

# REQUEST FOR NEW COURSE

## 1. General Information.

- a. Submitted by the College of: Business and Economics Today's Date: 1/15/2010
- b. Department/Division: MBA
- c. Contact person name: Mary Lee Kerr Email: mkerr2@uky.edu Phone: 7-1924
- d. Requested Effective Date:  Semester following approval OR  Specific Term/Year<sup>1</sup>: Fall 2010

## 2. Designation and Description of Proposed Course.

- a. Prefix and Number: MBA 615
- b. Full Title: Supply Chain Strategy
- c. Transcript Title (if full title is more than 40 characters): Supply Chain Strategy
- d. To be Cross-Listed<sup>2</sup> with (Prefix and Number): No
- e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>3</sup> for each meeting pattern type.

62 Lecture \_\_\_\_\_ Laboratory<sup>1</sup> \_\_\_\_\_ Recitation \_\_\_\_\_ Discussion \_\_\_\_\_ Indep. Study

\_\_\_\_\_ Clinical \_\_\_\_\_ Colloquium \_\_\_\_\_ Practicum \_\_\_\_\_ Research \_\_\_\_\_ Residency

\_\_\_\_\_ Seminar \_\_\_\_\_ Studio \_\_\_\_\_ Other – Please explain: \_\_\_\_\_

- f. Identify a grading system:  Letter (A, B, C, etc.)  Pass/Fail
- g. Number of credits: 3
- h. Is this course repeatable for additional credit? YES  NO
- If YES: Maximum number of credit hours: \_\_\_\_\_
- If YES: Will this course allow multiple registrations during the same semester? YES  NO

- i. Course Description for Bulletin: An immersive study of the supply chain management involving the management of key business processes, the flow of goods and information, and relationships with fellow members of the supply chain. Open only to One Year MBA students.

<sup>1</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>2</sup> The chair of the cross-listing department must sign off on the Signature Routing Log.

<sup>3</sup> In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, represents at least two hours per week for a semester for one credit hour. (from SR 5.2.1)

## REQUEST FOR NEW COURSE

**j.** Prerequisites, if any: Prereq: MBA 600 through MBA 614

**k.** Will this course also be offered through Distance Learning? YES<sup>4</sup>  NO

**l.** Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both

**3.** Will this course be taught off campus? YES  NO

**4. Frequency of Course Offering.**

**a.** Course will be offered (check all that apply):  Fall  Spring  Summer

**b.** Will the course be offered every year? YES  NO   
If NO, explain: \_\_\_\_\_

**5. Are facilities and personnel necessary for the proposed new course available?** YES  NO   
If NO, explain: \_\_\_\_\_

**6. What enrollment (per section per semester) may reasonably be expected?** 40 per section (total 80)

**7. Anticipated Student Demand.**

**a.** Will this course serve students primarily within the degree program? YES  NO

**b.** Will it be of interest to a significant number of students outside the degree pgm? YES  NO   
If YES, explain: \_\_\_\_\_

**8. Check the category most applicable to this course:**

Traditional – Offered in Corresponding Departments at Universities Elsewhere

Relatively New – Now Being Widely Established

Not Yet Found in Many (or Any) Other Universities

**9. Course Relationship to Program(s).**

**a.** Is this course part of a proposed new program? YES  NO   
If YES, name the proposed new program: \_\_\_\_\_

**b.** Will this course be a new requirement<sup>5</sup> for ANY program? YES  NO   
If YES<sup>5</sup>, list affected programs: \_\_\_\_\_

**10. Information to be Placed on Syllabus.**

**a.** Is the course 400G or 500? YES  NO   
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b.** You must include: (i) identification of additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR 3.1.4.)

**b.**  The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached.

<sup>4</sup> You must *also* submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

<sup>5</sup> In order to change a program, a program change form must also be submitted.

# REQUEST FOR NEW COURSE

## Signature Routing Log

**General Information:**

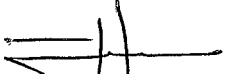

Course Prefix and Number: MBA 615

Proposal Contact Person Name: Mary Lee Kerr Phone: 7-1924 Email: mkerr2@uky.edu


**INSTRUCTIONS:**

Identify the groups or individuals reviewing the proposal; note the date of approval; offer a contact person for each entry; and obtain signature of person authorized to report approval.

