Texas A&M University-Commerce
MKT 386.01W: Supply Chains and Channels

Online classroom

Professor / Instructor Contact Information

Dr. Ruiliang Yan
Office Dallas
Office phone: 903.886.5692; fax: 903-886-5702
Email: Ruiliang.Yan@tamuc.edu

- **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 – Textbook

The required texbook: **Supply Chain Management: Strategy, Planning, and Operation, 7th Edition** (author: Sunil Chopra, Northwestern University) **ISBN-13:**978-0134731889

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.

COURSE GRADING: Final grades are based upon the Official University policy.

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

Four individual exams (400 points)
Group Paper (100 points)
Total (500 points)

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

EXAMS: There are 4 exams that cover approximately 4 or 5 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 1 hour and 40 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **<u>Please see specific exam schedule in the course schedule below</u>**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

Group Paper

You need to find the best-match team members by yourselves. Each team can have 1-6 members. If you cannot find any team member, you need to work the team project by yourself. **Required at least 4 pages' FULL content with Word size 12 and double-spaced (title page and references are excluded).** One member will submit the group paper (in its entirety) to the Dropbox with all names alphabetically in the paper.

IMPORTANT: tunitin.com will be used to check the submitted papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A" project, its turnitin must be less than 10%. 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.**

Each team member should contribute to the team project equally. If half of your team members complain about your contribution, your grade will be deducted at least 30 points. If you satisfy with your team member performance, no any evaluation is needed.

Please watch the LinkedIn Learning video to understand the importance of Supply Chain Management:

Then please read the article below to address the following requirements:

Article: Amrouche, N., Pei, Z., and Yan, R. (2020). *Mobile channel and channel coordination under different supply chain contexts*. **Industrial Marketing Management**, 84, 165-182.

Requirements:

1) Why is supply chain management important in the business market?
2) Define the contracts mentioned in the paper and provide specific business examples for each contract.
3) Comparing the differences between these contracts

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/13stude
nts/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf

Graduate Student Academic Dishonesty 13.99.99.R0.10

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13stude
nts/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/studentDisabilityResourcesAndServ
ices/

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.

AI use policy [May 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty **AI use policy [May 2023]**
Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty