

PARK School of Business and Nonprofit Management Course Syllabus

Course: BSE 3630, Marketing Channels and Supply Chain Management, Section A1

Mondays, 6:30 – 9:50 pm, Johnson Center Room 209

Academic Year: 2014/15 Semester/Quad: Fall A

Credit Hours: 2

Prerequisites: BSE 2610

Instructor: Mark Gavoor

Phone: 773-244-5784 – office

630-242-0502 – cell. If you text, please include your name and course.

Email: mdgavoor@northpark.edu

Availability:

Office: 1st Floor SBNM offices on Spaulding.

Monday: 10-11 am, 5-6 pm

Tuesday: 4 - 6 pm Wednesday: 4 - 5 pm

Friday: 11:30 – 12:30 am

Course Description:

An analysis of marketing channels as systems of interrelated and interdependent organizations engaged in marketing goods and services to industrial, institutional, or household consumers. Behavioral dimensions of channel relations such as communication procedures, roles of channel members, and conflicts within the distribution network are discussed. Construction of effective and efficient distribution networks of manufacturers, wholesalers, retailers, transportation, and Internet based firms are emphasized. In particular, this course focuses on retail management and Internet marketing management.

Introductory Comments:

Welcome to BSE 3630.

With the globalization of supply chains, the marketing and supply chain functions must work in a closer and more coordinated way than ever before. Both functions, therefore, need to understand the needs, expectations, lead times, and constraints of the other in order to provide optimal results for the business. This course will explore these topics via the textbook, case studies, lectures, guest speakers, classroom on on-line discussion, and a final exam.

Course Materials:

REQUIRED

Textbook: Essentials of Supply Chain Management, 3e, by Michael H. Hugos, Hoboken, NJ: John Wiley &

Sons. ISBN 978-0-470-94218-5

Other materials: Course materials such as PowerPoints, articles/cases, case analysis questions and

study guide will be posted on Moodle.

Essential IDEA Objectives:

The essential objectives of this course (per the IDEA framework, a nationally recognized assessment tool used by many higher learning institutions) are:

- 1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
- 2. Work with others as a member of a team.
- Express yourself orally or in writing.

Course Competencies and Objectives:

- 1. Articulate the key concepts of supply chain management (SCM) and the different functions performed by participants.
- 2. Describe the four major steps of supply chain operations: Planning, Sourcing, Making and Delivering, and the strategic guidelines for designing a sustainable, competitive supply chain.
- 2. Understand the role of information technology (IT) in SCM and identify the trends and innovative tools used for effective and efficient SCM.
- 3. Describe the metrics used for assessing the performance of supply chain operations, and how performance data is used to solve problems and create opportunities.
- 4. Evaluate the methods such as collaborative planning, forecasting and replenishment (CPFR) to help improve supply chain coordination.
- 5. Discuss the importance of and movement toward real-time supply chain.

Course Methodology:

The goal of a good management education program should be to give students the opportunity to study and practice the application of management theory. Just studying theory without the opportunity to practice the application of that theory is not very effective. Upon completing their business education, managers will be expected to be able to apply what they've learned to real-world business situations.

Thus, this course stresses the application of core marketing principles via the use of case studies. Why utilize case studies? In short, cases have tremendous educational value. Much can be learned by analyzing real-world business dilemmas and proposing solutions.

This course is combination of lecture, discussion, case study, paper writing, problem solving using both Excel and calculators, along with papers to bridge what limited methods can be taught in the classroom using a text book and excel and what students will encounter when entering the corporate or NFP world.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements for information on computer requirements.

Papers and assignments will be turned in on-line uploaded via Moodle and for reports using MS Word and Excel assignments using both MS Word and Excel.

Technical Skills Required:

Some Excel skills will be helpful but we will review in class. Introduction to Statistics 1

Having a good scientific calculator (TI 83/84) is required. As this is the same calculator used in the statistics prerequisite for this course, students should have access to one. Replace the batteries to avoid problems on quizzes and exams.

Course Schedule of Topics, Readings, Activities and Assignments:

	<u> </u>		
Week 1 Aug 25			
Introduction to Class	Course Syllabus		
Key Concepts of Supply Chain Management (SCM)	Hugos, Chapter 1		
Select SCM Topic/			
Form Team for PowerPoint/Presentation			
Week 2 Sep 1 – No Class Labor Day			
	Paper/Case Study 1 due this week*		
Week 3 Sep 8			
Supply Chain Operations: Planning and Sourcing	Hugos, Chapter 2		
Supply Chain Operations: Making and Delivering	Hugos, Chapter 3		
Week 4 Sep 15			
Using Information Technology (IT)	Hugos, Chapter 4		
Week 5 Sep 22			
Metrics for Measuring Supply Chain Performance	Hugos, Chapter 5		
	Paper/Case Study 2 due week*		
Week 6 Sep 29			
Supply Chain Coordination / The Bullwhip Effect	Hugos, Chapter 6		
Innovation for the Real-Time Economy	Hugos, Chapter 7		
Week 7 Oct 6			
Current Topics in Supply Chain Management (SCM)			
PowerPoint Team Presentations			
Week 8 Oct 13	Final Exam		

^{*} Actual due date and time will be in Moodle.

