

**School of Business and Management Sciences / Business Administration (English)**

**2023 - 2024 Academic Year**

**SUPPLY CHAIN MANAGEMENT**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
SUPPLY CHAIN MANAGEMENT	BUS3271550	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Gonca Reyhan AKKARTAL				
<b>Name of Lecturer(s)</b>	Assist.Prof. Gonca Reyhan AKKARTAL				
<b>Assistant(s)</b>					
<b>Aim</b>	Teaching basic concepts to understand and manage the supply chains. Beside that to convey the applications of these concepts with case examples from Turkish and Worldwide companies. Also Learning the techniques and tools used in the sector and to work more effectively in the supply chain field.				
<b>Course Content</b>	This course contains; Understanding the Supply Chain and Decision Phases,Sustainable Supply Chain and Pricing Strategies,Supply Chain Drivers and Metrics,Designing Global Supply Chain and Demand Forecasting,Designing Distribution Networks and Applications to online Sales,Aggregate Planning in a Supply Chain and Coordination,Supply and Demand Planning in a Supply Chain for Sales and Operations,Managing Economies of Scale in a Supply Chain: Cycle Inventory,Managing Uncertainty in a Supply Chain: Safety Inventory,Determining the Optimal Level of Product Availability,Transportation in a Supply Chain,Sourcing Decisions in a Supply Chain,Pricing and Revenue Management in a Supply Chain,Information Technology in a Supply Chain.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1.0. Will be able to understand supply chain strategy and processes.			10, 16, 9	A	
1.1. Understands Integration and Collaboration.			10, 16, 9	A	
2.0. Will be able to understand how supply chain processes are interconnected and integrated.			10, 16, 9	A	
2.1. Emphasizes the importance of collaboration and communication; explains how collaboration will be established among stakeholders within and outside the supply chain.			10, 16, 9	A	
2.2. Analyzes and Monitors the cost.			10, 16, 9	A	
3.0. Will be able to learn about various strategies that can be used to reduce business costs.			10, 16, 9	A	
3.1. Exams applicable methods to increase efficiency and minimize idle resources.			10, 16, 9	A	
3.2. Understands the logistics cost planning and budgeting processes.			10, 16, 9	A	
4.0. Will be able to learn transportation management strategies and types of transportation.			10, 16, 9	A	
4.1. Gains the ability to analyze and optimize distribution processes.			10, 16, 9	A	
4.2. Understands the cost components of logistics activities.			10, 16, 9	A	
5.0. Will Be Able To Understand Logistics Technologies.			10, 16, 9	A	
5.1. Recognizes with the technologies and software used in logistics.			10, 16, 9	A	
5.2. Evaluates the impact of automation on logistics processes.			10, 16, 9	A	
5.3. Understands the environmental impacts of logistics and sustainability issues.			10, 16, 9	A	
<b>Teaching Methods</b>	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Understanding the Supply Chain and Decision Phases				
2	Sustainable Supply Chain and Pricing Strategies				
3	Supply Chain Drivers and Metrics				
4	Designing Global Supply Chain and Demand Forecasting				
5	Designing Distribution Networks and Applications to online Sales				
6	Aggregate Planning in a Supply Chain and Coordination				
7	Supply and Demand Planning in a Supply Chain for Sales and Operations				
8	Managing Economies of Scale in a Supply Chain: Cycle Inventory				
9	Managing Uncertainty in a Supply Chain: Safety Inventory				
10	Determining the Optimal Level of Product Availability				
11	Transportation in a Supply Chain				
12	Sourcing Decisions in a Supply Chain				
13	Pricing and Revenue Management in a Supply Chain				
14	Information Technology in a Supply Chain				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Supply Chain Management Strategy, Planning, and Operation By Sunil Chopra, Peter Meindl · 2016Essentials of Supply Chain Management By Michael H. Hugos · 2018