

## Tárgytematika / Course Description

### Supply Chain Management

KGNM\_MMTA022

Tárgyfelelős neve /

Teacher's name: dr. Szegedi Zoltán

Félév / Semester: 2021/22/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

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### OKTATÁS CÉLJA / AIM OF THE COURSE

## Objectives of the Course

The aim of this course is to understand the contemporary problems of Supply Chain Management (SCM) and their interrelationships within the firm, the national and the global economy. After finishing this course you will be able to analyze, evaluate and (re)design existing value- and supply chain processes and design new ones in a changing environment, to manage functional areas of SCM, use efficient methods, deal with strategic issues and develop conceptual insights into SCM.

The course will rely on case studies and class discussions. Please read the assigned chapters before the class! Please tell the professor prior class if you could not prepare!

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### TANTÁRGY TARTALMA / DESCRIPTION

1.Week: Introduction. Requirements.

2.Week: Lecture: From Logistics to SCM. Value chain – Supply Chain – Demand chain.

Discussion of the topics of the Term paper (Dr. Szegedi Z.)

Seminar: Case study: Snow White, Inc. Hey girl-Supralight calculation. (Buics L.)

3.Week:Lecture: Logistics - Supply Chain and Competitive Strategy (Reading: Ch. 1.). (Dr. Németh P.)

Seminar: Case study: Amazon (Vöröskői K.)

4.Week:Lecture: Creating the Responsive Supply Chain (Dr. Németh P.)

Seminar: The Beer Game (Vöröskői K.)

5.Week: Lecture: The Era of Network Competition (Dr. Németh P.)

Seminar: Case study: Kellogg&CloseCurlyQuote;s (Vöröskői K.)

6. Week:Lecture: Managing the Global Pipeline (Reading Ch. 10 (Dr. Németh P.)

Seminar: Case study: Zara (Vöröskői K.)

7. Week:Lecture: Delivering Customer Value - Customer Service (Reading Ch.2.) (Dr. Szegedi Z.)

Seminar: Key Performance Indicators. Cause and Effect analysis (Fishbone) for the poor delivery service at

Snow White (Buics L.)

8. Week: Lecture: Summary Part 1. (Dr. Szegedi Z.)

Seminar: **Mid-term Exam of Part 1.** (lectures + Ch. 1, 2, 10) (Buics L. and Vöröskői K.)

9. Week: Mid term break

10. Week: Lecture: Inventory- and Lead-time Management within the SC (Reading Ch. 7 ) (Dr. Szegedi Z.)

Seminar: Case: Audio Duplication Services (Buics L.)

11. Week Lecture: The Bullwhip Effect. Inventory Optimisation Methods (Dr. Szegedi)

Seminar: Inventory calculations: Square-root law, opt. order quantity, capacity planning Shouldice Hospital.

(Buics L.)

**Deadline Term Paper + ppt (printed copy and electronically to [buics.laszlo@sze.hu](mailto:buics.laszlo@sze.hu))**

12. Week Lecture: Supply Chain Excellence (Reading Ch. 13) (Dr. Szegedi Z.)

Seminar: Case: SCM at International Automotive. Pair work: Prepare multiple choice questions based on the lecture ppt and the readings. (Buics L.)

13. Week Lecture: Supply Chain Planning and Strategy (Reading Ch. 16) (Dr. Szegedi Z.)

14. Week Lecture: The Supply Chain of the Future. Summary of the course (Dr. Szegedi Z.)

Seminar: Term paper presentations. Student achievements, evaluations, credits offered.

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## SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

***How the Sessions will be Conducted*** Both the lectures and seminars will have an interactive character. Please display your tent-card at all times visible to the instructor.

**For the Seminary sessions you have to complete the assigned readings and participate in your team's case- and project discussions. Your active participation in classroom discussions is encouraged.**

### **Grading:**

Continuous work is required. Two mid-term exams. (40-40 %), one term-paper+ppt (20 %). For the acceptance of the semester, you have to accomplish MidTerm 1. and hand in the Term Paper on time.

**The mid-term exams** will consist of decisive-, multiple choice- and essay questions and a short case.

**The term paper:** Individual work. Due on Week 11. Topics: see "Term-Paper-TopicsSCM" file

Format: you should follow the: "Term-paper-template" file. You must hand in a 5 Min. ppt-presentation as well. (Hard copy and electronically as well.)

# Evaluation scale:

**0- 60 % failed, 61-70 % satisfactory, 71-80 % medium, 81- 90 % good, 91 < outstanding.**

You might get your credit-offer from 71 %. Under 71 % you have to accomplish an exam (in the examination period), based on the requirements of both Mid-term exams.

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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

### Assigned readings:

- a. Christopher, M. (2016): Logistics and Supply Chain Mgmt, 5<sup>th</sup> Ed., FT Prentice hall/Pearson, 2016
- b. Selected case studies (will be distributed in class) + lecture handouts (ppt)

### Suggested readings:

- c. PwC: Transportation & Logistics Trends 2019 [https://www.pwc.com/gx/en/ceo-survey/2019/Theme-assets/reports/pwc\\_2019\\_t-l.pdf](https://www.pwc.com/gx/en/ceo-survey/2019/Theme-assets/reports/pwc_2019_t-l.pdf)
- d. Szegedi, Z. (2008): Case Studies to Logistics Management, Kossuth Publishing, Budapest, (library)