Grading:

	#	Total Points
Class Participation	7	140
Online Discussion	7	140
Papers/Case Studies	2	200
Group Presentation	1	100
Final Exam	1	200
		780

Grade Mapping:

Grading will be done on a sum-point basis. The percentage of points earned to total points possible will determine your final grade per the table below.

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
	A (93-100%)		B- (80-82%)		D+ (67-70%)
	A- (90-92%)		C+ (77-79%)		D (63-66%)
	B+ (87-89%)		C (73-76%)		D- (60-63%)
	B (83-86%)		C- (70-72%)		F (<60%)

Assignment Grading Policies:

Grades, and instructor feedback, will be posted in Moodle.

This is a course in the School of Business. Thus, deadlines will be treated as they will be managed in the working world i.e. get things done on time.

Please be aware that late submissions of case analysis assignments will not be accepted because cases will be reviewed and discussed in class immediately after the submission deadline. For other assignments, a late submission which is received within 24-hours of the deadline will be assessed an automatic 10% point deduction, and if received 24-48 hours after the deadline will be assessed an automatic 20% point deduction. No submissions will be accepted over 48-hour past the deadline.

This is an eight week course. Please attend every session. There is only one exam, the final, for which there will be no make-up.

Student Responsibilities:

- [1] Class participation and written assignments are required for this course. You cannot successfully complete this course without completing the weekly readings assignments. It is imperative that students complete the weekly assigned readings before class sessions or before beginning a written assignment.
- [2] Assignments will be posted on-line. You will be asked to retrieve assignments from Moodle.
- [3] For a quick reply, it is best to communicate questions, concerns or issues via email. But, you may also contact me via phone or text. If you text, please state your name and course.

Instructor Responsibilities:

As your instructor, I will:

- · Provide updated information on relevant resources for the various topics of interest
- · Read and critically assess students' assignments and provide feedback within 5-7 days of receipt
- · Facilitate a participant-centered course experience, which focuses on student learning
- · Respond to all student e-mails, texts, and phone calls within 48 hours of receipt (target is 24 hours)

ASSIGNMENT SPECIFICATIONS

Class Participation:

- Classroom participation is key to learning the concepts and ideas we are covering in this course.
- You will be graded 10 points each week. These are easy points... you just have to ask questions, make comments contributing to general discussion, and answer questions directed at you.
- This is a subjective evaluation but know that your instructor want to give all ten points. Make this easy for him to do.

On-line Discussion:

- Like classroom participation, participating in the online discussion each week is key to understanding the concepts and ideas in this course.
- Each week there will be a discussion topic on Moodle. The topic will come from the text or other reading.
- Your participation is will be graded. There are 10 points possible each week.
- Again these are easy points. Participate. Discuss. Contribute. Participate, discuss, and contribute meaningfully. The following are examples of what are not meaningful postings. Use them
 - "I agree"
 - "Good point"
- What is meaningful, a paragraph giving your point of view or an example you have experienced. Providing a reference to an article or paper and how that paper relates to the topic at hand is good posting. Reading an article someone else has posted and commenting on it is also a good way.
- Again, this is a subjective evaluation but know that your instructor want to give all ten points. Make this easy for him to do.
- How many postings? 2-3 in general.

Group Presentation

- Each Excel problem is worth 40.
- Excel Projects are different from Homework. The goal of these assignments is to re-enforce competency with a bit of technology.
- These will posted on Moodle and passed out in class due on certain dates.
- The excel problems will be turned in via Moodle Assignments
- I reserve the right to make some of these group projects. Each member of the group will get the group grade.
- Excel projects may simply be text book problems using technology to solve and interpret the results. Interpretation may involve a short written report.
- Excel projects

2 Papers/Case Studies

- Each paper will be worth 60 points.
- Papers will be assigned to provide a managerial perspective to enhance the technical and problem solving
 parts of the course covered in homework, Exams/Quizzes, and Excel Projects.

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- 1. Plagiarism the use of another's work as one's own without giving credit to the individual. This includes using materials from the internet.
- 2. Copying another's answers on an examination.
- 3. Deliberately allowing another to copy one's answers or work.
- 4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University's online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Quad and Graduate Courses

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor's discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 30% of the engagement time for the course, the student runs the risk of receiving a lower overall grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent two weeks for an online class) will automatically fail the course, unless the student drops the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University refund policy outlined in the University Catalog.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) *prior to* that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the APA Manual is to enhance student learning by:

- 1) Improving student's writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the APA Manual, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: http://www.northpark.edu/Campus-Life-and-Services/Disability-Resources