DEPARTMENT OF SUPPLY CHAIN MANAGEMENT
ASPER SCHOOL OF BUSINESS
UNIVERSITY OF MANITOBA

SCM3230: GLOBAL SUPPLY CHAINS
Course Outline (A01, Winter 2018)\(^1\)

**Course Instructors:** Mr. Shane Li

**Assessments:**
- Course Project (Written Report) 25%
- Course Project (Group Presentation) 10%
- Written Essay 20%
- Mid-Term Test 20%
- End-of-Term Test 20%
- Guest Lectures and Presentations 10%

*(No Final Examinations)*

**Grades:**
- 95 Marks or above (out of 100) A+
- 90-94 A
- 85-89 B+
- 80-84 B
- 75-79 C+
- 70-74 C
- 60-69 D
- Below 60 F

**OBJECTIVES**
This course provides students relevant fundamental knowledge on the major concepts of global supply chains, as well as their application in the transport, logistics and supply chain sectors. Through different teaching methods, this course aims to enable students to understand the major issues and challenges that global supply chains are facing, and to enable them to develop the ability of applying theoretical knowledge into practice in the future, both in Canada and the world.

**LEARNING OUTCOMES**
On successfully completing this course, students should be able to: (1) understand basic competitive and strategic theories, and implementing and controlling strategies within the logistics and supply chain sectors; (2) develop effective approach and competent skills to address (un)structured related business issues, as well as data collection, analysis and problem-solving; (3) develop the ability to communicate effectively in English, both in

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\(^1\) The course outline is subject to changes throughout the semester.
written and oral forms; and (4) appreciate and develop the ability to coordinate and participate in team works so as to achieve successful outcomes.

LECTURE OUTLINE, COMPULSORY READINGS AND KEY DATES

Dates: Every Tuesday and Thursday (unless otherwise stated)
Time: 2:30-3:45 p.m.
Venue: TBA

Textbook and Other Compulsory Readings:
Compulsory readings are required for students to prepare for the Mid-Term Test and the End-of-Term Test. The Textbook is:


(Hereinafter called ’Ng and Liu (2014)’)

All other readings are downloadable from UM Learn.

Lecture Topics:

The Mid-Term Test will cover the following topics (Weeks 1-3):

<table>
<thead>
<tr>
<th>Weeks 1 (04/01-09/01)</th>
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</thead>
<tbody>
<tr>
<td><em>Lecture Topic</em>: Global Supply Chain: Introduction</td>
</tr>
<tr>
<td>Compulsory Readings: TBA</td>
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<tr>
<td>Other Activities:</td>
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<tr>
<td>Explanation on Course Project</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weeks 2 (16/01-11/01)</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Lecture Topic</em>: Global Supply Chain: An Overview and Business Risk</td>
</tr>
<tr>
<td>Compulsory Readings:</td>
</tr>
<tr>
<td>- Ng and Liu (2014) – Chapter 1</td>
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<tr>
<td>- Ng and Liu (2014) – Chapter 3</td>
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<tr>
<th>Week 3 (18/01-23/01)</th>
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<tbody>
<tr>
<td><em>Lecture Topic</em>: International Supply Chain Management</td>
</tr>
<tr>
<td>Compulsory Reading: TBA</td>
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<tr>
<td>Other Activities:</td>
</tr>
<tr>
<td>1) Guest Lecture on January 23rd by Alberto Velasco (Director of Trade Services, World Trade Centre Winnipeg)</td>
</tr>
</tbody>
</table>
## The End-of-Term Test will cover the following topics (Weeks 4-13):

### Weeks 4 (25/01-30/01)
**Lecture Topic:** Supply Chain Alignment with Business Strategy – Globalization and Global Supply Chain
**Compulsory Reading:**

### Weeks 5 (01/02-06/02)
**Lecture Topic:** Align Operations with Supply Chain Partners & International Logistic Infrastructure
**Compulsory Reading:** TBA

### Weeks 6 (08/02-13/02)
**Lecture Topic:** International Shipping & Port and Port Logistics
**Compulsory Reading:**
- Ng and Liu (2014) – Chapter 2 & 4

**Other Activities:**
1) Guest Lecture on 13/02 by Jose Manuel (Consortium Manager at Centre Port Canada)

### Week 7 and 8 (27/02-06/03)
**Lecture Topic:** Competitive Theories and Strategies & Global Purchasing Management
**Compulsory Reading:**
- Ng, A.K.Y. (2009): Port Competition: The Case of North Europe. VDM Verlag, Saarbrucken, pp. 52-84.D9

**Other Activities:**
1) **Mid Term Test on 15/02 (Thursday)**

### Week 9 (08/03-13/03)
**Lecture Topic:** Inventory and Warehouse Management
**Compulsory Readings:**

### Week 10 and 11 (15/03-29/03)
**Course Project - Group Presentations**

**Remarks:**
1) **Deadline for the submission of the Written Essay (29/03).**

**Other Activities:**
2) Guest Lecture on 15/03 by Cameron Bergen (Director Business Solutions at Hylife)
Week 12 (03/04)
Mid-Term Test Review and Prepare for End-of-Term Test

Week 13 (05/04)

End-of-Term Test (05/04, Thursday)

Remarks:
1) Deadline for the submission of Group Report (05/04).

COURSE ASSESSMENTS

1) Course Project (Written Report and Group Presentation):
   - 3 students per group;
   - For group presentation, it should be the same group as your written report.
   - Students should form their own groups and inform the course instructor on or before January 23, 2018 (Tue). Any students who fail to join a group after then will be randomly allocated to a group by the course instructor.
   - For further details, please refer to the information sheets on course project.
   - Submission deadline for Written Report is April 5, 2018 (Thu).

