

Global supply chain design – before and after the pandemic

An online course offered by the Chair of Logistics & Quantitative Methods at the University of Würzburg, Germany

Target Audience – Who should participate in this course and continue reading this document?

“Are we going to reverse globalization?”

This course is designed for any student or practitioner that is interested in how companies have designed their global supply chains (including procurement, manufacturing and distribution) in the near past and how this will potentially be affected by recent developments, including the Covid-19 pandemic.

The course only requires some basic business and management knowledge. It is case-based, relies on very basic principles of economics and operations management, and does not require (extensive) quantitative skills. While being targeted towards students in undergraduate and graduate programs in business, management and other disciplines that have an economic and international business perspective, the course will also provide substantial value to practitioners with an economics or business interest.

Course contents – Why is this this interesting?

Not only large global players, but also medium-sized (European) firms have globalized their supply chains over the past decades. They operate in global markets – with regard to procurement and production as well as in relation to their customers, who are supplied by global distribution systems. Therefore companies need to optimally design and coordinate their globally distributed value creation activities (particularly procurement, production and logistics).

This course first examines how companies designed and re-designed their global supply chains during the last two decades. Based on many different cases, a business (supply chain) simulation and some basic managerial considerations, we will identify and specify the most important drivers of global supply chain design and develop insights into why companies took specific decisions in terms of procurement, manufacturing and distribution. In this context, we will also discuss the (changing) role of contract manufacturers (e.g., Foxconn) and supply chain intermediaries. Based thereupon, we will develop different globalization strategies based on case examples and explore re-shoring and near-shoring initiatives..

Recent global developments have challenged some of the basic principles underlying global supply chain design. These include increasing labor costs in some of the world’s preferred offshoring locations, new trade barriers and a push towards supply chain transparency laws to prevent non-sustainable and unethical supply chain (manufacturing) practices. More recently, the Covid-19 pandemic has lead both policy makers and managers to re-think their global supply chains. The second part of this course addresses the question of how these recent developments will impact global supply chain design in the near, medium and long-term future. This analysis will again be carried out for different industries and for different case companies.

Course mechanics – How are we going to run this course?

The course will consist of 4 live sessions (online) that will take place in May and June and will be complemented by a global supply chain simulation and a final workshop in which we discuss the impact of the Covid-19 pandemic and other important developments on the future of global supply chains.

Timelines

- Registration to the course by April 21, 2021 the latest. This is a hard deadline.
- Live sessions: May 4, June 15, June 22, June 29
- Final workshop: July 13

Fees and Admission

The course is free of charge. However, you have to register with the University of Würzburg as a student in order to participate and to obtain credits. The registration also comes free of charge, but you have to furnish a set of documents (transcripts, etc.) for being registered. We will provide you with the details.

We admit up to 20 participants and select from applications based on merit.

Credits & Certificates

Being an official student at the University of Würzburg, you will receive 5 credit points according to the European Credit Transfer System (ECTS). Participants outside the European Union have to check with their Registrar's office or their International Office how their respective Universities or Schools account for these credit points.

We can issue a separate certificate of participation if required.

Contact

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