

國立臺灣海洋大學海運暨管理學院&美國羅德島大學商學院

2018 Global Supply Chain Management Program

全球供應鏈管理合授密集課程

■ 課程師資

- ✧ 美國羅德島大學商學院副院長 Shaw K. Chen
- ✧ 美國羅德島大學商學院供應鏈管理系系主任 Douglas N. Hales
- ✧ 國立臺灣海洋大學航管系 林泰誠副教授
- ✧ 國立臺灣海洋大學運輸系 鍾武勳助理教授

■ 上課日期：107 年 1 月 2 日(二)至 1 月 12 日(五)，含週六及週日，共計 11 日。

■ 上課時間：每日上午 8 點至下午 4 點（部分參訪行程將延續至晚餐後）

■ 上課地點：延平技術大樓 501 教室

■ 上課方式：**全英語**授課、分組討論以及報告，另安排企業參訪及文化之旅，以達到兩地學生交流之目的。

■ 課程學分：本課程為 1062 開設於碩士班之全英語授課 3 學分課程「供應鏈管理專題研討」，合授教師為航管系林泰誠老師及運輸系鍾武勳老師。參與本課程者請於 1062 開學後選修此課程。

■ 課程規定：

1. 每人須自備筆記型電腦一台。
2. 課程結束後每人應繳交 1000 字(含)以上心得報告一份(將再提供報告格式)。
3. 課堂時數 1/3 未到者將以不及格論，有正當理由者可事先依程序請假(請假申請單另外提供)。

■ 人數限制：**本院學生 20 名**、美國羅德島大學學生 15 名；共 35 名為原則，合班授課。

■ 報名對象：本院在學日間/進修部**大四生**、**五年一貫生**、或**碩士生**(含外籍生，不包括交換生)

■ 報名費用：新台幣 2800 元整（包含參訪門票、車資、及餐費等相關費用）

1. 繳交日期：於開課當日交給本課程班代
2. 低收入戶或特殊境遇家庭者，可提出相關證明，由學院募款經費支應該生費用。
3. **碩班或進修部**學生，須依本校修業規定另外支付本課程**學分費**(於 1062 開學時依正常程序繳交)。

■ 保證金：新台幣 2000 元整

1. **錄取名單公告後 3 個工作天內**至本校**出納組**(行政大樓一樓窗口)繳交
2. **逾期末繳視同放棄課程**，依序遞補備取名單。
3. 退費機制：課程結束後 10 個工作天後由學院統一造冊辦理退費。課堂時數 1/3 未到者將**不予退還**。

■ 報名方式：至**學院辦公室(海空大樓 204 室)**繳交以下資料

1. 歷年成績單（大四生以上及碩一：大學歷年成績單；碩二及以上：大學部及碩士歷年成績單）
2. 英文能力測驗證明影本：多益(TOEIC)、托福、雅思(IELTS)、全民英檢等擇一即可。

※可參考「公務人員英語檢測陞任評分計分標準對照表」所列相關測驗

※英語系國家外籍生**免附**此證明

3. 郵局或銀行帳戶存摺封面影本
4. 低收入戶或特殊境遇家庭文件 (※此項僅針對需要者)

■ 甄選程序

1. 【第一階段】書面審查

- (1) 第一順位：依英文能力檢定測驗成績高低排序。如多益、托福、雅思、全民英檢等。(依照「公務人員英語檢測陞任評分計分標準對照表」)
- (2) 第二順位：曾修習過「物流管理」、「供應鏈管理」、「生產與作業管理」、「企業管理」

2. 【第二階段】英語面試

- (1) 面試日期：12/6(三)中午 (切確時程將再公布)
- (2) 擇優錄取或備取數名。(視第一階段錄取人數調整第二階段錄取人數)

■ 甄選結果 (共計錄取 20 名為限)

1. 12/5(二)中午 12:00 公告【第一階段】錄取名單及【第二階段】面試名單
2. 12/7(四)下午 3:00 公告【第二階段】錄取/備取名單

■ 行前說明會(錄取者皆須參加)：12/27(三)中午 12:00-13:00 於學院辦公室(海空大樓 204 室)舉行。

■ 報名期限：即日起至 12/4 日(一) 4:00PM 截止，逾期不受理。

■ 聯絡窗口：莊迺鈞助教 (02)2462-2192 #3001。

課程大綱 Syllabus – BUS 460 Global Supply Chain Management

Instructors: Professor Douglas N. Hales, PhD, Assoc. Dean Shaw Chen, PhD

Correspondence: dhales@uri.edu

Class Time and Place: National Taiwan Ocean University: Keelung Campus.