2) Written Essay:
   - Write a 1,500-words essay on a topic related to global supply chains.
   - The topic will be provided by the course instructor (downloadable on UM Learn).
   - Submission deadline is March 29, 2018 (Thu).

3) Mid-Term Test:
   - Take place on Feb 15, 2018 (Thu).
   - 1 hour, closed-book written test (essay format).
   - Cover ALL the topics between Week 1 and Week 3.
   - Consist of 3 questions (1 question 8 marks; 2 questions 6 marks each).

4) End-of-Term Test:
   - Take place on April 5, 2018 (Thu).
   - 1 hour, closed-book written test (essay format).
   - Cover ALL the topics between Week 4 and Week 12.
   - Consist of 3 questions (1 question 8 marks; 2 questions 6 marks each).

5) Guest Lectures and Group Presentations:
   - Attending guest lectures and presentations is compulsory and will count towards 10% of the final course assessment.

MISCELLANEOUS

1) Lecture Notes:
Lecture notes for each week will be downloadable from UM Learn. Students are strongly encouraged to read them before attending the classes.

2) **Group Presentations:**

Group Presentation should last for around **20 minutes**, plus about **5 minutes for Q&A**. Marks will be deducted if the presentation is too short or running seriously overtime (+ or - 5 minutes).

3) **Submission of Written Essay and Written Report:**

5 marks will be deducted for each day of late submission. Also, students should strictly follow the Course Project’s format as indicated in the Course Project’s Guidelines. **Marks may be deducted** if you do not follow suit. All groups should submit one hard copy to the course instructor (Office: TBA). At the same time, they should submit one electronic copy as backup to the course instructor by e-mail: umli296@myumanitoba.ca.

**ABOUT THE INSTRUCTORS**

*Mr. Shane Li*

Shane Li is an instructor at the Department of Supply Chain Management of the I.H. Asper School of Business of the University of Manitoba (Canada). He is serving as the President of North Forge East Business & Technology Incubator and the Economic Development Officer of Local Government District of Pinawa. He has a B.Comm (Hons) in Supply Chain Management and International Business and MBA in Finance from the University of Manitoba, a Certified in Production and Inventory Management (CPIM), Certified Supply Chain Professional (CSCP) designation and a certification of blue belt innovation engineering. He is currently a candidate of Master of Science Degree (Business Administration). He has served on the Board of Directors of APICS for 4 years (the largest Supply Chain Management Association in the world). He was also being involved in building Start ups, serving as business mentor & advisor and has had other jobs in procurement positions. In addition, he is the final nominee for both Rising Star Award and Project of the Year Award from Economic Developers Association of Manitoba in 2017. The works he did are being reported by local and international medias including APICS Magazine, UM News, CBC News, Community Futures Network of Canada Annual Report, Discover Lau du Bonnet Magazine, EDAM Newspaper, Lau Du Bonnet Clipper, Manitoba Town & Country, Municipal Leader Magazine, Winnipeg Free Press, Pinawa News Letter and others.
AACSB Assurance of Learning Goals and Objectives.

The Asper School of Business is proudly accredited by AACSB. Accreditation requires a process of continuous improvement of the School and our students. Part of “student improvement” is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the learning goals and objectives listed below for the Undergraduate Program. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.

<table>
<thead>
<tr>
<th>Goals and Objective in the Undergraduate Program</th>
<th>Goals and Objectives Addressed in this Course</th>
<th>Course Item(s) Relevant to these Goals and Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Quantitative Reasoning</td>
<td></td>
<td>Compulsory readings, lectures</td>
</tr>
<tr>
<td>A. Determine which quantitative analysis technique is appropriate for solving a specific problem.</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>B. Use the appropriate quantitative method in a technically correct way to solve a business problem.</td>
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<tr>
<td>C. Analyze quantitative output and arrive at a conclusion.</td>
<td>✓</td>
<td>Oral presentation &amp; defence, reports</td>
</tr>
<tr>
<td>2 Written Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. Use correct English grammar and mechanics in their written work.</td>
<td>✓</td>
<td>Written Essay, oral presentation &amp; defence, reports, tests</td>
</tr>
<tr>
<td>B. Communicate in a coherent and logical manner</td>
<td>✓</td>
<td>Written Essay, Oral presentation &amp; defence, guest lectures, reports, tests</td>
</tr>
<tr>
<td>C. Present ideas in a clear and organized fashion.</td>
<td>✓</td>
<td>Written Essay, Oral presentation &amp; defence, reports, tests</td>
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<tr>
<td>3 Ethical Thinking</td>
<td></td>
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</tr>
<tr>
<td>A. Identify ethical issues in a problem or case situation</td>
<td>✓</td>
<td>Compulsory readings,</td>
</tr>
</tbody>
</table>
B. Identify the stakeholders in the situation.

C. Analyze the consequences of alternatives from an ethical standpoint.

4 Core Business Knowledge

ACADEMIC INTEGRITY

It is critical to the reputation of the Asper School of Business and of our degrees, that everyone associated with our faculty behave with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. Section 8 of the University Policies, found in The University of Manitoba Calendar, addresses the issue of academic dishonesty. Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing test prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- the same paper or portions thereof for more than one assignment, without discussions with the instructors involved

Many courses in the Asper School of Business require group projects. Students should be
aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members should exercise special care to ensure that the group project does not violate the policy on Academic Integrity. Should a violation occur, group members are jointly accountable unless the violation can be attributed to a specific individual(s). Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy. In the Asper School of Business, all suspected cases of academic dishonesty are passed to the Dean’s office in order to ensure consistency of treatment.