

DOCUMENT 3: THE CURRICULUM

Name of Program: Bachelor of Business Administration (Hons)

TABLE
DETAILS ON EACH SUBJECT

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| 1. Name of Paper | Supply Chain Management | |
| 2. Code | BBA 1584 | |
| 3. Status | Program Elective | |
| 4. Credit Hours | 4 | |
| 5. Semester and year to be thought | Semester 1, Year 1 | |
| 6. Prerequisite (if any) | None | |
| 7. Mode of Delivery | Lectures, Tutorials, Individual and Group projects assignments | |
| 8. Assessment and Marking Percentage | <ol style="list-style-type: none">1. Class Attendance and Participation2. Continuous Assessment, Assignments and Tests3. Case Studies, Seminar, Project Paper and Presentation.4. Final Exam <p style="text-align: center;">Total</p> | <p style="text-align: right;">10%</p> <p style="text-align: right;">20%</p> <p style="text-align: right;">30%</p> <p style="text-align: right;">40%</p> <p style="text-align: right;">-----</p> <p style="text-align: right;">100%</p> |
| 5. The Teachers | Prof Dr. Leong Choon Heng | |
| 6. The Objective of the Paper | This course aims to: <ul style="list-style-type: none">• Provide an overview of supply chains and their components• Define the role of different players in supply chain systems• Outline the inter-linkages between different players in supply chains and other external functions such as finance and accounting, IT, marketing and strategy | |
| 11. The Learning Outcomes of the Paper | At the end of the semester, the students will: <ul style="list-style-type: none">• Describe what is a supply chain• Explain the different components of supply chains and their roles and operational functions• Explain the nature of interactions between different components within the supply chain• Analyze the interrelationships between different supply chain functions and other business functions such as finance and marketing• Describe the key considerations that drive different supply chain players• Identify factors that affect the performance of individual players as well as the supply chain as a whole• Describe the benefits of coordination in supply chains and their functioning as a whole entity | |
| 12. A Synopsis of the Paper | This course provides an introduction to different components of supply chains such as manufacturing and assembly, suppliers, distribution, warehousing, material handling, packaging, transportation, communication and other logistics players. It highlights the role of Information Technology and Decision Support Systems in supply chains and the interrelationships between supply chains and other corporate functions such as marketing, finance and strategy. | |

| 13. Topic of the Paper and Contact Hours of Guided Learning (face to face) and Non-Guided Learning (including assignment, group discussion, presentation, lecture preparation etc.) | HOURS OF LEARNING TIME | | | | | | | |
|--|------------------------|-----|----------|-----|----------------|-----|-----------------------|-------------------|
| | LECTURE | | TUTORIAL | | PRACTICAL/ LAB | | STUDENT LEARNING HOUR | Quiz. Exam, Final |
| | GL | NGL | GL | NGL | GL | NGL | | |
| <p>1. Supply Chain Components and Functions.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> Define the idea of supply chains. Outline the functions of supply chains. Compare individual organizations and inter-enterprise supply chains. Give examples of supply chains. List the different components of supply chains. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>2. Manufacturing and Assembly.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> Define manufacturing. Outline the functions of manufacturing plants. Give examples of manufacturing organizations. Define different types of manufacturers such as OEMs and CEMs. Define and differentiate assembly from manufacturing. Explain drivers of performance for manufacturers and assemblers. Define key decisions to be made for operating manufacturing plants and assembly lines. | 2 | 4 | 1 | 2 | - | - | 2 | - |

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| <p>3. Suppliers and Vendors.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define suppliers and vendors in supply chains. • Outline the role of suppliers and vendors. • Give examples of suppliers and vendors. • Define different types of supplier and vendor arrangements. • Explain drivers of performance for suppliers and vendors. • Define key considerations while evaluating suppliers and vendors. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>4. Wholesalers and Distributors.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define the role of wholesalers & distributors in supply chains. • Describe different types of wholesalers & distributors. • Describe the relationship between manufacturers/assemblers and wholesalers & distributors. • Describe the advantages and disadvantages of using wholesalers & distributors. • Explain drivers of performance of wholesalers & distributors. • Define key considerations while evaluating wholesaling & distribution options. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>5. Retail Chains and Outlets.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define the role of retailers in supply chains. • Describe different types of retailers. | 2 | 4 | 1 | 2 | - | - | 2 | 1 |

