreement
- readiness to contribute upon called

I expect that students to arrive on time to class. Coming in late and leaving during class time distract class proceedings.

No LAPTOP Policy

Based on overwhelming feedback from previous students, the **use of laptops is not allowed** in this class unless specifically instructed. This is a simple rule; please respect it. We recognize some students prefer to take notes electronically on PPT slides. However, there is no way of controlling students from checking email/stocks, using IM, and surfing the web once a laptop is allowed. The quality of discussion and the flow will be affected severely. We will make PPT slides available on the Blackboard in time for you to bring copies to class, or will make PPT copies available in class.

Please make sure you keep Cellphones, Pagers, iPods, and other devices switched off during class time. However, **feel free to video-tape or audio record my lectures (and give us a copy so we know how we are doing ☺)**.

Assignments, Case Write-ups, and Group Projects

Class work comprises of individual assignments, case write-ups and group project. Assignments will be ERP exercises to understand different business process. These assignments will test your understanding of the concepts and develop significant level of expertise in using tools. There will be a group project that is due at the end of the semester. The details will be discussed in class.

Exams

There will be a mid-semester exam (**March 8**) and a final (TBA). On these exams**, you will be responsible for the material presented in class,** in the reading packet, and any required readings distributed in class/or on Blackboard. Questions on the exam may be multiple choice, true/false with justification, or short answer types. Any appeals about grades should be emailed to me or the TA for your cohort **within a week** after the exam or project has been returned to you.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. Any student with a documented disability (physical or cognitive) who requires academic accommodations should contact the Services for Students with Disabilities area of the Office of the Dean of Students at 471-6259 (voice) or 471-4641 (TTY for users who are deaf or hard of hearing) as soon as possible to request an official letter outlining authorized accommodations.

Scholastic Dishonesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please refer to the Student Judicial Services Website at http://www.utexas.edu/depts/dos/ or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty. In this class, all cases must be done individually. You are free to seek help from the professor or the TA.

Tentative Schedule (MW → Magal and Word, CP → Couse Packet; BB → Blackboard)

Week	Date	Topic	Cases	Readings	Due
1	17-Jan	Introduction		New Nike (BB)	
	19-Jan	Supply Chain Processes		Investing in the IT that makes a Competitive Difference (CP)	
2	24-Jan	Introduction to ERP		Chapter 2 (MW)	Case writeup (beginning of the class)
	26-Jan	Business Process Benefit	Pharmacy Service Improvement at CVS (A) (CP)		Case writeup (beginning of the class)
3	31-Jan	SAP Navigation		Chapter 2 (MW)	
	2-Feb	Benefits of ERP	Digital China Holdings Ltd. (CP)		Case writeup (beginning of the class)
4	5-Feb	Procurement **Assignment 1 handed out**		Chapter 4 (MW)	
	7-Feb	Procurement / Fulfillment		Chapters 4 & 5 (MW)	
5	14-Feb	Fulfillment **Assignment 2 handed out**		Chapter 5 (MW)	Assignment 1
	16-Feb	Procurement Collaboration	World Wide Technology and ClearOrbit (CP)		Case writeup (beginning of the class)
6	21-Feb	Warehouse Management **Assignment 3 handled out**		Chapter 7 (MW)	Assignment 2
	23-Feb	Importance of IT for Supply Chain and IT Skills for SCM professionals (Guest Speaker, Robert Benny, AMD)			
7	28-Feb	Warehouse Management		Chapter 7 (MW)	Assignment 3

	1-Mar	Importance of Inventory Data	Operational Execution at Arrow Electronics (CP)		Case writeup (beginning of the class)
8	6-Mar	Review for the midterm			
	8-Mar	Exam			
10	20-Mar	Production		Chapter 6 (MW)	
	22-Mar	Production / Material Planning **Assignment 4 handed out**		Chapter 6 & 8 (MW)	
11	27-Mar	Material Planning		Chapter 8 (MW)	
	29-Mar	Process Integration **Assignment 5 handed out**		Chapter 9 (MW)	Assignment 4
12	3-Apr	Process Integration		Chapter 9 (MW)	
	5-Apr	Collaboration	STMicroelectronics E-Chain Optimization Project (CP)		Case writeup (beginning of the class)
13	10-Apr	Implementation Issues and Organizational Change	Putting the Enterprise Into the Enterprise System (CP)	Nestle ERP Odyssey (BB)	Assignment 5
	12-Apr	Web Services and SOA	The Next Revolution in Productivity (CP)	The Strategic Value of Web Services (BB)	

14	17-Apr	Collaborative Supply Chain	Polo Ralph Lauren & Luen Thai (CP)		Case writeup (beginning of the class)
	19-Apr	Collaborative Planning Fulfillment and Replenishment (Guest Speakers, Robert Thomas and Glen Endress, ConocoPhillips)			
15	24-Apr	Business Intelligence	Competing on Analytics (CP)	MGI Big Data Report (BB)	
	26-Apr	IT based innovation in Supply Chain (Guest Speaker, Allan Wilson, SAP)			
16	1-May	Social Media and Supply Chain			
	3-May	Review and final submission			Group Project