



# Supply Chain Operations

The course will take place online and in presence. For information on how to access the online sessions and further course material, see ILIAS.

## Course Description

Buying products and using services is part of our daily life. We buy books, groceries, and computers and we use telephones, watch movies, and fly on planes. When doing so, we demand high quality and good service at a low price. Supply chain management addresses these topics. Supply chain management is about designing, producing, delivering and selling products and services – and about doing so profitably. It has emerged as one of the most powerful business subjects and successful companies all over the world are using supply chain management to improve quality, increase customer service, reduce cost and build new revenues.

The course focuses on operational and coordination issues. The course consists of lectures, case studies, a project, and an exam.

In the case study based part of the course, the concepts that are covered in the lectures are applied to solving unstructured problems that real companies have faced. The cases prepare students to identify improvement opportunities that exist in actual supply chains, to quantify the improvements that various supply chain management approaches offer, to overcome implementation barriers, and to control supply chain performance.

## Course Administration

**Class times**            Monday, 16.00-17.30            HS XXIII (WiSo)  
                                 Wednesday, 10:00-11:30        HS XXIII (WiSo)  
                                 Thursday, 14:00-15:30        HS XXIII (WiSo)  
(see course agenda below for exact dates)

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**Assignments**            Students have to hand in a project assignment and a case study report in groups of 4 – 5.

**Deadlines**                Please refer to the submission deadlines on ILIAS.



<b>Grade</b>	The course will count 6 credit points (LP). The grading consists of a project (25%), a case study (15%) and a final exam (60%). There will be 100 bonus points translating into 5% of the final grade.
<b>Exam</b>	TBD
<b>Language</b>	The lectures and discussion sessions are taught in English.
<b>Prerequisites</b>	Interest in the field and working knowledge of quantitative approaches in business administration.

## Course Literature

The case study is copyrighted. Therefore, we cannot provide the case for copying. It is available on Harvard Business Online. You need to create an account and purchase the case online.

*Case Study*  
TBD

*Inventory Management*

*Thonemann (2015), "Operations Management", Pearson.*

*The Bullwhip Effect: Causes and Cures*

*Lee et al. (1997), Sloan Management Review, "The Bullwhip Effect in Supply Chains".*

*Holistic SCO*

*Axsäter (2015), Inventory Control*

*Revenue Management*

*Phillips (2005), "Pricing and Revenue Optimization", University Press: Stanford*



## Course Agenda

	Monday	Tuesday	Wednesday	Thursday	Friday
April	07	08	09	10	11
	<b>Introduction &amp; Inventory I</b>		<b>Inventory II</b>	<b>Discussion Session: Inv. Management I</b>	
	14	15	16	17	18
	<b>Inventory III</b>		<b>Inventory IV</b>	<b>Discussion Session: Inv. Management II</b>	
	21	22	23	24	25
	<i>Holiday</i>		<b>Beer Game</b>  Upload module: Bullwhip Effect	Upload module: Holistic SCO	Deadline Inventory Project on the 27 <sup>th</sup>
May	28	29	30	01	02
	<b>Inventory Project Presentation</b>		<b>Discussion Session: Holistic SCO</b>	<i>Holiday</i> Upload module: Revenue Management I	
	05	06	07	08	09
	<b>Supply Chain Applications I</b>		<b>Discussion Session: Revenue Management I</b>	Upload module: Revenue Management II	
	12	13	14	15	16
	<b>Supply Chain Applications II</b>		<b>Discussion Session: Revenue Management II</b>		Deadline Case Study on the 18 <sup>th</sup>
19	20	21	22	23	
<b>Case Study Presentation</b>  Deadline questions for the Q&A		<b>Q&amp;A</b>			