**Internal College Approvals and Course Cross-listing Approvals:**

Reviewing Group	Date Approved	Contact Person (name/phone/email)	Signature
MBA Policy Committee (Gatton College)	11/24/2009	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
Gatton College Faculty	2/5/2010	Merl Hackbart / 7-1627 / mhackbart@uky.edu	
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**External-to-College Approvals:**

Council	Date Approved	Signature	Approval of Revision <sup>6</sup>
Undergraduate Council			
Graduate Council		 2010.04.19 16:21:55 -04'00'	
Health Care Colleges Council			
Senate Council Approval		University Senate Approval	

**Comments:**

<sup>6</sup> Councils use this space to indicate approval of revisions made subsequent to that council's approval, if deemed necessary by the revising council.

**MBA 615**  
**Supply Chain Strategy**  
**Winter 2010**

<b>Instructor:</b>	Thomas J. Goldsby, Ph.D.
<b>Time/Place:</b>	Monday-Friday, morning/afternoon cohorts; BE 309
<b>Office Location:</b>	BE 455M
<b>Phone:</b>	257-2979
<b>Blackboard:</b>	<a href="https://elearning.uky.edu/">https://elearning.uky.edu/</a>
<b>E-mail:</b>	Goldsby.1@uky.edu
<b>Office Hours:</b>	By appointment

**COURSE DESCRIPTION:**

The study of supply chain management involves the management of key business processes, the flow of goods and information, and relationships with fellow members of the supply chain. This course will introduce students to the terminology, concepts, and skills related to supply chain management, with a focus on the strategic aspects of network structure, relationship management, and business process design. Discussions will address the various processes and activities within an organization and how they interface with other members of the supply chain. Students will develop an understanding of the complexities associated with the physical movement of goods and information, and how they affect the mission of the firm.

**COURSE OBJECTIVES AND SCOPE:**

The course is designed to give you:

- 1) A broad and general exposure to supply chain management and the functions that encompass SCM;
- 2) An understanding of the basic concepts and techniques important to analyzing supply chain problems;
- 3) A thorough presentation of how the various functions important to supply chain management are related to each other; and
- 4) An appreciation of the significance of supply chain management to firm success and the pursuit of efficiency and effectiveness across multiple firms.

**WEBSITE:** We will be using the DIS 615 Blackboard for communication at:  
<http://elearning.uky.edu/index.html>

**TEXTBOOK:** Lambert, Douglas M., editor, *Supply Chain Management: Processes, Partnerships, Performance*, 3rd ed. (Supply Chain Management Institute, 2008); ISBN 978-0-9759949-3-1

Additional required readings are posted to the Blackboard.

**SIMULATIONS:**

Two simulation exercises will be conducted during the module. Instructors will provide guidance on preparation and required materials. Simulations include:

- Beer Game
- LINKS Supply Chain Management simulation

All MBA 615 students must register for the LINKS Supply Chain Management game by January 19. Registration can be facilitated on-line with credit card payment at:

<http://www.links-simulations.com/PHP/EMAM.php?action=payments>

Type in "Goldsby" as the course instructor.

The LINKS Participant Manual is available free on-line at:

<http://www.links-simulations.com/SCx/manualSCx.pdf>

Teams will be evaluated based on performance in the LINKS simulation game. Scores are generated automatically by the simulation, using a mean of 85%. In addition, we will dedicate class time on February 25 to team presentations. Each presentation should last between 15 and 20 minutes, allowing up to five minutes for questions at the end. The presentation should include, but is not limited to, team strategy and tactics, performance review, and key lessons learned.

**HOMEWORK ASSIGNMENTS:**

Homework assignments will be announced in class. Assignments vary in scope and point allocation. They are to be completed on an independent basis and are due at the beginning of the following class meeting unless otherwise noted.

**QUIZZES:**

Quizzes will be conducted throughout the module on a scheduled basis.

