# Module Name: Supply Chain Management

<table>
<thead>
<tr>
<th>Module Code</th>
<th>w.BA.XX.2SCM.XX</th>
</tr>
</thead>
</table>

## Module Description
The aim of this elective module is to provide students with a deep understanding of cross-functional tasks and how important it is to break down functional silos in order to be successful in today’s complex business world. This is done with the help of an extensive supply chain management simulation called ‘The Fresh Connection’ (www.thefreshconnection.biz), which is currently also used by MIT and other well-known universities to support and teach the importance of cross-functional thinking. In groups of four, students will need to make several strategic and tactical decisions in their role as VP Sales, VP Purchasing, VP Supply Chain, or VP Operations. The simulation consists of six rounds and from round to round the simulation becomes increasingly complex. At the end of the module, students also have the opportunity to participate in a Global Student Challenge based on the The Fresh Connection Simulation sponsored by APICS.

## Program and Specialization
- Business Administration - Accounting, Controlling, Auditing
- Business Administration - Banking and Finance
- Business Administration - Banking and Finance (FLEX)
- Business Administration - Bank and Finance (PiE)
- Business Administration - Economics and Politics
- Business Administration - General Management
- Business Administration - Risk and Insurance
- Business Information Technology
- 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>
<thead>
<tr>
<th>Module Type:</th>
<th>Program Phase:</th>
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</thead>
<tbody>
<tr>
<td>Compulsory Elective</td>
<td>Main Study Period</td>
</tr>
</tbody>
</table>

## ECTS
3

## Organizational Unit
W Zentrum Unternehmensentwicklung Ltd.

## Deputy Module Coordinator
Florian Spychiger (spyc)

## Prerequisite Knowledge
- Operations Management
- Strategic Management

## Contribution to Program Learning Goals (Affected by Module)
- Professional Competence
- Methodological Competence
- Social Competence
- Self-Competence

## Contribution to Program Learning Objectives
- Professional Competence
  - 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
  - Problem-Solving & Critical Thinking
  - Scientific Methodology
  - Work Methods, Techniques, and Procedures
- Social Competence
  - Written Communication
  - Oral Communication
  - Teamwork & Conflict Management
  - Intercultural Insight & Ability to Change Perspective
- Self-Competence
  - Self-Management & Self-Reflection
  - Ethical & Social Responsibility
  - Learning & Change

## Module Learning Objectives
- Students...
  - 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

<table>
<thead>
<tr>
<th>Large Class</th>
<th>Classroom Instruction</th>
<th>Guided Self-Study</th>
<th>Autonomous Self-Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Instruction</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Practical Work</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Seminar</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td>Total</td>
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<td>25 h</td>
<td>37 h</td>
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Performance Assessment

<table>
<thead>
<tr>
<th>End-of-module exam</th>
<th>Form</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>-</td>
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</table>

Permitted Resources

Assessment

<table>
<thead>
<tr>
<th>Written Assignment</th>
<th>Assessment</th>
<th>Length (min.)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td>Grade</td>
<td>-</td>
<td>25.00 %</td>
</tr>
<tr>
<td>TFC simulation result</td>
<td>Grade</td>
<td>-</td>
<td>50.00 %</td>
</tr>
<tr>
<td>Talk/oral presentation</td>
<td>Pass/Fail</td>
<td>15</td>
<td>-</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>Grade</td>
<td>-</td>
<td>25.00 %</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>Pass/Fail</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Written Assignment</td>
<td>Pass/Fail</td>
<td>-</td>
<td>-</td>
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Compulsory Reading

Recommended Reading

Comments
This is a revised version due to module changes required in the 2020 spring semester.