Textbooks – Provided by Instructor: (1) Supply Chain Management – PPT Slides, 3rd Edition, SCM Institute Publishers, Edited by Douglas M. Lambert; (2) **The GOAL**, by Goldratt and Cox

Prerequisite: BUS 355 preferred or similar course or work experience

Required Materials: A LAPTOP will be required for a few classes. To take full advantage of the class, students should bring their laptop, class notes, handouts, notebook, pencil/pen to each class.

Class Description: This is an international course fully devoted to the factors that impact the design and management of Global Supply Chains. It covers the strategic relationships necessary for Supply Chain Management as well as the tactical activities of Logistics, Purchasing and Operations from a global perspective. Through the use of simulations, real-world cases, and text & lectures the course examines how these activities interact with other business functions (i.e. Marketing, Information Systems, etc.)

Course Objectives:

GENERAL OBJECTIVE To apply world-class tools and techniques used to operate efficient and effective Global Supply Chains. The goal is to learn how to manage Supply Chain strategies that support overall corporate objectives.

LEARNING OBJECTIVES By the end of this course, the student will be able to understand Supply Chain Management from a global, multi-dimensional perspective. Students will be able to analyze a company's strategic focus, its customer demand profiles, and its core competencies in order to design a supply chain that supports its business model. This includes understanding global supplier capabilities (i.e. capacity, inventory management and quality) and the logistics systems that deliver goods to domestic and international markets. By the end of this course, the student will be able to,

- Identify and chart a global company's key business functions, business processes, and stakeholders.
- Understand the role of Logistics, Purchasing, and Operations in the design and operation of global supply chains.
- Identify and calculate global supply chain cost drivers.
- Understand the key activities that differentiate US business practices from other countries – and how they affect management of the supply chain.
- Identify key performance indicators (KPI's) that correctly evaluate global supply chain systems and lead to improved inventory control.
- Understand how interruptions in the global supply chain affect business and how to minimize the negative effects.
- Examine how world-class companies encourage collaboration among international business partners.

Attendance Policy:

Attendance in all class periods is important because it is a compressed course, and missing an assignment or company visit will place the student behind. The majority of course material will be delivered through class lectures, discussions, team exercises, handouts, and company visits. Due to demands on professional students, each student team must be especially diligent in keeping up with class work.

Grading System:

The GOAL Assessment	200 points
Ten (10) In-class Cases for credit	200 points
Team Presentations (2)	200 points
Three (3) Simulations	300 points
Class Participation	<u>100 points</u>

TOTAL 1000 points

Assignments (Cases):

Throughout the semester, Case Study write-ups and presentations will be assigned for credit. Case Study Assignments that are late will be penalized 50% and those more than one class period late will receive '0' credit. Most due dates for assignments are given on the syllabus, while the remainder will be given by the instructor in class. Assignments will not be revised based on minor technical or typographical errors in this syllabus or handouts. Some assignments may require the formulation of student teams. Any written assignments must be the student's best work. Written cases will normally be less than two pages – 12 point font, 1.5 spacing, 1" margins; plus flowchart. Feedback will be given throughout the semester, which should facilitate improvement in written and oral assignments.

Assessments:

Two assessments will be given during the two-week period. In-class exams will be strictly timed (75 minutes), and may include all material covered in lectures, invited speakers, textbooks, cases, exercises, handouts, and discussions.

Project: One exam consists of reading a book called *The GOAL* by Cox and Goldratt in order to gain understanding of Constraint Management. In addition to the material covered in the exams, a written assessment will be conducted on various topics discussed in the book that is included the course grade. Students will be primarily evaluated based on understanding of the major points in the book, use of appropriate terminology, clarity and professionalism of discussion, writing and other demonstration skills, and how the book relates to objectives in the class. More details will be discussed in class.

