



## COURSE OUTLINE

### 1. Information about the program

1.1 Higher education institution	Alexandru Ioan Cuza University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Department	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

### 2. Information about the course

2.1 Course title	Supply Chain Management						
2.2 Course coordinator	Associate Professor Alexandru MAXIM, PhD						
2.3 Seminar coordinator	Associate Professor Alexandru MAXIM, PhD						
2.4 Year of study	2	2.5 Semester	2	2.6 Type of evaluation*	E	2.7 Course status**	C

\* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; \*\* C-compulsory/O-optional/E-elective

### 3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	3	out of which: 3.2 course	2	3.3 seminar / laboratory	1
3.4 Total number of hours per semester	42	out of which: 3.5 course	28	3.6 seminar / laboratory	14
Time allocation					h
Study based on course book, course materials, bibliography and other					25
Supplementary study in the library, on electronic platforms and on the field					25
Preparing seminars/laboratories, assignments, papers, portfolios and essays					25
Tutorship					4
Examination					4
Other activities					
3.7 Total hours of individual study					83
3.8 Total hours per semester					125
3.9 Number of credits					5

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

### 5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary

**6. Specific competences accumulated**

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>Utilize theoretical and practical knowledge regarding procurement and distribution (1 credit)</li> <li>Calculate specific measurements in the field (1 credit)</li> <li>Design a supply chain (1 credits)</li> <li>Administer the activity of the specific subdivision within the structure of the firm/organization (1 credits)</li> </ul>
<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>Identifying roles and responsibilities within a diverse team and applying relational techniques and efficient work techniques within the team (1 credit)</li> </ul>

**7. Course objectives** (based on specific competencies accumulated)

<b>7.1 General objective</b>	To assimilate relevant knowledge and develop skills in designing, optimizing and managing a supply chain.
<b>7.2 Specific objectives</b>	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>Understand and use the basic concepts and specific terminology of the field ;</li> <li>Analyze a supply and distribution chain</li> <li>Make calculations and projections relevant for supply chain management</li> <li>Present the results in front of a specialized audience, using adequate techniques, and a coherent and persuasive speech.</li> </ul>

**8. Content**

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Introduction to Supply Chain Management	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
2.	Demand planning	Interactive course, heuristic conversation, problem solving method	3 hours, Compulsory reading
3.	Inventory planning and control	Interactive course, heuristic conversation, problem solving method	3 hours, Compulsory reading
4.	Procurement in the supply chain	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
5.	Transportation systems	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
6.	Warehouse management and operations	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading



7.	Order management and customer relationship	Interactive course, heuristic conversation, problem solving method	1 hour, Compulsory reading
8.	Reverse logistics and sustainability	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
9.	Global supply chain operations and risk management	Interactive course, heuristic conversation, problem solving method	1 hour, Compulsory reading
10.	Supply chain technology	Interactive course, heuristic conversation, problem solving method	1 hour, Compulsory reading
11.	Facility location decision	Interactive course, heuristic conversation, problem solving method	3 hours, Compulsory reading
12.	Metrics and measures	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
13.	Lean and agile supply chain logistics	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading
14.	Recap and emerging trends in Supply Chain Management	Interactive course, heuristic conversation, problem solving method	2 hours, Compulsory reading

**Bibliography**

**Compulsory reading:**

Paul A. Myerson. 2015. Supply Chain and Logistics Management Made Easy: Methods and Applications for Planning, Operations, Integration, Control and Improvement, and Network Design, 1st ed., Pearson FT Press, ISBN: 978-0133993349

**Optional reading:**

Jerry Rudd. 2019. A Practical Guide to Logistics: An Introduction to Transport, Warehousing, Trade and Distribution, 1<sup>st</sup> edition, Ed. Kogan Page. ISBN: 978-0749486310  
Joseph Cavinato. 2010. The Supply Management Handbook, 7th ed., McGraw-Hill Education, ISBN: 978-0071445139

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1.	Introduction. Planning the seminar work.	Interactive teaching methods;	2 hours, Compulsory reading
2.	Demand planning	Interactive teaching methods Case studies; Applications	2 hours, Compulsory reading
3.	Procurement	Interactive teaching methods Case studies; Applications	2 hours, Compulsory reading
4.	Order management and the Bullwhip effect	Interactive teaching methods Case studies; Applications	2 hours, Compulsory reading
5.	Facility location problem	Interactive teaching methods Case studies; Applications	2 hours, Compulsory reading
6.	Transportation in the supply chain	Interactive teaching methods Case studies; Applications	2 hours, Compulsory reading
7.	Challenges and outlook in the field of logistics and supply chain operations	Interactive teaching methods; Debates	2 hours, Compulsory reading

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**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	Announced written evaluation	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	5 team assignments (40%) Individual presentations (10%)	50
<b>10.6 Minimal performance standard</b>			
Obtaining an average score of 5 points (out of 10) in the overall evaluation (exam + seminar).			

Date  
22 september 2021

Course coordinator  
Associate Professor  
Alexandru MAXIM, PhD

Seminar coordinator  
Associate Professor  
Alexandru MAXIM, PhD

Date of approval in the department  
22 september 2021

Head of Department  
Associate Professor Ștefan Andrei NEȘTIAN, PhD