UNIVERSITAS INDONESIA

FAKULTAS EKONOMI & BISNIS

DEPARTEMEN MANAJEMEN

PROGRAM STUDI MAGISTER MANAJEMEN

**SYLLABUS**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**FOR GLOBAL COMPETITIVENESS**

ECMM801065

FALL SEMESTER (2025)

**Lecturers**

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| **No.** | **Name** | **E-mail** |
| 1. | Jonathan Nahum Marpaung, B.Sc., M.Sc., Ph.D. | jonathan.nahum@office.ui.ac.id |

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| Subject Code | ECMM801065 |
| Course Title | Logistics and Supply Chain Management for Global Competitiveness |
| Credit Value | 3 Credits |
| Year/Semester | II/3 |
| Day/Hour | Wednesday 19.00-21.30 Indonesian Western Time (GMT +7) |
| Subject Type | Compulsory |
| Pre-requisite/  Co-requisite/  Exclusion | None |
| Role and Purposes | Role:  This course is an essential part of the operations management concentration. Logistics and supply chain management significantly contribute to supporting the improvement of a firm’s competitive advantage and performance. This course discusses basic principles in logistics and supply chain management related to the supply aspect, operational aspect, distribution activities, and supply chain integration within a firm.  Purposes:  After completing the course, students are expected to be able to:   1. Explain the role of supply chain management to improve a company’s competitiveness and performance. 2. Analyze issues related to the supply aspect, operational aspect, distribution activities, and supply chain integration within a firm. |
| Subject Learning Outcomes | Objectives of Subject:   1. MM FEB-UI graduates should demonstrate integrity, ethical behavior, and respect for diversity. 2. MM FEB-UI graduates should demonstrate concerns towards the society. 3. MM FEB-UI graduates should demonstrate effective leadership qualities. 4. MM FEB-UI graduates should have effective communication skill within global setting. 5. MM FEB-UI graduates should be able to conduct applied business research. 6. MM FEB-UI graduates should exhibit entrepreneurial spirit. 7. MM FEB-UI should demonstrate creativity and innovative thinking. 8. MM FEB-UI graduates should be able to formulate business models using contemporary approaches.   AACSB Learning Goal (LG) and Learning Objective (LO) (TLA):   1. Ethics & Social Responsibility – Students have awareness are aware of ethics and social responsibility   LO1: to be sensitive to ethical and social issues in management decisions  Traits: Distinguish between ethical and unethical behavior   1. Global Awareness – Students demonstrate awareness of the global societal environment   LO2: Students can identify the central problems of global issues in business cases  Traits: Identify pertinent global issues affecting local and national level business conducts   1. LG: Oral Communication Skills – Students be able to demonstrate oral communication skills   LO3: Students be able to present their business ideas properly   1. LG: Written Communication Skills – Students be able to demonstrate written communication skill   LO4: Students can convey the idea briefly, clearly, and persuasively through written communication  Traits: Focus and organization; Language, spelling, and grammar; Development of idea (or quality of argument)   1. LG: Critical Thinking – Students can demonstrate that they are critical thinkers.   LO5: Students can argue and conclude an issue based on supportive evidence in business cases  Traits: Deliver key ideas/ points; Comparison, Evaluation, and Analysis. |
| Subject Synopsis/  Indicative Syllabus | | **Week #** | **Topics** | **LO** | **Reading Materials** | | --- | --- | --- | --- | | 1. | Introduction to Supply Chain Management | LO1, LO3, LO5 | Wisner et al. (2019), Ch. 1 | | 2. | Purchasing Management  *Case Analysis:*  *Woolworth SA: Something in the Yoghurt mix case* | LO2, LO3, LO4, LO5 | Wisner et al. (2019), Ch. 2 | | 3. | Creating and Managing Supply Chain Relationships in a Global Setting  *Case Analysis:*  *Supplier Segmentation in Global Organizations: Beyond Models* | LO2, LO3, LO4, LO5 | Wisner et al. (2019), Ch. 3 | | 4. | Global Ethical and sustainable sourcing  *Case Analysis:*  *Joe Fresh: Ethical Sourcing* | LO1, LO3, LO4, LO5 | Wisner et al. (2019), Ch. 4 | | 5. | Demand Forecasting *Case Analysis:*  *Harmonizing Demand Forecasting and Supply at Mahindra & Mahindra Ltd* | LO3, LO4, LO5 | Wisner et al. (2019), Ch. 5 | | 6. | Resource Planning Management *Case Analysis:*  [*Resource Planning at Akshaya Patra, Vasanthapura*](https://hbsp.harvard.edu/product/IMB475-PDF-ENG?Ntt=resource%20planning&itemFindingMethod=search) | LO3, LO4, LO5 | Wisner et al. (2019), Ch. 6 | | 7. | Global Inventory Management | LO3, LO5 | Wisner et al. (2019), Ch. 7 | | MID-SEMESTER EXAMINATION | | | | | | 8. | Process Management | LO3, LO5 | Wisner et al. (2019), Ch. 8 | | 9. | Global Logistics  *Case Analysis:*  *Royal FloraHolland: Strategic Supply Chain of Cut Flowers Business* | LO2, LO3, LO4, LO5 | Wisner et al. (2019), Ch. 9 | | 10. | Customer Relationship Management  *Case Analysis:*  [*Laurs & Bridz: Implementation of a Customer Relationship Management Solution*](https://hbsp.harvard.edu/product/W18055-PDF-ENG?Ntt=customer%20relationship%20management&itemFindingMethod=search) | LO3, LO4, LO5 | Wisner et al. (2019), Ch. 10 | | 11. | Global Location Decisions  *Case Analysis:*  *Polaris Industries Inc.* | LO2, LO3, LO4, LO5 | Wisner et al. (2019), Ch. 11 | | 12. | Service Response Logistics  *Case Analysis:*  [*Zappos.com: Developing a Supply Chain to Deliver WOW!*](https://hbsp.harvard.edu/product/GS65-PDF-ENG?Ntt=service%20supply%20chain&itemFindingMethod=search) | LO3, LO4, LO5 | Wisner et al. (2019), Ch. 12 | | 13. | Supply Chain Process Integration in a Global Context  *Case Analysis:*  [*Ferrero Group: Achieving Sustainability Through Supply Chain Integration*](https://hbsp.harvard.edu/product/W17371-PDF-ENG?Ntt=supply%20chain%20integration&itemFindingMethod=search) | LO3, LO4, LO5 | Wisner et al. (2019), Ch. 13 | | 14. | Supply Chain Performance Measurement | LO3, LO5 | Wisner et al. (2019), Ch. 14 | | FINAL SEMESTER EXAMINATION | | | | | |
