

OM 444

ORIGINATOR'S SECTION:**1. College:**
☐ CHABSS ☒ CoBA
☐ CoEHHS ☐ CSM
Desired Term and Year of Implementation (e.g., Fall 2008):

Fall 2017

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) ☐ Yes ☒ No**3. Course will be a variable-topics (generic) course?** ☐ Yes ☒ No
("generic" is a placeholder for topics)**4. Course abbreviation and Number:*** OM 444**5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)**
Strategic Supply Chain Cost Management**6. Abbreviated Title for PeopleSoft:**
(no more than 25 characters, including spaces)
Strategic Cost Management**7. Number of Units:** 2**8. Catalog Description:** (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)

This course focuses on the fundamental principles, processes, tools, strategies and practices that are currently used by successful companies to manage their supply chain costs and networks, and significantly improve their bottom lines. Students will learn to analyze business needs, markets and suppliers, evaluate category costs and rationalize supplier prices. They will learn how to develop and implement effective supply chain management strategies that balance cost, quality, technology and delivery to achieve the lowest Total Cost of Ownership. The course casts a strategic focus on sourcing, spend management, cost management, supplier relationship management and supply chain risk management, and covers knowledge and skills that are significantly increasing demand today.

9. Why is this course being proposed?

The course fits within the Global Supply Chain Management Option by adding a practical component to concepts learned in the OM core courses (305 and 428). Recently we have completed an industry wide survey to find out the skills necessary for GSCM option graduates. According to data gathered in this survey we have concluded that our graduate student lack the understanding of resource planning technology. This course aims to equip our students with an understanding of how modern supply chain systems function with the aid of technology. As such, the course is a true complement to the existing courses in the option. As evident in the proposed syllabus, the course also employs a learn-by-doing pedagogy and emphasizes practical application.

10. Mode of Instruction*

For definitions of the Course Classification Numbers:

http://www.csusm.edu/academic_programs/curriculumsheduling/catalogeurrricula/DOCUMENTS/Curricular_Forms_Table/Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	2	C2
Activity		
Lab		

11. Grading Method:*

- ☒ Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)
☐ Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)
☐ Credit/No Credit Only (C)

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.



☐ Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.
13. Course Requires Consent for Enrollment? ☐ Yes ☒ No

☐ Faculty ☐ Credential Analyst ☐ Dean ☐ Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? ☐ Yes ☒ No

If yes, how many times? (including first offering)

15. Is Course Crosslisted: ☐ Yes ☒ No

If yes, indicate which course and check "yes" in item #22 below.

16. Prerequisite(s): ☒ Yes ☐ No BUS 204 or BUS 304
17. Corequisite(s): ☐ Yes ☒ No

18. Documentation attached:
☒ Syllabus ☐ Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:* OM 482-1
20. How often will this course be offered once established?* Once a Year

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)
21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? ☒ Yes ☐ No

If yes, please specify:

Elective course for Global Supply Chain Management students

22. Does this course impact other discipline(s)? (If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.) ☐ Yes ☒ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline _____ Signature _____ Date _____ Support _____ Oppose _____

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SIGNATURES : (COLLEGE LEVEL) :

1. Originator (please print or type name) Robert Aboolian 9/6/16
 Date
 2. Program Director/Chair [Signature] 9/6/16
 Date
 3. College Curriculum Committee [Signature] 9/6/16
 Date
 4. College Dean (or Designee) [Signature] 9/7/16
 Date

(UNIVERSITY LEVEL)

5. UCC Committee Chair _____ Date _____
 6. Vice President for Academic Affairs (or Designee) _____ Date _____
 7. President (or Designee) _____ Date _____

Strategic Supply Chain Cost Management

Instructor: Sanjit Menezes

Synopsis:

A substantial portion of every dollar a company earns in revenue flows out of its doors as costs to acquire the wide array of products, services and assets needed for its operations. Effectively managing these outflows is critical to maximizing profitability, sustaining a competitive advantage and delivering shareholder value. This course focuses on the fundamental principles, processes, tools, strategies and practices that are currently used by successful companies to manage their supply chain costs and networks, and significantly improve their bottom lines. Students will learn to analyze business needs, markets and suppliers, evaluate category costs and rationalize supplier prices. They will learn how to develop and implement effective supply and cost management strategies that balance cost, quality, technology and delivery to achieve the lowest Total Cost of Ownership. The course casts a strategic focus on sourcing, spend management, cost management, supplier relationship management and supply chain risk management, and covers knowledge and skills that are in significantly increasing demand today.

Learning Objectives:

Upon completion of the course, students will be able to:

1. Determine and evaluate category costs
2. Define, calculate and utilize Total Cost of Ownership
3. Analyze supply markets and develop sourcing strategies
4. Differentiate between price & cost in supply management
5. Evaluate the competitiveness of prices paid to suppliers
6. Build and use cost models to estimate and rationalize supplier prices
7. Effectively use cost knowledge to negotiate supplier prices
8. Develop collaborative supply chain cost management strategies
9. Develop effective supplier relationship management strategies
10. Assess supply chain risk to develop risk mitigation strategies

Materials:

- Instructor handouts
- Text book (TBD) – Possible: Strategic Category Management, Sanjit Menezes, ISBN 978-0-615-88309-0, Alfred Street Publishing

Suggested Readings:

- Inside Supply Management, The Wall Street Journal, The Economist, Business Week

Grading components:

1. Class participation
 2. Quizzes & Exams
 3. Article reviews & discussion
 4. Case studies
 5. Team projects
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Case Write-ups:

Each case study will require a written report and the use of computer software. It should be appropriate as a consulting report. Students are encouraged to work in a team for case reports. The size of the teams is determined based on the enrollment. The general plan of a case report should be as follows:

- Executive Summary: a clear summary of the issues raised by the managerial situations, your approach and your findings..
- Analysis and approach: A detailed analysis of explanation of the analytical approach followed by the students in solving the problem.
- Recommendations: a clear and concise summary of the recommendations for the specific actions to be taken targeted at the manager who may decide to implement these recommendations.

Homework Assignments:

Homework assignments are designed to help you learn the mechanics of the methods discussed in class and to give you an opportunity to apply these concepts in a straightforward manner. In addition to their value as learning exercises, doing a careful and thorough job on the homework assignments is the best preparation for the midterm and final exams. Homework assignments should be done individually.

Project:

The objective of the project is to permit students to tailor the course to their own interests. The format of the final project report (15-20 pages) should be similar to that of case reports. The project involves using concepts learn from the class in solving a real-world problem.

Grading Policy:

94-100	90 < 94	85 < 90	80 < 85	75 < 80	70 < 75	65 < 70	60 < 65	0 < 60
A	A-	B+	B	B-	C+	C	D	F

Class Participation And Behavior:

Note that Class Participation forms an important component of the final grade. Students can only score well in that if they regularly attend and actively participate in class discussions. Each student brings experience that others in the class can benefit from and thus individual attendance can enhance the learning experience of the entire class (including the instructor). Students are expected to respect the rights of their classmates by exhibiting behavior that is conducive (or not disruptive) to the learning environment of the classroom. Cell phones should be turned off or put on silent ring or vibrate. Phone calls should not be made or taken during the class period. If there is an emergency situation that prevents you from adhering to this policy, please see your instructor to discuss it as soon as possible. Students are expected to refrain from using computers during class time for activities that are NOT related to the class topic being discussed that day. These activities include, but are not limited to navigating social networks, game playing, instant messaging, etc...

Academic Honesty Statement:

Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All written work and oral presentation assignments must be original work. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated with quotation marks.