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| <ul style="list-style-type: none"> • Describe the relationship between retailers and customers, retailers and manufacturers/assemblers, retailers and wholesalers & distributors. • Describe the advantages and disadvantages of using retailers. • Explain drivers of performance of retailers. • Define key considerations while evaluating retailing options. | | | | | | | | |
| <p>6. Inventory and Warehouse Operations.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define the role of inventory in supply chains. • Describe different types of inventory and where they are located in the supply chain. • Describe the role of warehouses in inventory management. • Describe the physical functions of a warehouse. • Describe the advantages and disadvantages of using warehouses. • Explain drivers of performance of warehouses. • Define key decisions made while evaluating warehousing options. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>7. Material Handling and Packaging.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define the role of material handling and packaging in supply chains. • Explain the importance of material handling and packaging in supply chains. • Describe different | 2 | 4 | 1 | 2 | - | - | 2 | 1 |

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| <p>equipments used in material handling and packaging.</p> <ul style="list-style-type: none"> • Explain drivers of performance of the material handling function. • Define key decisions made while evaluating different options for material handling and packaging. | | | | | | | | |
| <p>8. Transportation.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the role of transportation in supply chains and its importance. • Describe different carrier modes in transport. • Explain drivers of performance in transportation. • Define key decisions made while choosing transportation options such as mode, carrier and network configuration. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>9. Order Processing and Procurement.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe and differentiate the role of physical order processing and procurement in supply chains. • Explain drivers of performance for the order processing and procurement function. • Define key considerations in order processing and procurement decisions. | 2 | 4 | 1 | 2 | - | - | 2 | 1 |
| <p>10. Tracking and Communication.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the purpose of | 2 | 4 | 1 | 2 | - | - | 2 | - |

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| <p>tracking and communication devices in supply chains.</p> <ul style="list-style-type: none"> • Give examples of tracking and communication systems such as bar codes, RFID, wireless, GPS. • Compare the functions of bar codes and RFID technologies. • Explain the advantages and disadvantages of using tracking and communication devices. • Define the key considerations while making decision on tracking and communication devices. | | | | | | | | |
| <p>11. Information Technology and Decision Support Systems.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the role of IT and DSS in supply chains. • Differentiate IT and DSS systems. • Give examples of major IT and DSS providers for supply chains, especially ERP software. • Explain the advantages of using DSS for decision-making. • Define the key considerations while making decision on IT and DSS systems. • Explain the barriers to successful implementation of IT and DSS in supply chains. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>12. Freight Forwarding and Third-party Logistics (3PL).</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the functions of freight forwarders and third-party logistics | 2 | 4 | 1 | 2 | - | - | 2 | 1 |

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| <p>companies in supply chains.</p> <ul style="list-style-type: none"> • Explain the advantages and disadvantages of third-party logistics. • Explain drivers of performance for 3PL players. • Describe key considerations while choosing 3PL players. • Highlight recent developments in fourth-party logistics. | | | | | | | | |
| <p>13. Inter-linkages Between Supply Chains and Other Departments.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the fit of supply chains in the overall organization. • Explain the relationship between Supply Chain and Finance & Accounting. • Explain the relationship between Supply Chain and Marketing. • Explain the relationship between Supply Chain and Product Design & Development. • Explain the relationship between Supply Chain and Corporate Strategy. | 2 | 4 | 1 | 2 | - | - | 2 | - |
| <p>14. Customer Service.</p> <p>The Learning Outcomes:</p> <ul style="list-style-type: none"> • Define Customer Service and its element. • Explain methods of establishing a customer service strategy. • Explain Customer Service Standards. • Analyzing Customer Service Performance. • Describe global customer service issues. | 2 | 4 | 1 | 2 | - | - | 2 | - |

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| Sub-Total of Learning Hours | 28 | 56 | 14 | 28 | - | - | 28 | 6 |
| Total of Learning Hours | 160 | | | | | | | |
| Total of Credits | 4 | | | | | | | |
| 14. Main References | <ul style="list-style-type: none"> • Ballou, Ronald H., <i>Business Logistics: Supply Chain Management</i>, Prentice-Hall, 5th Edition, 2003. | | | | | | | |
| 15. Additional References | <ul style="list-style-type: none"> • Michael Hugos, <i>Essentials of Supply Chain Management</i>, Wiley, 2nd edition, 2006. • Stock. J.R, Lambert. D.M, <i>Strategic Logistics Management</i>, McGraw-Hill, 4th Edition, 2007. | | | | | | | |