| Teaching/  Learning Methods | To accomplish these objectives, the course will use a variety of learning techniques: readings, lectures, written reports, presentations, and, most importantly, class discussion of case studies.   * **Participant-Centered Learning**   Logistics and supply chain management is best learned through practice. The cases we will study are about real-world business situations; they are an opportunity to both apply the concepts we discuss in class as well as further develop our ability to think about business strategy. How much you get out of a case depends on your preparation and active participation. Each of you must be fully prepared for each session, and there will be assignments throughout the term to help focus your preparation.  You are expected to actively participate in each session — comment, question, argue, and analyze. Class participation provides us with an opportunity to develop our communication skills — in presenting a point of view and in listening. In many ways, these skills are as valuable as the analytical tools that will be developed in the course. The lecturers will facilitate the learning process.  In order to gain the greatest benefits of the course, you are encouraged to follow the learning process from the beginning to the end. In addition, you are also encouraged to be actively involved in sharing your experiences in group/class discussions.   * **Case Analysis Format**  1. Every group (maximum of 2 students) has to prepare and write a case analysis paper for the assigned case before the class. 2. One (1) group is to present (PowerPoint presentation) the assigned case in the class. 3. Other groups/students are required to ask questions or comment on the presenting group. 4. Questions will be recorded as this will affect final grades. 5. The contents of the case analysis paper (should not exceed 4 pages, not including cover and exhibits; A4 paper; 1.5 space; Arial 12):  * Case Synopsis * Identification of Issues/Problems * Case Analysis based on Related Theories/Frameworks/Models * Conclusion & Recommendation(s) * References  1. The time allocation for the case presentation is as follows:  * Each group will deliver a brief presentation (maximum 20 minutes) * Followed by Questions and Answers (Q&A) and a discussion session (maximum of 40 minutes) * **Quizzes**   Quizzes will be provided with/without prior notice. They are used to examine an individual’s understanding of the course materials and cases.   * **Mid-term and Final Exams**   Mid-term and final exams will be take-home exams where the students have two (2) days to finish and submit the exams. The content and format of the exams will be discussed in class.   * **Participation**   Individually, each student is required to participate actively in teaching and learning, in the form:   * 1. Ask questions relevant to the topic.   2. Prepare to answer questions.   3. Discuss issues related to the topic. * **Attendance**   Students are required to attend a minimum of 80% of scheduled lectures.   1. A maximum of **3 (two) times absences** without any reason. |
| Assessment Method in Alignment with Intended Learning Outcomes | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **No.** | **First Half** | | **No.** | **Second Half** | | | 1. | Participation/Discussion/Quiz | 12.5% | 1. | Participation/Discussion/Quiz | 12.5% | | 2. | Case Analysis Paper and Presentation | 12.5% | 2. | Case Analysis Paper and Presentation | 12.5% | | 3. | Mid-Term Exam | 25% | 3. | Final-Term Exam | 25% | | **Total** | | **50%** | **Total** | | **50%** | |
| Details of Learning Methods | The specific learning methods used in this subject are:   1. Group assignment to write 10 papers in the form of case study analysis about the implementation of one or some aspects of supply chain management principles in a real company. The assignment aims to teach students how to demonstrate the ability to argue and draw conclusions on an issue based on supportive evidence in business cases (LO5). 2. Case study analysis will be presented and discussed, to teach the students how to demonstrate the ability to convey the idea briefly, clearly, and persuasively through written communication (LO4), and the ability to present their arguments properly (LO3). Through the case analyses, LO1 and LO2 will also be experienced by students. 3. Lecture and class discussions aim to teach students how to demonstrate the ability to argue and draw conclusions on an issue based on supportive evidence (LO5). | |
| Student Study Effort Expected | |  |  | | --- | --- | | **Class Contacts:** |  | | Lectures | 21 Hours | | Presentation and discussion | 14 Hours | | **Other student study effort:** |  | | Preparation for project/assignment/tests | 28 Hours | |  |  | | |