TENTATIVE SCHEDULE

Week	Topic	Notes
1	<ul style="list-style-type: none"> • Introductions & review of course outline • Supply Chain Cost Flows & cost management methods 	
2	<ul style="list-style-type: none"> • The role of sourcing strategies • Assessing business needs and impact 	Creation of teams
3	<ul style="list-style-type: none"> • Analyzing supply market dynamics 	Article review/discussion
4	<ul style="list-style-type: none"> • Developing best value sourcing strategies • Evaluating suppliers 	Quiz
5	<ul style="list-style-type: none"> • Cost Definitions – Types of cost • Analyzing Life-cycle costs – TCO 	
6	<ul style="list-style-type: none"> • Case study discussion • Make Vs. Buy (Outsourcing decisions) 	Case Study Due
7	<ul style="list-style-type: none"> • Price Vs. Cost management • Case study 	Case Discussion
8	<ul style="list-style-type: none"> • Evaluating price competitiveness • Types of cost models 	Project – Phase 1 Due
9	<ul style="list-style-type: none"> • Building cost models 	EXAM
10	<ul style="list-style-type: none"> • Building cost models • Case Study 	Case Discussion
11	<ul style="list-style-type: none"> • Cost models - case discussion 	Case Study Due
12	<ul style="list-style-type: none"> • Collaborative cost management strategies • Guest speaker 	Article review/discussion
13	<ul style="list-style-type: none"> • Assessing & managing supply chain risk 	EXAM
14	<ul style="list-style-type: none"> • Project presentations 	Final Project Due
15	<ul style="list-style-type: none"> • Project presentations & wrap up 	

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From: Criselda Yee <cjee@csusm.edu>
Date: Friday, September 16, 2016 at 3:46 PM
To: Robert Aboolian <raboolia@csusm.edu>
Cc: Jennifer Martin <jmartin@csusm.edu>
Subject: OM 444 C Form - Need Catalog Copy

Hi Robert,

I reviewed your OM 444 C Form with Regina this afternoon (pdf is attached). I need one more document before I can send this to the UCC.

Please send me a marked up catalog copy of the Global Supply Chain Management Option, indicating where OM 444 would fall under.

You can reply to this email, and attach a scan of a marked up copy of page 130 of the 2016-18 Catalog.

Thanks so much for your help!

Best regards,
Criselda

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GLOBAL SUPPLY CHAIN MANAGEMENT OPTION (51 Units)

The business model for leading companies has significantly changed over the last ten years to focus on creating a seamless supply chain that will use company assets more efficiently, take cost out of the supply chain, and create value for the consumers. The Global Supply Chain Management Option emphasizes the understanding of the complexity of the global supply chain and the competence to satisfy consumer demand in the global marketplace by getting the right product to the right consumer at the right time at the right price in a cost effective manner. The option provides students with knowledge of cross disciplinary models and theories, as well as the ability to apply those concepts in today's constantly changing marketplace.

Foundations of Business Courses (16 units)

BUS 302	2
BUS 324	4
FIN 302*	2
MGMT 302*	2
MIS 304	4
MKTG 302*	2

GSCM Core Courses (10 units)

GBM 427	2
OM 305	4
OM 428	4

GSCM Electives (20 units)

ACCT 423	2
GBM 430	2
MIS 420	4
MKTG 448 (2 units) or MKTG 461 (4 units)	2-4
MKTG 450	4
MKTG 451	4
OM 406	4
OM 435	2
OM 440	4
OM 441	4
OM 442	4
OM 481-484	1-4
OM 498	1-4

Capstone (5 units)

BUS 442	2
BUS 495	3

*Equivalent 4-unit courses can be substituted, but the excess units cannot count towards electives.

MANAGEMENT OPTION

(51 Units)

The Management Option courses concentrate primarily on relationships among members of organizations as well as organization decision-making behavior and cultures. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. A common theme is the use of people skills. There are currently two tracks in the Management Option:

- Management and Organizations Track
- Entrepreneurship Track

Management Option –

Management and Organizations Track

(51 units)

The Management and Organizations track is designed to help students become effective leaders and managers in any organizational context. Courses in the track relate specifically to developing leadership and management competencies, understanding essential human resources practices, as well as building effective teams and organizational cultures. Required and elective courses also expose students to business and cross-cultural issues that are common in the global business environment. Most courses focus on both theory and application of management and organizational principles. The courses draw on many facets of the social and behavioral sciences to guide students in their intellectual development. Common themes are the use of people skills, the ability to analyze complex situations, and make effective decisions to achieve success in today's competitive environment.

Foundation of Business Courses (12 units)

	Units
BUS 302	2
BUS 322*	2
FIN 302*	2
MIS 302*	2
OM 302	2
MKTG 302*	2

Management Core Courses (16 units)

MGMT 305	4
MGMT 415	4
MGMT 452	4
MGMT 461	4

*Equivalent 4-unit courses can be substituted, but the excess units cannot count towards electives.