



APPLIES TO ACADEMIC YEAR 2012/2013

## SHI 3592 Supply Chain Management in Shipping

### Programme

Bachelor of Shipping Management (2. year)

### Responsible for the course

Bente Merete Flygansvær

### Department

Department of Strategy and Logistics

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

English

### Introduction

The purpose of this course is to provide a fundamental understanding of the subject fields of supply chain management. Supply chain management is about how a supply chain is organized in order to secure an effective and efficient flow of goods from point of origin (raw materials) to point of consumption (end user). It is about learning how the whole supply chain needs to be coordinated, and how each participating company have to bear the totality of the chain in mind. This is based on an idea that companies are competing with their total supply chains, rather than just products and individual company strategies. We will during this course learn about the principles, strategies and theories that are the basis for supply chain management. In particular, we will focus on how shipping plays a role in supply chain management. Shipping in this perspective means that vessels are a part of the process of taking products from point of origin to point of consumption, and provides an inherent tension of exploiting capacities and providing timely supplies.

### Learning outcome

#### Acquired knowledge

After the course students shall have learned:

- To understand the concept of supply chain management, which consist of optimizing parts of the chain and taking an overall view at the same time
- To understand the significance of information sharing and collaboration in supply chains
- To understand how shipping activities contribute in supply chains, including the tension between capacity utilization and effectiveness and efficiency of the whole chain

#### Acquired skills

After completed course students should:

- Be able to describe and explain a supply chain for a certain product, consisting of companies, activities, and its flow of goods
- Be able to apply relevant concepts and theories to analyze a supply chain, in particular a supply chain including the shipping industry

#### Reflection

After completed course students should:

- Be able to understand the impact and role of shipping in a supply chain, including how the shipping actors and activities take part in and form the supply chain.

### Prerequisites

None.

### Compulsory reading

#### Books:

Branch, Alan E. 2009. Global supply chain management and international logistics. Routledge. 172 pages

#### Other:

Maximum 10 articles. Published at It's Learning

## Recommended reading

### Course outline

- What is supply chain management and shipping
- The concept of supply chain management and tools to analyse supply chains
- The context of the shipping industry
- Information sharing and collaboration across the supply chain, also called efficient consumer response (ECR)
- The demonstration of ECR through a role play called “the lego game”
- The important decisions points for shipping in a supply chain management perspective

### Computer-based tools

No specified computer-based tools are required.

### Learning process and workload

The course consists of 45 hours of lectures including group work, cases, excursions and discussions.

Specific information regarding any aspect of student evaluation will be provided in class. It is the student's responsibility to obtain this information. Please note that whilst attendance is not compulsory, it is the student's responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or mandatory literature. Homepages and/or It's learning are not designed for the purpose of students who choose not to attend class.

Recommended workload in hours

Activity	H o u r s
Participation in lectures	4 5
Preparation for lectures/reading literature	7 0
Casework	3 1
Preparation for the examination	5 0
Examination	4
<b>Total Recommended workload</b>	<b>2 0 0</b>

### Use of hours

45 hours - Lectural hours including cases, excursions and discussions.

### Examination

Final grade in the course will be based on following activities and weights:

Part 1 - Hand in assignment - case, counts for 30% of final grade. The case will be published approx one month before the written exam, and can be solved individually or in groups of up to three students.

Part 2 - A three hour individual written examination, counts for 70% of final grade.

Both parts must be passed to obtain final grade.

### Examination code(s)

SHI 35921 - Hand in assignment - case, counts for 30% to obtain final grade in the course SHI 3592 Supply Chain Management and Shipping, 7,5 ECTC credits.

SHI 35922 - Written exam, counts for 70% to obtain final grade in the course SHI 3592 Supply Chain Management and Shipping, 7,5 ECTC credits.

### Examination support materials

No support materials allowed.

**Re-sit examination**

A re-sit examination is offered next time course is scheduled.

**Additional information**