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| Reading List and References | Required Reading:  Wisner, J.D.; Tan, K.C. & Leong, G.K. (2019). *Principles of Supply Chain Management: A Balanced Approach*. 5th Edition. Boston, MA: Cengage Learning.  List of Case Studies   |  |  |  | | --- | --- | --- | | **No.** | **Company** | **Business** | | 1. | Woolworth SA | Retail | | 2. | Supplier Segmentation in Global Organizations: Beyond Models | Electrical Equipment | | 3. | Joe Fresh: Ethical Sourcing | Retail | | 4. | Harmonizing Demand Forecasting and Supply at Mahindra & Mahindra Ltd | Automotive | | 5. | [Resource Planning at Akshaya Patra, Vasanthapura](https://hbsp.harvard.edu/product/IMB475-PDF-ENG?Ntt=resource%20planning&itemFindingMethod=search) | Non-profit | | 6. | Royal FloraHolland: Strategic Supply Chain of Cut Flowers Busines | Flowers | | 7. | [Laurs & Bridz: Implementation of a Customer Relationship Management Solution](https://hbsp.harvard.edu/product/W18055-PDF-ENG?Ntt=customer%20relationship%20management&itemFindingMethod=search) | Pharmaceutical | | 8. | Polaris Industries Inc. | Automotive | | 9. | [Zappos.com: Developing a Supply Chain to Deliver WOW!](https://hbsp.harvard.edu/product/GS65-PDF-ENG?Ntt=service%20supply%20chain&itemFindingMethod=search) | Retail | | 10. | [Ferrero Group: Achieving Sustainability Through Supply Chain Integration](https://hbsp.harvard.edu/product/W17371-PDF-ENG?Ntt=supply%20chain%20integration&itemFindingMethod=search) | Food | |
| Plagiarism | Plagiarism is defined as inserting words/sentences/ideas belonging to other author/s in part or whole without referring to the sources. Students must indicate the source of any words/sentences from other author/s in his/her writing.  Plagiarism also refers to copying in part or whole another student’s assignment or copying from books, journals, web pages, magazines, newspapers, etc. Plagiarism includes also the act of auto-plagiarism defined as the use of one’s own words/ sentences/ ideas taken from another assignment/paper that has been submitted for grading in another or the same course without any reference to its/ their source/ s.  Following the disciplinary rules and code of ethics for students as indicated in the Guidebook of FEB-UI, students are prohibited from committing plagiarism and will be sanctioned/punished accordingly.  The sanctions/ punishment are as follows:   * First-time offense will result in receiving a Zero (0) grade or a maximum of “F” for the assignment. * Second-time offense will result in receiving an “F” for the course. * Third-time offense will result in the student being expelled from the Department of Management, FEB-UI. |
| Statement of Authorship | It is mandatory that a *Statement of Authorship* must be included and posted on the front page of the assigned paper.  **Statement of Authorship**  **I**/We.........................the undersigned declare to the best of my/our ability that the paper/assignment herewith is an authentic writing carried out by myself/ourselves. No other authors or work of other authors have been used without any reference to its sources.  This paper/assignment has never been presented or used as a paper assignment for other courses except if I/we clearly stated otherwise.  I/We fully understand that this assignment can be reproduced and/or communicated to detect plagiarism.  Name :  Student’s ID Number :  Signature :  Course :  Paper/Assignment Title :  Date :  Lecturer :  (signed by all and every single student if it is a group assignment) |