Objectifs

The goal of this lecture is to present the main issues of supply chain management in international business. The purpose of supply chain management is to link the market place, the distribution network, the manufacturing process and the procurement activity in such a way that customers are serviced at higher levels and yet at a lower total cost in a sustainable way.

TARGETED KNOWLEDGE

Supply chain management concept
Supply chain management and competitive advantage
Supply chain strategies taxonomy in an international environment
Main supply chain management issues in international business

TARGETED SKILLS
To understand and to define a supply chain strategy in an international environment.

Contenu

Introduction

I - The goal of Supply chain management
  I-1 Definition
  I-2 The different mission
  I-3 Supply chain management challenges

II - Gaining competitive advantage through supply chain management
  II-1 Supply chain excellence matrix
II-2 Supply chain cost and value advantage

III - Supply chain segmentation
III-1 From product segmentation to supply chain segmentation
III-2 Supply chain strategies

IV-Manufacturing and the supply chain
IV-1 Marketing versus Operations
IV-2 Operations issues
IV-3 Sales and Operations
IV-4 Application

V Supply chain performance
V-1 Supply chain cost
V-2 Supply chain performance implementation
V-3 The supply chain balanced scorecard

VI-SCM strategies and inventories
VI-1 Demand forecasting issues
VI-2 Sourcing strategies
VI-3 Distribution strategies
VI-4 Inventory strategies

Conclusion

Bibliographie

BOOKS USED AS REFERENCE:

GLOBAL MACRO TRENDS AND THEIR IMPACT ON SUPPLY CHAIN MANAGEMENT STRATEGIES FOR GAINING
COMPETITIVE ADVANTAGE.de John E. Bell (2013)

ADDITIONAL READINGS:
Supply chain management magazine
The Supply Chain Differentiation Guide: A Roadmap to Operational Excellence de Erik Hofmann, Patrick Beck et Erik Fuger (2012)

Contrôles des connaissances

Final Exam
Written (1h)
Type of examination: Course questions
Informations complémentaires

TEACHING METHODS
Inductive method with study cases.

PREREQUISITE
Strategy concept

ADDITIONAL READINGS
Harvard Business Review
MIT Sloan Management Review
Operations Management Review

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Stages et carrières
Stages, alternance, emploi : entreprises, déposez vos offres à destinations des étudiants et diplômés de l'iaelyon, consultez le calendrier des stages et la CVthèque.
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