

## Syllabus

<b>Name:</b>			
<b>Strategic Management of Global Supply Chains</b>			
<b>Responsible:</b>			
Professor Richard Pibernik, Chair of Logistics and Quantitative Methods			
<b>Program:</b>	<b>Type:</b>	<b>Term:</b>	<b>ECTS:</b>
Master	Lecture	Summer	6 CP
Block course, 4 complete days			
<b>Contents &amp; Objectives:</b>			
<p>Large-scale as well as medium-sized companies have progressively globalized their value creation activities over the past years. They operate in global markets – both in procuring goods and services as well as in dealing with customers. At the same time, many companies have outsourced fundamental parts of their value creation to partners (i.e. suppliers, logistics service providers, etc.). In order to decrease production and procurement costs, outsourcing partners have been chosen in low-cost countries (so-called low cost country sourcing). Companies are faced with the problem of designing and coordinating the best possible strategies for global value networks (global supply chains). In this lecture, important theoretical and practical issues in strategic management of global supply chains are addressed.</p> <p>Students are required to independently prepare theoretical (partially quantitative-analytical) approaches and concepts. Students intensify their knowledge and partially develop theoretical concepts through case studies.</p>			
<b>Prerequisites:</b>			
This course is designed for students in the Master's program who do not intend to specialize in Logistics & SCM, but who do want to obtain a good understanding of global manufacturing and global supply chains. Therefore, the course has no specific prerequisites apart from basic analytical and statistical skills.			
<b>Course structure:</b>			
<b>Week</b>	<b>Content</b>		
1	I Introduction to Global Supply Chain Strategies		
2	II Design of Global Production Networks, Global vs. Local Sourcing		
3	III Outsourcing, Offshoring, Contract Manufacturing und Supply Chain Intermediaries		
4	Global Supply Chain Simulation		
<b>Literature:</b>			
<p>[1] A package of reading materials (consisting of chapters from different Textbooks like Cachon/Terwiesch, van Mieghem, Nahmias, etc., and practice-oriented articles) will be made available on WueCampus for every chapter</p> <p>[2] Multiple Case Studies (Sport Obermeyer, Zara, Li &amp; Fung, Solectron)</p>			
<b>Grading:</b>			
60-minute final written exam			
<b>Contact:</b>			
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