

IE7040: 供應鏈管理精論  
Fundamentals of Supply Chain Management

**Time:** Thursday 14:20 ~ 17:10 (6、7、8)  
**Place:** R101 Guo-Ching Building 國青大樓 101  
**Instructor:** Prof. Y-C Chou 周雍強  
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**Description:**

Globalization has transformed the structure of many industries and supply chains. The changes started with mere outsourcing arrangements but have evolved into more complicated relationships among firms that specialize in product design, process technology, manufacturing or distribution. In this course, we will discuss economic concepts of modern supply chains and demand channels. The course materials include three case studies (Barilla, Zara, and Cisco) and emphasize modeling and analysis. **This course is more advanced than what is typically covered in supply chain management courses.**

**Pre-requisites:** Production Management and Economics. **This course is not suitable for those who do not have some ideas of production management and microeconomics**

**References:** (selected chapters)

- Class notes (primary reading)
- Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Simchi-Levi, Kaminsky and Simchi-Levi, 3<sup>rd</sup> Edition, McGraw-Hill, 2009.
- Industrial Organization: a Strategic Approach, by Jeffrey Church and Roger Ware, McGraw-Hill, International Edition, 2000.

**Grading:**

Homework and Presentation	Mid Term Exam	Final Exam
50%	25%	25%

**Topics:**

1. Contemporary supply chain
2. Inventory management and risk pooling
3. Fulfillment chains
4. Network flow analysis and flow time reduction
5. **Time-based competition (fast fashion)**
6. Theory of the firm
7. **Continuous replenishment**
8. Agency problems and contract design
9. **Strategic channel design**
10. Differentiation strategy

**Course policy:** Homework assignments are due at the beginning of class. No late homework will be accepted.