



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Politiche e delle Relazioni Internazionali		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	INTERNATIONAL RELATIONS, POLITICS & TRADE (FULLY ONLINE)		
SUBJECT	SUPPLY CHAIN MANAGEMENT		
TYPE OF EDUCATIONAL ACTIVITY	C		
AMBIT	20971-Attività formative affini o integrative		
CODE	14368		
SCIENTIFIC SECTOR(S)	ING-IND/35		
HEAD PROFESSOR(S)	BRUCCOLERI MANFREDI	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	9		
INDIVIDUAL STUDY (Hrs)	162		
COURSE ACTIVITY (Hrs)	63		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS			

PREREQUISITES	None
LEARNING OUTCOMES	<p>Knowledge and understanding:</p> <p>Know and understand how the competitiveness of a private organization depends on the effectiveness of the strategic choices related to operations and supply chain management. Know what the strategic choices are at the supply chain level. To assimilate fundamental concepts such as supply chain collaboration, supply chain decoupling point, the key role of information sharing and vertical integration. Ability to understand and analyze the main strategic problems faced by supply chain managers in manufacturing and service companies.</p> <p>Know the fundamental topics of networking strategy and social capital, social network analysis and open innovation. Demonstrate - also through deductive reasoning and references to concrete cases - ability to understand the main issues relating to inter-organizational relations, as well as the strategic choices adopted within the company (global sourcing, outsourcing, offshoring, M&A). Acquire knowledge related to the concepts of Crowdsourcing Open Innovation.</p> <p>Applying knowledge and understanding:</p> <p>Knowing how to deal with and propose solutions to strategic problems related to operations and supply chain management and be able to formulate creative solutions on complex operations and supply chain management situations.</p> <p>Knowing how to analyze both theoretical and empirical relationships between companies, such as relationships with suppliers and customers, but also alliances, joint ventures and M&A. Acquire the ability to operationalize theoretical inter-organizational constructs in design variables. Acquire skills in using Social Network Analysis software for the analysis of business networks.</p> <p>Making judgments</p> <p>Develop the ability to make recommendations and make strategic decisions in problematic situations in the operations and supply chain. Also knowing how to evaluate the effectiveness and efficiency of decisions made by specialists (consultants) in the field.</p> <p>Developing judgment skills, that is, the ability to critically evaluate some aspects related to the behavior of the company in relation to the other companies in its network. Express judgments on managerial choices regarding the organization and management of relationships between organizations, the choice of partners, and the structuring of networks, open innovation.</p> <p>Communication skills</p> <p>Knowing the technical language and being able to communicate with managers of operations and supply chains. Develop the ability to communicate and interact with other individuals in the company, to make complex managerial decisions and to negotiate an inter-organizational relationship. In relation to a particular strategic-managerial problem related to supply chain management, ability to explain its nature and origins, also suggesting possible solutions and thus showing communication and interaction skills, also useful for future work relationships.</p> <p>Learning skills</p> <p>Being able, thanks to the basic concepts and the methodological background developed, to easily learn the new challenges and problems related to the management of supply chains and, more generally, of the business network</p>
ASSESSMENT METHODS	<p>Mode of assessment:</p> <ul style="list-style-type: none"> - Group grading component: Group Project (40%) - Individual grading component: Final exam (60%) <p>Group Project</p> <p>The group project consists of the analysis and discussion of a business case study. The casework is structured as follows. At the beginning of the course, the teacher makes a case study and a list of questions that each group will have to answer available to students. Each group of students prepares a PowerPoint presentation by dedicating a page for each question. The powerpoint presentation must be prepared during the course and delivered one week before the end of the course. The last week of the course is in fact dedicated to the presentation in the virtual classroom in the presence of all the students.</p> <p>Final exam</p> <p>The written test will contain 5 theoretical-conceptual questions on the topics covered in the course and 2 numerical exercises to be solved. The answers to the theoretical-conceptual questions must not exceed the maximum limit of 100 words.</p>
EDUCATIONAL OBJECTIVES	<p>This course discusses the vocabulary, key concepts and analytical tools essential to understand operations in the production, distribution, and procurement activities of companies. The main issues related to the strategic</p>

	and operational management of supply chains are discussed. The goal is to show the student that well-designed supply chains can meet market demands at minimum cost and maximum quality in a minimum amount of time. In addition, the course aims to offer a discussion of the theories that explain the inter-organizational relationships of various kinds (supply relationships, outsourcing, alliances, JVs, and M&A) and of the network strategies of companies by combining the needs of theoretical rigor with practical applications and analysis of real cases. In addition, the course aims to provide knowledge for Open Innovation and crowdsourcing.
TEACHING METHODS	Asynchronous Teaching: Pre-recorded video lessons and other multimedia Teaching Material (other videos, handouts, slides, exercises) made available to the students for their individual study. Interactive Teaching: Exercises in the virtual classroom, presentation of business cases and research papers in the virtual classroom. Active learning through the team-working for the development of a project work in the virtual classroom. E-tivities as a review of the project in different stages with the teacher in the virtual classroom and public presentation of the project in the virtual classroom.
SUGGESTED BIBLIOGRAPHY	- Operations & Supply Management, Global Edition, 15th Edition, by F. R. Jacobs, R. B. Chase. McGraw-Hill, 2018 - Handouts/Slides and other multimedia teaching material available in the e-learning platform

SYLLABUS

Hrs	Frontal teaching
2	Introduction, Strategic Roles of Operations & Supply Chain Management
2	Restructuring Operations & Supply Chain, The Engines of Organizations
2	Demand Management and Forecasting
2	Basics of Inventory Management
2	Sales and Operations Planning
2	Material Requirements Planning and Enterprise Resource Planning
2	Lean/Just-in-Time – Basic Principles Theory of Constraints
4	Operations and Supply chain processes: flow analysis and performance
2	The firm and the market: the theories
2	Strategic inter-firm relationship: Alliances, Joint Venutures, Outsourcing, M&A
2	Technology Analysis, Open Innovation, Crowdsourcing
2	Social capital and Social network analysis
Hrs	Workshops
10	E-tivity: business case work
Hrs	Others
3	E-tivity: Demand Management and Forecasting
4	E-tivity: Basics of Inventory Management
4	E-tivity: Sales and Operations Planning
4	E-tivity: Operations and Supply chain processes: flow analysis and performance
4	E-tivity: Strategic inter-firm relationship: Alliances, Joint Venutures, Outsourcing, M&A
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