

Valid for 2022.HS

Module Name: Supply Chain Management			
Module Code	w.BA.XX.2SCM.XX		
Module Description	The aim of this elective module is to provide students with a deeper understanding of cross-functional tasks and how important it is to break down functional silos to be successful in today's complex business world. This is done with the help of "The Fresh Connection" (www.thefreshconnection.biz), an extensive supply chain management simulation, which is currently also used by MIT and other well-known universities to illustrate and teach the importance of cross-functional thinking. In groups of four, students will need to make several strategic and tactical decisions in their roles as VP Sales, VP Purchasing, VP Supply Chain, or VP Operations. The simulation consists of six rounds, with each round becoming increasingly complex.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance § Business Information Technology § Business Information Technology - Specialization in Business Information Systems § Business Information Technology - Specialization in Data Science § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Institute for Organizational Viability		
Module Coordinator	Judith Martin (maiu)		
Deputy Module Coordinator	Michael Lustenberger (luse)		
Prerequisite Knowledge	<ul style="list-style-type: none"> - Operations Management - Strategic Management 		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § gain a unique learning experience in supply chain management through a web-based simulation. § develop their team building and decision-making skills. 		

	§ increase their knowledge of strategic fit and cross-functional alignment within and between companies. § learn about important key supply chain topics such as supply chain strategy and design, sales & operations planning, inventory management, supplier management, demand management, and capacity management. § improve their analytical skills and ability to translate strategies into action. § expand their critical thinking and capabilities to develop "creative solutions."		
Module Content	§ Supply chain strategy design & analysis § Supply chain mapping § Total cost of ownership § Trade-offs in supply chains § Sales & operations planning § Forecasting § Capacity management § Inventory management § Supplier management § Demand management & promotions § Supply chain sustainability § Supply chain risk management		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2ASM.XX w.BA.XX.2IntBus.XX w.BA.XX.2OP.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Problem-Oriented Teaching § Project Work § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Practice and Application Exercises (with Key) § 'The Fresh Connection' simulation		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	25 h	
Seminar	-	-	
Total	28 h	25 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
TFC simulation result	Grade	-	50,00 %
Talk/oral presentation	Pass/Fail	15	-
Written Assignment	Grade	-	25,00 %
Written Assignment	Grade	-	25,00 %
Written Assignment	Pass/Fail	-	-
Written Assignment	Pass/Fail	-	-
Classroom Attendance Requirement	Mandatory Attendance: Other 100% attendance is required for didactic reasons for Weeks 2, 6, and 13. In the case of an excused absence, a substitute assignment will be defined by the module coordinator. Unauthorized absences or an insufficient substitute assignment will result in a fail grade being awarded for the module.		
Language of Instruction/Examination	English		
Compulsory Reading	-		

Recommended Reading	§ Christopher, M. (2016). Logistics & Supply Chain Management. 5th edition. Harlow: Pearson Education. ISBN 978-1-292-08379-7. § Slack, N., Brandon-Jones, A. & Johnston, R. (2016). Operations Management. 8th edition. Harlow: Pearson Education. ISBN 978-1-292-09867-8. § Weenk, E. (2019). Mastering the supply chain: principles, practice and real-life applications. London/New York: Kogan Page. ISBN 978-0749484484. § Chopra, S. & Meindl, P. (2016). Supply Chain Management: Strategy, Planning, and Operation. 6th edition. Harlow: Pearson Education. ISBN 978-1-292-09356-7.
Comments	-