# TIM 125/225: Management of Technology II: Supply Chain Management

## Instructor: Subhas Desa

## Office: E2, Room 561

## Phone: 831-459-1641

## E-mail: sdesa@soe.ucsc.edu

**Office Hours**: Tuesday, 3:30-6:30 PM, Engineering 2, Room 561

**Course Time**: Tuesday and Thursday, 11:40-1:15 PM

**Course Location**: Kresge Classroom 327

**Course Website:** https://tim125-winter17-01.courses.soe.ucsc.edu/

**Teaching Assistant**: Vijay Muthukumaran

Office hours: Wednesday 4-6 PM, E2 Room 486

[vmuthuku@soe.ucsc.edu](mailto:vmuthuku@soe.ucsc.edu)

Sepehr Ramyar

Office hours: Wednesday 12:00 – 2:00 PM, E2 Room 486

[sramyar@ucsc.edu](mailto:sramyar@ucsc.edu)

## About the course:

TIM-125/225 MOT II, Supply Chain Management, is the second in a sequence of courses in the management of technology.

The first course MOT I focused first on the development of the market for a product and then on the development of the product itself. To these ends MOT I, provides a systematic methodology and the corresponding set of methods and analytical tools to address the management, development and commercialization (MDC) of technology and products in an integrated manner.

MOT II focuses on the design and development of the value and supply chain network for the product from suppliers through manufacturer all the way to the end-customers. To these ends MOT II will develop and apply methods and tools for the management, design, optimization, and operation of these value/supply chain networks. **TIM-225 requires two additional topics (Pricing, Resource Allocation) and a more comprehensive team project.**

**Text:** Chopra, S., and Meindl, P.: Supply Chain Management: Strategy, Planning, and Operations, Prentice-Hall, Fourth Edition, 2009.

**Course Prerequisites:** Math 19A, 19B; Probability and Statistics; good working knowledge of Excel (we will be using extensively the optimization package Solver which is part of Excel.)

## Objectives of the course:

* To understand the stages, processes, and flows involved in the strategic design, planning, and operation of enterprise value and supply chains.
* To develop and apply an integrated **framework** for designing, planning, and operating a supply chain.
* To develop and apply methods and tools for effective and efficient management of supply chains. These tools will be both qualitative and quantitative in nature.
* To gain experience with SCM of high-tech products through case studies and the term project.
* To design and implement a SCM software system for simulating an integrated enterprise supply chain (as part of the term project).

**Grading: Weighted %**

* Homework: 25%
* Project: 25%
* Midterm Exam (Thursday, 9 February, 2017): 25% (Takehome. Due Tuesday, 14, Feb.)
* Final Exam (Thursday, 16 March, 2017): 25% (Takehome. Due Tuesday, 21, March)

## Project Plan: (dates indicate when progress reports are due)

|  |  |
| --- | --- |
| TASK | DUE DATE |
| Form project teams and choose technology domain | 01/10/2017 (In class) |
| Formulate Project Proposal | 01/12/2017 |
| Phase 1 (Technology/Product Strategy and SC Strategy/Design) | 01/26/2017 |
| Phase 2 (Supply Chain modeling and planning; demand forecasting) | 02/07/2017 |
| Phase 3 (Supply Chain operations: inventory, transportation, and facilities) | 02/28/2017 |
| Phase 4 (The software information system for the Supply Chain; simulation) | 03/14/2017 |
| Phase 5: Closure and Final Report | 03/16/2017 |

**General Comments:**

* **This course is interactive.** We will be actively discussing case studies and homework in class**. Therefore, attendance is mandatory**.
* Homework must be turned in on time. This is really to prevent the “bullwhip effect” (see chapter in the textbook on “Coordination”, and also the section on the “Beer Game”)
* If you have any problems related to the course, please inform me immediately so that we can resolve the issue quickly.

(4th) Fourth Edition [2009] of the textbook:

**Course Topics (D/S = Design/Strategy; P = Planning; O= Operations):**

|  |  |  |  |
| --- | --- | --- | --- |
| **Topic** | **Methodology/Tools** | **Examples or Case Study** | **Text**  **Chapter\*** |
| Introduction to SCM | Stages, Cycles, Flows, IT | Dell, Toyota | 1,  16.1, 16.2 |
| D/S 1: Supply Chain Performance and Drivers | Strategic fit between competitive strategy and Supply Chain strategy | Dell, Toyota | 2,  3,  17.1-17.3 |
| P1: Demand Forecasting in a SC | Time Series Forecasting methods | Specialty Packaging Corporation (SPC) | 7 |
| P2: Managing economies of scale in an SC | Cycle Inventory control | Moonchem, Dell, Toyota | 10 |
| P3: Managing Uncertainty | Safety Inventory control | ALKO, Inc. | 11 |
| P4: Optimal Product Availability | Optimization |  | 12.1-12.3 |
| P5, O1: Transportation | Transportation Network Design |  | 13 |
| D/S 2: Supply Chain Network and Facilities Design | Mixed Integer and Linear Programming | Walmart, SportStuff.com | 4,5 |
| D/S 3: Sourcing | Supplier Assessment/Scoring |  | 14 |
| O2: Coordination in a SC | “Bullwhip Effect” | Beer Game | 17 |
| D/S 4: Information Tech. | IT Architecture | SAP | 16 |
| D/S 5: (TIM-225 only) Pricing | Optimization |  | 15 |
| P6: (TIM-225 only) Aggregate Planning | Linear Programming | SPC, Kodak | 8, 9 |