Teams & Cases:

Teams of American and NTOU students will be utilized throughout the course for written cases, presentations and class exercises. Initially, the professor will form the teams; however, as part of the cooperative learning process students may be occasionally assigned to different teams.

Schedule of Topics and Activities:

The following schedule is to be used as a guideline, and will be adjusted based on professor and student requirements. The class is both text, case, and lecture-based. The class dates, tentative topic, and readings are listed in each section. Readings for each period are to be completed before the start of class. You should preview each section ahead of time to avoid missing assignment due dates. Students will be informed in class of major changes to the schedule. The GOAL book must be read outside of class. Simulations will be practiced in class with software provided by URI, but can be completed outside of class. Lunch is typically 12:00-13:00.

WEEK 1	09:00 – 10:30	10:45 – 12:00	13:00 – 14:30	14:30 – 16:00
Monday Jan .01	NO CLASS	NO CLASS	NO CLASS	NO CLASS – Karaoke with US students
Tuesday Jan. 02	Overview of Course and Grading Supply Chain Basics & Business Processes; The SCM Matrix Manufacturing and Service Flow Management (MFM) Supply Chain Performance	Case 1: Aligning Supply Chain Strategies with Product Uncertainties Case 2: El Remache (MFM) in Mexico The Simulation Games Demo - .310	Customer Relationship Management (CRM) Case 3: Centrum Practice (not for credit)	Team Work Sessions Case Practice Complete Simulation Game .310 and email results individually
Wednesday Jan. 03	FREE TIME – i.e. Buddhist Customs	Company or Cultural Visits	Company or Cultural Visits	NTOU students host US students
Thursday Jan. 04	Customer Service Management (CSM) Case 4: El Remache (CRM) in Mexico	Demand Management (DM) Case 5: Disney in US vs France (DM)	Supplier Relationship (SRM) Procurement/Purchasing Case 6: Bose in America (SRM) Introduce the GOAL	Team Work Sessions Complete Cases 4, 5, and 6 and email one set per team by Friday at 9:00 am
Friday Jan 05	FREE TIME Over the weekend: 1) Read The GOAL & Complete Game .360	Company or Cultural Visits	Company or Cultural Visits	NTOU students host US students

WEEK 2	09:00 – 10:30	10:45 – 12:00	13:00 – 14:30	14:30 – 16:00
Monday Jan .08	Game .360 Due by individual e-mail by 9:00 AM Order Fulfillment (OF) OMS – WMS – TMS Case 7: Pizza Hut in Russia (Multiple topics – MFm , CSM , CRM , DM , SRM)	GUEST PROFESSOR NTOU (TED or ROGER)	New Product Development & Commercialization (NPD) Case 8: Globetrotters in US (NPD) Returns Management (RM) Case 9: The Hidden Value in Reverse Logistics	Team Work Session Complete Cases 7, 8 & 9 and email one set per team by Tuesday at 9:00 am
Tuesday Jan. 09	FREE TIME	Company or Cultural Visits	Company or Cultural Visits	FREE TIME
Wednesday Jan. 10	Lean, Six Sigma, Process Impvr Game .390 Due by 9:00 am	Case 10: What Makes A Supply Chain Lean?	GUEST PROFESSOR NTOU (TED or ROGER)	Team Work Session On Presentations
Thursday Jan. 11	FREE TIME	Company or Cultural Visits	Company or Cultural Visits	Team Work Session On Presentations
Friday Jan 12	The GOAL Assessment and Discussion	<u>Final Team Presentations</u> The Five Pillars of Islam & Pleasure Marriages; Five-year Plans; The Balanced Scorecard Fixed vs Fluid Justice Systems Education Systems in US, Asia & Europe; Bretton Woods Monetary System; 10,000 hour theory; Does a country's national debt matter?	<u>Final Team Presentations</u> The Five Pillars of Islam & Pleasure Marriages; Five-year Plans; The Balanced Scorecard; Fixed vs Fluid Justice Systems; Education Systems in US, Asia & Europe; Bretton Woods Monetary System; 10,000 hour theory; Does a country's national debt matt?	Afternoon Free – Closing Dinner