

Georgia Tech Ernest Scheller Jr. College of Business

IMBA 6260 GLOBAL SUPPLY CHAIN MANAGEMENT AND ELECTRONIC COMMERCE

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COURSE DESCRIPTION

This course integrates two parts: (1) Global Supply Chain Management (GSCM) and (2) Electronic Commerce (EC).

The objective of GSCM is to educate students on matching supply and demand in a cost-effective manner – a primary challenge for any firm, from perspectives internal and external to the firm using operational and informational levers. **GSCM will be taught by Prof. Bob Myers.**

EC focuses on the role of Information Technology (IT) in supply chains. EC or digital business is defined as any transaction that involves the use of computer networks or mobile computer networks. EC can be viewed as “Amazon of X” or “X with IT”. The part examines digital business by focusing on digital business model analysis and design. **EC will be taught by Prof. D. J. Wu.**

A mixture of lectures, case discussions, simulations, and course project will be employed in this course to provide an understanding of and means to tackle issues in global supply chain management and e-commerce.

COURSE MATERIALS

All course materials (e.g., readings, cases, assignments, exams, and course slides) are posted on Canvas.

GRADING

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| 1. EC Platform Competition Game (9/7) | 15% |
| 2. EC Individual Blog Post (Virtual Session, Due 9/23) | 20% |
| 3. EC Take-Home Exam (Due 10/22) | 10% |
| 4. Class Participation (EC Sessions) | 5% |
| 5. Class Participation (Supply Chain Sessions) | 5% |
| 6. Virtual Soda Pop Simulation | 10% |
| 7. Two In-Class Supply Chain Simulations | 25% |
| 8. Supply Chain Individual Take-Home Exam (Due 9/07) | 10% |

Class Participation

This course is designed to be highly interactive and, as such, you should come to class well prepared to discuss not only the cases for which your group has prepared a write-up, but all cases and assigned readings. The readings are particularly helpful to provide a broad perspective of the issues raised in the cases and assigned articles. To reinforce our goal of interactive class discussion, class participation will constitute 10% of the final grade (Full credit if participant is present and active, zero credit otherwise).

EC Platform Competition Game

You will play one graded digital platform simulation game in this. This game is to be played individually and will make up 15% of your total grade. The game will take place in class. More instructions are provided on our course Canvas.

Virtual Session (Individual Blog Post)

This virtual session will make up 20% of your total grade.

Virtual Soda Pop Simulation

There will be some course videos and then an individual simulation for this assignment. This simulation reinforces setting an inventory policy for a fictitious Soda Pop company. More instructions are provided in Canvas on this assignment that counts 10% of the course grade.

In Class Supply Chain Simulation Games

You will play two supply chain simulation games (One Region and Network Games) in this graded assignment. Both games are to be played as a team. Each game will make up 12.5% of your total grade. The games will take place in class. You will be given access to the game data during the session prior to the game start to view the historical data so that you can forecast demand and develop a game strategy. Teams without a strategy (e.g., do nothing) will obtain zero points from the games.

Individual Take-Home Exam

There is one final exam at the end of the course.

Grading Scale

Your final grade will be assigned as a letter grade according to the following scale. Please note, we do not round grades.

Letter	Percent Range	Letter	Percent Range
A	90.0-100%	D	60.0-69.9%
B	80.0-89.9%	F	0-59.9%
C	70.0-79.9%		

Course Policies and Guidelines

Accommodations for Students with Disabilities: Every student deserves the opportunity to learn in an environment that is inclusive and equitable. If you have accommodations with the Offices of Disability Services, please communicate your approved accommodations to me as soon as possible.

Attendance: Failing to attend class will result in the loss of points earned during class time that cannot be made up. In general, excused absences are very rare and will require documentation from the dean of students. For instance, missing class for vacation, coffee chats, and graduate assistant meetings will not yield makeup opportunities. For absences you think may be excusable, with the exceptions of emergencies, you must contact me at least one day in advanced to receive accommodations (i.e., emailing 5 minutes before class, will not yield makeup opportunities if you have known for a while you will be absent).

Late Submission Policy: You are strongly encouraged complete assignments on time. The best way to do this is to get assignments out of the way when they are assigned rather than waiting until the last minute. In the event the assignment is turned in late, the following policy will be used: 10% if turned in within 24 hours, 25% if turned in between 24-72 hours late, between 3 and 7 days a 50% penalty will be imposed. No late assignments will be accepted after 7 days.

Grade Disputes: Any grade disputes must be made within one week of the posted grade.

Academic and Professional Integrity: Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. All students enrolled at Georgia Tech, and all its campuses, are to perform their academic work according to standards set by faculty members, departments, schools, and colleges of the university; and cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied. Students should act in accordance with the academic integrity policies outlined by the university (<https://policylibrary.gatech.edu/student-affairs/academic-honor-code>). Any instance of academic

dishonesty will be handled in accordance with the procedures outlined in the policies set forth by the university.

Student-Faculty Expectations Agreement: At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The [Student-Faculty Expectations](#) articulate some basic expectations that you can have of us and that we have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, we encourage you to remain committed to the ideals of Georgia Tech while in this class.

The Use of Artificial Intelligence: There has been an uptick in artificial intelligence tools (e.g., chat GPT) that can at times make the completion of work easier. Using these tools in a leadership development course can stand in the way of the personal reflection needed to pinpoint where you need to grow as a leader. Thus, the only acceptable use of AI in this course is for light copy editing to fix grammatical mistakes. Failing to adhere to this policy, will result in a zero for the assignment and students will be subject to the academic dishonesty policies set forth by the university.

Subject to Change Statement: The syllabus and course schedule may be subject to change. Changes will be communicated via the Canvas announcement tool, as well as during class-time.