

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Digital business and innovation
1.8. Language of study	English
1.9. Academic year	2023-2024

2. Information on the discipline

2.1. Name	Operations and supply chain management								
2.2. Code	23.0295IF1.2-0004								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	conf.univ.dr. CHINIE M ALEXANDRA CĂTĂLINA				catalina.chinie@fabiz.ase.ro			
	S(S)	lect.univ.dr. NEGRUTIU R I CRISTIAN-TEODOR				cristian.negrutiu@fabiz.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	S(S) 1.00
	C(C) 2.00
3.3. Total hours from curriculum	42.00 of which
	S(S) 14.00
	C(C) 28.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	108.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	35.00
Additional documentation in the library, on specialized online platforms and in the field	35.00
Preparation of seminars, labs, assignments, portfolios and essays	18.00
Tutorials	2.00
Examinations	3.00
Other activities	15.00

4. Prerequisites

4.1. of curriculum	Basic knowledge of business management
4.2. of competences	Using adequate problem solving methods

5. Conditions

for the S(S)	The lectures will be held in a room equipped with teaching multimedia and connected to the internet.
for the C(C)	The lectures will be held in a room equipped with teaching multimedia and connected to the internet.

6. Acquired specific competences

PREFESSIONAL	C1	
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7. Objectives of the discipline

7.1. General objective	The course aims to develop knowledge regarding the fundamentals of Supply Chain Management, the use of Information Technology for the management and optimization of the supply chain operations and achieving competitive advantage by leveraging dynamics within the supply chain.
7.2. Specific objectives	Developing knowledge of supply chain management fundamentals: demand forecasting and planning, product pricing, inventory management, procurement, product design, order management, delivery management etc Developing knowledge of IT tools for supply chain management Developing knowledge of how to measure supply chain performance Developing the capacity to identify competitive advantage opportunities within the supply chain

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction to Operations & Supply Chain Managemen Part I	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jay Heizer, Barry Render (2017); Nigel Slack, Alistair Brandon-Jones (2019)
2	Introduction to Operations & Supply Chain Managemen Part II	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jay Heizer, Barry Render (2017); Nigel Slack, Alistair Brandon-Jones (2019)
3	IT systems for the Supply Chain Management	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	David Simchi-Levi & Kris Timmermans (2021) A Simpler Way to Modernize Your Supply Chain, Harvard Business Review

4	Process strategies	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Nigel Slack, Alistair Brandon-Jones (2019)
5	Demand forecasting and planning	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jack R. Meredith, Scott M. Shafer (2016)
6	Product design	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	
7	Product pricing	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Michael Hugos (2011)
8	Managing procurement & inventory	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Chopra, S., Meindl, P. (2007)
9	Order and delivery management	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jay Heizer, Barry Render (2017) Michael Hugos (2011)
10	Supply chain design	Discussions with a guest-speaker	Nigel Slack, Alistair Brandon-Jones (2019) Luk Van Wassenhove, Neeraj Kumar (2002) Supply Chain Design at Jaguar: Bringing 'Nirvana' to Halewood, INSEAD, Harvard Business Publishing Steven A. Melnyk, Ram Narasimhan & Hugo A. DeCampos (2014) Supply chain design: issues, challenges, frameworks and solutions, International Journal of Production Research Hugos (2011)

11	Measuring supply chain performance	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Nigel Slack, Alistair Brandon-Jones (2019) Luk Van Wassenhove, Neeraj Kumar (2002) Supply Chain Design at Jaguar: Bringing 'Nirvana' to Halewood, INSEAD, Harvard Business Publishing Steven A. Melnyk, Ram Narasimhan & Hugo A. DeCampos (2014) Supply chain design: issues, challenges, frameworks and solutions, International Journal of Production Research Hugos (2011)
12	Real-time Supply Chain	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Deloitte, The Supply Chain Control Tower, https://www2.deloitte.com/us/en/pages/operations/solutions/supply-chain-control-tower.html Michael Hugos (2011); Jay Heizer, Barry Render (2017)
13	Process improvement using Six Sigma and Lean concepts	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jay Heizer, Barry Render (2017)
14	Achieving competitive advantage through Operations & Supply Chain Management	-lectures and student involvement in lectures with questions, comments, examples; - interactive presentations, debates, simulations, mini-case studies;	Jay Heizer, Barry Render (2017)

Bibliography

- Nigel Slack, Alistair Brandon-Jones, Operations Management, 9th edition, Pearson, 2019
- Michael Hugos, Essentials of supply chain management, Hoboken : John Wiley & Sons, 2011
- Jay Heizer, Barry Render, Operations management: sustainability and supply chain management, Pearson, Boston, 2017
- Jack R. Meredith, Scott M. Shafer, Operations & Supply Chain Management for MBAs, Wiley, 2016
- Sunil Chopra, Meindl, P., Supply Chain Management. Strategy, Planning, and Operations, Pearson Prentice Hall, 2007

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction to Operations & Supply Chain Management Case studies	- discussing case studies and performing exercises	https://www.scmglobe.com/five-supply-chain-drivers/ https://www.youtube.com/watch?v=wwjzxHI92Eg
2	Sisteme IT pentru managementul lantului de aprovizionare - Guest Speaker	- discussing case studies and performing exercises	
3	Demand forecasting and planning - Kandia Case study	- discussing case studies and performing exercises	https://www.youtube.com/watch?v=X_Aj1F2PPGE
4	Product design - Miro exercise	- discussing case studies and performing exercises	
5	Order and delivery management - Gaming simulation	- discussing case studies and performing exercises	
6	Inventory management - gaming simulation	- discussing case studies and performing exercises	
7	Presentation of the seminar projects	- presentation and evaluation of the projects	

Bibliography

- Nigel Slack, Alistair Brandon-Jones, Operations Management, 9th edition, Pearson, 2019
- John Mangan, Chandra C. Lalwani, Global Logistics and Supply Chain Management, John Wiley & Sons, 2016
- Jay Heizer, Barry Render, Operations management: sustainability and supply chain management, Pearson, Boston, 2017
- Jay Heizer, Barry Render, Operations management: sustainability and supply chain management, Pearson, Boston, 2017
- John Mangan, Chandra C. Lalwani, Global Logistics and Supply Chain Management, John Wiley & Sons, 2016
- Nigel Slack, Alistair Brandon-Jones, Operations Management, 9th edition, Pearson, 2019

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The course content was correlated with local and international business requirements during various professional meetings and debates where the Lecturer took part.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Attending the exam	Ex officio	10.00
10.2. S(S)	Progressive evaluation	Active participation - 10 p, project - 30 p	40.00
10.3. Final assessment	Summative assessment	Oral exam	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Obtaining a grade of minimum 5		

Date of listing,
04/26/2024

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,