



Texas A&M University-Commerce

MKT 547: Product and Supply Chain Management

Online classroom

Professor / Instructor Contact Information

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- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day, so this is the best way to reach me.

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class***. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate

higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Materials – Text

No textbook is required.

COURSE DESCRIPTION:

A supply chain is defined as a set of three or more companies directly linked by one or more of the upstream and downstream flows of products, services, finances, and information from a source to a consumer. Supply chain management is the systemic, strategic coordination of the traditional business functions within a particular company and across businesses within a supply chain, for the purpose of improving the long-term performance of the individual companies and the supply chain as a whole. The major supply chain processes include planning, sourcing, making or converting, fulfillment, and relationships management. The major dimensions for evaluating the performance of supply chain processes and activities are time, cost, quality and compliance. This course covers the major activities of companies involved in profitably coordinating supply and demand in the marketplace to deliver consumer value.

Course Objectives:

The objectives for this course support the mission statement for the College of Business and expected learning outcomes in the specific area of supply chain management. These objectives are: 1. To introduce and study supply chain operations. 2. To give students the opportunity to critically describe, analyze, and recommend improvements in logistics and supply chain operations. 3. For students to analytically solve problems related to inventory management, facility location, and supply chain optimization. 4. To utilize computer resources to research and analyze supply chain operations. 5. To understand the global environment and strategic alliances in modern business and their impact on supply chain management.

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

D2L live chats (40 points)

Five discussions (150 points).

Four Individual Cases (400 points)

Total (590 points)

PLEASE NOTE: All assignments must be completed on the due date. Any late work will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

D2L Live Chats:

We have required live chats through D2L virtual classroom. Specific live chat times will be emailed to whole class at the beginning of Summer I.

Discussions (each week's discussion must be due on that week)

All discussion topics were posted under the different weeks in D2L. Please see the Discussion Rubric for details about discussion.

Discussion Rubric			
Task			
↓	Accomplished	Proficient	Needs Improvement
Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)
Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)

Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)
Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)

Individual Cases (each case costs 100 points)

Please read the detailed information in the following table.

This individual case (as a **Word document**) is to be submitted directly to the **DROPBOX under corresponding week. *Late projects will not be acceptable.*** Please use Times New Roman, 12 point font, and APA format to write **one FULL page content**, and then submit it to DROPBOX. **All articles are posted in Doc Sharing in D2L.**

Week	Date	Topic
Week 1	June 1 - 7	<p>Discussion 1 <i>What is supply chain management? Please give your answer and business examples</i></p> <p>Discussion 1 will be due by 11:59 p.m. CT on Sunday 6/7 of Week 1</p> <p>Case 1: Please read the article below and answer the question: Is retail service an effective coordination mechanism to be utilized to coordinate the online to offline competition?</p> <p><i>Article: Retail services and firm profit in a dual-channel market. Journal of Retailing and Consumer Services, 16(4), 306-314.</i></p> <p>Case 1 will be due by 11:59 p.m. CT on Sunday 6/7 of Week 1</p>
Week 2	June 8-14	Discussion 2

		<p><i>What is the relationship between products and supply chain management? Please give your answer and business examples</i> Discussion 2 will be due by 11:59 p.m. CT on Sunday 6/14 of Week 2</p> <p>Case 2: Please read the article below and summarize your reading in one double-spaced page.</p> <p><i>Article: Service level, pricing strategy and firm performance in a manufacturer-giant retailer supply chain. Journal of Product and Brand Management, 19(1), 61-66.</i> Case 2 will be due by 11:59 p.m. CT on Sunday 6/14 of Week 2</p>
Week 3	June 15-21	<p>Discussion 3 <i>Why is product differentiation important in online to offline competition? Please give your answer and business examples</i> Discussion will be due by 11:59 p.m. CT on Sunday 6/21 of Week 3</p> <p>Case 3: Please read the article below and summarize your reading in one double-spaced page.</p> <p><i>Article: Product brand differentiation and dual-channel store performances of a multi-channel retailer. European Journal of Marketing, 44(5), 672-692</i> Case 3 will be due by 11:59 p.m. CT on Sunday 6/21 of Week 3</p>
Week 4	June 22-28	<p>Discussion 4 <i>Why is the difference between supply chain management and marketing? Please give your answer and business examples</i> Discussion will be due by 11:59 p.m. CT on Sunday 6/30 of Week 4</p> <p>Case 4: Please read the article below and summarize your reading in one double-spaced page.</p> <p><i>Article: Managing channel coordination in a multi-channel manufacturer-retailer supply chain. Industrial Marketing Management, 40(4), 636-642.</i> Case 4 will be due by 11:59 p.m. CT on Sunday 6/28 of Week 4</p>
Week 5	June 29-July 2	<p>Discussion 5 <i>What is the relationship between supply chain management and marketing? Please give your answer and business examples</i> Discussion will be due by 11:59 p.m. CT on July 2</p>

IMPORTANT: turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 15%. For a grade “A” project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

All works must be completed on time. Late works will not be acceptable.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

Interaction with Instructor Statement

The instructor's communication response time and feedback on assessments are stated clearly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.