

# Retail Operations & Supply Chain Management

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## Course Description and Objectives

### *Course Objectives*

A supply chain is comprised of all the parties involved in fulfilling a customer request. The integrated management of this network is a critical determinant of success in today's competitive environment. Companies like Nokia, Toyota, Dell, Procter & Gamble, and a relatively new comer like Tata Motors are proof that excellence in supply chain management is a must for financial strength and industry leadership.

With increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. Hence a strong understanding of supply chain management concepts and the ability to recommend improvements should be in the toolbox of all managers. The objective of this course is to introduce you to the key concepts and techniques that will allow you to analyze, manage and improve supply chain processes for different industries and markets. At completion of this course, you will have the skills to assess supply chain performance and make recommendations to increase supply chain competitiveness.

### *Approach*

Each topic will be discussed using concrete examples that are of practical relevance, with rigorous spreadsheet based analysis. We will also watch videos and play games in class to facilitate learning.

## Grading Policy

The grade you receive for the course is intended to certify your demonstrated proficiency in the course material. Proficiency will be estimated by measuring your performance in:

1. Class Participation	20%
2. Homework and In-class Exercise	30%
3. Final Exam	50%

### Course Schedule

<b>Module</b>	<b>Session Title</b>	<b>Dates</b>	
Operations and Inventory	Introduction	Sept 5	
	Process Metrics: Benihana	Sept 12	
	Zara's Fast Fashion	Sept 17	
	Dell's Push and Pull	Sept 24	
	PepsiCo's Design of Flexibility	Sept 26	
	L.L. Bean	Oct 1	
	Order-up-to Inventory Policy	Oct 3	
	China-Mexico Dual Sourcing		Oct 8
			Oct 10
	Revenue Pricing		Oct 15
			Oct 17
	<b>Midterm Exam</b>		Oct 22
Supply Chain	Wal-Mart Supply Chain	Oct 24	
	Amazon Supply Chain	Oct 29	
	Supply Chain Planning: Network Design		Oct 31
			Nov 5
	Supply Chain Planning: Rue La La	Nov 7	
	Supply Chain Planning: S&OP		Nov 12
			Nov 14
	Supply Chain Contracts: Cargo		Nov 19
			Nov 26
	Beer Game and Bullwhip Effect		Nov 28
			Dec 3
	Supply Chain Finance		Dec 5
			Dec 10
			Dec 12