**GRADING:**

<u>Components</u>	<u>Points</u>	<u>% of Total</u>	<u>Final Grade Scale (see Course Grade Policy*)</u>
Exam #1	100	25%	360 – 400 points ..... A
Exam #2	100	25%	320 – 359 ..... B
LINKS Performance	60	15%	280 – 319 ..... C
Quizzes (four)	100	25%	240 – 279 ..... D
Participation	40	10%	239 & below ..... E
<b>Total</b>	<b>400</b>	<b>100%</b>	

**znniko0  
Sticky Note**

Per Dr. Kerr, 240 & below will earn an E.  
letter D is deleted.

**\*Course Grade Policy**

The grading policy for this course limits the percent of "As" earned to no more than 50%. A grade of "C" will be given for students whose cumulative score in the course is more than two standard deviations below the median class score. Any questions regarding an individual assignment grade must be submitted in writing within two weeks of the assignment being returned.

Students must also satisfactorily complete all extracurricular activities designated by the MBA program to receive a passing grade in this course. These activities include, but are not limited to, attendance at lectures from guest speakers, special workshops, or professional or personal assessments.

**Class Attendance:**

Class attendance is compulsory for all the module sessions, including guest lectures, field trips, and simulations. A non-attendance without a valid excuse will result in a zero score for that specific activity. If you have to miss class, it is your responsibility to turn the assignment prior to the class and find out what was covered and assigned. Field trips and guest lecture content are considered "fair game" for exams and quizzes.

**Academic Integrity:**

The Honor Code is in effect.

**ADDITIONAL COMMENTS:**

**Exams:** Exams will be closed book and closed note. You will have the fully allotted scheduled time in which to complete each exam.

**Schedule Conflicts:** All students are expected to take the examinations when scheduled. If an excused conflict does arise, please consult with me to discuss alternative actions.

## MODULE SCHEDULE

Below is a preliminary schedule for the Supply Chain Strategy (MBA 615) course. Meeting times are coordinated along with MBA 616 (Supply Chain Operations). Announcements will be made in class should the schedule change.

Note: Several sessions will be conducted as joint sessions where both cohorts are in attendance. This is true of exam days and occasions in which guest speakers and field trips are conducted.

### Week 1

Mon (1/3)	Tues (1/4)	Wed (1/5)	Thurs (1/6)	Fri (1/7)
Lean Six Sigma Green Belt Training				

### Week 2

Mon (1/10)	Tues (1/11)	Wed (1/12)	Thurs (1/13)	Fri (1/14)
Six Sigma Green Belt Training				

### Week 3

Mon (1/17)	Tues (1/18)	Wed (1/19)	Thurs (1/20)	Fri (1/21)
MLK Day (No Class)	Supply Chain Strategy		Beer Game Simulation	Supply Chain Strategy

### Week 4

Mon (1/24)	Tues (1/25)	Wed (1/26)	Thurs (1/27)	Fri (1/28)
Global Strategy (2 hrs)			Supply Chain Strategy	Exam #1
Project Mentoring				Tour/Speaker

### Week 5

Mon (1/31)	Tues (2/1)	Wed (2/2)	Thurs (2/3)	Fri (2/4)
Negotiation Workshop				Quiz & Supply Chain Strategy
Project Mentoring				Toyota Tour

### Week 6

Mon (2/7)	Tues (2/8)	Wed (2/9)	Thurs (2/10)	Fri (2/11)
Supply Chain Strategy	Pre-FINS	FINS Exercise		Exam #2
Supply Chain Operations	Supply Chain Strategy			Tour/Speaker

### Week 7

Mon (2/14)	Tues (2/15)	Wed (2/16)	Thurs (2/17)	Fri (2/18)
Supply Chain Strategy	Six Sigma Review Session	Supply Chain Strategy		Quiz & Supply Chain Strategy
Supply Chain Operations	Supply Chain Strategy	Supply Chain Operations		
		Project Mentoring		

### Week 8

Mon (2/21)	Tues (2/22)	Wed (2/23)	Thurs (2/24)	Fri (2/25)
Six Sigma Green Belt Exam	Supply Chain Strategy		LINKS Simulation Presentations	Quiz & Supply Chain Strategy
	Supply Chain Operations			
	Project Mentoring			
	Career Fair			

### Week 9

Mon (2/28)	Tues (3/1)	Wed (3/2)	Thurs (3/3)	Fri (3/4)
Project Connect Presentations				